

Volt Puts a Charge in MBAs Across America Program

Chevrolet is providing 12 extended-range electric Volts to help expand a unique program that matches local entrepreneurs and MBA students committed to revitalizing small businesses across America.

MBAs Across America launched last year when four first-year Harvard MBA students drove 8,000 miles across the country, offering free business counseling to local entrepreneurs. With the success of their journey, two of the original team members expanded the program into a nonprofit organization.

Eight MBA teams from Babson, Columbia, Harvard, Stanford, University of California Berkeley, and University of Michigan will visit 25 cities, including Detroit, this summer helping nearly 50 small businesses.

"Detroit is the spiritual birthplace of MBAs Across America, so it is fitting that our movement enters its second year thanks to the visionary support of GM — an iconic American institution that we fundamentally believe will help lead the resurgence of Detroit in the years to come," said Casey Gerald, founder and chief executive of MBAs Across America.

"We are inspired by GM's work

in the Motor City, and thank them for their support in powering our teams' journeys in Chevy Volts."

The MBA students will help seven Detroit metro area businesses: Detroit Empowerment Plan, Ellis Island Tea, EliTea, Oakland Living, the Social Club Grooming Company, Social Sushi, and Sweet Potato Sensations.

Sebastian Jackson, founder of the Social Club Grooming Company in Detroit, was among the first entrepreneurs the MBA students worked with in 2013.

Since working with MBAs Across America, Jackson has tripled the revenue of his hair salon and recently received a \$100,000 no-equity investment from a local investor.

Among the people who attended the event were Detroit business owner Elias Majid of Eli Tea and MBA Across America team members Sam Wollner and Annie Koo, who had the chance to speak with General Motors CEO Mary Barra.

"We wanted to help enable the vision of MBA students, entrepreneurs, and catalysts coming together to make America stronger, one community at a time," said Barra. "We're delighted to be a partner in this extraordinary pro-



From left, Sam Wollner, Annie Koo, Mary Barra and Elias Majid

gram and we could not be more proud that Detroit is at the heart of it."

The Volt will expose the MBAs to the quiet and efficient EV driving experience and can go more

than 300 additional miles between charges by seamlessly switching to a gasoline-powered generator that provides electricity to turn the wheels.

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BASF Suggests Five New Colors For Automakers

A new level of normality is coming as North America bounces back from the recession and society embraces the unpretentious beauty of the "flyover states."

At least that's what this year's BASF Coating Color Collection 2014/2015 report, "Under the Radar," predicts.

"Under the Radar" helps car companies predict the mood of a specific region and provides exterior coating recommendations that reflect the ideals that may become popular two to three years out," said Paul Czornij, technical manager for the BASF Color Excellence group.

"Noting many political, societal and technological references, we realized that the 'flyover states' and the Rust Belt regions are becoming increasingly productive in our post-Recession era."

The five local theme colors Czornij said automakers may consider in North America for model year 2018 vehicles are:

- La Garra Charrua — a light blue color representing "an unpretentious look at mother nature reminiscent of the prairie spaces in middle America."

- Haymaker — a rich orange that "seems dirty, but upon a second glance, sparkles much like the charm of a rusty factory in one of America's Rust Belt cities."

- Fitted Green — a soft green "exemplifying the look of fresh mowed grass and a gentle reminder of a simpler, sustainable life."

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Ronald Krupitzer

Steel vs. Aluminum: Battle of the Giants

Lightweighting is one way automakers are using to improve gas mileage. And one of the ways it's done is using new materials in vehicles.

Ford has made a big leap forward with the use of aluminum panels on the 2015 F-150 truck, said Ronald Krupitzer, vice president of the automotive market for the Steel Market Development Institute (SMDI).

But, he added, steelmakers have kept up with demand by making lighter and stronger

versions of steel.

"It seems like all my time is spent going to conferences talking about new materials in cars and the effect of these materials on repair," Krupitzer said.

"What we want to make clear is that steel is not a 'stationary' target. Steel evolves to meet the needs of our automotive customers."

For example, Krupitzer said, in the 1970s, automakers were very concerned about corrosion, so steelmakers started making gal-

vanized steel that could be put in cars to fight rust.

