



Randigale Smith of Dunlap, Ill., was awarded a GM scholarship.

Scholarships Help Women Gain Dealership Positions

General Motors' Women's Retail Network has awarded a record nine scholarships totaling \$24,000 for 2014 to women seeking automotive retailing careers as part of its "Drive to Succeed" program.

GM, its dealers and other partners have presented nearly \$75,000 in scholarships since 2011 to women in the U.S. and Canada. An industry first, the program has grown steadily and is helping to increase the num-

ber of women qualified to enter automotive retailing, including sales, marketing, management and other technical fields, said GM spokesperson Ryndee Carney.

"This is the fourth year that this scholarship program has been in effect," Carney said. "And this year, for the first time, the program includes Canada, while the number of scholarships in-

CONTINUED ON PAGE 2

Chrysler Brand Is 'Returning to Our Roots'

Never before has the Chrysler brand experienced such high levels of awareness and consideration, said Al Gardner, president and CEO of the Chrysler Brand.

And, with the new 2015 Chrysler 200 now available at dealerships, and with plans to unveil another important, thoroughly refreshed vehicle later this year, "America's Import" is clearly on a roll, said Gardner.

"Today's Chrysler brand stands for quality, design, craftsmanship, performance and efficiency, innovation and technology, all at a very attainable price," said Gardner.

"We're returning to our roots, the quintessential American brand – a brand that plays at the heart of the mass market, with world-class products that play in all the volume car and people mover segments."

The proof of the pudding is in the eating, said Chrysler brand spokesperson Rick Deneau. Since 2009, Chrysler Town & Country sales are up 45 percent.

Sales of the 300 are up 50 percent from 2009, and the vehicle has more than 10 percent market share of the full-size car market.

In the mid-size car segment, since replacing the Sebring sedan in 2010, Chrysler 200 sales are up almost four-fold, gaining four full points of share in this highly competitive segment.



2015 Chrysler 200

The Chrysler 200 sedan was the top-selling car for Chrysler Group LLC for the last two years. Awareness and consideration for the brand has increased significantly, said Deneau.

Chrysler brand loyalty has improved seven points, or 23 percent, over the last three-and-one-half years. And, since 2009, sales have increased 56 percent to more than 350,000 units annually.

That's all before the new flagship 2015 Chrysler 200 mid-size sedan arrived in dealer showrooms, Deneau said. The 200 is new from the ground up, he said, adding that it will be the new "face" of the Chrysler brand and will come with a segment-first nine-speed automatic transmission and the Compact U.S.-wide (CUS-wide) chassis.

It comes with the choice of two world-class engines, an innovative all-wheel-drive system, available Sport mode and paddle shifters, and highway fuel economy of 36 miles per gallon.

Beginning in the fourth quarter, the 2015 Chrysler 200 models will feature engine stop-start (ESS) technology, an emission-lowering and fuel-saving feature on 2015 Chrysler 200 models powered by the 2.4-liter Multi-Air2 Tigershark I-4 engine.

"Chrysler is a brand that strives to be 'ambitious American ingenuity,' striking the perfect balance of substance and style," Gardner said.

"Chrysler is the mainstream American brand – designed to

CONTINUED ON PAGE 2

August Sales Best in 11 Years

DETROIT (AP) – The seismic shift in American car-buying toward trucks and crossover SUVs is creating great deals on compact and midsize cars.

The shift, which has been going on for more than a year, is hurting car sales so much that automakers are offering bigger discounts to keep moving metal.

The change became even more pronounced in August, with companies such as General Motors and Chrysler reporting that truck sales, including crossover SUVs, were up while car sales fell.

The increasing SUV and truck popularity, and discount-fueled sales of some midsize cars, helped the U.S. auto industry to its best August in 11 years last month, with sales rising 5.4 percent from a year ago to 1.58 million, according to Ward's Automotive.

While prices remain high for trucks and SUVs, they're either falling or rising only slightly on cars, and that means good deals for consumers.

"It's definitely a good time to buy a midsize car," said Jessica Caldwell, senior analyst at the Edmunds.com automotive website.

Every midsize sedan is comfortable, looks good and performs well, so price is nearly the only differentiator, she explained.

Automakers spent an average of \$1,841 per car to discount compacts last month, up 7 percent from a year ago, while prices fell 1.2 percent, according to estimates from Edmunds.

On midsize cars, companies spent an average of \$2,344 on discounts, up 4 percent.

The average sales price rose

slightly as buyers added features.

Yet for some brands, deals brought out car buyers:

- Honda reported record sales of its Accord midsize car in August up 33 percent to more than 51,000.

- Nissan reported an August record for its Altima midsize car, with sales up 4 percent.

- Ford's Fusion also did well, with sales up nearly 20 percent.

- Accord sales were so high that it again unseated Toyota's midsize Camry as the top-selling car in the U.S. for the month.

- Camry sales fell 1.5 percent to just over 44,000.

Caldwell theorized that Accord, Fusion and Altima sales were aided by discounts that brought owners with older versions of the cars off the sidelines.

