

GM's RenCen Trash Becomes Urban Treasure

General Motors' Global Headquarters, a multi-office tower complex that for the past year has not been sending any waste to landfills, now composts food preparation scraps from its various Renaissance Center restaurant kitchens for use in urban farming initiatives throughout the city.

Local composting startup Detroit Dirt collects coffee grounds and fruit and vegetable pieces and mixes them with herbivore manure, some of which ends up in a rooftop garden at the complex.

According to GM Global Manager of Waste Reduction John Bradburn, "landfill-free" isn't a finish line.

There are always ways – like composting – to improve a facility's environmental impact, Bradburn said.

The composting initiative started with 280-seat Italian restaurant Andiamo Riverfront, which has generated 12,000 pounds of food scraps since April – about the weight of an elephant.

Now, when the Andiamo Restaurant chefs peel and chop onions, carrots and potatoes in the morning, they scrape the scraps into a special container



Claudia Killeen tends to the urban garden on the roof of the Beaubien Place Garage.

that Detroit Dirt picks up.

"Our collection bin is on rollers, so our chefs can easily move it to our various prep stations," said Brad Schmidt, executive chef at Andiamo. "You don't realize how much waste you generate. We thought we'd fill one container a week, but we've been averaging two a day."

The initiative expanded in July to include Joe Muer Seafood, Presto Gourmet Deli, Coach Insignia, Coffee Beanery and Potbelly Sandwich Works. Restaurants in the building's main food court are expected to join the movement in the fall. Approximately 51,000 pounds is expected to be collected by year's end.

"Our tenants believed in our mission to make the Renaissance Center landfill-free and continue to support ongoing sustainability efforts," said Claudia Killeen, GM manager of Renaissance Center development.

GM collaborated with CBRE,

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Chrysler Earns Latina Magazine Spot of Honor

After the evaluation of more than 800 corporations, the editors of *Latina Style* magazine have named Chrysler as one of the top 12 companies for Hispanic women to work in the U.S.

The ranking is part of the annual *Latina Style* Top 50 report.

Chrysler and its program will be featured in the August issue of the magazine, said Chrysler spokesperson Alexandria Shesterkin.

The *Latina Style* Top 50 Report highlights companies that have a dedicated effort to diverse recruitment and promotion initiatives, Shesterkin said, including companies that have programs to recruit veterans and military personnel, and is considered "the most respected evaluation of corporate America's employment opportunities and policies as they pertain to Latinas."

This was the 11th time Chrysler Group has been recognized in the Top 50 Report since the benchmark was established in 1998.

Among the people interviewed by *Latina Style* for the report was Deborah Reyes, marketing manager for the Dodge Dart. She discussed her experiences as a

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Ford employee Karen Hannon on the MKC assembly line

New Lincoln MKC Production Prompts Heavy Investment in Louisville Plant

Ford Motor Company is hiring 300 new employees and making a \$129 million investment in the Louisville Assembly Plant to support production of the new 2015 Lincoln MKC.

Production of Lincoln's newest vehicle began in May. MKC is the second of four new Lincoln vehicles being introduced by 2016, and will go on sale in China, along with the MKZ sedan, when the Lincoln brand debuts there later this year, said Ford spokesperson Kristina Adamski.

"Lincoln MKC is an important part of Lincoln as it attracts a new luxury customer," said Daryl Sykes, Louisville Assembly Plant manager.

"To have the opportunity to build an all-new vehicle – the first small utility ever from Lincoln – is very exciting for the hardworking men and women at Louisville Assembly Plant."

To ensure the highest commitment to quality, the Lincoln Luxury Validation Center, with loca-

tions in each plant, includes inspection team members who take a "white-glove" approach to each vehicle, Adamski said.

At Louisville Assembly Plant, each MKC receives an enhanced inspection at five separate points by a two-person team to ensure fit-and-finish, craftsmanship and functional elements meet premium customer expectations. This attention helps to deliver a vehicle that is as close to perfection as possible so dealers can then provide a true luxury experience in the showroom, Sykes said.

"The all-new 2015 Lincoln MKC is performance-minded, luxuriously crafted and technologically savvy to meet the expectations of luxury buyers who want a more personal car-owning experience," Adamski said.

Small premium utility vehicles make up the fastest-growing luxury segment, with more than 600 percent growth since 2008 and

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GM to Invest \$185M in Spring Hill Plant For New Powertrain and Cadillac SRX Move

General Motors will invest \$185 million to make small gas engines at its Spring Hill, Tenn., manufacturing complex, retaining 390 jobs.

GM also identified the next-generation Cadillac SRX as a future mid-size vehicle to be produced at Spring Hill alongside the Chevy Equinox. Both vehicles ride on the same platform.

An additional \$48.4 million investment is planned for the Bedford, Ind., powertrain castings plant, creating or retaining 45 jobs.

Both investments support GM's new small displacement engine, which is part of a new

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Spring Hill Plant employee Brenda Gurrent

Bosch to Double Size of Technical Center

Bosch is expanding its technical facility in Plymouth Township.

In a groundbreaking ceremony last week, Michigan Gov. Rick Snyder joined Robert Bosch president Mike Mansuetti and other Bosch executives to publicly announce the 220,500-square-foot expansion of Bosch's

Plymouth Technical Center.

"Bosch's commitment to expand its presence in Michigan, while also enhancing its research and development work, shows that Michigan truly is a great place to do business," Snyder said.

"Michigan's business climate has improved dramatically, mak-

ing our state a prime location for global companies like Bosch to expand and invest. It is also exciting that Bosch is an advocate for preparing tomorrow's workforce through hands-on tech training. Together, Bosch and Michigan are tapping into our talent potential and building a bright future."

The expansion, which is expected to be completed in November 2015, will nearly double the size of the existing technical center, which opened in 2007.

When complete, the total site, which is located on 75 acres, will have more than 445,000 square feet and capacity for 1,400 people. The expansion will further enable the growth of several key



A rendering of Bosch's planned new facility in Plymouth

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the building's property manager, to add 16 raised garden beds on the adjacent Beaubien parking garage rooftop. The beds – reused shipping crates from GM's Orion Assembly plant – will be tended by building staff. The compost will help filter pollutants, absorb water and provide essential nutrients for healthy herbs and vegetables.

"Detroit Dirt has partnered with GM for the last couple of years on facility composting initiatives that feed projects like Cadillac Urban Gardens in southwest Detroit," said Detroit Dirt founder Pashon Murray, who was recently named one of 13 women entrepreneurs to bet on by *Newsweek*.

"Companies like GM are getting their hands dirty and demonstrating a sustainability mindset. These urban gardens contribute to Detroit's renewal and help revitalize our neighborhoods."

Leftover food waste from diners is converted to energy at a facility a few blocks away, creating renewable energy that powers other Detroit businesses.

The Renaissance Center remains the most complex of GM's 111 landfill-free sites as it's the only one open to the public. Covering 5.5 million square feet, the building houses the Western Hemisphere's tallest all-hotel skyscraper, 11 other businesses, 20 restaurants and 27 retailers. It accommodates 12,000 office workers and 3,000 visitors daily.

Spider Webs Cause Recall of 19K Suzuki Cars

DETROIT (AP) – Spiders have forced Suzuki to recall more than 19,000 midsize cars.

The automaker says spider webs can clog a fuel vapor vent hose in some 2010 to 2013 Kizashi cars, cutting off air flow. If that happens, it can cause the gas tank to deform, causing cracks, fuel leaks and possible fires.

The recall was prompted by seven reports of the problem. Service centers will replace the vent line with one that has a filter on the end.

They'll also replace gas tanks if necessary.

The problem hasn't caused any accidents or injuries in the U.S., Suzuki said in documents posted last week by the National Highway Traffic Safety Administration.

Owners will be notified this month. Those with questions can call Suzuki customer service at 800-934-0934.

American Suzuki Motor Corp. filed for Chapter 11 bankruptcy protection in November of 2012 and stopped selling automobiles in the U.S.

The recall is the second caused by spiders this year.



Dick Huvaere's employees, left, Allye Shaske and Erica Peach



Donated food fills 2014 Ram pickup bed on dealership floor.

Office vs. Shop – Who Can Glean Most Food for Hungry?

by Jim Stickford

There's nothing like some good old-fashioned competition to help feed the hungry.