In the 1980s, automakers became concerned about vehicle safety, so steelmakers developed high-strength steels that made cars tougher.

Now, Krupitzer said, the watch word is "lightweighting." Simply put, it means making vehicles lighter because lighter vehicles get better gas mileage, and steelmakers have come through

CONTINUED ON PAGE 6

Corvette Love Affair Lingers as The Vette Shop Flourishes

by Jim Stickford

Detroiters love Corvettes.

Just ask Gary Oakie, owner of The Vette Shop on Kelly in Clinton Township.

Oakie got his start fixing cars before he was a teenager. He eventually got a job at one of the two original The Vette Shop outlets back in the 1980s.

"I got to know Jon Sheppard (the owner)," Oakie said. "I got my first job at a repair shop when I was 12 and learned on the job. I started working for Jon back in 1984 and worked for him for four years."

By the time Oakie was 23, he decided to branch off on his own and open his own repair shop.

"I was studying to be an engineer at Lawrence Tech and working at Jon's Vette Shop in Roseville," Oakie said. "I had gotten that job after a mutual friend of ours said I was a good car painter."

Oakie painted that friend's car at Sheppard's shop and when Sheppard saw the quality of his work, he hired Oakie.

"I didn't want to compete with Jon after he had been so nice to me, so I opened up a regular collision shop in Roseville," Oakie said.

That business became known as The Body Shop Inc., which eventually moved to Clinton Township.

Oakie said Sheppard sold the

last The Vette Shop to investors a few years after he stopped working there. They kept the place running for a couple of years, but it eventually closed down.

"The name, The Vette Shop, was only registered with the state of Michigan," Oakie said. "It wasn't copyrighted or anything. So after it closed, the name be-

came available and I snapped it up."

Oakie didn't start up shop right away. He sat on the name until one of his employees, Paul Wozny, suggested that there was a niche that could be filled by The Vette Shop.

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Gary Oakie stands with a 1982 Corvette, left, and a 1992 Corvette at his business, The Vette Shop.

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Claims Now Being Accepted in Faulty Ignition Cases

By The Associated Press

A fund set up by General Motors to pay for deaths and injuries caused by its vehicles with faulty ignitions is accepting claims.

The five-month filing period that began Aug. 1 is part of the fallout from General Motors' recall of 2.6 million small cars that began in February.

That recall forced General Motors Corp. to acknowledge it knew about the defective switches for more than a decade and triggered a sweeping safety review that has resulted in a series of additional recalls. About 29 GM vehicles have been recalled this year.

Drivers, passengers and pedestrians killed or hurt by one of the defective GM vehicles can file a claim through Dec. 31.

GM has already absorbed a \$400 million charge to cover the potential payments to be made by the fund.

The bills could run even higher because the fund has no cap. The Detroit-based company advised investors last month that it might have to set aside an additional \$200 million to compensate the victims of its blunders.

About 40 claims had been filed by late evening of Aug. 1, said Camille Biros, a spokeswoman for the fund's administrator, Kenneth Feinberg.

GM has traced 13 deaths to the defective switches, but some members of Congress investigating the problems peg the death toll at nearly 100 people.

The defective vehicles covered by the fund cover a range of GM vehicles, including the Chevrolet Cobalt and Saturn Ion. The ignition switches in those cars could suddenly slip from "run" to "accessory," causing engines to stall. That causes the power steering to shut off, making cars harder to control and disabling air bags in crashes.

Suzuki Recalls Cars with Possible Fire Problems

DETROIT (AP) – Suzuki is recalling nearly 26,000 midsize cars in the U.S. because the daytime running light modules can overheat and could cause a fire.

The recall covers the Verona from the 2004-06 model years. It's an expansion of an earlier recall of the Forenza and Reno.

All the cars were made by General Motors in Korea. Suzuki says in documents filed July 29 with government safety regulators that a transistor in the modules can overheat in the instrument panel. That could melt the module, which could cause a fire. Suzuki says there were no fires reported in Verona models.

Dealers will replace the modules for free. Owners will be notified later. American Suzuki Motor Corp. filed for Chapter 11 bankruptcy protection in November of 2012 and stopped selling automobiles in the U.S.



