



1969 Dodge Daytona

## Dodges Threw Curve to Other 1915 OEMs

by Jim Stickford

Dodge celebrated its 100th anniversary by going back to the beginning.

The Chrysler brand put on a display of 100 years of Dodge product at Meadowbrook Hall, the site where the first Dodge was built by Dodge brothers Horace and John.

Chrysler manager of Historical Services Brandt Rosenbusch said at the celebration on June 27 that the Dodge brothers, who made their fortune supplying bodies to Ford and parts to Oldsmobile, built the first Dodge prototype in the barn of the property, which would later be turned into Mead-

owbrook Hall by John's widow, Mathilda Dodge Wilson.

Dodge Brand CEO Tim Kuniskis spoke at the celebration, saying that the history of Dodge isn't the story of an automobile brand – it's really the history of two brothers.

"They died 95 years ago," Kuniskis said. "Yet the brand they created still reflects them and who they were. To celebrate Dodge's 100th anniversary, it's important we tell that story."

Rosenbusch told the audience attending the Meadowbrook celebration that the Dodge brothers sent their first vehicle, the 1915 Dodge off the production line of the famous Dodge Main facility in

November of 1915. The company grew quickly as an automaker, but by 1920 Horace and John were dead, victims of the influenza outbreak of 1920.

The company was purchased by Chrysler in the 1920s and has been a vital part of Chrysler ever since.

Kuniskis said that Dodge's story isn't over yet.

"Dodge is the fastest-growing brand and we've lowered the average age of our buyers," Kuniskis said. "We've purified the brand and made Dodge the mainstream performance brand for Chrysler."

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## Feinberg Has Final Word on GM Crash Victims' Payouts

By JOAN LOWY and TOM KRISHER

WASHINGTON (AP) – Kenneth Feinberg is prepared to pay out billions of General Motors' money to victims of crashes in GM small cars – provided they can prove the cars' ignition switches caused the crash.

GM links 13 deaths to a defective ignition switch in cars such as the Chevrolet Cobalt and Saturn Ion. But trial lawyers and lawmakers say claims of wrongful death and injury could total in the hundreds.

Feinberg, one of the country's top compensation experts, said GM has placed no limit on the total amount he can pay to injured people or relatives of those killed. And he alone – not GM – will decide how much they each will get, even though he is being paid by the company and it didn't like some of the program's provisions.

Feinberg wouldn't estimate the ultimate cost for GM, saying he has no idea how many death or injury claims he will get. Based on the methodology he plans to employ, a large amount of claims could mean a sum running into the hundreds of millions of dollars, if not billions.



Kenneth Feinberg

"GM has basically said whatever it costs to pay any eligible claims under the protocol they will pay it. There is no ceiling," Feinberg said at a June 30 news conference in Washington to announce details of the plan.

With the plan, GM is trying to limit its legal liabilities, control the damage to its image and eventually move beyond the crisis caused by its failure to correct the ignition switch problem for more than a decade, even as it learned of fatal crashes. The company recalled 2.6 million old-

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Herman & Judy's Zarkis 1956 C2

## Corvette Club's Fundraiser Nets \$6,500; Goes to the Dogs

by Jim Stickford

The folks with some very good-looking cars last month raised \$6,500 for Leader Dogs for the Blind.

The GMC Corvette Set club held its annual car show and fundraiser in late June at Canterbury Village in Lake Orion.

For the past decade, the club has held its car show at Canterbury Village. Club president Tom Hoelne said this year's show was "exceptional."

"We had about 70 entries in the contests," Hoelne said. "We also had about 70 Corvettes that belonged to our members, but weren't part of any contest. So there was a lot for Corvette fans to see."

"I'd say that we had record numbers of walk-ins, just people who wanted to see the Corvettes."

"I felt we had more people as visitors than in past years, but

it's really hard to get a count.

"This is our 10th year using (Canterbury) as our venue for the club's annual show. Through 2013, we've raised \$142,000 for Leader Dogs for the Blind. I credit having the show at Canterbury Village for helping us raise so much money."

This year, Hoelne said, they were able to raise \$6,500 from the silent auction held at the show. Among the items auctioned off were six tickets to the 2015 Indianapolis 500, as well as items donated by Dollie Cole, widow of GM legend Ed Cole, who was president of the company in the 1970s.

Wally Edgar Chevrolet in Lake Orion has been a long-time sponsor of the event. Dealership GM Mark Gratsch said he attended this year's show and that it was a great show that helps a great cause. He credits part of that success to the setting of Canterbury Village.

## U.S. June Auto Sales Accelerate Forward With 1.2 Percent Jump Over Last Year

DETROIT (AP) – U.S. auto sales grew at the fastest pace in eight years in June, surprising the industry and setting it up for a strong second half of the year.

Sales rose 1.2 percent over last June to 1.4 million cars and trucks, according to Autodata Corp.

GM, Chrysler, Toyota, Hyundai and Nissan all saw increases over last June.

Honda sales were flat, while sales at Ford and Volkswagen were down.

June's annualized sales rate – which estimates annual sales if they stayed at the same pace every month – was 16.98 million.

That was the fastest pace since July 2006 and higher even than May, which also surprised the industry with its strength.

GM's sales were up 1 percent over last June despite a continuing parade of recalls.

Kelley Blue Book analyst Alec Gutierrez said GM is benefiting from its new lineup of SUVs, which hit the market at a time when buyers are gravitating toward bigger vehicles. Sales of the Chevrolet Tahoe large SUV nearly doubled to more than 11,000, while sales of the GMC Yukon more than doubled to 3,946. Cadillac Escalade sales were up 57 percent.

Chrysler's sales jumped 9 percent on strong de-

mand for the new Jeep Cherokee SUV and other models. It was the company's strongest June since 2007, with gains for Jeep, Ram, Dodge and Fiat.

Ford's sales dropped 6 percent as the company cut back on discounts for the F-Series pickup, which is the best-selling vehicle in the U.S.

Ford is trying to limit sales of the outgoing F-Series as it prepares to close its truck plants and change over to a new, aluminum-sided F-150 pickup, which will go on sale late this year. F-Series sales fell 11 percent in June to 60,560.

Other automakers said:

- Toyota's sales rose 3 percent as the Camry and Corolla sedans both posted double-digit gains. Sales of the new 4Runner SUV were up 42 percent.

- Honda's sales were flat. Sales of most models declined, including the Odyssey minivan and CR-V SUV, but sales of the Accord and Civic sedans were up.

- Nissan's sales were up 5 percent on strong sales of the new Rogue SUV as well as higher car sales. Sales of the Sentra were up 68 percent.

- Hyundai's sales rose 4 percent on the strength of the new Sonata sedan, which jumped 29.5 percent.

- Subaru's sales were up 5 percent on strong demand for the new Forester, up 30 percent.

### GM's June Sales Are Up 1 Percent

General Motors dealers delivered 267,461 vehicles in the United States in June. Total sales were up 1 percent compared with a year ago. Retail sales were up 1 percent and fleet sales were up 2 percent.

There were two fewer selling days in June compared with a year ago. On a selling-day adjusted basis, GM's total sales were up 9 percent. Retail deliveries were up 9 percent and fleet sales were up 10 percent.

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### Chrysler Sales Rise 9 Percent

Chrysler last week reported U.S. sales of 171,086 units, a 9 percent increase compared with sales in June 2013 (156,686 units), and the group's best June sales since 2007.