Dick Huvaere's Richmond Chrysler, Dodge, Jeep, Ram dealership has pitted its "blue" collar employees against its "white" collar employees in a contest to see who can collect more food for the Gleaner's Food Bank.

"Our general manager, Kim Jurgowicz, received an email asking if our dealership would be willing to do something to collect food for the Gleaner's Food Bank," said dealership office manager Bobbie Herren.

"We're always looking for some project to do that will benefit the community, so the answer was yes."

Basically, Herren said, the "front" office dealership staff – accounting, sales and reconditioning – entered into a competition with the "back" office staff – body shop, repairs, parts and service & maintenance – to see who could collect the most amount of food for Gleaner's between Aug. 1 and Aug. 31.

"When we asked the Gleaner's people what kind of food we should be collecting, they told us nothing special, just the kind of food we would buy for our own families," said accounts payable clerk Allye Shaske. "So far, we've been able to collect enough food to fill an entire bed of a 2014 Ram 1500 pickup truck."

As to how much the "back" room boys have collected, Herren said they're being "sneaky."

"They aren't telling us," Herren said. "We'll find out at the end of the month when everything is counted."

"All we know is that once you combine what we've both collected, there should be enough food to more than fill the bed of that Ram 1500, and that's all to the good."

Besides having the bragging rights of collecting more, Herren said it's important to her to beat the back room boys because there's a penalty for coming in second.

"Every year in November, Dick Huvaere holds what we call our 'Buck Pole' event," Herren said. "It's for hunters. They bring in

the deer they shot and the deer are weighed and measured.

"It's a big deal here in Richmond and we have all kinds of things for them to do, including having a dunk tank. The manager who comes in second has to sit in the dunk tank. If we lose, I will have to sit in the dunk tank, so I really don't want to lose."

Shaske said that they're get-

ting food donations from vendors and friends and family as well as from customers who want to help out.

"This is the first year we've done this," Herren said. "Hopefully, it will be a regular thing in the years to come. This is really a worthwhile project and we'd like to challenge other dealerships to get involved."



Deborah Reyes, marketing manager for the Dodge Dart

Chrysler Called 'Good Place to Work'

CONTINUED FROM PAGE 1

Latina working for Chrysler.

"Diversity and inclusion are core elements of Chrysler Group's business strategy and vital to our efforts to develop a workforce that enables the company to innovate and compete in a dynamic, competitive industry," said Georgette Borrego Dulworth, Chrysler's director of Talent Acquisition and Diversity.

"This recognition is a testament to the company's commitment to maintaining a work culture that respects and engages all people and cultures."

Latina Style magazine, Shesterkin said, began the Top 50 Report list as "a quest to explore deeper into the business world and bring forth powerful and useful information on the increasing importance of recruit-

ing professional Latinas."

In 1997, with the assistance of the U.S. Department of Labor, the U.S. Equal Employment Opportunity Commission, and national Hispanic organizations, the magazine developed a comprehensive survey that is sent annually to Fortune 1000 companies.

The LS50 report, the result of that annual survey process, highlights each selected company's leadership programs, employee benefits and Latina representation in senior positions.

Latina Style magazine is the most influential publication reaching the contemporary Hispanic woman, Shesterkin said. With a national circulation of 150,000 and a readership of nearly 600,000, the magazine reaches both the seasoned professional and the young Latina entering the workforce for the first time.

Warren Flooding Damages Total \$231 Million in City

There's a reason cities have rainy day funds.

In a public statement, city officials declared that approximately \$158,000 was spent in overtime for all city employees, mostly from the public works and sanitation departments, to pick up trash from the flooding.

City figures show that the Detroit Arsenal suffered \$10 million in damages. So, as of the end of August, total damage estimates for Warren is approximately \$231 million.

Officials estimated that 13.5 million pounds of trash was picked up from curbs in the first two weeks after the flood.

Under-deputy public service director Gus Ghanam said that 60 city employees worked 12 to 15 hours a day six days a week using 30 trucks to pick up the trash left out by Warren residents.

"They really got the job done," Ghanam said.

"During a time of crisis, you find out the character of people, and our city employees showed real character during this emergency," said Mayor James Fouts.

Official city of Warren damage estimates released on Aug. 28, estimate that flooding affected a total of 22,503 residential parcels, causing approximately \$142 million in damage.

City officials reported that 261 commercial and industrial properties were affected by the storm and flooding, causing an estimated \$79 million in damages.

Additional numbers show that four hospitals in Warren were affected by the storm, as well as nine churches and three schools for about \$1 million in damages.

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Silverados can now come with aftermarket-like features, such as Rally Edition packages.

GM Has Customized Versions of Silverado

Chevrolet Silverado is offering a new Rally Edition for 2015 Silverado 1500 double-cab and crew-cab pickups.

The Rally 2 Edition package for 2015 Silverado LT pickups features a body-colored grille with a black bowtie, 22-inch black alloy wheels, black tubular side steps and black mirror caps and door handles. Twin black Rally stripes on the hood and tailgate give the Rally Edition a unique appearance, said GM spokesperson Otis McKinley.

Also included will be a trailering package with a hitch and automatic locking rear differential, 10-way power driver seat, dual-zone climate control, remote start, backup camera and rear defroster.

The eight-inch Chevy MyLink radio includes a built-in Wi-Fi hotspot with 4G LTE connectivity. McKinley said the reason for this package is simple.

"We see people do things to customize their trucks all the time," McKinley said. "These new offerings allow our customers to buy trucks designed to their liking without them having to add on a bunch of aftermarket accessories."

The standard engine for Silverado is a 4.3-Liter EcoTec3 V6 with 285 horsepower and 305 lb.-ft. of torque, providing up to 7,200 pounds of towing, based on SAE

J2807 Recommended Practices.

Like all EcoTec3 engines, the V6 can seamlessly switch to four-cylinder mode to save fuel under light-load driving, delivering EPA highway estimates of up to 24 mpg. Also available is a 5.3L Ecotec3 V8. Rated at 355 horsepower, it provides the best fuel economy of any V8 pickup – up to 23 MPG highway.

"Silverado won more awards in 2014 than any other pickup, including North American Truck of the Year," said John Fitzpatrick, Silverado senior marketing manager. "The Rally Edition packages will let customers add an aggressive new look to this great all-around performer."

Silverado will also offer two Rally 1 packages for 2015. The package for LT Silverados includes a body-colored grill with a black bowtie, black door handles

and mirror caps, stripes and 17-inch aluminum wheels.

Also included is a trailering package with a hitch and locking rear differential, rear defroster and backup camera.

The Rally 1 Edition package for 2015 Silverado LS models includes the body-colored grille with black bowtie, black door handles and mirror caps and two black rally stripes.

Double-cab Rally Editions can be ordered through Chevrolet dealers nationwide starting Sept. 4. Crew cabs will be available for order by the public in early October of this year.

2014 August Vehicle Sales Continue Strong Sales Year

Edmunds.com forecasts that 1,511,438 new cars and trucks will be sold in the U.S. in August for an estimated Seasonally Adjusted Annual Rate (SAAR) of 16.9 million. The projected sales will be a 5.5 percent increase from July 2014, and a 0.7 percent increase from August 2013.

Edmunds.com projects that this month's sales could hit the highest August sales volume since August 2003, when the industry delivered 1,628,365 new cars, said Edmunds spokesperson Jeannine Fallon.

"August is a huge month for dealers who need to clear out 2014 models to make room for 2015 inventory," said Edmunds.com senior analyst Jessica Caldwell. "TV and radio airwaves are filled with these clearance deals and they're helping to push hesitant car shoppers into 'buy now' mode."

Edmunds.com, Fallon said, estimates that retail SAAR will come in at 14.7 million vehicles in August, with fleet transactions accounting for 13.0 percent of total sales.

An estimated 2.95 million used cars will be sold in August, for a SAAR of 35.9 million (compared to 3.24 million – or a SAAR of 36.5 million – used car sales in July).

Edmunds' estimates predict that once total sales are tallied,

GM will maintain the top sales spot, with August sales of 268,813 vehicles for a market share of 17.8 percent. The figures for the same time last year were sales of 275,847 vehicles for a market share of 18.4 percent.

Toyota is esimated to finish with an August market share of 15 percent, compared with 15.4 percent in August of 2013.

Edmunds estimates that Ford's August sales will be 217,503 vehicles for a market share of 14.7 percent, compared with 231,000 vehicles sold in August 2013 for a market share of 14.7 percent.