NASCAR driver Austin Dillon in his Chevrolet SS race car

Racer Dillon Makes Surprise Pit Stop at Orion Assembly

By Jim Stickford

It was like coming home for Team Chevrolet NASCAR driver Austin Dillon when he toured GM's Orion Assembly Plant on July 31.

"Austin was in the area of the Orion plant on other business, which included promoting the state through the 'Pure Michigan' campaign," said plant spokesperson Chris Bonelli. "His team reached out to us and asked us if it were possible for Austin to actually take a tour of one of our assembly plants. It seems that even though Dillon is a NASCAR driver and being on Team Chevrolet, he

had never seen a car being made in a factory."

Dillon's team didn't have to ask twice, Bonelli said. Despite the short notice of Dillon's request, Chevrolet was happy to arrange a tour of the Orion Assembly Plant for July 31.

"We picked that particular plant because it was most convenient for Dillon," Bonelli said. "It was closest to where he was doing his other business."

"I've been around racing nearly my entire life," Dillon said, "but this was the first time I've actually seen a car get assembled."

"I have a newfound respect for the work that people do to make a safe and high-quality car."

Dillon and his staff toured the Orion facility from the body shop all the way to the final quality



Dillon with Orion Assembly manager Steve Brock

and care line.

He even rode in a finished vehicle as it went through the rigorous quality inspection procedure, Bonelli said.

"As an avid NASCAR fan, it was a pleasure hosting Austin and his team," said Steve Brock, Orion Assembly plant manager. "I can tell he really enjoyed seeing this side of the business from the excellent questions he asked during the tour."

After his tour, Dillon addressed plant employees at a stand-up

rally. He fielded questions from the audience and met with many NASCAR enthusiasts.

"We had a good few of our employees who are NASCAR fans," Bonelli said. "They took advantage of the opportunity to speak with Dillon. They were excited to be able to talk with a real NASCAR and Team Chevrolet driver at the factory where they work."

The plant visit concluded with an employee drawing to win items autographed by Dillon.

Chrysler Recalls 29,000 Vehicles For Knee Airbags

Chrysler will recall an estimated 29,500 cars to replace their knee airbags.

The action follows routine testing that suggests the supplemental restraint – designed to protect a driver's knees – may not deploy in the proper position if the driver is not wearing a seatbelt. Chrysler Group recommends that all vehicle occupants wear seatbelts.

The company is unaware of any related injuries, said Chrysler spokesperson Eric Mayne. The recall involves an estimated 25,500 model-year 2014 and 2015 Fiat 500L models in the U.S., and 4,000 in Canada. Affected owners will be advised when they may schedule service, which will be performed at no cost to them. In the interim, owners are advised to wear their seatbelts. Owners also may call Chrysler's Customer Information Center at 1-800-853-1403.

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GM Designers Set Up Shop For Woodward Cruise

by Jim Stickford

Sometimes it's just good to show the world just what you can do. And that's just what employees of GM Design Team are doing on Wednesday, Aug. 13, with their "Design on Woodward" show.

The event, said GM spokesperson Pam Flores begins around noon with a caravan of cars going from the GM Tech Center in Warren to the corner of 13 Mile and Woodward.

There, Flores said, the Design Center employees set up the "Design on Woodward" display.

"The cars you see will range from classics of the 1950s and 1960s to modern Stingrays," Flores said. "A lot of our designers buy the cars they've helped design, so you'll see some new Stingrays. But you'll also see some classic cars that our designers have purchased and restored. They really get them looking good."

Flores called "Design on Woodward" a fun event for people looking to do something before the Woodward Dream Cruise officially starts.

The parking lot at 13 and Woodward where the event is held is owned by Beaumont Hospital.

"They let some group use the parking lot every year as long as that group makes a donation to a local charity," Flores said. "I think that's really generous of them. This year the money raised from 'Design on Woodward' will be donated to the Boys and Girls Clubs of South Oakland County. They are based in Royal Oak."

Every year, Flores said, three t-shirts are designed to honor that year's show. Each different logo



Adam Scenna's design

is meant to emphasize a different aspect of "Design on Woodward."