The Jeep, Dodge, Ram Truck and Fiat brands each posted year-over-year sales gains in June compared with the same month a year ago, said Chrysler spokesperson Ralph Kisiel.

The Jeep brand's 28 percent increase was the largest sales

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### Ford Sales Down; F-Series Gears Up

Ford Motor Company's June 2014 U.S. sales of 222,064 vehicles declined 6 percent from a year ago. Retail sales of 145,989 vehicles declined 5 percent, while fleet sales of 76,075 vehicles declined 7 percent.

"Both the Fusion and Transit Connect set records in June, continuing their sales momentum," said John Felice, Ford vice president, U.S. Marketing, Sales and Service.

"F-Series again topped 60,000

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## Nearly 700,000 Chrysler Vehicles Being Recalled For Ignition Key

Chrysler is expanding a previous safety recall to install a more robust WIN module detent ring in the ignition key.

The recall is being made “out of an abundance of caution,” said Chrysler spokesman Nick Cappa.

A previous recall in 2010 included 196,000 Chrysler Town & Country, Dodge Grand Caravan and Dodge Journey vehicles built Aug. 2, 2009, through June 17, 2010.

The expansion includes an additional 695,957 vehicles manufactured Jan. 29, 2007, through Aug. 1, 2009.

Vehicles equipped with an FOB key may experience inadvertent ignition switch displacement from the “run” to “accessory” position while driving.

If the switch is not fully engaged in the “on” position of the detent ring inside the module, the spring-loaded switch may allow the key to spring past the “on” position and into the “accessory” position. This action will shut off the engine and passive restraint systems, including air bags.

Cappa said Chrysler is unaware of any injuries related to the expansion.

Chrysler dealers will, at no cost to customers, install the new WIN detent ring in affected vehicles.

Chrysler will contact affected customers and advise them when service is available.

## NHTSA Looking Into Dodge Ram Driveshaft Issues

DETROIT (AP) – The U.S. government’s road safety agency is investigating complaints that the rear axles can lock up on some Dodge Ram pickup trucks, causing them to spin out of control.

The probe covers about 260,000 Ram 1500 trucks made in the 2005 model year.

The National Highway Traffic Safety Administration has 15 complaints from drivers that the rear differential locked or the driveshaft separated with little or no warning, according to NHTSA.

Seven drivers reported the wheels locked up at speeds over 50 miles per hour. Two said the trucks went into a spin.

No crashes or injuries have been reported.

In one complaint from February 2013, a driver told NHTSA he was on an interstate highway when the driveshaft disconnected and the truck began to spin.

“It was five seconds of terror that I thought would surely end in disaster,” the driver wrote. When the truck stopped it was blocking an entrance ramp, and the driver had to drag it to the shoulder in speeding traffic, the complaint said. “I was lucky that I wasn’t killed,” he said.

# Feinberg Has Final Say on Payouts to Victims of GM Crashes

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er small cars earlier this year to replace the switches.

Only those hurt in crashes caused by the small-car ignition switches are eligible, so the program excludes other GM safety problems. People filing claims will have to prove that the switches caused the crashes. Once their claim is settled, they give up their right to sue the company.

Claims can be filed from Aug. 1 to Dec. 31. Once the filing is completed, Feinberg promises payment in 90 to 180 days in most cases. People who previously settled lawsuits with GM are eligible to apply for more compensation.

Feinberg said he will not consider whether those injured in crashes contributed to the cause by drinking alcohol, speeding, not wearing seat belts or other behavior. But GM could use that as a defense if the cases go to trial, he said.

“We have no interest in evaluating any alleged contributory negligence on the part of the driver,” he said.

In many cases, cars have been destroyed and it will be difficult to determine if the switches caused the crash, Feinberg said.

“Unlike the 911 fund or the BP oil spill fund, many of these accidents occurred years ago, decades ago,” Feinberg said. He urged those seeking compensation to use police, hospital, insurance and auto repair records to buttress their claims. If the accident vehicle is still available, that’s even better, he said.

Legal experts say GM has almost no defenses left in crash lawsuits because it conceded the switches are defective and that its employees were negligent in failing to recall the cars.

A GM-funded probe by an outside attorney blamed the delays on a dysfunctional corporate culture and misconduct by some employees. The company has dismissed 15 workers in the case.

Feinberg said he also won’t consider whether a crash happened before GM left bankruptcy protection in July of 2009. Under its bankruptcy deal, “New GM” – the company that emerged from court protection – is shielded from claims stemming from crashes that happened before the bankruptcy. Those claims go to “Old GM,” the remnants of the company left behind in the bankruptcy, which has few assets.

Crashes that occurred after the bankruptcy could get big judgments in court, so it may

take more money for Feinberg to settle them.

The faulty ignition switches can slip from “run” to “accessory,” unexpectedly shutting off the engines. That knocks out power steering and brakes and can cause drivers to lose control. In addition, the air bags won’t inflate due to lack of power, so they won’t protect people in a crash. Feinberg said if the air bags inflated, that negates a claim because that means the crash wasn’t caused by the switch.

If air bag inflation is in doubt, the claims still will be considered, Feinberg said.

Drivers, passengers, pedestrians and occupants of cars hit by GM vehicles are eligible for payment, Feinberg said.

Laura Christian, the mother of an accident victim who attended the news conference, said she had evidence that 165 people have died in accidents caused by the ignition switch problem.

She also said there is evidence that in some cases the driver succeeded restarting the vehicle moments before the crash, leading to air bag deployment. She asked if Feinberg would consider such cases.

“I will be glad to consider anything you have,” Feinberg said.

Feinberg will follow the same methodology he used when he handled a \$7 billion government fund for victims of the Sept. 11, 2001, terrorist attacks. He has detailed formulas setting payments based on a victim’s age, earnings potential and severity of injuries.

Those injured can either follow the formula and get a quick payment, or try to justify a bigger payment through “an individual negotiation tied to the extraordinary circumstances of the claim,” Feinberg said. Claimants still not satisfied after that can sue GM.

Under Feinberg’s formula, for example, relatives of a deceased 25-year-old earning \$75,000 per year who is married with two children would get \$5.1 million. But the relatives could build a case to get more, he said. Severely injured people could get more money than some death cases, Feinberg said. For example, a 40-year-old earning \$70,000 per year who is married with no children and became a paraplegic in a crash would get \$6.6 million under the formula.

Feinberg will limit how much he’ll pay people with less-serious injuries, based on how long they stayed in the hospital, similar to the way he compensated victims of the Boston Marathon bombings.

But there is no cap on potential payments to relatives of those killed and people with catastrophic injuries that caused brain damage, amputation, serious burns or paralysis. Also, Feinberg said it won’t matter if drivers contributed to their crashes by drinking alcohol, texting or failing to wear seat belts.

“GM has agreed that it cannot challenge my ultimate determination,” Feinberg said. “They have no right to appeal.”

Those who want to punish GM should go to court rather than filing a claim, Feinberg said. He also said he will consider only injury claims, not those for property damage or loss of a car’s value.

With the Sept. 11 fund, the average award to families of those killed was \$2.1 million through 2,880 claims. The fund also paid

an average of about \$400,000 each for the 2,680 accepted claims of injuries stemming from the attacks. The smallest injury award was \$500, the largest \$8.6 million, according to the report. Only about 80 lawsuits rose from the attacks.

GM said in a statement that Feinberg’s plan shows it is taking responsibility for what happened to victims “by treating them with compassion, decency and fairness.”