"All of those vehicles have pretty large customer bases," she said. "They see some of the deals that are out there."

Edmunds estimates that Honda spent \$2,013 per car on discounts for the Accord in August, more than three times what it spent a year ago. Altima discounts were \$2,293, up 5 percent, while Ford discounted the Fusion by \$2,774, up 42 percent.

Crossovers, which are built on car underpinnings, making them more efficient and maneuverable than the old truck-based SUV, get gas mileage that's similar to cars.

Buyers, especially empty-nest baby boomers who are downsizing, like the storage space and utility, said Erich Merkle, Ford's top sales analyst.

Small crossovers such as Honda's CR-V accounted for 17.3 percent of the market last month,

CONTINUED ON PAGE 7



The Town & Country recorded its best-ever sales in the month of August.



The Chevrolet Traverse enjoyed a strong August at GM.



The Ford Explorer had its best August sales month since 2004.

Chrysler Sales Soar 20 Percent

Chrysler posted double-digit gains in U.S. sales last month.

With sales of 198,379 units, Reid Bigland, head of U.S. Sales, said, "Chrysler Group sales soared 20 percent last month resulting in our strongest August sales in 12 years.

"Our Jeep brand continued its torrid sales pace recording its best August sales ever.

CONTINUED ON PAGE 7

GM Truck Sales Up 18 Percent

General Motors dealers delivered 272,423 vehicles in the United States in August, led by an 18 percent increase in truck sales compared with a year ago, a 10 percent increase in GMC deliveries and a 30 percent increase in commercial sales.

Total deliveries were down 1 percent compared with last August, which was GM's best sales month of 2013. Retail deliveries,

CONTINUED ON PAGE 7

Fusion, F-Series, Escape Lead Ford

Ford continues to set vehicle sales marks in the U.S. as the auto industry shifts its priorities.

Ford Motor Company U.S. sales totaled 222,174 vehicles in August, up 0.4 percent from a year ago and the best August sales in eight years.

Retail sales of 178,800 vehicles increased 2 percent, while fleet sales of 43,374

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31201 Chicago Road South
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586-939-6800

Contact us:
Info@DetroitAutoScene.com

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Women Earn Nine Scholarships for Dealership Spots

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creased 30 percent and the financial contribution increased 40 percent compared to 2013.”

The money for the scholarships comes from a combination of donations from GM Women’s Retail Network, as well as from dealers who have participated in the past, Carney said. They also have scholarships from Ally and GM Financial.

“The GM Women’s Retail Network was founded in 2001,” Carney said. “It was the first and remains the only OEM program like this.”

“The motivation is to attract more women as dealers. But not only women as dealers, but women who might want to have a bigger role in the retail car business. I’m talking about positions such as general manager or even auto technician.”

More women than ever are becoming dealers, Carney said. Some inherit a family dealership, but others have decided to become dealers.

Right now GM has 215 women dealers in the United States out of a total number of about 4,300 dealers, or about 5 percent.

“There is information out there that indicates that women influence about 80 percent of new car purchases,” Carney said. “It’s just a good idea for GM to try to help women take advantage of the opportunities that exist now in the industry.”

The 2014 scholarship winners are:

- Lisa Bodamer, Eagle River, Wis.;
- Sandra Giron, Downey, Calif.;
- Sara Landry, Bay City, Mich.;
- Alexandra Morse, Orillia, Ontario, Canada;
- Christina Salmon, Midland, Mich.;
- Laura Sandall, Princeville, Ill.;
- Sheryl Sickels, Adrian, Mo.;
- Randigale Smith, Dunlap, Ill.;
- Bethany Troups, Rochester, N.Y.

The winners include a military veteran, mothers, dealership employees and a few repeat winners, according to Celeste Briggs, director of the GM Women’s Retail Network.

“This effort has expanded and become more inclusive,” Briggs said. “Women with various experiences and interests are welcome.”

“Our candidates reflect the diversity of our female customers, which is a key to the program’s success.”

Two new scholarships were added for 2014 – the GM Financial scholarship and the “Patsy’s Promise” scholarship sponsored by Patsy Williamson of Patsy Lou Buick-GMC in Flint, Mich.

Ally Financial continued its third year of sponsorship.

More information about the GM Women’s Retail Network “Drive to Succeed” scholarship program is available at <http://www.gmsac.com>.

Chrysler Brand Is ‘Returning to Our Roots’ – CEO Gardner

CONTINUED FROM PAGE 1

take on the competition, selling cars and family people movers, yet differentiating itself from other mass market brands through design, innovation and technology, and interior craftsmanship.”

In the full-size segment, Chrysler plans to launch a thoroughly refreshed 300 and 300c later this year. They will be shown for the first time in Los Angeles in November, and will be in dealerships early in the first quarter of 2015.

For 2015, the Town & Country minivan adds models on both ends of the spectrum.

The 2015 Town & Country Platinum, Gardner said, features a “luxurious” interior environment with Nappa premium leather on

all three rows of seating, dual-screen Blu-ray DVD system, power sunroof, and memory seats and mirrors.