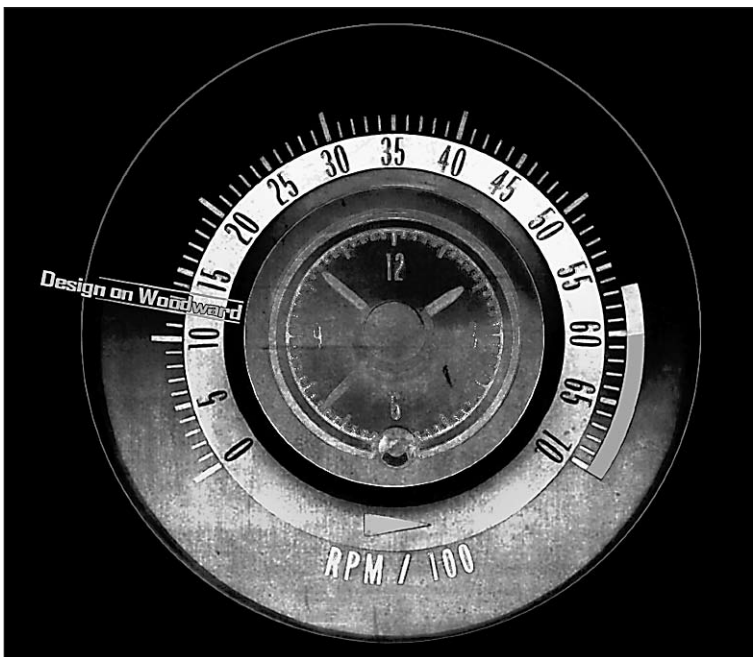
This year, the "vehicle" shirt logo was designed by Jose Gonzalez, who was lead designer on the CR-7 Corvette.

The "speed" shirt logo was designed by Paul Arnone, senior creative designer, and the "Woodward" logo was designed by Adam Scenna, creative designer, Brand Identity.

"Paul's in charge of the shirt and he just asked me if I wanted to design the logo for the CR-7 Corvette shirt," Gonzalez said. "They like to feature GM's 'hottest' car on the vehicle shirt and this year it's the CR-7, so they came to me. I was happy to do it."

The shirts cost \$12 a piece and are sold only to GM Design Center employees.

"We only print as many shirts as there are orders," Flores said. "We don't want a situation where, say, 100 shirts are printed and we only sell 50. 'Design on



Paul Arnone created this logo to emphasize speed.



Jose Gonzalez made this logo to honor the CR-7 Corvette.

Woodward' is an event put on by the employees of the Design Center. It's not sponsored by the company."

Unfortunately for Gonzalez, he didn't keep his eye on the ordering deadline and failed to place an order one of the shirts in time to get one.

"I wasn't paying attention," Gonzalez said. "So I missed the order deadline and didn't even order a shirt with my logo. I'm

sure they'll have an extra one."

Gonzalez said he's looking forward to this year's show. He isn't bringing a vehicle, but he is working on a classic car right now, so "maybe next year."

BASF Suggests Five New Colors For Automakers

CONTINUED FROM PAGE 1

- Gray Elevator – a dark silver that "has an imprint of American culture woven through it as the tone harkens to a connected world where people come together."

- Take 10,000 – a brownish color with a lot of sparkle that "reminds individuals to remember the specialness of natural experiences."

The North American local theme focuses on today's individuals who are innovating in the most unlikely areas, Czornij said. For example, once a cash-only model, farmer's markets are now offering credit card capabilities.

The "cottage industry" is another example as individuals are harking back to a simpler time and developing low-key solutions that advance society through modest, yet sustainable models.

"The colors we've chosen will highlight a car's beauty and create a strong color memory while reflecting both the driver's desires and the North American consciousness," said Czornij.

"Under the Radar" also presents 60 other colors representing worldwide automotive color trends, pulling expertise from studios in North America, Asia-Pacific and Europe, said BASF spokesperson Susan Jackson.



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Artist's Giant Motorcycle Finds Home on Van Dyke

by Jim Stickford

Your eyes won't be deceiving you if you're driving along Van Dyke and see a giant motorcycle.