Feinberg acknowledged that some people will question his fairness, given that he was hired by GM.

“The only way you overcome that problem is by demonstrating through the awards that the program is fair,” he said. “Money is a pretty poor substitute for loss. It’s the limits of what we can do, unfortunately.”



George Talley and his recovered 1979 Chevrolet Corvette

## ’Vette Owner Reunites with His Car – 33 Years Later

There are happy endings to sad stories. Sometimes it just takes a while to happen.

Just ask George Talley, who was reunited with his prized ’79 Chevrolet Corvette at General Motors’ world headquarters last week, just three miles from where the car was stolen from him 33 years ago.

Talley, 71, last saw his Corvette when it was parked on Jefferson Avenue in 1981.

On June 13 of this year, more than 30 years later, Talley received a call from AAA informing him his car had turned up in Hattiesburg, Miss.

“It was a lucky day to hear that my car had been found,” said Talley. “They told me it was running, had 47,000 miles on it and was

all ready for me to pick up.”

Talley – a Corvette fan since he saw his neighbor’s first-generation ’Vette in the 1950s – was fortunate to own three more Corvettes, but the ’79 was always his favorite.

Talley’s luck continued when Mark Reuss, executive vice president for GM Product Development, heard his story on the news and offered to ship the car home to Detroit.

“George’s story brought a smile to my face,” said Reuss. “As a longtime Corvette owner myself, I know the passion the car inspires.”

“I also knew that car belonged home in Detroit, with its rightful owner, and we could make that happen.”

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The FIATski promotion, seen here on the Chicago River, won Cannes Festival's "Lion" awards.

## Fiat Makes Big Splash at Cannes Festival

The Fiat brand was awarded seven prestigious "Lion" awards during the 2014 Cannes Lions International Festival of Creativity, the world's biggest celebration of creativity in communications.

The Fiat Brand received a Silver "Lion" in the "Outdoor/Transit" category for its FIATski (watercraft) campaign in the United States.

In addition to the U.S. award, Fiat Automóveis was awarded with five Lions in the festival, including one in the Innovation category, the first one for any Brazilian company.

In Italy, the commercial "Yacht" was granted a bronze in the "TV & CINEMA FILM" in the "Cars" category.

"The Fiat brand made a big splash this year at the Cannes Lions International Festival of Creativity," said Olivier Francois, Chrysler Group's chief marketing officer and Fiat Group Automobiles' head of Fiat Brand.

"We strive to create compelling campaigns that speak the language of Fiat globally, and to be recognized with seven 'Lions' is a tremendous honor."

In the U.S., the "FIATski" activation was an extension of the Fiat brand's 2012 "Immigrants/Sexy People (The Fiat Song)" advertising campaign, which announced

the brand's arrival in America with the Fiat 500 diving into the sea in Italy and re-emerging onto U.S. shores.

To extend the idea in the biggest way possible, the entire Fiat 500 family, including the Fiat 500, Fiat Abarth and Fiat 500L, was turned into watercraft.

The Fiats on water skis zipped across the United States during the summer of 2013, including in Miami, Huntington Beach, Chicago and San Francisco.

The FIATskis were seen by more than 100,000 fans on hand in July for the 2013 U.S. Open of Surfing in Huntington Beach, Calif.

In San Francisco, the watercraft buzzed the harbor during the America's Cup, shot over to the Golden Gate Bridge and end-

ed up in McCovey Cove to make an appearance with fans at a Giants baseball game.

They even emerged in Chicago along the Lake Michigan waterfront, and circled tourist's boats on the Chicago River en route to an encore at the Lollapalooza Music Festival.

And in November 2013, the FIATskis escorted the Italian cruise ship MSC Divina for its maiden voyage into its new Miami homeport.

"In the end, all six Fiat watercraft made an unforgettable statement – the Italians are here, and they're here to party," Morrison said.

The Fiat brand's FIATski (watercraft) campaign was created in partnership with Dallas-based The Richards Group.

## Chrysler Leads 5 Segments In Owner Experience Study

Five Chrysler Group products landed atop their segments in Strategic Vision's annual Total Quality Index™ that measures new vehicle owners' overall experience and emotional connection with their vehicles.

"This is the second consecutive year for Dodge Dart and Durango to be recognized for Total Quality, and it's great news to add Dodge Charger, Jeep Wrangler Unlimited and Ram 2500/3500 to the list of honorees," said Doug Betts, Chrysler's senior vice president of Quality.

"Our quality efforts focus on maximizing the things that excite consumers about new vehicles, while also minimizing any dislikes or inconveniences. These holistic Total Quality awards help reinforce Chrysler Group's ongoing product improvements."

"Chrysler continues a strong presence in Dodge Dart – a small car segment co-leader with Mitsubishi Lancer – and Dodge's Charger and Durango models in their segments," said Strategic Vision spokesperson Susan Johnson.

"Ford continues to improve in this study, having segment winners in C-MAX Energi, Flex and Expedition, along with Lincoln MKZ Hybrid."

Dodge Dart shared the lead for total quality in the small car segment, while Dodge Charger and Dodge Durango ranked highest in the full-size car and mid-size SUV segments, respectively.

The Jeep Wrangler Unlimited earned the top spot in the entry SUV segment and Ram 2500/3500 shared the highest score in the heavy-duty truck category.

Johnson said the San Diego-based Strategic Vision's Total Quality Index score is a holistic measure that encompasses positive and negative product experiences, including reliability, actu-

al problems, driving excitement and other measures that collectively are energized by the emotional response associated with the aggregate of all those experiences – hence, Total Quality.

Other Detroit automakers who had vehicles finish first included the Chevy Volt, which won the mid-size alternative powertrain car category.

The Ford C-MAX Energi finished first in the Small alternative powertrain car segment.

The F-150 was number one in the full-size pickup segment with a total quality score of 892, just beating the Toyota Tundra, which had a score of 891 and the GMC Sierra 1500, which had a score of 890.

The Lincoln MKZ Hybrid won the near-luxury alternative powertrain car category and the Corvette was tops in the premium coupe segment.

The Ford Flex was first in the mid-size SUV segment, followed by the Ford Expedition, which won its full-size utility category.

The Big Three did well in the heavy-duty category.

The Ford F-250/350 had the best quality score of 868, but was closely followed by the Chevy Silverado 2500/3500, which had a score of 867.

Ram wasn't about to be left behind. The Ram 2500/3500's score was 866.

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## Matt Hagan Races Mopar Charger To NHRA Victory

He had to beat all three of his Don Schumacher Racing teammates to earn it, but Matt Hagan drove his Mopar Express Lane Dodge Charger R/T to a much needed Funny Car title win at the 17th annual Route 66 National Hot Rod Association (NHRA) Nationals near Chicago June 29.

"It's just good to turn on four win lights again," said Hagan, whose 11th career win helped extend Mopar's recent string of victories, in either the Pro Stock or Funny Car class, to six national events. "It's not been as long as some people, but it was long enough. Hopefully, we can carry this momentum on but we just have to enjoy the moment right now. It does make you realize how hard these wins are to get and when it does come together you don't want the day to go away."

Pietro Gorlier, president and CEO of Mopar, Chrysler's service, parts and customer-care brand, said, "Congratulations to Matt Hagan for getting back on track with his second final round appearance of the year with this win at Joliet aboard the Mopar Express Lane Dodge Charger R/T."