Chrysler looks like the big winner, according to Edmunds' forecast. The company predicts total August sales of 190,604 for a market share of 12.6 percent. That compares with 2013 August sales of 165,552, or a market share of 11 percent.

Chrysler's 1.6 percent market share gain was the largest of any major automaker. Nissan had the second largest gain – .4 percent. Its August 2014 market share was 8.4 percent compared with 8 percent in 2014.

Hyundai/Kia is the only other automaker predicted to gain market share by Edmunds. The company sees a .1 percent gain. All other OEMs are expected to lose between .3 and .8 percent in market share.

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GM to Hire 1,000 at New Arizona IT Center

General Motors has added to its roster of Information Technology Innovation Centers with the Aug. 22 grand opening of a facility in the Phoenix area.

The center, which will enable GM to insource the company's innovation capabilities and tap into a pool of new and experienced IT talent, joins innovation centers already operating in Warren, Mich.; Austin, Texas, and Roswell, Ga.

Randy Mott, GM's senior vice president, Global Information Technology & chief information officer, was joined at the ribbon-cutting ceremony and grand opening by more than 20 local and national elected officials.

Among them were Chandler Mayor Jay Tibshraeny, U.S. Reps. Matt Salmon and Kyrsten Sinema, Arizona House of Representatives President Andy Biggs and

Speaker of the House Andy Tobin. Approximately 500 facility employees also attended the event.

GM's IT innovation centers are part of a companywide transformation to improve performance, reduce the cost of ongoing operations and increase its delivery of innovation, said GM spokesperson Juli Huston-Rough.

GM announced Chandler as the site of the company's fourth IT Innovation Center in March 2013, and construction on the 170,000-square-foot center was completed in June this year.

"We have made significant progress transforming GM IT over the past 20 months," Mott said. "The success of the Chandler Innovation Center is yet another important proof point that illustrates our progress."

GM expects to hire 1,000 em-

ployees at the Chandler Innovation Center over the next five years. Approximately 500 employees are employed at the facility, about 25 percent of whom are recent college graduates.

"The official opening of the IT Innovation Center in Chandler and the creation of about 1,000 high-paying, skilled jobs is great news for the local economy," said Arizona Gov. Jan Brewer.

"This event speaks volumes about the business-friendly environment we have created in Arizona, including our high-tech talent and competitive cost of operating."

"I could not be prouder of our state and what this announcement means for the future of Arizona's economy."

Said Tibshraeny: "GM is exactly the type of technology employer we need in Chandler and in



GM's new Arizona IT innovation center opened Aug. 22.

our state. The GM Innovation Center is a perfect complement to Chandler's Price Corridor, and

further the city's reputation as a regional hub for innovators and world-class IT professionals."

GM VP Mott Talks About New IT Centers, Their Employees

General Motors' fourth Information Technology innovation center held its grand opening last week in Chandler, Ariz.

GM Senior Vice President and Chief Information Officer Randy Mott discussed the ongoing makeover of the company's IT operations and the 9,000 salaried employees globally insourced as part of the transformation.

Q. What has GM learned through opening four innovation centers over the last two years?

A. It is all about attracting the best talent, whether it is recent college graduates or experienced professionals. Locating the four innovation centers strategically near top universities and places where the top talent works has given us a pool of the best of the best from which to draw. Recognizing that people don't always

want to move for that next job gives us an advantage because we are bringing that next job to them. GM chose the innovation center locations by looking at IT talent-rich areas that also offer a strong community, attractive cost of living, an appealing business environment and high-tech industry presence.

Q. What were the challenges you faced during the development, building, staffing and now opening of the facility?

A. The facility in Chandler is the only one of the four innovation centers built from the ground up; the other centers in Warren, Mich.; Austin, Texas; and Roswell, Ga., are located in existing facilities. What surprised us is the overwhelming interest from students and experienced IT professionals to join the team. The pace of our hiring put us at

capacity limits in the temporary location in Arizona while the permanent facility was being finished. We were worried about outgrowing the temporary facility too soon and losing our hiring momentum. We needed to bring in all the new talent possible to support the important work happening within the business while balancing space constraints against hiring opportunities.

Q. How has recruitment and staffing gone thus far?

A. In Chandler, our newest center, we expect to hire 1,000 employees over the next two years, so we are right on track. About a quarter of the first 500 employees working at the center are recent college graduates. The majority have come from Arizona State, University of Arizona, Brigham Young University and Northern Arizona University.

Four of five IT majors at higher education institutions across the states are within a three-hour drive of a GM IT innovation center.

Combined, the four centers have access to more than 7,000 students at more than 150 colleges and universities majoring in information technology-related fields. GM is targeting recruitment efforts at up to a dozen key universities within each geographic region.

Q. What has been the biggest surprise for you throughout the overall IT transformation process?

A. With all the national coverage suggesting a high-tech employee skills shortage, we have experienced the opposite. It's been a pleasant surprise how easy it has been to find, recruit and retain highly talented infor-



Randy Mott

mation technologists to work for General Motors.

Q. The innovation centers were a cornerstone of your plan to remake IT at GM. How is the rest of the insourcing of IT work going?

A. In terms of accomplishing our original objectives set out in 2012, we are at nearly 75 percent of our overall hiring goals across all four innovation centers. When we look at our transformation objectives and initiatives – doubling the speed of project delivery, tripling innovation, building enterprise data centers, creating an enterprise data warehouse – we're more than halfway there.

Camaro Club To Donate \$10,000 to MS

The Eastern Michigan Camaro Club will present the National Multiple Sclerosis Society's Michigan Chapter with a check for \$10,000.

The donation will be presented Sept. 13 in Wixom at the Lingenfelter Cars & Coffee gathering that starts at 8 a.m.


The Camaro Club raised the money in July during its annual Camaro Superfest, which is the largest, longest-running, all-Camaro event in the United States, said Lingenfelter spokesperson Chris Morrisroe.

"Each year, the Camaro Club members choose a nonprofit organization to be the beneficiary of the proceeds from our annual Superfest," said Randy Martin, Eastern Michigan Camaro Club president.

"This year, we're thrilled to have exceeded our \$6,000 goal and will be donating \$10,000 to the MS Society – Michigan Chapter. The work that they do is so important as a cure is sought for this debilitating disease."

In addition to the check presentation ceremony, the morning event will feature several vintage and new Camaros, as well as vehicles on display by the public. As always at these gatherings, complimentary coffee and pastries will be served by Tim Hortons Cafe and Bake Shop.

The check presentation ceremony begins at 9 a.m.



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SRT's Vipers Finish 5th, 6th In Virginia Race

SRT (Street and Racing Technology) Motorsports closed critical ground in the IMSA TUDOR United Sports Car GTLM championship by finishing ahead of the series points leader in fifth and sixth place with the team's Dodge Viper SRT GTS-Rs in the Oak Tree Grand Prix at Virginia International Raceway (VIR) on Aug. 24.

Jonathan Bomarito and Kuno Wittmer overcame a penalty and off-course run through the VIR grass for a fifth-place finish in the No. 93 Viper. Marc Goossens and Dominik Farnbacher each led in the first half of the race and eventually crossed the finish line one spot behind their teammates in sixth place in the No. 91 Viper.

The fifth-place run for the No. 93 – its fifth-consecutive top-five finish this summer – moved both the team and its drivers to within six points of the GTLM class championship leader, which finished seventh.

Bomarito, Wittmer and the No. 93 team came into the race in second place in the championship eight points back but erased 25 percent of the gap with just two races remaining this season.

The finish was particularly rewarding considering the No. 93 served a drive-through penalty after a call for avoidable contact with a slower GTD-class entry during Wittmer's opening shift. Bomarito later skirted disaster early in his stint when he wheel-hopped off a curb and took a nose-dive through the grass.

Chrysler Charity Donates \$25K to Special Olympics

Special Olympics Canada has accepted a \$25,000 donation from The Chrysler Foundation in honor of the late Jim Flaherty.

Minister Flaherty, a strong advocate for the Special Olympics movement, was also instrumental in leading the Canadian automotive industry through difficult financial times, said Chrysler spokesperson LouAnn Gosselin.

"The Chrysler Foundation would like to honor Minister Flaherty's memory and his leadership by supporting Special Olympics Canada," Gosselin said.

"The donation will provide funding for Special Olympics Team Canada and the educational components of its training programs in the lead up to the 2015 Special Olympics World Summer Games in Los Angeles, to be held July 25-Aug. 2.