Also new for 2015 is the Town & Country LX – starting under \$30,000 – which Deneau said offers customers “a number of creature comforts” that come standard, including power sliding doors, power liftgate, 17-inch aluminum wheels, leather-trimmed seats and class-exclusive Stow ‘n Go seating.

“It all adds up to a significantly changing, formidable lineup – one that will only grow and prosper moving forward,” said Deneau. “The three vehicles and the way Chrysler is launching is part of a larger effort to reposition the brand.”

“We’re trying to move the

brand to the mainstream, while we’re moving Dodge to more of the mainstream-performance side of things. In the past, some people have equated the Chrysler brand as premium, a sort of Cadillac or Lincoln brand. But that really wasn’t the case.”

Now, Deneau said, while Chrysler vehicles will have some premium technology – the 200’s ESS feature, for example – the idea is that these are mainstream vehicles.

“People should start seeing this change in brand awareness as reflected in Chrysler advertising going forward from the introduction of the 200,” Deneau said.

Having only three vehicles in a brand can be limiting when trying to build brand awareness, he said, adding that it’s possible in

the future that Chrysler will be adding a CUV or a large utility vehicle based on Town & Country to its lineup.

“Right now, our sales are about 350,000 a year,” Deneau said. “Our goal is to raise that number to about 800,000 within the next five years. That should put us in a whole other category in terms of number of vehicle segments.”

“We will strive to be consistently flawless, and set new standards with every model, giving consumers the best features and options in every stunning vehicle we make, all at a price point they can afford.”

“We are Chrysler. We are America. We build cars and people movers that consumers will be proud to have in their driveways. We are ‘America’s Import.’”

‘We Make Category Cars Nervous’ – Dodge/SRT CEO Kuniskis

With the Dodge’s consolidation with SRT, the brand is getting back to its performance roots with every model it offers.

So said Tim Kuniskis, president and CEO of the Dodge and SRT brands, in a statement to the media.

The consolidated Dodge and SRT brands will offer a complete lineup of performance vehicles that stand out within their own segments, Kuniskis said.

Dodge, which celebrated its 100th anniversary this past July, is the “mainstream performance” brand within the Chrysler showroom.

SRT is positioned as the “ultimate performance” halo of the Dodge brand, Kuniskis said, “together creating a complete and balanced performance brand with one vision and one voice.”

He added, “At Dodge, we don’t make category cars. We make category cars nervous. Dodge

strives to turn everyday vehicles into personal statements.

“Dodge strives to turn everyday vehicles into personal statements.”

**– Tim Kuniskis
Dodge/SRT CEO**

“Our vehicles are modern performance cars that deliver that visceral feel that reminds buyers why they fell in love with driving in the first place.”

The Dodge brand, Kuniskis said, has a drive to innovate and a passion to engineer vehicles

that are faster, better or smarter and deliver an attitude that was built into the brand by the Dodge brothers themselves a century ago.

“With 100 years of history to build on, as well as the innovative spirit of its founders, Dodge is taking the best of its innumerable successes over the years – the technological advancements of the ’30s and ’40s, design evolution of the ’50s, the racing heritage of the ’60s, the horsepower of the ’70s, the efficiency of the ’80s and unbelievable styling of the ’90s – as it paves the road to its future,” Kuniskis said.

“From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand’s full lineup of 2015 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail

lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few.”

For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat and the Dodge Charger SRT Hellcat, said Chrysler spokesperson Kristin Starnes.

The Dodge brand lineup also includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey, including the new Crossroad model, and the ultimate performance halo car, Dodge Viper SRT.

“The Dodge brand’s passionate fan base is huge and growing. Dodge has more than 4 million Facebook followers and the Challenger alone has more than 1.5 million fans, more than many entire brands,” Starnes said.


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The irrepairable 1993 40th Anniversary Corvette stays on display.

Corvette Museum Sinkhole To Be Plugged, Says Board

By BRUCE SCHREINER
Associated Press

A massive sinkhole that swallowed eight prized sports cars won't be a permanent attraction at the National Corvette Museum in Kentucky.

The museum's board of directors voted Aug. 30 to fill in the entire hole that opened up in February and became an Internet sensation.

Curiosity over the hole revved up attendance and revenue for the museum in Bowling Green, an hour north of Nashville, Tenn.

Board members reversed course by deciding against preserving a section of the gaping hole.

Mindful of the hole's popularity, museum officials in late June were leaning toward keeping part of the hole open and putting a crumpled sports car back in it.

The move would memorialize what happened when cars toppled like toys amid rocks, concrete and dirt when the sinkhole opened up in the museum's Skydome.

The option of keeping part of the hole open lost favor because of added costs due to safety features, museum officials said.

"We really wanted to preserve a portion of the hole so that guests for years to come could see a little bit of what it was like, but after receiving more detailed pricing, the cost outweighs the benefit," said museum Executive Director Wendell Strobe.

To keep part of the hole, workers would have installed 35-foot-tall retaining walls and inserted beams in the hole to prevent future cracking, said museum spokeswoman Katie Frassinelli. Costs mounted to about \$1 million – double earlier estimates – due to safety and humidity-control features.