"We look forward to watching Matt and his Don Schumacher Racing teammates contend for more wins this season in celebration of 50 incredible years of 426 Race Hemi."

Hagan snapped an 11-race winless streak by driving past teammate Jack Beckman and opponent Bob Bode on his way to a semifinal showdown against his other fellow HEMI-powered teammate, Ron Capps.

It was also the first time this racing season that three DSR Dodge Charger R/T machines have advance to the semi-finals.

It took a hole shot win against Capps for Hagan to advance to his second final round elimination since his runner-up finish in the 2014 Mello Yello Drag Racing Series season opener.

Hagan rose to the occasion and defeated Tommy Johnson Jr. in an all-Mopar final, to become the first DSR driver to defeat all three teammates en route to an event title.

Bolstered by consecutive title wins at the last two national events by DSR teammates Johnson and Capps, Hagan and his Mopar crew brushed off six first-round losses to score their first victory of the season and the first trip to the winner's circle since the 2014 season finale in Pomona.

"It's been a humbling year for us," said Hagan, who climbs from 10th to eighth in the Funny Car points standings with his efforts last weekend.

"Last year, we came out and won five races and you think that you're going to set the world on fire the following year. We just kind of fell off. These guys have been keeping after it."

With his runner-up finish, number-one qualifier Johnson moved into second place in the standings behind points leader Robert Hight and will look to keep the momentum going through the fourth event in as many weeks in Norwalk, Ohio.

"I wanted to win, but if you look at the weekend as a whole, it was great," said Johnson, who also posted his first run under the four-second barrier in qualifying on Saturday.

"We got into the 3's, we were number one, and we went to the finals. The Make-A-Wish team is so good that it's hard not to be disappointed with a runner-up, but you take a look back at it and have to think, okay, we did really well."

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**2014 RAM 1500 CREW CAB OUTDOORSMAN 4X4**

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**\$1500 HUVARE CASH!**  
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**2014 RAM 1500 CREW CAB 4X4 LARAMIE**

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## Stop-Start Now Available on Jeep Cherokee, Chrysler 200

Chrysler is offering some of its most sophisticated engine technology as standard in vehicles that won't break the bank of its customers.

That's how Chrysler spokesperson Kathy Graham describes the Engine Stop-Start (ESS) technology that's now standard equipment on certain models of the 2015 Jeep Cherokee mid-size SUV and 2015 Chrysler 200 mid-size sedan.

Chrysler 200 customers who opt for the 2.4-liter Tigershark I-4, and Jeep Cherokee customers who choose the available 3.2-liter Pentastar V6 will experience estimated fuel-economy improvements of up to three percent, compared with the conventional vehicle-engine pairings, Graham said.

"We're taking highly efficient engines and upping the ante to further benefit our customers," said Mike Duhaime, global director of Electrified Powertrain Propulsion Systems.

"ESS leverages intricate control strategies to deliver a superior driving experience, as well as the expected fuel savings and emissions reduction."

ESS applications in the Chrysler 200 and Jeep Cherokee will account for an estimated CO2 emissions-reduction of up to three percent, Duhaime said.

Availability in the popular Jeep Cherokee is scheduled for third quarter, Graham said. ESS arrives the following quarter in the new Chrysler 200.

The technology made its NAF-TA-region debut in the Ram 1500 full-size pickup. ESS accounts for a one-mpg city-cycle fuel-economy gain in the Ram, the most fuel-efficient truck in its segment, Duhaime said.

"At the heart of ESS is a high-speed/high-durability starter that reduces crank time, culminating in quicker restarts," Duhaime said. "Its function is regulated by algorithms that act on a vehicle's powertrain and chassis components."

"As a result, acceleration is always aligned with driver inputs. Passive accelerator application is met with measured throttle response. Hard inputs trigger aggressive starts. And there's no waiting for either."

ESS works this way, said Duhaime. Engine controls constantly monitor vehicle speed. When the vehicle brakes to a stop, fuel flow is cut and the engine turns off – events that save gas and reduce emissions, Duhaime said.

Beefier batteries maintain other vehicle systems so in-cabin comfort is unaffected. When the brake pedal is released, the engine automatically restarts and the nine-speed automatic transmission is engaged – all within 0.3 seconds.

If a driver chooses to forgo the benefits of ESS, the feature can be deactivated with the push of a button, and then reactivated.

Efficiency is the hallmark of the Tigershark and Pentastar engine families, Graham said. ESS just complements these attributes.

The 16-valve, 184-hp 2.4-liter Tigershark comes standard in the new 2015 Chrysler 200. The slickly engineered I-4 also features the unique MultiAir2 electro-hydraulic fully variable valve-lift system.

Exclusive to Chrysler Group in North America, MultiAir technology uses a column of oil in place of the traditional mechanical link between the camshaft and intake valves. Sophisticated electronic control of the MultiAir components maximizes intake manifold pressure, significantly reducing pumping losses.

MultiAir2 takes the innovation

further by simultaneously controlling both valve opening and closing events to more effectively manage combustion quality. This ensures the appropriate, effective compression ratio and efficient internal exhaust-gas recirculation (EGR) for improved fuel economy.

The new 2015 Chrysler 200 is the world's first mid-size sedan to feature a nine-speed automatic transmission, Graham said, which comes standard and contributes to a fuel-economy gain of up to 13 percent compared with the outgoing car and its four-speed gearbox.

The high-tech transmission – which also comes standard in the Jeep Cherokee – dispenses power smoothly, Graham said. Such performance is made possible because the ratio steps between its gears are smaller than those of other transmissions.

The Cherokee's available 271-hp 3.2-liter Pentastar V6 is derived from the acclaimed 3.6-liter Pentastar V6, named three times one of Ward's 10 Best Engines, Graham said. The smaller-displacement V6 helps the Cherokee deliver fuel-economy improvements of up to 30 percent, compared with the model it replaces.

Individual exhaust-manifold runners are integrated into the aluminum cylinder-head casting, a key Pentastar-family differentiator. This design feature reduces weight and affords packaging benefits.

The 24-valve engine's 10.7:1 compression ratio aids in lowering fuel consumption and improves performance while its variable-displacement oil pump further reduces parasitic losses to maximize fuel economy. The pump is programmed to operate as needed, staying in low-pressure mode below 3,500 rpm, and then bumping up pressure as demand follows engine speed.

## Three Chrysler Vehicles Earn Value Awards

Edmunds.com has named the 2014 Jeep Wrangler, 2014 Dodge Challenger and 2014 Ram ProMaster winners of its 2014 Best Retained Value Awards.

The three Chrysler Group vehicles earned awards in the following categories:

- 2014 Jeep Wrangler: Compact SUV;
- 2014 Dodge Challenger: Mid-size/Large Coupe;
- 2014 Ram ProMaster: Commercial Van.

"Chrysler Group is honored to accept these awards from Edmunds.com," said Doug Betts, Chrysler senior vice president of Quality.

"Great resale value reflects the strengthening of our brands and the improvements in the customer satisfaction and quality for these award-winning products."

Eligibility for this year's Best Retained Value Awards included all 2014 model-year vehicles that were launched by the end of 2013; those that Edmunds had at least three months of True Market Value (TMV) data; and those that had unit sales in February 2014 that were at least 20 percent of the average unit sales for the models in its segment.

Edmunds.com determined each model's segment based on its body type, the size of the vehicle within its body type segment and the model's competitive luxury or non-luxury class, said Chrysler spokesperson Gabrielle Schulte.