"Special Olympics Canada is honored to receive this donation from The Chrysler Foundation in Minister Flaherty's memory, ensuring his legacy of championing those with intellectual disabilities lives on."

"The Chrysler Foundation, the charitable arm of Chrysler, has established a proud legacy of empowering people and investing in local communities," Gosselin said.

The Chrysler Foundation focuses its support on four key areas: Education: K-12 and post-secondary education initiatives that encourage the study and pursuit of careers in business, design, STEM or supply-chain management; Military: support for service members and their families in need; Multicultural/Diversity: initiatives that promote inclusion and advancement opportunities for diverse populations; and Youth Development: programs that provide mentoring and related assistance to aid youth in the transition to adulthood.



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September 2nd Is It!
August's Huge Incentives
ALL END Sept 2nd at 9:00PM!
Don't Wait! SAVE THOUSANDS!

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AUGUST LEASE SPECIAL!
2014 JEEP PATRIOT

| LATITUDE 4X4 | SALE PRICE | HIGH ALTITUDE |
|--------------------------------------|------------------|--------------------------------------|
| 24 Mo 1 PAY LEASE \$2801** | \$18,472* | 24 Mo 1 PAY LEASE \$2654** |
| LEASE FOR \$109** | \$17,646* | LEASE FOR \$110** |
| 24 Mos. \$200 due #J4-60545 | | 24 Mos. \$100 due #J4-60527 |

2014 CHEROKEE TRAIL HAWK 4X4
LEASE FOR \$228**
 24 Mos. \$1905 due
#J4-70272

Your Jeep Headquarters LOWEST Jeep Prices!

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LEASE FOR \$117**
 24 Mos. \$1095 due
#J4-70212

2014 WRANGLER SPORT 4X4
SALE PRICE \$22,848*
 #J4-30154

BEST DEALS ARE HERE!

2014 WRANGLER UNLIMITED 4X4
SALE PRICE \$28,532*
 #J4-30153

2014 JEEP COMPASS LATITUDE 4X4
SALE PRICE \$19,688*
LEASE FOR \$113**
 24 Mos. \$1295 due
#J4-50082

\$1500 HUVAERE CASH!

2014 JEEP GRAND CHEROKEE LAREDO 4X4
SALE PRICE \$27,377*
LEASE FOR \$176**
 24 Mos. \$600 due
#J4-10525

\$1500 HUVAERE CASH!

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ALL NEW! 2015 Chrysler 200

| 200 Limited | 200 S | 200 C | 200 S AWD |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
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| 24 Mos. \$100 due | 24 Mos. \$895 due | 24 Mos. \$1295 due | 24 Mos. \$1095 due |

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304 Available!

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|---------------------------------------|---------------------------------------|---------------------------------------|
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| 24 Mos. \$750 due | 24 Mos. \$100 due | 24 Mos. \$950 due |
| 24 Mo 1 PAY LEASE \$3279** | 24 Mo 1 PAY LEASE \$2677** | 24 Mo 1 PAY LEASE \$3484** |

2014 CHRYSLER TOWN & COUNTRY K
SALE PRICE \$22,933*
LEASE FOR \$129**
 24 Mos. \$1995 due
Leather! #C4-20418

\$1500 HUVAERE CASH!

2014 CHRYSLER TOWN & COUNTRY L
SALE PRICE \$25,447*
LEASE FOR \$139**
 24 Mos. \$1995 due
Driver Convenience, Leather! #C4-20518

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|----------------------------|--------------------|-------------------------------|----------------------------|----------------------------|
| \$3039** | \$2677** | \$2743** | \$2831** | \$2654** |
| 24mo - 1 PAY | 24mo - 1 PAY | 24mo - 1 PAY | 24mo - 1 PAY | 24mo - 1 PAY |
| D4-00422 | C4-30302 | D4-11815 | D4-11249 | J4-60527 |

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TUESDAY 8:30AM - 9:00PM

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2014 DODGE DART SXT
24 Mo 1 PAY LEASE \$2653**
 #D4-20154

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RAM
2014 RAM 2500 REG CAB 4X4
 5.7 HEMI
 • Anti-Spin
 • Spray in Bedliner
 • Snow Plow Prep
 • Chrome Appear Pkg
 • U-Connect 5.0
 MSRP \$38,130
 SAVE \$11,737
 SALE PRICE, \$26,393*
 #D4-10614

2014 RAM 3500 CREW CAB 4X4 CUMMINS TURBO DIESEL
 • Big Horn
 • Snow Plow Prep
 • Spray in Bedliner
 • Rear Back Up Camera
 • 5th Wheel Prep Grp
 • SLT
 MSRP \$61,390
 SAVE \$14,503
 SALE PRICE, \$46,887*
 #D4-10713

2014 RAM 2500 CREW CAB 4X4 CUMMINS TURBO DIESEL
 • Black Appear Pkg
 • Spray in Bedliner
 • Trailer Brake Control
 • Anti-Spin
 • SLT
 MSRP \$61,870
 SAVE \$14,856
 SALE PRICE, \$47,014*
 #D4-11654

2014 RAM 2500 CREW CAB 4X4 CUMMINS TURBO DIESEL
 • Spray in Bedliner
 • CD
 • Anti-Spin
 • U-Connect
 • Snow Plow Prep
 MSRP \$50,695
 SAVE \$12,867
 SALE PRICE, \$37,818*
 #D4-10399

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 D4-11539

LEASE FOR \$127**
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2014 RAM 1500 CREW CAB 4X4 OUTDOORSMAN
#1 RAM DEALER! LEASE FOR \$118**
 24 Mo 1 PAY LEASE
\$2743**
 24 Mos. \$200 due
\$1500 HUVAERE CASH!
 #D4-11815

2014 RAM 1500 CREW CAB 4X4 3.6L PENTASTAR
#1 RAM DEALER! LEASE FOR \$125**
 24 Mo 1 PAY LEASE
\$2831**
 24 Mos. \$300 due
\$1500 HUVAERE CASH!
 #D4-11820

2014 RAM 1500 CREW CAB OUTDOORSMAN 4X4
#1 RAM DEALER! LEASE FOR \$120**
 24 Mo 1 PAY LEASE
\$3078**
 24 Mos. \$300 due
\$1500 HUVAERE CASH!
 HEMI, Spray in Bedliner! #D4-11558

2014 RAM 1500 CREW CAB 4X4 LARAMIE
#1 RAM DEALER! LEASE FOR \$126**
 24 Mo 1 PAY LEASE
\$4966**
 24 Mos. \$1995 due
\$1500 HUVAERE CASH!
 #D4-11361

DODGE
2014 DODGE CHARGER R/T
SALE PRICE \$22,803*
LEASE FOR \$123**
 24 Mo 1 PAY LEASE
\$2968**
 24 Mos. \$400 due
\$1500 HUVAERE CASH!
 Wheels/Tunes Grp! #D4-70203

2014 DODGE CHARGER R/T AWD
SALE PRICE \$25,236*
LEASE FOR \$122**
 24 Mo 1 PAY LEASE
\$2993**
 24 Mos. \$395 due
\$1500 HUVAERE CASH!

AUGUST LEASE SPECIAL!
2014 JOURNEY R/T RALLYE All Wheel Drive

24 Mo 1 PAY LEASE \$3039**
 24 Mos. \$500 due

LEASE FOR \$117**
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2014 GRAND CAVAN SE
SALE PRICE \$15,986*
 #D4-40124

2014 GRAND CAVAN SE
SALE PRICE \$18,444*
 #D4-40170

2014 GRAND CAVAN SXT
SALE PRICE \$20,680*
 #D4-40115

2014 DURANGO SXT AWD
LEASE FOR \$199**
 24 Mos. \$1995 due
 #D4-30097

2014 DURANGO LIMITED AWD
LEASE FOR \$288**
 24 Mos. \$1995 due
 #D4-30083

\$1500 HUVAERE CASH!