Another worry was ongoing maintenance costs if a section of the hole stayed open, they said.

"It just wasn't practical to do it," Strobe said.

The museum didn't disclose how much it will cost to fill in the 60-foot-long, 45-foot-wide, 30-foot-deep sinkhole. Repairs are expected to start in November and take about six months, officials said.

The museum will remain open, but the Skydome will be sealed off from visitors, who will be able to watch the repairs through a Plexiglas wall.

The hole will be filled completely with rock, then workers will drill into it to install steel casings, Frassinelli said.

Crews will pour grout into the casings, creating a steel-and-concrete pillar to provide addi-

tional support under the floor.

Bowling Green, in south-central Kentucky, sits in the midst of a large karst region where many of Kentucky's longest and deepest caves run underground. A karst region displays distinctive surface features, including sinkholes.

No one disputed the bonanza the Corvette Museum reaped from the sinkhole as more people ventured off the nearby interstate to visit.

Security camera footage showing the floor's collapse has been viewed nearly 8.3 million times on YouTube, the museum said.

The Corvettes were pulled out of the hole to great fanfare. Visitors have been able to take a close look at the hole and the damaged cars.

Attendance surged by 66 percent since the hole opened up and revenue shot up 71 percent, Frassinelli said.

Museum membership has increased, and sales of merchandise are up at the museum, she said. The museum sells sinkhole-related shirts, postcards, prints and a 39-minute DVD about the sinkhole.

Meanwhile, the museum and Chevrolet have decided to repair three of the damaged cars.

Chevrolet will restore the 1992 white 1 millionth Corvette and the 2009 ZR1 Blue Devil, which was the first car pulled from the hole.

Chevrolet will fund restoration of a 1962 black Corvette, but the museum will oversee the work. The other five were too badly damaged but will be displayed in their dented and crushed conditions at the museum.

"As the cars were recovered, it became clear that restoration would be impractical because so little was left to repair," said General Motors global product development chief Mark Reuss.

"And, frankly, there is some historical value in leaving those cars to be viewed as they are."

The museum owned six of the cars and the other two were on loan from GM.

In all, General Motors will provide nearly \$250,000 in support to help the museum recover from the sinkhole, the automaker said.

Announcements about repairing the sinkhole and cars came as thousands of Corvette enthusiasts converged on Bowling Green during the holiday weekend to celebrate the museum's 20th anniversary.

The museum is located near the Bowling Green factory where the iconic Corvettes are made.

GM Employees Volunteer to Lend a Hand

Communities and nonprofits across the country will receive a helping hand from General Motors' employee volunteers next week as part of the company's third annual "teamGM Cares Week."

From delivering Teddy Bears to cancer patients to cleaning up beaches and neighborhoods, countless projects will take place Sept. 8-12.

"Along with our commitment to customers, our company is dedicated to giving back and supporting the communities in which we live and work," said GM CEO Mary Barra.

"Through the philanthropic efforts of the GM Foundation and our employee volunteers, we look for opportunities to make a

difference and positively impact those in need."

Examples of projects that will take place during the week of service, or during other specially designated volunteer times, include a Detroit Blitz Build with Habitat for Humanity Detroit.

Nearly 50 volunteers from GM facilities across southeast Michigan will perform various construction activities in the Morningside Commons Neighborhood, including a GM Foundation-sponsored home.

Also, volunteers from the Tech Center will assist at local food banks, including Forgotten Harvest and Gleaners Food Bank.

In another project, about 150 volunteers will work on the Junction Street Clean Neighborhood

project, a longstanding community initiative that connects Detroit Cristo Rey High School, Southwest Detroit Environmental Vision, Ideal Group and other businesses to their neighbors.

And, GM volunteer teams will remove blight, pick up trash, cut grass and paint over graffiti in a beautification effort.

Approximately 170 volunteers from GM's Flint-area facilities and the Tech Center will volunteer with Habitat for Humanity of Genesee County. Through the company's "Dollars for Doers" program, the GM Foundation provides a \$200 grant per year to eligible nonprofits each time an employee or employee team contributes 50 hours of service to the organization.

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BorgWarner Opens New Plant Near Shanghai

BorgWarner officially opened its new production facility in Taicang, China, on Sept. 4.

With a building area of 161,500 square feet, BorgWarner's new green facility is strategically located in a major development area close to Shanghai and is its second turbocharger plant in China, said company spokesperson Erika Nielsen.

Propelled by growing demand in the Chinese market, the new BorgWarner facility will produce advanced turbocharging technologies for several automakers. BorgWarner expects the Chinese light vehicle turbocharger market to more than double from 4.2 million units in 2014 to 8.6 million units by 2019 as emissions standards become increasingly tight. The plant in Taicang will employ 150 people by the end of 2014, and is expected to rise to 500 employees by 2018.

"With our new production facility in Taicang, we are building the foundation for our long-term expansion as a leading supplier of turbocharging technology, engineered and manufactured to improve fuel economy, reduce emissions and enhance performance," said Frederic Lissalde, president, BorgWarner Turbo Systems. "Enhancing our capabilities will meet growing customer demand through localized production and strengthen our product portfolio and customer relationships in China."