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# BorgWarner Offers \$150K To Support SAE Foundation

BorgWarner has pledged \$150,000 in continued support of the SAE Foundation and STEM Education through 2016, said SAE spokesperson Shawn Adreassi.

The support and monies provided by BorgWarner Inc. will expand A World In Motion's student reach in Seneca, S.C., and will be used to help promote the continued awareness, funding and distribution of SAE International's education programs.

Such unrestricted funding allows the SAE Foundation to take advantage of emerging opportunities, ideas and innovations related to its mission, said Adreassi.

"We are very pleased that BorgWarner will continue their support of the SAE Foundation and SAE's STEM education programs," Lori Gatmaitan, director, SAE Foundation said.

"SAE is a recognized leader for innovative programs supporting the advancement of science, technology, engineering and mathematics education, and that can only be done through the support of our generous partners.

"BorgWarner serves as an ex-

cellent example of that, and we very much appreciate their support."

As a leader in powertrain innovation, said Scott D. Gallett, BorgWarner's marketing vice president, BorgWarner recognizes the importance of investing in technical education for the next generation of engineers who will transform the auto industry.

He added that BorgWarner believes that encouraging achievement in science and mathematics, as well as providing opportunities to apply these skills through engineering, is critical for creating the environmentally friendly, efficient, powerful and sustainable vehicles of the future.

"BorgWarner is proud to be a long-term supporter of the SAE Foundation," said Gallett. "Continuing to provide financial and in-kind support is an easy decision considering the STEM education issues facing our industry and the entire country.

"There are many different organizations working on STEM education solutions, but the SAE Foundation's programs have proven to be effective and provide tangible results."

# Japanese Exec Agrees to Fine, Jail for Conspiracy to Fix Prices on Car Parts

An executive of Japan-based Denso Corp. has agreed to plead guilty and to serve one year and one day in a U.S. prison in connection with the Antitrust Division's investigation into a conspiracy to fix the prices of instrument panel clusters, also known as meters, installed in cars sold in the United States and elsewhere, the Department of Justice announced.

A one-count felony charge was filed on June 27, 2014, in the U.S. District Court for the Eastern District of Michigan in Detroit against Satoru Horisaki, a group leader in Denso's Utsunomiya Branch Office.

According to the charge, Horisaki, a Japanese national, participated in the conspiracy from in or about 2009 to in or about February 2010, by agreeing upon bids and prices for, and allocating the supply of, automotive instrument panel clusters sold to Honda of America Manufacturing Co. Inc., in the United States and elsewhere.

In addition to the prison sentence, Horisaki has agreed to pay a \$20,000 criminal fine and to cooperate with the department's ongoing investigation. The plea agreement will be subject to court approval.

"This charge is the latest effort by the Antitrust Division to hold executives accountable for engaging in anti-competitive conspiracies that do real harm to the U.S. economy," said Brent Snyder, Deputy Assistant Attorney General for the Antitrust Division's criminal enforcement program.

"The conspirators undermined a competitive bidding process by meeting to discuss and agree on price quotations."

Instrument panel clusters are the mounted array of instruments and gauges housed in front of the driver of an automobile.

In March 2012, Denso pleaded guilty and was sentenced to pay a \$78 million criminal fine for its role in conspiracies to fix the prices of heater control panels and electronic control units used by automobile manufacturers.

Horisaki is the sixth Denso executive to be convicted in the Antitrust Division's investigation into the automotive parts industry.

To date, 36 individuals, including Horisaki, have been charged in the department's ongoing investigation into price fixing and bid rigging in the auto parts industry.

Additionally, 27 companies have pleaded guilty or agreed to plead guilty and as a result of these pleas, have agreed to pay a total of more than \$2.3 billion in fines to the federal government.

Horisaki is charged with price fixing in violation of the Sherman Act, which carries a maximum sentence of 10 years in prison and a \$1 million criminal fine for individuals.

According to federal law, the maximum fine for an individual may be increased to twice the gain derived from the crime or twice the loss suffered by the victims of the crime, if either of those amounts is greater than the statutory maximum fine.



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36 MO. LEASE	MSRP \$52,430
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FRIENDS & FAMILY	<b>\$454</b>
EMPLOYEE	<b>\$399</b>

#### 2014 XTS FWD

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36 MO. LEASE	MSRP \$45,665
EVERYONE	<b>\$457</b>
FRIENDS & FAMILY	<b>\$449</b>
EMPLOYEE	<b>\$399</b>

#### 2014 SRX FWD

CROSSOVER STANDARD



\$2599 due at signing plus 1st payment, tax, title, plate & doc. No sec. deposit required. Non-GM Vehicle Lease Conquest must own or lease 2004 or newer non-GM vehicle

36 MO. LEASE	MSRP \$38,530
EVERYONE	<b>\$356</b>
FRIENDS & FAMILY	<b>\$341</b>
EMPLOYEE	<b>\$299</b>

#### 2014 CTS COUPE AWD



\$999 due at signing plus 1st payment, tax, title, plate & doc. No sec. deposit required. Non-GM Vehicle Lease Conquest must own or lease 2004 or newer non-GM vehicle

36 MO. LEASE	MSRP \$42,535
EVERYONE	<b>\$328</b>
FRIENDS & FAMILY	<b>\$317</b>
EMPLOYEE	<b>\$272</b>



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# GM Sales Up 1 Percent

CONTINUED FROM PAGE 1

The seasonally adjusted annual selling rate (SAAR) for light vehicles in June was an estimated 16.6 million units, topping 16 million units for the fourth consecutive month. The estimated SAAR for the first half of the year was 16.1 million, which is within GM's full-year forecast of 16.0 million to 16.5 million units.

"June was the third very strong month in a row for GM, with every brand up on a selling-day adjusted basis," said Kurt McNeil, U.S. vice president of Sales Operations. "In fact, the first half of the year was our best retail sales performance since 2008, driven by an outstanding second quarter."

GM's commercial fleet business also continues to grow, posting its eighth consecutive monthly increase for the best June since 2007.

"It's clear that our commercial and small business customers are expecting a strong second half of the year and they are building their fleets to meet demand," McNeil said.

Commercial fleet sales were up 48 percent, driven by strong pickup, van and small car sales. Government deliveries were up 14 percent thanks to strong car sales.

Small business deliveries, which are included in retail sales, were up 6 percent, driven by van, SUV and pickup sales. Rental deliveries were down 11 percent.

At the beginning of June, GM indicated that fleet sales for the month would likely be down due to the timing of rental customer deliveries.

Here are June sales highlights

(vs. 2013, except as noted):

- Buick had its best June since 2006. Deliveries were up 18 percent, driven by an 82 percent increase in Encore deliveries, a 33 percent increase for LaCrosse, a 26 percent increase for Regal and a 5 percent increase for Enclave.
- GMC also had its best June since 2006. Deliveries were up 11 percent driven by strong demand for the redesigned Yukon, up 120 percent, as well as the Yukon XL, up 70 percent; the Terrain, up 8 percent; and the Savana, up 129 percent.
- Deliveries of the Chevrolet Spark and Sonic were up 19 and 36 percent, respectively.
- Deliveries of the Chevrolet Tahoe were up 93 percent and Suburban sales were up 73 percent. Traverse was up 3 percent and Silverado was up 1 percent.
- Cadillac sales were up, with Escalade up 57 percent and SRX up 19 percent. It was Cadillac's best June since 2008, and 57 percent of customers did not trade in a Cadillac.