Picture may not reflect actual vehicle. *The Chrysler Group LLC Employee Advantage Purchase program sale prices and lease payments quoted. Just add tax, title, doc fee and destination charge. **24, 36, 48, 60 month Chrysler Group LLC employee leases. The amount due on all leases require amount due plus monthly tax, cap cost reduction tax, first payment, title, plate, doc fee and destination charge. Security deposit is waived on all lease payments. Lease payments are \$1,000 million per year. 20 cents per mile first 1000 miles, 25 cents per mile thereafter. Customer must qualify for 1 or 5 year credit approval. Payments subject to credit approval. Customer is responsible for excess wear and tear. Total delivered price is the sum of the purchase price, plus doc fee, plate tax, sales tax, and secured finance charges over the term of the lease. All rebates and program monies assigned back to dealer. All prices and lease payments are based on Chrysler Group LLC incentives from the Great Lakes Business Center. Rebates as retail consumer cash. Lease cash, lease equity, military, trade assist cash. Finance bonus cash and all other Great Lakes offers will be applied. The dealer invoice amount is not a net factory price to dealer. Customers may not qualify for all offers, incentives, discounts or financing offers. See dealer for qualifications and complete details. Exclusive Huvaere new car cash coupon has been applied to all sale and lease payments in this ad. © Chrysler Group LLC Employee Advantage 84 month buy at 3.49% A.P.R. with approved credit at tier 1. Vehicle sale prices include Chrysler Capital bonus cash must finance thru Chrysler Capital.



From left, comedians Craig Robinson and Jake Johnson

Greenfield Village to Mark Dodges' 100th Anniversary

During Old Car Festival, visitors can gain perspective on the evolution of the automotive industry through a display of nearly 900 automobiles, motorcycles, bicycles, campers and more dat-

Historian Daniel Hershberger will give a presentation each day where he'll discuss the important aspect of early highway development and motoring history, along with a special 1920s Auto Touring exhibit featuring a restored 1927 Auto-Kamp fold-out tent trailer, manufactured in Saginaw.

"Craig Robinson and Jake Johnson had the exact chemistry we were looking for with the 'Don't Touch My Dart' campaign," said Randy Ortiz, head of

Nearly two dozen variations of 5-second TV billboards and 15- and 30-second commercials were created for broadcast and digital use. The first 30-second spots, “Garage Door – Mmmm,” “First Scratch – Too Precious” and

The campaign was created in partnership with Portland, Ore.-based independent advertising agency, Wieden+Kennedy.

Old 'Woody Wagon' Site Now an Educational Center

After Ford ended production of the Woody Wagon in 1951, it shut down all of its Upper Peninsula properties. In 1954, it donat-

"I think that we are in the cusp of seeing a major shift in public attitudes toward forestry, and it's around this business of renewable resources," said Sharik.

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HEATED SEATS,
20" CHROME WHEELS
8.4" TOUCH SCREEN CENTER

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\$4,499*
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STK. #4-8296

NEW 2014
DODGE JOURNEY
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AWD, REMOTE START,
HEATED SEATS & HEATED
STEERING WHEEL
INCLUDED

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\$4,799*
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CREW CAB

20" WHEELS
HAS A HEMI

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Spring Hill Readies for New Powertrain and Cadillac SRX

CONTINUED FROM PAGE 1

ecotec engine family that will be used by five GM brands in 27 models by the 2017 model year, powering many of the company's high-volume small car and compact-crossover vehicles, said GM spokesperson Kevin Nadrowski.

Spring Hill is among six manufacturing locations around the globe that will produce the new engine.

The new Ecotec portfolio includes 11 engines with three- and four-cylinder variants ranging from 1.0L to 1.5L – including turbocharged versions – and power ratings ranging from 75 horsepower to 165 horsepower, and torque ranging from 70 lb.-ft. to 184 lb.-ft.

“The new Ecotec engine family represents the most advanced and efficient small displacement gasoline engines in GM's history,” said Arvin Jones, GM North America manufacturing manager.

“It was a good business decision to produce this powertrain in Bedford and Spring Hill. Both teams have strong performance records, especially in quality.”

GM Spring Hill currently manufactures the award-winning Ecotec 2.0L turbocharged direct injection 4-cylinder engine, the Ecotec 2.4L direct injection 4-cylinder engine and Ecotec 2.5L direct injection engine, which powers the 2014 Chevrolet Malibu and the 2014 Chevrolet Impala.

Bedford currently produces transmission casings, converter housings and small gas engine blocks.

“This is an all-around good news story for our members in Spring Hill and Bedford,” said UAW Vice President Cindy Estrada, who leads the union's GM Department.

“We worked with GM to create this success story through the collective bargaining process. We are pleased with the opportunity to continue to work with the Spring Hill and Bedford leadership to build world-class quality products, which will include the new Ecotec engine program, and are looking forward to the next-generation Cadillac SRX being returned to the USA (from Mexico).”

The naming of the Cadillac SRX program follows GM's previously announced \$350 million investment in Spring Hill for two future mid-size vehicles expected to create or retain approximately 1,800 jobs, said Nadrowski.

“We want to congratulate GM on this important investment in its future in Spring Hill and Middle Tennessee,” Gov. Bill Haslam said.

“Today's announcement speaks volumes around the country and world about our state's business-friendly climate and strengths in automotive manufacturing, bringing us another step closer to our goal of making Tennessee the No. 1 location in the Southeast for high-quality jobs.”

1 Million OnStar Subscribers – Use Remote at Same Time



One in a million

When OnStar launched its mobile application in 2010, it was the auto industry's first smartphone application that would give owners a remote connection to their vehicles and control of certain vehicle functions.

Last week, OnStar RemoteLink passed the 1 million active users milestone, said GM spokesperson Stefan Cross.

OnStar RemoteLink allows drivers to access vehicle diagnostic information – like tire pressure and oil level – and provides the remote ability to lock and unlock the doors and start the vehicle.

The app has been downloaded more than 2.5 million times, but this is the first time more than 1 million OnStar subscribers have been active on the app at the same time, Cross said.

“Over the past few years, RemoteLink has become one of the more popular OnStar service offerings,” said Terry Inch, OnStar's chief operating officer.

“Customers see the value in having a remote connection to their vehicle, which comes in handy during the summer and winter months, or when planning a trip.”

Remote start is the most popular feature of the app, receiving

38 percent of overall app requests, Inch said. This is followed closely by the diagnostic feature: *Get Vehicle Info*, which receives 35 percent of all requests.

The navigation feature of the app – the ability to send directions from the phone directly to the vehicle – has also gained popularity over the past year.

RemoteLink, now available for all four major smartphone platforms (iOS, Android, BlackBerry and Windows), is most commonly used on iOS devices, making up almost two-thirds of the app's downloads, Cross said.

Males are the most common users of the app, accounting for nearly 64 percent of the app's population.

The latest update to the RemoteLink app includes a new service called *Vehicle Locate*, which allows drivers to view where their car is located on a map.

This feature is available for Directions & Connections subscribers in the U.S.

In addition, owners of a vehicle equipped with OnStar 4G LTE are able to manage their in-vehicle Wi-Fi hotspot from the mobile app.

“RemoteLink provides us another avenue to enhance our customers' overall vehicle ownership experience,” said Inch. “Customers who have an OnStar 4G LTE-equipped vehicle can now use the app to view and edit their hotspot name and password, or turn the hotspot on and off.”

As part of the OnStar Basic Plan, the app's Remote Key Fob services – remote start, lock, unlock and activate horn and lights – now come standard for five years on all new, properly equipped GM vehicles, said Cross.

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SEE EXCEPTIONAL LEASE AND PURCHASE OFFERS.

Includes Cadillac Premium Care Maintenance for 4 Years or 50,000 Miles¹

2014 CTS SEDAN AWD

NAVIGATION, LEATHER SEATING PACKAGE, HEATED DRIVER & PASSENGER SEATS STANDARD



\$0 due at signing plus tax, title, plate & doc. CTS to CTS Loyalty. No sec. deposit required. Must document current lease of 2004 or newer GM vehicle.

| 39 MO. LEASE | MSRP \$51,715 |
|------------------|---------------|
| EVERYONE | \$499 |
| FRIENDS & FAMILY | \$478 |
| EMPLOYEE | \$399 |

2014 ATS 2.5L

WHITE DIAMOND PREMIUM PAINT STANDARD



\$899 due at signing plus tax, title, plate & doc. No sec. deposit required. Must document current lease of 2004 or newer GM vehicle.

| 39 MO. LEASE | MSRP \$34,985 |
|------------------|---------------|
| EVERYONE | \$324 |
| FRIENDS & FAMILY | \$297 |
| EMPLOYEE | \$262 |

2014 SRX FWD

CROSSOVER STANDARD



\$2,700 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. No sec. deposit required. Must document current lease of 2004 or newer GM vehicle.

| 39 MO. LEASE | MSRP \$38,530 |
|------------------|---------------|
| EVERYONE | \$323 |
| FRIENDS & FAMILY | \$323 |
| EMPLOYEE | \$289 |

2014 XTS FWD

SEDAN STANDARD COLLECTION



\$1,895 due at signing plus tax, title, plate & doc. No sec. deposit. Must document current lease of 2004 or newer GM vehicle.

| 39 MO. LEASE | MSRP \$45,525 |
|------------------|---------------|
| EVERYONE | \$439 |
| FRIENDS & FAMILY | \$429 |
| EMPLOYEE | \$399 |

2014 ELR COUPE

STANDARD



\$1,059 due at signing with Lease Loyalty, plus 1st payment, tax, title, plates & doc. No sec. deposit required. Must document current lease of 2004 or newer GM vehicle.

| 36 MO. LEASE | 10K MILES PER YEAR |
|--------------|--------------------|
| EMPLOYEE | \$499 |



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MORAN

LABOR DAY SALE!