Will Drivers Scoot Around Town on 3 Wheels?

ROYAL OAK, Mich. (AP) – Your next commuter car could have two seats, three wheels and get 84 miles to the gallon.

Elio Motors wants to revolutionize U.S. roads with its tiny car, which is the same length as a Honda Fit but half the weight. With a starting price of \$6,800, it's also less than half the cost.

Phoenix-based Elio plans to start making the cars next fall at a former General Motors plant in Shreveport, La. Already, more than 27,000 people have reserved one. Elio hopes to make 250,000 cars a year by 2016. That's close to the number Mazda sells in the U.S.

Because it has three wheels – two in front and one in the rear – the Elio is actually classified as a motorcycle by the U.S. government. But Elio Motors founder Paul Elio says the vehicle has all the safety features of a car, like anti-lock brakes, front and side air bags and a steel cage that surrounds the occupants. Drivers won't be required to wear helmets or have motorcycle licenses.

The Elio's two seats sit front and back instead of side by side, so the driver is positioned in the center with the passenger directly behind. That arrangement, plus the low seating position – the Elio is just 54 inches tall – and the lack of power steering take a little getting used to.

But after a couple of spins around the block in this Detroit suburb, it felt like any other small car. That's partly because

its two front wheels stick out by a foot on both sides, aiding balance and preventing the vehicle from tipping.

The Elio has a three-cylinder, 0.9-liter engine and a top speed of more than 100 miles per hour. It gets an estimated 84 mpg on the highway and 49 mpg in city driving.

Elio keeps the costs down in several ways. The car only has one door, on the left side, which shaves a few hundred dollars off the manufacturing costs. Having three wheels also makes it cheaper.

It will be offered in just two configurations – with a manual or automatic transmission – and it has standard air conditioning, power windows and door locks and an AM/FM radio. More features, such as navigation or blind-spot detection, can be ordered through Elio's long list of suppliers.

Germany's Daimler also promised to revolutionize American commutes with the Smart car, but that hasn't panned out, says Karl Brauer, a senior analyst with Kelley Blue Book. Smart sold just 9,264 cars in the U.S. last year.

The Smart has a starting price of \$13,270 for a gas-powered car and gets 38 mpg on the highway – not enough savings or fuel economy to justify sacrificing comfort in the tiny car. But, Brauer said, the equation might work in the Elio.

"If it really gets 84 mpg and doesn't drive terribly, it would justify the compromises you're



Elio Motors' two-seater, three-wheeled car gets 84 miles to the gallon.

making in size and comfort," he said.

Elio will also save money by selling the cars directly through its own stores and not through franchised dealers, similar to electric car maker Tesla Motors. Elio plans stores in 60 major metropolitan areas. They'll be serviced by car repair chain Pep Boys.

Paul Elio, a one-time stockbroker and New York City cab driver, dreamed as a kid that he would one day own a car company called Elio Motors.

"As I matured, I decided that was as likely as playing in the NFL," Elio told The Associated Press. But he did earn an engineering degree at General Motors Institute – now Kettering University – and started his own company engineering products like children's car seats.

In 2008, tired of high gas prices and the country's dependence on foreign oil, he started working on a fuel-efficient car. Equally important to him was creating U.S. manufacturing jobs and making the car inexpensive enough to appeal to buyers who might otherwise be stuck in old, unreliable clunkers.

"Whatever matters to you, this can move the needle on it," he said.

The recession killed his engineering company, but it also provided the opportunity to buy the Shreveport plant when GM filed for bankruptcy protection. Elio Motors plans to employ 1,500 people at the plant.

The company has also applied for a \$185 million advanced vehicle development loan from the U.S. Department of Energy.

Paul Elio said, so far, reservation holders are older, more affluent buyers who will use the Elio as a second or third car for commuting.

"Its an 'and' purchase for a lot of folks," he said. "So keep your SUV or your minivan or your large sedan, and when you're driving back and forth to work all by yourself, take the Elio."

"At this price point and this mileage, that works financially for folks."

Eventually, though, he believes the car will appeal to high school and college students as well as used-car drivers who want something newer and more reliable. He also hopes to eventually export it to other countries.

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Cooper Standard Expands

Cooper-Standard Holdings Inc., the parent company of Cooper-Standard Automotive Inc. agreed to purchase an additional 47.5 percent of Huayu Cooper Standard Sealing Systems Co., Ltd., its joint venture with Huayu Automotive Systems Co.

Upon completion, Cooper Standard will become the 95 percent equity owner of the business, while 5 percent will be retained by the Shanghai Zhao-tun Collective Assets Managing Co.

This acquisition is anticipated to close in the first quarter of 2015 and is subject to Chinese regulatory and other approvals.

The 2013 sales of Huayu-Cooper Standard Sealing Systems were \$187 million.

Following the completion of this acquisition, Cooper Standard will own nine manufacturing facilities and two technical centers in China, and will be the largest automotive sealing manufacturer in the domestic Chinese market.