Sitting in front of Detroit Motorcycles on Van Dyke in Center Line is a larger-than-life-sized replica of a motorcycle.

No, it's not for riding.

"That's a sculpture," said Detroit Motorcycle owner Dale Archambault. "It was created by a guy named Ron Finch."

Finch, Archambault said, is well-known within the motorcycling community as bike builder. He is a member of the International Master Bike Builders Association's Hall of Fame. His work has been featured on the Discovery Channel's "Biker Build-Off" show.

"Ron works out of Pontiac and is a real artist," Archambault said. "He built a giant motorcycle as a piece of sculpture and eventually sold it. He built the second

one for an art show in Grand Rapids."

Once the show was over, Finch needed a place to store the sculpture. That's where Archambault comes in.

"We keep the sculpture out in our parking lot during the day," Archambault said. "We bring it inside over night and during really bad weather. When people ask me if it's for sale, I tell them that Finch is an artist, but he also has to make a living, so I assume it is."

Rosezella Lovalvo operates the store's clothing department. She said that she is often asked the question of whether the sculpture is actually a working motorcycle.

"That just makes me laugh," Lovalvo said. "But to be fair, there are a lot of novelty bikes out there that actually work. And Finch put in propane tanks in the sculpture, so it's possible to have flames shooting out the exhaust



Ron Finch's motorcycle sculpture is on display at Detroit Motorcycle in Center Line.

pipes."

Archambault said the sculpture does act as a good advertisement for the store.

"People drive by, see the sculpture and stop to get a better look at it all the time," Archambault said. "Some decide to come inside and see what else we have to sell."

"What really cracks me up is

seeing people pull out their cell phones and try to take a selfie with the entire sculpture in the background of the shot."

Because the sculpture is mounted on a trailer it is mobile and Finch is able to take it to motorcycle shows whenever he wants.

"The sculpture has been to all sorts of interesting places," Ar-

chambault said. "But the best chance people have of seeing it is here at Detroit Motorcycle."

Vipers to Make Cruise Showing

The Woodward Dream Cruise gives car collectors a chance to shine and this year the Motor City Viper Owners club is meeting at the corner of Woodward and 13 Mile from 6 p.m. to 9 p.m. on Thursday, Aug. 14.

Those wishing to view the club members' Vipers can also enjoy a summer cook-out at the hospitality booth that will be set up.

There will be 60 different Vipers on display at the site, which will also have display space for other Chrysler vehicles. It is open to the public.

FANUC America Donates Robots, Software to OU

A gift from a Southeast Michigan-based supplier of robotics automation will provide Oakland University students with cutting-edge technology in the fields of robotics and advanced manufacturing.

FANUC America Corporation recently presented Oakland University with a gift-in-kind donation of robots, software and 2D iRVision equipment representing an industry value of \$474,398.

The gift promises to enhance the university's academic offerings and boost its impact on the regional economy, said university spokesperson Brian Bierley.

"We are very excited to have state-of-the-art equipment to support our Robotics and Automation program labs," said Louay Chamra, dean of OU's School of Engineering and Computer Science.

"The donated equipment will be used to educate the next generation of engineers in order to provide the talent needed in industrial robotics and advanced manufacturing."

The gift will support development of an Industrial Robotics and Automation program within OU's Department of Electrical and Computer Engineering,

which will train engineers for high-demand jobs in the field. Many of those jobs are located in Metro Detroit as the area is home to world-class robotics and automation companies.

Oakland University's partnership with FANUC America is a "win-win" for industry and academia, according to Khalid Mirza, Ph.D., visiting assistant professor of engineering at OU.

"Our School of Engineering and Computer Science is committed to building a strong and relevant program in Industrial Robotics and Automation," Mirza said.

"We have formed an advisory board so industries can directly provide us expertise and support for curriculum development, program development and strategic planning."

"We are proud to have FANUC America join the board and look forward to a successful and mutually beneficial relationship. The FANUC America headquarters in Rochester Hills is located right next to OU and gives us a unique opportunity to work closely with them."