THIS WEEKS SPECIALS

2014 CRUZE "LT"

- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
- ECOTEC 1.4L "Turbo" DOHC Engine! • Automatic Transmission!
- Bluetooth for Phone! • Remote Keyless Entry!
- AM/FM/XM Radio w/CD!
- Aluminum Wheels!
- 38 MPG on the Highway!

0% APR for 72 Mos! Stk. #E19198 MSRP \$20,735

NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!

Sale Price \$15,499*

24 Month Lease: \$98* with ONLY \$498 Down!

2014 MALIBU "2LT"

- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
- 2.5L DOHC VVT Engine! • 7" Color Touch Screen Audio Display!
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Bosch Plans to Double Size Of Its Technical Center

CONTINUED FROM PAGE 1

technologies, including automotive electronics, start/stop motors, electrical drives, and a variety of safety and driver assistance systems that will further advance automated driving.

In addition, the new site will provide Bosch with the needed laboratory and office space to co-locate certain associates in southeast Michigan, some of whom currently work in different leased facilities, thereby fostering more innovation and greater collaboration.

Mansuetti told the group of government officials, community leaders and Bosch associates assembled at the ceremony, "For a company whose heritage – and future – is based on innovation, breaking ground to begin the expansion of this technical center at a time when this market offers so much potential to grow is truly exciting.

"Our founder, Robert Bosch, believed that education and sustainability were both essential for the success not only of his business, but of society. We are here today, continuing that philosophy and living our company imperative of 'Invented for life.'"

Currently, the Plymouth Technical Center houses 850 people. In Michigan, Bosch has approximately 3,200 associates in 15 cities – Farmington Hills, which is the headquarters for Robert Bosch LLC; Plymouth Township; Ann Arbor; Bridgeport; Buchanan; Canton; Flat Rock; Kalamazoo; Kentwood; Novi; Orion; Rochester Hills; St. Joseph, and Warren.

With this expansion and the co-location of certain groups, Bosch expects to add up to 200 new jobs in Michigan in the next three years, Mansuetti said.

During the groundbreaking ceremony, Mansuetti thanked community and government leaders.

"Bosch is proud to offer good-paying high-tech jobs," Mansueti said.

"Essential to attracting and retaining the best associates is also having thriving communities in which they can work, live and play. Plymouth Township offers this kind of environment.

"It has long been our hope to expand the technical center here. Thanks to the Plymouth Township Board of Trustees and Planning Commission, along with county and state agencies, we were able to begin building the

first part of the site in 2005. As business increased, so, too, did our need to expand the technical center.

"As we built the business case for further expansion, the township allowed Bosch to construct a temporary building on site for about 160 associates, thereby enabling Bosch to keep these jobs in Plymouth Township.

"With additional business growth on the horizon and a strong, vibrant community in which to work, we are now able to permanently expand the Technical Center and begin co-locating associates to foster more innovation and even greater collaboration."

"With this expansion ... Bosch expects to add up to 200 new jobs "

– Mike Mansuetti, Bosch President

As a way to give back to the community, Mansuetti said the Bosch Community Fund has pledged a contribution of \$10,000 to the Friends of the Rouge (FOTR) to assist with projects in the Plymouth community.

Bosch has worked in support of the FOTR for several years, with associates volunteering with the FOTR in its restoration projects.

As the footprint in Plymouth Township has grown, said Bosch spokesperson Cheryl Kilborn, Bosch has also increased its philanthropic activity there.

Since the Bosch Community Fund was established in 2011, she said, it has contributed \$360,000 to various community organizations in the Township and more than \$439,000 nationwide to FIRST Robotics, including \$70,000 to the FIRST Plymouth Canton Schools Team 862 Lightning Robotics.

The expanded site will produce green technology as well as showcase it, Kilborn said. The site will include several energy-efficient technologies – high-efficiency lighting, such as LED and induction lighting; photovoltaic solar array; a battery backup system, high-volume, low-speed fans, and a Direct Current (DC) Microgrid.

New Lincoln MKC Production Prompts Heavy Investment in Louisville Plant

CONTINUED FROM PAGE 1

nearly 300 percent growth projected between now and 2018, Adamski said.

With a powerful, efficient all-EcoBoost engine lineup, complemented by an array of premium amenities and technologies that prioritize comfort and convenience, said Adamski, Lincoln MKC targets the growing audience of luxury consumers.

In 2010, Ford invested \$600 million in Louisville Assembly Plant to transform it into a modern, flexible facility with tooling and facility upgrades in its final assembly area and body shop, said Adamski. This transformation, she said, allows for the production of multiple vehicle models at the same time, without requiring downtime for tooling changeover – "making Louisville Assembly Plant one of the company's most flexible plants in the world."

Because Louisville can build various vehicles at the same time, Ford Motor Company can

more quickly meet demand should changing economic conditions or other events result in shifting customer preferences, Sykes said.

"The UAW and Ford remain steadfast in our commitment to Louisville with the addition of Lincoln MKC to Louisville Assembly Plant's production line," said Jimmy Settles, UAW vice president, National Ford Department.

"The 300 new jobs add to the plant's 4,600 UAW team members – a fantastic feat enabled through the collective bargaining between the UAW and Ford to support U.S. manufacturing."

With the addition of the 300 employees, Ford is more than 75 percent of the way toward its goal of creating 12,000 hourly jobs in the United States by 2015.

The new \$129 million investment is also helping to support more than 110 suppliers across the United States, including 17 in the commonwealth of Kentucky.

Lincoln MKC went on sale in May; through July, 2,895 vehicles have been sold.

Equinox ‘Should See Third Straight Year Of Sales Above 200,000’ – Chevy’s Majoros

Greg Stahl, president of Bob Johnson Chevrolet in Rochester, N.Y., has a pleasant problem. He cannot keep the Equinox compact SUV in stock.

While this could be true for any hot new car or truck, the Equinox is in its fifth year of production.

With sales rising every year since introduction in 2009 as a 2010 model, the Equinox joins those rare vehicles that report sustained sales month after month and year after year, said GM spokesperson Katie Adams.

“What gives a vehicle staying power is trust,” said Jessica Caldwell, an analyst with the car-shopping website Edmunds.com. “Vehicles that are top sellers despite their age are nameplates that car shoppers can trust to have good quality, durability and reliability. They aren’t designed with the latest fad in mind – they are vehicles that are tested over time and have proven to be good products.”

More than 25,300 customers took delivery of a new Equinox in July, a 37 percent surge in year-over-year sales that is helping fuel a fifth straight year of record sales, Adams said.

GM’s sales figures showed that in 2009 the company sold 86,148 Equinoxes. In 2010, that figure was 149,979, 193,274 in 2011, 218,621 in 2012 and 238,192 in 2013.

“Equinox is one of the rare vehicles that has increased its sales every year since its current generation was introduced,” said Steve Majoros, Chevrolet marketing director.

“It is a market-tested and proven product, and recommendations from enthusiastic customers form the backbone of the Equinox’s strength. We think 2014 should see the third straight year of sales above 200,000.”

Many customers, Majoros said, are coming back for seconds – 27 percent, or nearly three in 10 – have traded in their first Equinox for a second.

Tom and Susan Wortman of Raton, N.M., were in that group, recently trading their 2010 Equinox for a 2014 model. Their 31-year-old son and 34-year-old daughter each purchased one of the small SUVs after driving their parents’ Equinox.