Huaya-Cooper Sealing Systems has been in business for 19 years and has approximately 1,800 employees.

Cooper Standard itself employs about 5,200 people in the United States.

Huaya-Cooper Standard's primary customers in China are Shanghai GM, Shanghai Volkswagen, Toyota and Honda as well as local Chinese automakers.

Once the transaction is done, the company will be manufacturing primarily for the local Chinese market.

"This transaction is an important element in our growth strategy and positions Cooper Standard as the clear leader in sealing and trim systems in the China automotive market," said Jeffrey Edwards, Cooper Standard's chairman and CEO.

"With this purchase, Cooper Standard will be able to better support our customers on global platforms produced in China, as well as capitalize on growth opportunities with domestic Chinese automakers."

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Driver Ron Capps Defeats 2 in Funny Car Race

A semifinals showing by Ron Capps in Funny Car and a quarterfinals appearance by Allen Johnson in Pro Stock paced the Team Mopar contingent during elimination rounds on Sept. 1 at the 60th Annual National Hot Rod Association (NHRA) U.S. Nationals at Lucas Oil Raceway at Indianapolis.

The race marks just the fourth time in 18 regular-season events in which a Mopar-powered Pro Stock or Funny Car driver failed to reach at least the final round.

Capps, attempting to record a rare "double" after claiming victory in the rain-delayed Brainerd event final held during U.S. Nationals qualifying Labor Day weekend, drove his Mopar HEMI-powered Dodge Charger R/T to a 4.069-second elapsed time (e.t.) and 316.97 mph to defeat Chad Head to start his day.

The Don Schumacher Racing veteran uncorked a 4.071/317.42 effort in a second-round showdown with Del Worsham, setting up a faceoff with 16-time Funny Car champ John Force, who Capps defeated earlier in the week for his Brainerd event win. Capps smoked the tires near the 300-ft. mark, recording a 5.006/163.79 pass as Force drove away for the triumph.

"I told crew chief Rahn Tobler . . . that we had the most consistent car all weekend and for me personally, it was one of the best Funny Cars I've ever had here at the U.S. Nationals, and I've had some pretty good cars to drive," said Capps.

SRT Motorsports Finishes Strong At Brainerd Race

SRT Motorsports and its Dodge Challengers recorded a runner-up finish and fifth-place result in just the team's second race in the Trans Am Series in Aug. 31's 26th Annual Muscle Car Shootout at Minnesota's Brainerd International Raceway.

Trans Am legend Tommy Kendall drove the No. 11 Dodge Challenger to a second-place result at Brainerd, while his teammate, TA2 class points leader Cameron Lawrence, piloted the No. 1 Challenger to fifth.

With qualifying rained out on Aug. 30, the field was set by points - giving Lawrence the pole position - and Kendall was forced to start 11th.

However, the veteran racer was able to consistently improve throughout the 40-lap race and turned his best circuit on lap 36 as he worked his way up to second.

For Kendall, the runner-up result came in just his second Trans Am start following a 10-year hiatus from the series. Prior to August's race at the Mid-Ohio Sports Car Course, Kendall last competed in the Trans Am Series in 2004.

With his fifth-place result, Lawrence maintained his lead in the TA2 class point standings and now has a 14-point advantage over the nearest competitor.

After starting from the pole, Lawrence went off track early in the race due to debris on the track in Brainerd's carousel and suffered front-end damage.

However, the 22-year-old driver was able to recover and rally for the fifth-place showing in the race.

The Brainerd race marked the second Trans Am Series start for SRT Motorsports and its two Dodge Challenger entries.

In the team's first race at Mid-Ohio, Lawrence finished 10th and Kendall took 19th.

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Etobicoke Marks 50 Years With Chrysler

In 1964, the Beatles conquered North America, the Toronto Maple Leafs won their third consecutive Stanley Cup and, what is now known as the Etobicoke Casting Plant (ECP) in Etobicoke, Ont., was purchased by Chrysler Corporation to manufacture pistons and castings for Chrysler-produced vehicles.

On Aug. 24, 2014, ECP celebrated its 50th year of producing die cast parts for Chrysler.

“Our team’s vision is to be the premier world-class manufacturer of structural and component die castings through innovation, ingenuity, commitment, dependability and leadership,” said Jerry Peterson, Chrysler Canada’s Etobicoke Casting Plant manager.

“We are proud to celebrate 50 years of superior craftsmanship from our dedicated employees, which has led to quality-produced vehicles and strong worldwide sales. We look forward to building on that foundation for continued future success.”

Originally built in 1942 by the Canadian government to support the World War II effort, the plant

began operations as Alcan Aluminum to produce sand and permanent moulds for military aircraft applications.

Twenty-two years later, it would be acquired by the Chrysler Corporation with a major expansion added in 1965.

In 1998, further expansion to the facility was completed to accommodate a new piston cast process and, specifically, the addition of tooling and equipment for the high-pressure die casting department, said Chrysler spokesperson LouAnn Gosselin.