Mick Estes, general manager at FANUC America, said, "FANUC America is excited to expand its



One of the M11a robots FANUC donated to Oakland University.

long-standing support of these programs and the opportunities they represent for the students at Oakland University.

"Working together and sharing industry-leading innovative technology is what will make the difference in narrowing the skills gap in manufacturing."

With an aging workforce and production growth from

reshoring, advanced manufacturing needs more trained employees, Estes said.

To be effective, students must learn the critical skills businesses need on the industry's leading equipment as well as have sufficient training on that equipment to ensure concepts and procedures are understood and committed to memory.

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Cadillac Untangles Cords With Wireless Charging

Reducing clutter and adding function, Cadillac will add wireless charging of smartphones in the 2015 model ATS sport sedan and coupe launching this fall.

Compatible with Powermat and other in-phone wireless charging technologies, the feature eliminates the need for cords on board, said Cadillac spokesperson David Caldwell.

“A recent survey from IHS revealed that 70 percent of consumers charge their mobile phone at least once per day, with 30 percent charging more than once,” said Ryan Sanderson, associate director, Power Supply & Storage Components at IHS Technology.

“This is driving demand for charging access in multiple locations throughout the day, something wireless charging can address in a more convenient way than the consumer having to carry one or more wired chargers around with them on a daily basis.”

Following its introduction into the 2015 ATS, wireless charging technology will be added to the CTS sport sedan this fall and to the Escalade SUV at the end of 2014.

“With 4G LTE capability and now wireless charging, Cadillac is embedding conveniences that have quickly become essential customer needs,” said Ken Kornas, ATS global product manager. Powermat enables the phone to simply sit on a rubberized pad. The battery is recharged by means of an electromagnetic field. An increasing number of smartphones have wireless charging either embedded or as an option. The wireless charger GM and Powermat created accommodates the majority of these enabled devices.



Charge phones without wires

“Our lifestyles have evolved in a more mobile way than ever before and with that comes an even greater need for access to power in those places where we spend the majority of our time,” said Powermat CEO Ran Poliakine.

“Our integration into the Cadillac ATS is only the first step in the evolution of portable power in places that include your car, your coffee house and even your favorite sporting arena.”

The wireless charging feature will be located inside the storage bin behind the fully motorized center instrument panel faceplate of the ATS. This location creates a convenient option for drivers so they can keep their hands on the wheel, Caldwell said. Using Bluetooth, a driver can pair his or her phone to the vehicle and enjoy many of the connectivity elements of the mobile device while it is both out of the way and charging.

Cadillac CUE is the centerpiece of the ATS Coupe’s in-vehicle technologies, Caldwell said. For 2015, CUE includes new enhanced content such as a Text-to-Voice feature for smartphone users with Bluetooth profile (M.A.P.), which reads incoming texts through the car’s speakers. Using the feature requires a compatible smartphone with Bluetooth profile and applicable text messaging feature.

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36 MO. LEASE	MSRP \$36,870
EVERYONE	\$354
FRIENDS & FAMILY	\$344
EMPLOYEE	\$304

2014 SRX FWD

CROSSOVER STANDARD



Employee-\$2,039 and all others-\$2,373 due at signing plus tax, title, plate & doc. No sec. deposit required. Cadillac Luxury Lease Conquest: Customers must have a current lease of 2004 or newer Acura, Audi, BMW, Infiniti, Jaguar Land Rover, Lexus, Lincoln, Mercedes, Mini, Volvo, Bentley, Ferrari, Porsche, Rolls Royce or Maserati.

36 MO. LEASE	MSRP \$38,530
EVERYONE	\$346
FRIENDS & FAMILY	\$337
EMPLOYEE	\$299

2014 XTS FWD

SEDAN STANDARD COLLECTION



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2014 ELR COUPE

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Steel vs. Aluminum

CONTINUED FROM PAGE 1

again, he said.

"SMDI works with automakers and we have developed lightweight, but strong steel that can be used to lightweight today's vehicles," Krupitzer said.

But the development of new steels goes beyond just their creation. Once a new steel is developed, both steelmakers and automakers have to determine just what the repair requirements are.