“We started it,” Susan Wortman said. “They enjoy the vehicle as much as we do.”

Reception of the current-generation Equinox was immediate and strong, with sales increasing by 74 percent 2009 to 2010. And, of the 238,192 sales last year, 84 percent of them were to individual buyers, Majoros said.

The popularity of Equinox has led GM to some creative manufacturing approaches to keep up with demand, Adams said.

In addition to the crossover’s assembly home in Ingersoll, Ontario, GM is running a shuttle system, taking Equinox bodies to Oshawa, Ontario, for paint and final production.

Beyond the innovative shuttle program, GM also reopened its assembly plant in Spring Hill, Tenn., to support the additional market demand for more Equinoxes.

And that was just to meet the overwhelming retail demand. Daily rental customers were offered the similarly sized Chevrolet Captiva for their fleets, keeping retail customers at the front of the Equinox line.

Equinox seats five, offers all-wheel drive and comes standard with an Ecotec 2.4L engine EPA-estimated at 32 mpg on highway. That’s better than Honda CR-V (31 mpg) and Toyota RAV4 (31 mpg), and the Ford Escape with either the 2.5L (31 mpg) or 2.0L (30 mpg) engines, said Adams.

Equinox also offers a 301-hp direct-injected V6 that enables a 3,500-pound trailering rating. Neither the CR-V, RAV4 nor Escape offer a V6.

The Equinox, Majoros said, is affordable, too: The starting

price for the 2014 Equinox LS model is \$25,315.

New connectivity features for 2015 enhance Equinox’s position as the right vehicle for those with active lifestyles, said Adams, including available On-Star with 4G LTE offering a built-in Wi-Fi hotspot, which provides a mobile hub for drivers and passengers to stay connected. The hotspot is on whenever the car is on and comes with a three-month/three-gigabyte data trial, whichever comes first.

Advanced safety features, including forward collision alert and lane departure warning, are available and contribute to a comprehensive passenger protection system, said Adams.

The Equinox with available forward collision alert technology received a 2014 Top Safety Pick+ rating from the Insurance Institute for Highway Safety. It was the only midsize SUV of nine evaluated to earn a “Good” rating in the Institute’s small overlap front crash test.

Chevrolet supports Equinox owners with two years/24,000 miles – whichever comes first – of scheduled maintenance, covering four oil changes, tire rotation and 27-point inspection.

Stahl, the dealer whose store led the nation in Equinox sales in July with 98 units sold, said the small SUV resonates with value-conscious customers.

“There are a lot of features for the money,” he said. “It’s efficient and it’s also a great-looking vehicle. I can’t wait for the next shipment.”



GM reopened its Spring Hill, Tenn., plant to meet booming Equinox sales.

Auto Suppliers’ Revenue Built from Inside

Interior suppliers are leading the way among automotive segments with a median revenue growth of four percent, according to PwC’s recent North American Automotive Supplier Supply Chain study, said PwC spokesperson Amy Gnadinger.

The majority of suppliers performed better on effectiveness (revenue) than they did on efficiency (cost). Interior suppliers showed the greatest strides in effectiveness, while body suppliers (ranked tops in the 2012 study) slightly retracted in performance. Exterior suppliers improved in effectiveness but not in efficiency. Powertrain, chassis and electrical component supplier effectiveness declined.

“Automotive suppliers who view and manage their supply chain as a strategic asset have achieved higher financial performance as well,” said Rajiv Jetli, principal, PwC US Automotive consulting practice.

“We’ve observed a direct correlation between supply chain performance and financial performance for many automotive suppliers. Integrating performance improvement discipline is

key to gaining a competitive edge.”

The Interior suppliers segment continues its strong performance in working capital management, said Jetli, as evidenced by strong performance in current year and year-over-year (YoY) improvement in inventory turns, days payable outstanding (DPO), and cash-to-cash performance.

That said, below-average days of sales outstanding (DSO) performance indicates an opportunity still exists to further improve cash-to-cash efficiency, said Jetli, adding, “at the same time, strong revenue growth and above-average gross margin improvement indicate that fundamentals are going up.”

Body suppliers placed second, Jetli said, pointing out that they appear to be performing very well in both supply chain effectiveness and efficiency, having scored first in three effectiveness measures and three efficiency measures. Given that body suppliers rank first in operating cash flows, DSO, YoY DSO improvements, raw material stability, inventory turns and cash-to-cash, it appears that working capital

was a heavy focus from 2012 to 2013, Jetli said. Under-performing gross profit margins, revenue growth, and COGS growth relative to revenue growth suggests that more efficiency and effectiveness opportunities remain, he said.

Chassis suppliers came in third. They rank fourth in effectiveness and third in efficiency, with middle-of-the-road performance in all measures, Jetli said.

Low gross margins and cost of goods sold (COGS) growth relative to revenues suggest opportunities in cost reductions and efficiency gains and/or pricing pressures from original equipment manufacturers (OEMs), said Jetli.

Lagging performance in DSO, average DPO improvements, and inventory under-performance indicates that the chassis suppliers segment requires greater focus on cash-to-cash and working capital performance, Jetli said.

Exterior suppliers ranked fourth. Top performance in revenue growth indicates that OEMs are placing a strong demand for innovation and differentiation on exterior suppliers, he said.

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2014 Chevy Impala Makes KBB Top Ten For ‘Comfort and Under \$30K’ List

If a comfortable ride is your thing, KBB.com says the 2014 Impala is your top choice under \$30,000.

Kelley Blue Book, through its Web site KBB.com, released a list of what its editors consider the 10 most comfortable vehicles that cost less than \$30,000 on Aug. 18.

“New-car buyers don’t necessarily have to shop a luxury brand to get an extremely comfortable car,” said Jack Nerad, executive editorial director and executive marketing analyst for KBB.com.

“Today’s mainstream money can buy some of the quietest cabins on the road, along with many of the comfort-oriented features that debuted upmarket

just a few years ago.

“To aid shoppers in choosing a comfortable new car that won’t break the bank, the editors at Kelley Blue Book www.kbb.com . . . have named this year’s 10 Most Comfortable Cars Under \$30,000.

“For many car shoppers, comfort is among the top factors in their choice of a new vehicle, especially with so many Americans spending countless hours commuting.”

Though the Impala has adapted to evolving technologies and consumer trends through the years, the 10th-generation Impala has remained true to its roots in offering generous cabin spaciousness and a comfortable ride, said GM spokesperson

Chad Lyons.

Entry-luxury vehicles like the 2014 Volvo S60, 2014 Toyota Avalon and 2014 Chrysler 300 also made the list, which was selected by the consumer website’s editors, but the Impala came out on top, Lyons said.

“Totally redesigned for 2014, our number one pick on this list – the Chevrolet Impala – proves that the big, comfortable, affordable American sedan is alive and well, and now it is stylish and modern, too,” said Nerad.

The 2014 Impala’s comfort and refinement are rooted in a stronger body structure, enabling a quieter passenger environment and a greater overall feeling of quality, said Lyons.

Making the Impala’s cabin



Even a rock band can record in the Impala’s interior, say GM officials.

quiet was a top priority for engineers, who implemented technologies like triple-sealed doors, available active-noise canceling technology and acoustic foam baffles, Lyons said.

He said a Detroit rock band,

the Gentlemen Mutineers, even used the vehicle as a recording studio to prove its cabin’s quietness.

The stiffer architecture also enabled engineers to tune the ride and handling more precisely, for a greater feeling of control and comfort, said Lyons.

The new Impala also has a roomier, airier ambience, he said, adding that thin A-pillars and a low instrument panel enhance outward visibility, while the car’s six-window “greenhouse” surrounds passengers with natural light.

GM Tech Center Set to Host JDRF Walk Sept. 28

The annual JDRF Walk to Cure Diabetes will take place 8:30-11:30 a.m. Sunday, Sept. 28, at the GM Tech Center in Warren.

Timothy Herbert Financial Group will co-sponsor the event with the Juvenile Diabetes Research Foundation.

“Joining the movement to find a cure for this disease has always been a cause close to my heart,” said Tim Herbert, founder of the financial group.

Herbert said he spent 16 years working at General Motors before he opened his own financial company specializing in GM and automotive retirement planning.