In 2010, the company announced a \$27.2 million investment for new tooling to produce front and rear crossmembers for the Dodge Dart, Jeep Cherokee and the all-new Chrysler 200, Gosselin said, as well as future vehicles.

This new technology investment has also improved the plant’s quality, testing and inspection processes.

Today, the nearly 300,000-square-foot plant with 500 employees also produces aluminum die castings, such as adapters,

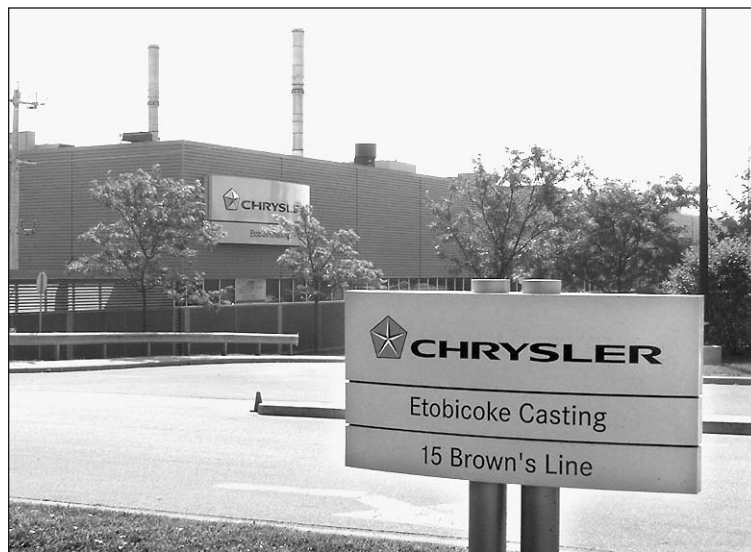
powertrain mounts, transfer cases, stators and pistons over three shifts, for a variety of Chrysler Group vehicles that are built at assembly plants in the U.S., Canada and Mexico.

The plant’s central location just outside of Toronto plays an integral part in both inbound and outbound deliveries from suppliers, as well as Chrysler’s manufacturing locations, Gosselin said.

ECP has also dedicated itself to achieving an international standard certification in quality (ISO-9001 certification) and environmental awareness (ISO-14001 certification), said Gosselin.

In 2009, ECP, along with Chrysler’s other manufacturing facilities, began implementing World Class Manufacturing (WCM), a methodology that focuses on reducing waste, increasing productivity, and improving quality and safety in a systematic and organized way.

ECP encourages its employees to identify and offer suggestions on how to reduce waste and losses throughout the plant, Gosselin said.



Chrysler’s Etobicoke plant in Ontario, Canada

The plant has realized significant cost savings as a result of the suggestions provided by both hourly and salaried personnel.

In addition to WCM improvements, the employees of ECP have currently undertaken a major initiative to bring the facility’s structure back to its basic condition.

In the last year, a significant amount of time, effort, elbow

grease, paint and forward-thinking has gone into supporting this plant-wide initiative. As a result, a safe, clean, bright and lean workplace has emerged, said Gosselin.

The ECP team is united under the theme, “Casting the Vision for Tomorrow,” Gosselin said, positioning the plant well for future success as an integral part of Chrysler Group’s innovative manufacturing operations.

Kelley Blue Book Reports Higher Prices

The analysts at Kelley Blue Book www.kbb.com, reported on Sept. 3 that the estimated average transaction price (ATP) for light vehicles in the United States was \$32,495 in August 2014. New-car prices have increased by \$851 (up 2.7 percent) from August 2013, while dropping \$16 (0.1 percent) from last month.

“Similar to last month, trucks and full-size SUV/crossovers are driving average transaction price increases, as full-size truck transaction prices alone are up 5.5 percent,” said Alec Gutierrez, senior analyst for Kelley Blue

Book. “Following several redesigns, full-size SUV/crossover segment sales could have double-digit growth and transaction prices have climbed more than 7 percent in August. With a host of new models and gas prices trending downward, these will continue to be the hot vehicle segments.”

General Motors reports the greatest increases in average transaction prices among all major manufacturers on the strength of its Chevrolet and GMC SUV and truck lineups. The Chevrolet brand is up 6 percent

with its Tahoe and Suburban models posting double-digit average transaction price jumps, while the GMC counterparts, Yukon and Yukon XL, are up more than 7 percent.

“Due to strong Jeep and Ram sales, Chrysler Group also is up 4.2 percent from last year,” said Tim Fleming, analyst for Kelley Blue Book. “Transaction prices are up for all Chrysler brands, with Ram up 5.8 percent and Chrysler up 4.2 percent. The new Chrysler 200 is now selling for 10.4 percent higher than last year at \$27,658.”



Chevy’s sand sculpture of a 2015 Colorado pickup truck in San Diego.

Not a Sandcastle, But a Sandtruck Wows Visitors

That darn sand gets in everything, doggone it.

It even gets into the act when the new 2015 Chevrolet Colorado took the stage Labor Day weekend at the 2015 U.S. Sand Sculpting Challenge in San Diego.

One of the trucks on display that weekend was a Colorado sculpted (mostly) out of sand.