"We worked with GM's repair experts to come up with the guidelines and stats for repair of these new steels," Krupitzer said. "When we started 10 years ago, the lightweight steels were new. You just can't treat these new steels like the old ones. You have to develop standards, but now that lightweight steel is common, it's no big deal."

One advantage to steel, Krupitzer said, is that repair facilities have the equipment to work on it. Other new materials

might require the purchase of new equipment and the retraining of staff so that they can work on the new materials.

"I know Ford is subsidizing repair facilities so that they can work on aluminum," Krupitzer said. "But I don't want to say anything bad about Ford because even the new F-150 uses a lot of lightweight steel in the frame."

"It's a shame," he added jokingly, "that they had to cover up all that steel with aluminum body panels."

So, Krupitzer said, even with the development of new materials to lightweight vehicles, steel is sticking around.

The steel industry is working with automakers to continue to develop newer versions of steel to meet the auto industry's needs.

"We're very interested in what Chrysler and GM are going to do now that Ford has introduced aluminum to the mix," Krupitzer said. "Will they match the F-150's fuel economy with steel?"

GM's Hall Will Succeed SMDI's VP Krupitzer

Dr. Jody N. Hall will succeed Ronald P. Krupitzer as vice president of Automotive Market for the Steel Market Development Institute (SMDI).

Krupitzer, who has held the position for 13 years, will retire at the end of the year.

SMDI is a business unit of the American Iron and Steel Institute (AIS).

Dr. Hall, is a former technical integration engineer at General Motors Company's Global Body Manufacturing Engineering Center in Warren.

Thomas J. Gibson, president



Dr. Jody N. Hall

ing techniques in automotive applications.

Hall, said SMDI spokesperson Deanna Lorincz, has led the war-

and CEO of AISI, said, "Our auto market division is aggressive and fast-paced, and we are pioneering technological advances in auto steel.

"Dr. Hall will be an outstanding leader as we meet the challenges of competing materials head-on. We look forward to her breadth of knowledge and expertise in driving this critical market division."

Lawrence W. Kavanagh, president of SMDI, said, "We are very excited to have Dr. Hall join us after a distinguished 30-year career at General Motors. Jody brings the experience, innovation and enthusiasm to our team that will carry on the successes established during Ron's distinguished tenure."

Hall received her doctorate in Materials Science and Engineering from the University of Michigan, under a General Motors Fellowship in 1994 and has spent a large part of her career in applying new steels and manufacturing

in manufacturing engineering innovations in her roles on the GM Global Sheet Metal Specialists Team, Auto/Steel Partnership, Galvanizing AutoBody Partnership, and the Advanced Steel Processing and Products Research Center (ASPPRC) at Colorado School of Mines.

Among other accomplishments, she has evaluated new auto technologies for implementation, including new sheet steel grades and manufacturing processes, developed business cases and action plans for deployment of key new technologies, and led global project implementations.

"I'm looking forward to leading SMDI's Automotive Team and to the many opportunities and challenges the industry presents," said Hall. "It's an exciting time to work in automotive materials and help define the path for automakers to achieve their fuel economy targets with steel."

'Meals' Volunteer Honored

Emma Otto, a Meals on Wheels volunteer in Macomb County for the last seven years, has been nominated for the Meals on Wheels Association of America's (MOWAA) American Volunteer Contest, said Macomb County spokesperson Kristin Ledford.

Macomb County Community Services Office's Office of Senior Services nominated Emma for her commitment, compassion and sense of responsibility to help others in need.

Voting is done exclusively through the MOWAA's Facebook page, [facebook.com/mowaa](https://www.facebook.com/mowaa). Voting is now open and continues until Aug. 13. The Meals on Wheels program whose volunteer receives the most votes will receive \$1,000 and a fully-produced video to promote the great work they are doing in the community. Prizes will also be awarded to the top three voters, as well as the MOWAA's staff pick.

"Emma is an outstanding example of a volunteer in Macomb County and deserves national recognition. She is dedicated to Meals on Wheels and making sure her neighbors and peers have a warm meal," said Macomb County Executive Mark A. Hackel.

Otto is 85 years old and delivers meals twice a month in the neighborhood where she grew up and still resides. She often fills in as a substitute driver at the last minute, Ledford said.