He said that throughout his entire career, he knew he wanted to join the fight to find a cure for diabetes. He said his younger brother John is one of the 366 million people suffering from juvenile diabetes and he has been battling this disease for years.

Herbert saw firsthand what his brother has to cope with every day to survive, including testing his blood sugar six or more times a day.

“I have chosen to walk for this amazing cause not only to support my brother, but to support the millions of children and adults affected by this disease,” Herbert said. “Last year, the team raised over \$4,700 for the foundation.

“In the U.S. alone, a new case of diabetes is diagnosed every 30 seconds, meaning more than 1.9 million people are diagnosed each year.


“Since its founding in 1970, JDRF has awarded more than \$1.6 billion to diabetes research, significantly advancing the care of people with this disease.

“I’m grateful that my brother has a chance for a longer survival, but he doesn’t consider the job complete until a cure has been found. Each and every person living with this disease deserves a life free from diabetes. I can only hope that by raising funds for this lifesaving foundation, they can move one step closer to finding a cure.”

The Walk to Cure Diabetes is JDRF’s largest national fundraising event to help raise funds to accelerate progress toward the most promising opportunities to cure, treat and prevent Type 1 Diabetes.

More than 80 percent of JDRF’s expenditures support research and research-related education.

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Finally—Mustang Goes Global

The new Ford Mustang rolled off the line Aug. 27 at Flat Rock Assembly Plant, marking production of the sixth-generation pony car.

For the first time in its 50-year history, Mustang will be available to customers in more than 120 countries around the world, said Joe Hinrichs, Ford president of The Americas.

The addition of a right-hand-drive Mustang to Ford's global vehicle lineup will allow the iconic pony car to be exported to more than 25 right-hand-drive markets, including the United Kingdom, Australia and South Africa.

"Mustang is and will continue to be an automotive icon," said Hinrichs. "Expanding its availability globally affords our customers around the world the opportunity to have a true first-hand Mustang experience – one unlike any other."

In April, Ford celebrated the 50th anniversary of the original Mustang. In commemoration, each 2015 model will be adorned with a badge on the instrument panel that includes the galloping pony logo and the words, "Mustang – Since 1964."

Mustang's impact goes well beyond the more than 9.2 million cars sold in its 50 years of continuous production, Hinrichs said. It has made thousands of appearances in film, television, music and video games, and is the most-liked vehicle on Facebook, with close to 8 million likes.

The way Mustang looks, drives and sounds is key to the visceral experience that makes drivers want to get in and hit the open road. The clean-sheet design of both Mustang fastback and convertible evokes the essential character of the brand, retaining key design elements – including the long sculpted hood and short rear deck – in a contemporary execution, Hinrichs said.

There are more options to choose from than ever, said Ford spokesperson Kristina Adamski. The upgraded V8 is joined by a 3.7-liter V6 and an all-new 2.3-liter EcoBoost engine that brings state-of-the-art technology to Mustang.

Mustang GT continues with the latest edition of the throaty 5.0-liter V8 – now featuring upgraded valvetrain, new intake manifold and improved cylinder heads – that yields 435 horsepower and 400 lb.-ft. of torque.

The Mustang 2.3-liter EcoBoost engine uses direct injection, variable cam timing and a twin-scroll turbocharger to deliver the performance Mustang drivers expect with an output of 310 horsepower and 320 lb.-ft. of torque.

Mustang features all-new front and rear suspension systems. At the front, a new perimeter sub-frame helps to stiffen the structure while reducing mass, providing a better foundation for more predictable wheel control that benefits handling, steering and ride, Hinrichs said.

At the rear is a new integral-link independent suspension. Springs, dampers and bushings are all specially tuned for this high-performance application. New aluminum rear knuckles help reduce unsprung mass for improved ride and handling.

In 2013, nine years after moving Mustang production there, Flat Rock Assembly Plant celebrated the 1 millionth Mustang built at the facility, Adamski said.

"What an honor it is for the hardworking and dedicated UAW Local 3000 workers of Flat Rock Assembly Plant to build the next-generation Mustang," said UAW vice president Jimmy Settles.

"I don't think there is any place in the world where this vehicle is not known. To build it right here in Michigan is something to be proud of."

In the last year, the plant has



The first 2015 Mustang rolled off the line at Flat Rock on Aug. 27.

been transformed, Hinrichs said. As part of a \$555 million investment, it has added a state-of-the-art, fully flexible body shop to allow multiple models to be produced on the same line, supporting Ford's flexible manufacturing efforts.

Other technologies recently incorporated at Flat Rock include three-wet paint process, dirt detection and laser brazing.

In addition to Mustang, Flat Rock Assembly Plant also produces Ford Fusion. The facility

has approximately 3,000 employees working two shifts at full line speed.

Flat Rock Assembly Plant has been producing vehicles since 1987, when it opened as Mazda Motor Manufacturing USA and built Mazda MX-6.

Ford purchased a 50 percent share in the facility in 1992, and it was renamed AutoAlliance International. Over the years, the plant has produced Mazda 626, Mazda6, Mercury Cougar and Ford Probe.

Creform Moving Into Novi Facility

South Carolina-based Creform Corporation has opened a new regional sales office and manufacturing facility in Novi to serve the Northeast and Midwest U.S. markets and Canada.

The new facility is a relocation of Creform's former Wixom facility and houses sales engineering personnel, AGV project assembly, installation and service, technical support, plus structure assembly.

The 38,600-square-foot facility also has areas designated for customer demonstration and training, as well as an opportunity for customers to view structure development and assembly, said Keith Soderlund, vice president of Sales.

"We have been located in the Southeast Michigan market for over 20 years with the automotive market being a key business category for us," Soderlund said. "Many of our largest customers have plants, technical centers and headquarters located in the area. This strategic location was selected to continue providing products and technical support to our customers in the region."

Philippine-Based Supplier Opens Office in Detroit

Integrated Micro-Electronics Inc. (IMI), a Philippines-based provider of electronics manufacturing services (EMS), has established a sales presence in metro Detroit, it says, to better serve automotive original equipment manufacturers in North America.

As an automotive EMS provider, IMI is opening the Detroit office as its first focused effort on serving the U.S. automotive and truck markets, said IMI President and CEO Arthur Tan.

"The company recognizes Detroit as an important part of its continued growth strategy, which has included establishing a global manufacturing and engineering footprint that spans North America, Europe, and Asia," Tan said.

"The Detroit sales office is testimony to our steadfast commitment to better serve OEMs in the automotive segment.

"As a key EMS player in the global automotive market, we understand Detroit's historic and continued role in shaping the auto industry, and we look forward to becoming a part of this important community."

The office, located in Rochester Hills, will help IMI's U.S. customers gain access to its global capabilities, which are focused on advanced manufacturing, value engineering, testing and volume production, Tan said. Parry Tillison, regional sales manager-North America, will head the new Detroit sales unit.

Freudenberg-NOK Honors Partners

Freudenberg-NOK Sealing Technologies based in Plymouth released the names of the recipients of its 2013 Supplier Excellence Achievement Level (SEAL) Awards Aug. 28.

The SEAL Awards, now in its sixth year, are divided into Gold, Silver and Bronze levels for chemical and metal suppliers. To determine winners of each level, a supplier performance scorecard is used to rank each supplier in the areas of quality, delivery, cost management, technology and overall service to Freudenberg-NOK and its manufacturing sites, said spokesperson Cheryl Eberwein.

Winners of the 2013 SEAL Awards include Chemical Raw Material Suppliers:

- Gold – Zeon Chemicals LP Louisville, Ky.

- Silver – DuPont Performance Polymers, Wilmington, Del.
- Bronze – Cabot Corp., Boston.

Metal & Metal Fabrication Suppliers:

- Gold – American Steel and Aluminum LLC, Auburn, Mass.
- Silver – Prospect Machine Products Inc., Prospect, Conn.
- Bronze – Combined Metals of Chicago, Bellwood, Ill. and Elgiloy Specialty Metals, Hampshire, Ill.

"Through these awards we acknowledge that our performance is closely tied to the service levels of our key supply partners," said Matthew Portu, senior v.p. of Global Purchasing, Freudenberg-NOK. "The award winners exemplify the qualities that Freudenberg-NOK looks for in its partners."

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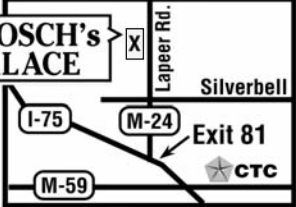
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