GM spokesman Jim Cain said GM's average transaction prices (ATPs) were in line with April and May, with higher pickup, SUV and Cadillac ATPs offsetting declines among cars and crossovers, according to mid-month J.D. Power PIN estimates.

For the second quarter, ATPs were up about \$800 per unit versus the first quarter. Calendar year-to-date, ATPs are up about \$2,700 compared with a year ago.

Incentive spending as a percentage of ATP was 10.9 percent, up 0.2 points from a year ago, according to J.D. Power PIN estimates. The industry average for June was 9.7 percent, also up 0.2 points from a year ago.

## CONTINUED FROM PAGE 1

gain of any Chrysler brand during June and its best ever sales in the month of June. Chrysler extended its streak of year-over-year sales gains to 51 consecutive months in June.

The Jeep Compass, Patriot, and Wrangler each recorded their best ever sales in the month of June, led by the 5 percent increase in Compass sales. This trio of Jeep brand SUVs has posted a sales record in every month this year, Kisiel said.

"In spite of two fewer selling days in June versus a year ago, we were able to increase our sales 9 percent and post our strongest June sales in seven years," said Reid Bigland, head of U.S. Sales.

"Month-over-month sales of our all-new Chrysler 200 increased from a few hundred units in May to more than 5,000 in June as inventory of the mid-size sedan continues to build. In addition, sales of the Jeep brand increased 28 percent and our Ram Truck brand 14 percent, helping to lead Chrysler Group to its 51st consecutive month of year-over-year sales growth."

The 2015 Chrysler 200 mid-size sedan is off to a strong start as inventory continues to build at Chrysler dealerships, Bigland said. It is taking dealers on average only 12 days to turn the new 200. Sales of the new 200 topped 5,000 units in June, up from 595 in its first sale month in May.

Six Chrysler vehicles, including three Jeep brand models – Jeep Patriot, Compass, and Wrangler – set sales records for the month of June, each posting its best sales ever in the month of June.

In addition, the Fiat 500L, Dodge Journey crossover and Dodge Dart compact car each logged its best June sales ever. Ram pickup truck sales were up 12 percent, the pickup's best June sales in 10 years.

(vs. 2013, except as noted):

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- Cadillac sales were up, with Escalade up 57 percent and SRX up 19 percent. It was Cadillac's best June since 2008, and 57 percent of customers did not trade in a Cadillac.

GM spokesman Jim Cain said GM's average transaction prices (ATPs) were in line with April and May, with higher pickup, SUV and Cadillac ATPs offsetting declines among cars and crossovers, according to mid-month J.D. Power PIN estimates.

For the second quarter, ATPs were up about \$800 per unit versus the first quarter. Calendar year-to-date, ATPs are up about \$2,700 compared with a year ago.

Incentive spending as a percentage of ATP was 10.9 percent, up 0.2 points from a year ago, according to J.D. Power PIN estimates. The industry average for June was 9.7 percent, also up 0.2 points from a year ago.

Sales of the Dart were up 12 percent, the small car's best-ever sales in the month of June.

Sales of the Journey were up 24 percent, its best sales in the month of June and the largest percentage sales gain of any Dodge brand vehicle during the month.

The Dodge Durango full-size SUV recorded its best June sales since 2011. Durango sales were up 9 percent in June, extending its run of year-over-year sales gains to 20 consecutive months. The Dodge Grand Caravan had its best June sales since 2008.

Chrysler Town & Country sales were up 24 percent in June compared with the same month a year ago. It was the minivan's best June sales since 2006, its 11th consecutive month of year-over-year sales gains, and its best sales month so far this year.

Chrysler finished the month of June with a 72 days supply of inventory (509,714 units). U.S. industry sales figures for June are internally projected at an estimated 17 million units Seasonally Adjusted Annual Rate (SAAR).

DETROIT (AP) — A number of automakers and union leaders are asking President Barack Obama to help move along plans for a new bridge connecting Detroit and Windsor, Ontario.

The Economic Alliance for Michigan says representatives of General Motors, Ford and Chrysler, along with the UAW and the Michigan AFL-CIO sent a joint letter June 27 to the White House asking for funding for a roughly \$250 million U.S. Customs inspection plaza.

Gov. Rick Snyder and Canada are trying to build the bridge over the Detroit River that would compete with the Ambassador Bridge. Property on both sides of the border must be secured.

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# Buick Sets Up Challenge for Fitness Runners

Even car owners like to run, and Buick has done something for that demographic.

Last year, users of MapMyFitness apps ran more than 500 million miles in the United States. In a recent survey, 71 percent of those users said they drove to a specific location to start their workouts, which means Americans are constantly looking for new, challenging and more scenic routes.

Now, Buick is partnering with MapMyFitness, an Under Armour company, for the nationwide "Runs Worth the Drive Challenge" to help runners find, record and share their favorite routes, while also learning how vehicles like the Buick Verano fit into an active lifestyle, said GM spokesperson Katie Bjoerk.

Buick is the first automaker to partner with MapMyFitness to create a challenge.

"We know personal lifestyle activities play an important role in the decision process when consumers are shopping for a new vehicle," said Sandra Moore, Buick marketing director.

"This challenge provides a fun opportunity for us to help MapMyFitness members share their passion with the community and at the same time see how the Verano is ideally suited for them."

Robin Thurston, president at MapMyFitness, said, "Based on a recent survey within our MapMyFitness community, 87 percent of members choose and purchase vehicles to fit their active lifestyles.

"The interests of our users and



Runners use Buick's MapMyFitness apps in "Runs Worth the Drive."

the Buick Verano attributes make the 'Runs Worth the Drive Challenge' an ideal avenue to reach and motivate fitness audiences for both companies."

The Buick Verano Turbo is ideal for runners living in urban areas, Moore said, adding that it's compact, making it easy to park in smaller spaces, and the interior has been tested for resistance against the effects of sweat, sun, sunscreen and bug sprays.

The sedan is equipped with a 250-horsepower, 2.0-liter turbocharged engine, making it more powerful and faster than many of its competitors, including the Lexus IS250, Acura ILX and Audi A3, said Moore.

"The Verano ensures a comfortable, yet quick drive to and from the trail," she said.

Beginning June 26, "Runs Worth the Drive Challenge" par-

ticipants must log five miles of running per week, for six weeks, Bjoerk said.

The competition will be tracked on a virtual leaderboard on MapMyFitness.com, where progress will be measured in real-time and weekly prizes will be awarded.

Runs of at least five minutes will be logged automatically into a participant's profile and count toward the ultimate goal of running 30 miles in six weeks.

Participants who accomplish that goal will be entered into the grand prize drawing for an all-expense-paid trip to the Rock 'n' Roll Marathon & Half-Marathon in Phoenix, Ariz., Bjoerk said.

To learn more about and join the Buick "Runs Worth the Drive Challenge," visit <http://www.mapmyfitness.com/challenges/buick>.

# Vets Can Check Self-Employment Potential

DETROIT – The U.S. Small Business Administration's Michigan District Office is pleased to announce that "Boots to Business – Reboot" will be offered Aug. 13-14 at the VisTaTech Center, Schoolcraft College, 18600 Haggerty Road, in Livonia.

The two-day event is being offered at no charge to transitioning troops, all veterans and their spouses, said Small Business Administration (SBA) spokesperson Cathy Gase.