She received the Community Champion Award earlier this year from the Office of Senior Services.

In Macomb County, more than 1,500 homebound seniors receive a warm and nutritious meal each weekday from Meals on Wheels.

New GM BuyCard Makes Car Buying Easier

The BuyPower Card from Capital One, the rewards credit card that enables consumers to accumulate earnings toward the purchase of a new General Motors vehicle, launched a new promotional campaign on August 4 with digital, print and television advertising.

BuyPower Card-members receive 5 percent earnings on their first \$5,000 of net card purchases every year and an unlimited 2 percent on all other purchases. More information can be found at buypowercard.com.

"The BuyPower Card is one of the quickest and easiest tools to help put consumers behind the wheel of a new Chevrolet, Buick, GMC or Cadillac," said Chuck Thomson, general manager, GM Retail Sales and Marketing Support. "It offers rewards with none of the restrictions – no earning limits, no redemption caps, no earnings expiration dates and no annual membership fee."

A new 30-second television ad, created by MRM/McCann, will air on network and cable television starting next week. The spot opens with the question: "What if there was a credit card where the reward was that new car smell and the freedom of the open road?" followed by a description of the BuyPower Card's features.

The campaign is the latest component of a marketing strategy to rebrand the GM Card from Capital One as the BuyPower Card to better reflect its connection to the Chevrolet, Buick, GMC and Cadillac brands. No changes have been made to the card's rewards program or to card-members' accounts or earnings.

GM spokesperson Ryndee Carney said the emphasis on the BuyPower Card name came about after the company's bankruptcy.

"We've been moving this way since then," Carney said. "The company has had a card of this type for about 20 years. In the past it was referred to as the 'GM' card, but we're moving away from that in an effort to promote the company's individual brands."

"After all, you don't say you bought GM. You say you bought a Buick or a Chevy or a Cadillac." So, Carney said, since the bankruptcy GM has started issuing "Buick" cards, or "Cadillac" cards, but not GM cards.

As to the affect on the public, Carney said that's not really an issue.

"The value proposition hasn't changed," Carney said. "It's often the case that when something like this happens and the value proposition remains the same, the public doesn't really pay attention. But the card program is good for GM and its dealers."

The reason being, Carney said, is because the cards help build loyalty. And GM is trying to build loyalty to brands, hence the change.

"Since we introduced the first version of the card about 20 years ago, we've issued about seven million of them," Carney said. "It's a great rewards program for consumers and it tends to create loyalty to the company and to our dealers."

Corvette Lovers Have a Place to Go for Expertise

CONTINUED FROM PAGE 1

"I liked the idea of getting into Corvettes because I have a passion for the vehicles and an eye for detail," Oakie said. "I then began to reinvent my business."

He opened up the latest version of The Vette Shop in 2013.

He credits the 2013 Woodward Dream Cruise for helping get the word out that the shop was back in business.

"The Wednesday before the cruise, there's the 'Corvettes on Woodward' show at the Radisson Kingsley Hotel in Bloomfield Hills," Oakie said. "Last year, I brought a bunch of business cards to the event and instead of just throwing them on the seats of the Corvettes there, where they would be mixed with a bunch of other business cards, I spoke with the owners."

By establishing a relationship with the Corvette owners, they took Oakie's card and remembered him when they needed help with their cars.

"Detroiters love Corvettes," Oakie said. "Not only do they love them, they are very loyal to them. I've had customers come in and tell me they bought their first Corvette in 1965, and then got another in 1975 and another in 1995. I have one customer who bought one in 2005 and when he brought it to the shop, it only had 22,000 miles on it. Corvette owners want their cars taken care of."

Going to the Dream Cruise Corvette event was really cool, Oakie said. He even ran into an employee of The Vette Shop who worked there in the 1970s.

"He saw my T-shirt with the logo on it and asked me how I know about The Vette Shop," Oakie said. "We got to talking about the old days. It was great. I got to talk to Corvette owners who came from as far away as California."

And Oakie is going to this year's 'Corvette on Woodward' event as well.

"The people who go to that event are my kind of people – Corvette people," Oakie said.

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