"Boots to Business: Reboot" is an entrepreneurial education program being offered to veterans by the SBA in partnership with the Institute for Veterans and Military Families at Syracuse University.

The program will help veterans explore self-employment opportunities by leading them through the key steps for evaluating business concepts and developing a business plan.

SBA resources and how veterans may gain access to capital will also be among the topics that will be discussed at the event.

Detroit is among 12 U.S. cities

that has been chosen to serve as a host community for the program this summer.

"This is a great opportunity for veterans and their spouses to fully explore their entrepreneurial potential," said SBA Michigan District Director Gerald Moore.

"All of SBA's resource partners support the program and stand ready to assist participants in starting a business, including VetBizCentral – an SBA Veteran Business Outreach Center, the Michigan Small Business Development Center, SCORE, and Women's Business Centers."

Participants can elect to fur-

ther their study through an instructor-guided eight-week online course led by the Institute for Veterans and Military Families at Syracuse University.

The Small Business Administration offers the existing Boots to Business program as an elective track within the Department of Defense Transition Assistance Program for separating military personnel, Gase said.

In order to qualify, participants must have left the military under honorable conditions.

For more information on this event and to register, visit [www.boots2businessreboot.org](http://www.boots2businessreboot.org).

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# 1915 Dodge Part of Brand’s 100th Anniversary Event

CONTINUED FROM PAGE 1

Ultimately, Kuniskis said, the story of Dodge’s anniversary isn’t about being 100 years old, it’s about the cars that Dodge has produced during that century.

One of the benefits of celebrating the history of an auto brand is that it’s a living history. The cars that made Dodge are still around. So guests invited to the Meadowbrook got to enjoy that living history by driving and getting rides in a variety of Dodge cars going back to the original 1915 Dodge.

Joe Dehner, head of Dodge and Ram Design, was at the celebration. He said the thing that really made the 1915 Dodge stand out was the curved design of the dash.

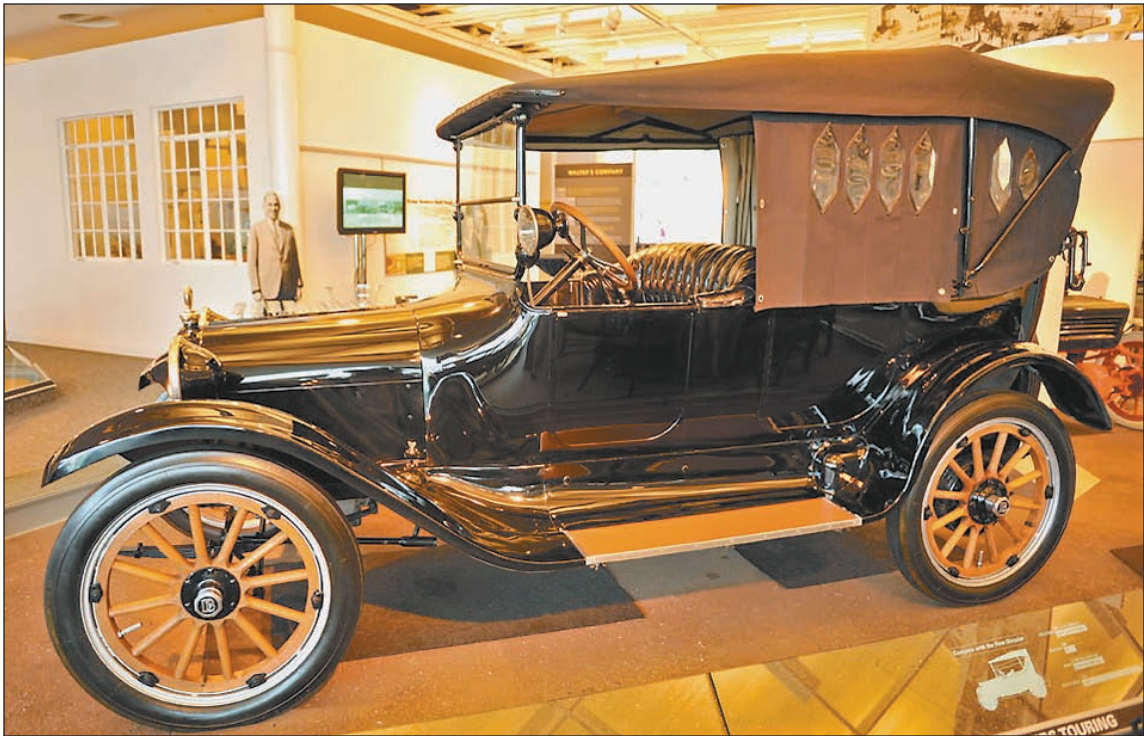
Before the 1915 model, cars were made using right angles. But the 1915 had a design that used a curve to connect the hood to the windshield.

Dehner said his favorite car is the 1971 Challenger.

“I’d say that even if I didn’t work for Dodge,” Dehner said. “That particular model was the beginning of the fuselage body, which was really popular at the beginning of the 1970s.”

If one looks at car designs during the 1950s and 1960s, Dehner said, that person would see something that kind of resembled “a greenhouse plopped on body.”

That greenhouse, Dehner said, was basically above the belt line of the cars of the 1960s and 1950s. They started to blend the



The first Dodge, a 1915 Dodge Touring car

greenhouse with the body by the beginning of the 1970s.

The father of a high school buddy owned the ’71 Challenger, Dehner said. And he’s loved that car ever since. Unfortunately for him, it wasn’t one of the classic Dodges that were at the Meadowbrook celebration.

What made the original 1915 Dodge work, Dehner said, was that it was simple and reliable, while at the same time adding a little style to automobiles.

Todd Fisher, who works at the Chrysler museum, said the 1915 Dodge was also produced in

mass numbers. During its first year, they made 45,000, which he said was excellent for the time.

“It’s interesting to see these old cars in action,” Fisher said. “The 1915 was made before there were ignition keys. To start the car, you pressed an electric starter button that was on the floor next to the gas pedal and the brake pedals.”

For Erica Tackett, an intern at Dodge, the chance to attend the Meadowbrook celebration was a dream come true. Her mother owned a 1970 Challenger, and ever since then Tackett has been

a Dodge fan. But mom had to give up the Challenger when Tackett’s baby brother was born.

Rosenbusch said getting all the cars together for the Meadowbrook event took about four months. They had to find a good representation of Dodge’s vehicles spread out over a century.

“And we had to make sure that all the nuts and bolts were tightened,” Rosenbusch said. “All these vehicles are good vehicles, but we had to make sure that they are all safe and everything worked.”

As to his favorite car, Rosen-

busch said he loves the 1970s Superbee.

“It was basically the SRT of its time,” Rosenbusch said. “Back in the day, if you bought a Superbee, you were basically buying a factory-made race car.”

Rosenbusch said they brought 26 different Dodges for guests to ride in and drive. Only museum staffers could drive vehicles like the 1915 Dodge or the 1919 four-door sedan.

The vehicles, he said, represented a cross-section of the brand’s history. While some of the vehicles were classics, and others muscle cars from the golden age of muscle, others were vehicles that were just good vehicles, like the Dodge Omni (editor’s note: it was actually a Carroll Shelby Omni) or the 1984 Caravan.

The folks at Dodge also brought out some of the brand’s concept cars to show off how great ideas are developed and make it from the drawing board to production.

Rosenbusch said some cars like the 1989 Viper made it to the streets. Others like the Copperhead concept didn’t, but ideas used in the Copperhead later made it to vehicles that did make it to production.

“You only get to celebrate 100 years of being a brand once,” said Dodge spokesperson Rick Deneau. “I am so glad to be here. There are a lot of car brands out there, like Pontiac and Plymouth, that didn’t make it to 100 years, so I know just how special it is for Dodge to be able to celebrate its centennial.”



2007 Dodge Demon concept car



1970 Dodge Superbee



1969 Dodge Daytona



1994 Dodge Venom concept car

## The Dodge Story, as Told in Key Dates of the Past Century

- 1864 – John Francis Dodge is born on Oct. 25, in Niles.
- 1868 – Horace Elgin Dodge is born on May 17, in Niles.
- 1896 – Horace Dodge receives Patent #567,851 for a dirt-resistant bicycle bearing, sharing credit with his brother John.
- 1897 – Production starts for the Evans & Dodge Bicycle Company in Windsor, Ontario.
- 1901 – The Dodges sell their interest in the bicycle business and start what would become the largest machine shop in Detroit.
- 1902 – The Dodges become a major supplier of engines, transmissions and axles to the new automobile industry. Oldsmobile and Northern were major cus-

- tomers of the brothers’ business.
- 1903 – Dodge gave up all other businesses, borrowed \$75,000 for tooling and created the production drawings and all mechanical parts for the new Ford Motor Company.
- Dodge employs its entire shop of 135, while Ford employs 12. The brothers accept a 10 percent share of Ford stock for their risk.
- 1910 – The Dodge Main plant is built to supply Ford with engines and transmissions. The property will eventually grow to 78 acres and have more than 5 million feet of manufacturing and office space.
- 1914 – The Dodge brothers give up all of their Ford business to introduce their own car, the

- first with an all-steel body.
- 1914 – The first Dodge vehicle leaves the Dodge Main plant on Nov. 14. By the end of the year, 249 have been built.
- 1915 – Dodge grows quickly and ranks as America’s third best-selling automaker. Dodge also offers a winter car with a removable hardtop and snap-on side glass.
- 1920 – Both Dodge brothers die of influenza: John on Jan. 14 and Horace on Dec. 20.
- 1925 – A consortium of New York bankers buy the company from the brothers’ widows for \$146 million.
- 1928 – Chrysler Corporation buys the Dodge Brothers Company for \$170 million on July 30.

- 1935 – Dodge build its 3 millionth vehicle.
- 1938 – The new Dodge Truck Plant opens in Warren.
- 1939 – The 25th anniversary models feature a new fastback styling with an integrated trunk, headlights built into the fenders and V-type windshield. Front suspension with coil springs is introduced.
- 1942 – The government orders automakers to stop production of passenger cars to focus on the war effort.
- 1944 – The Dodge Chicago Plant builds 18,413 B-29 engines.
- 1950 – The first hardtop coupe for Dodge is called the Diplomat.
- 1960 – Unibody is intro-

- duced on all Dodge vehicles.
- 1966 – The “Street Hemi” first appears on mid-size Dodges.
- 1970 – Model year production reaches 503,392.
- 1978 – The Omni is introduced.
- 1984 – The revolutionary Dodge Caravan minivan is introduced.
- 1992 – The Dodge Viper goes on sale to the general public.
- 2004 – The second-generation Durango is introduced on a unique platform, offering Hemi V8 power for the first time.
- 2014 – The 2015 Dodge Charger and Challenger introduced at the New York Auto Show. The Charger is the world’s only four-door muscle car.

# 4 Chevys Earn Vehicle Satisfaction Awards

Lincoln and GMC were named winners of the AutoPacific 2014 Vehicle Satisfaction Awards.

Additionally, four Chevrolet vehicles earned top honors in the program, which measures customer satisfaction in 50 categories.

The four awards are the most won by any single manufacturer this year, said AutoPacific President George Peterson.

Award-winning Chevrolets and their segments are:

- Impala – Large Car;
- Sonic – Economy car;
- Corvette – Sports car;
- Camaro – Sporty car.

The wins move Chevrolet up five spaces in relative ranking among other manufacturers compared with last year, said GM spokesperson Randy Fox.

“Today’s Chevrolet car lineup is the best in the brand’s history with the design, performance, technology and safety that consumers want and expect,” said Brian Sweeney, Chevrolet’s U.S. vice president.

“Everything we do at Chevrolet is focused on offering the best possible experience for the consumer. These four AutoPacific Vehicle Satisfaction Awards prove we are delivering on that promise.”

Chevy wasn’t the only GM brand to do well in AutoPacific’s rankings. The 2014 GMC Sierra finished tops in the Light Duty Truck category, and the GMC Acadia won the Large Crossover SUV category.

The Cadillac SRX was number one in the Luxury Crossover SUV segment.

Chrysler and Ford weren’t left off AutoPacific’s list. In fact, said Peterson, Lincoln moved from sixth position to first position, Ford moved from 25th to 19th.

The Lincoln MKS finished first in the Executive Luxury Car category, and the Lincoln MKZ was tops in the Luxury Mid-Size Car segment. The Hybrid Car/EV category was won by the Lincoln MKZ Hybrid.

Ford’s strength in the truck segment was shown with the F-150 winning the Heavy Duty Truck segment. Chrysler’s Jeep Grand Cherokee finished first in the Luxury/Large SUV category.

Peterson said that Chevrolet moved from 21st to 16th. Overall, Lincoln achieved the highest ratings, brand-wise, in the premium brand category, GMC

in the popular brand segment.

“Brands with the largest drop in position were Volkswagen moving from 16th to 28th position and Jaguar dropping from 7th to 17th,” Peterson said.

**“Today’s lineup  
is the best  
in the brand’s  
history...”**

**– Brian Sweeney  
Chevrolet’s U.S. VP**

The Vehicle Satisfaction Awards – in their eighth year – are based on AutoPacific’s measurement of customer satisfaction

with their new car or light truck. It reflects the opinions of more than 92,000 vehicle owners nationwide.

AutoPacific measures owner satisfaction related to a vehicle’s operation, comfort, safety and overall purchase/lease experience.

AutoPacific is an automotive market research and consulting firm that annually publishes a variety of studies on the industry.

“With the launch of each new car and truck, carmakers try to improve the product and increase the satisfaction of their buyers,” said Peterson.

“By surveying a substantial number of owners who have purchased a new 2014 model year vehicle, AutoPacific’s VSA provides an objective measurement of how well the makers are doing.

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## Educators Offered GM Discounts

A GM program that began July 1 and runs through Jan. 2, 2015, makes current employees of a public or private school, university or college eligible to participate in the GM Educator Discount program.

It will allow these educational professionals to receive a significant discount on the purchase or lease of a new 2015 or 2014 Chevrolet, Buick or GMC vehicle, said GM spokesperson Lisa Gill.

“GM values the work our educators and support staff are doing across the county to create a strong, responsible workforce for the future,” said Linda Stouffer, manager, Vehicle Purchase Programs.

“The GM Educator Discount is our way of showing our support and appreciation for everyone in the education community.”

All 2015 and 2014 Chevrolet, Buick and GMC models are eligible except the 2014 Chevrolet Camaro Z/28 and Spark EV.

GM is currently supporting the National Education Association’s 2014 NEA Expo that took place last week at the Colorado Convention Center in Denver.

For more information about the GM Educator Discount, visit [www.gmeducatordiscount.com](http://www.gmeducatordiscount.com).

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