“It’s mesmerizing to watch it materialize, but even more so to watch it in about a minute,” said GM spokesperson Otie McKinley. “I urge everyone to try to watch the video we put on our news page. It shows, in about a minute of video time, how the sculpture was created.”

Chevrolet, McKinley said, is a sponsor of the event, and it was decided that, when Chevrolet agreed to be a sponsor of this year’s event, displaying a sculpture of the new Colorado would be a good idea.

“It’s a great fit for the Colorado to be partnered with the U.S. Sand Sculpting Championships,” said Tony Johnson, Colorado marketing manager.

“With Southern California being the largest mid-size truck market in the country, the Colorado is right at home here in San Diego.”

So, after hiring The Sand Guys – which included a past winner of the contest’s master category – McKinley sent them the specs they needed to create the sculpture.

“They were even able to integrate elements of a real Colorado into the sculpture,” McKinley said.

“That’s why, when you look at pictures of the sculpture, you

can see real wheels, a grille with headlights and the Chevy logo and the Colorado name in chrome on the pickup.”

McKinley said The Sand Guys, five in all, started with about 75,000 pounds of sand and that it took the crew of three about five days to create the sculpture.

“It’s just amazing to look at,” McKinley said. “The sand itself has a high clay content that creates adhesion, so – barring a massive downpour – the sculpture can stay up and keep its form indefinitely.

“Sadly, the last day of the contest was on Sept. 1, and I drove by on Sept. 2, and the sculpture had already been smashed down. It really breaks the heart to see that it was no longer there.”

The Colorado will be in dealerships nationwide this fall.

Fiat Expects Fall Chrysler Merger

ROME (AP) – Fiat SpA says its merger with Chrysler is going ahead since there isn’t enough opposition to derail it.

Fiat said in a statement Sept. 4 that shareholders had cashed out 463 million euros (\$609 million), under the 500 million-euro threshold that would have scuttled the deal.

Fiat shareholders had overwhelmingly approved the deal, but Italian law gives dissenters the right to cash out.

The merger has been in the works since Fiat took a 20 percent share of Chrysler in 2009. Fiat said it expects the merger to be finished by mid-October.

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Magna Cameras View Future Behind Us

Magna International Inc. of Troy has reached a production milestone at its electronics facility in Holly, where the 10 millionth automotive rearview camera was recently manufactured.

With more than 130,000 square feet of engineering and manufacturing space and approximately 390 employees, Magna Electronics Holly is the only rearview camera maker in the United States and the North American market leader in automotive camera manufacturing, said Magna spokesperson Tracy Fuerst.

Serving many of the world's leading automakers, the Holly facility ships its cameras to 47 different locations in North and South America, Europe and Asia.

The company began manufacturing cameras in 2005 and has steadily increased its annual output as rearview monitors and other camera-based driver assistance systems have grown in popularity.

The Holly operation also serves as the global incubator for Magna's camera products and the manufacturing expertise required to make them, Fuerst said.

Since establishing its camera-manufacturing template in Holly, Magna has duplicated the processes and equipment in its facilities in Germany and China to achieve consistently high quality and the ability to support customers on a global basis, said Fuerst.

"This milestone is a testament to our innovative spirit and commitment to world-class manufacturing," said Olaf Bongwald, vice president of Magna Electronics.

"As driver assistance technologies continue to expand globally, Magna looks forward to sustained market leadership and



Magna's rearview camera

future production milestones."

Earlier this year, the U.S. National Highway Traffic Safety Administration (NHTSA) adopted a rule mandating rear visibility technology in all vehicles under 10,000 pounds manufactured on or after May 1, 2018.

Since rearview cameras offer automakers a cost-effective and reliable way to comply with the recent NHTSA rule, Magna officials said they expect to realize "additional opportunities to further enhance our leadership position in this product area."

Magna's complete portfolio of camera and driver assistance systems includes rearview, side-view and front-facing cameras that support systems such as adaptive cruise control, collision mitigation braking, 360-degree bird's-eye view and automated parking.

"With engineering and manufacturing teams in the U.S., Germany and China, Magna is uniquely positioned to support our global customers with our innovative camera technology," said Swamy Kotagiri, Magna's chief technical officer.

"Cameras are a highly flexible sensor to include in an automobile. Once we have one or

more cameras in place, there are many natural applications for driver assistance and safety that enhance the driving experience."

Magna Electronics Holly was recognized last month by the I-69 Next Michigan Development Corporation for job creation and the positive impact the facility has made on mid-Michigan.

Magna Building Tennessee Plant

A new state-of-the-art manufacturing facility is being built by Magna International in Spring Hill, Tenn.

The 122,500-square-foot facility will manufacture complete seat assemblies supplying General Motors' Spring Hill Assembly Plant.

The Magna plant will be fully operational in January 2015.

"This new facility demonstrates our commitment to GM in delivering high-quality products through our world-class manufacturing initiatives," said Mike Bisson, president of Magna Seating.

"We are pleased to support our customer and look forward to potential growth opportunities."

Jeff Fuller, general manager of Magna Spring Hill, said, "Spring Hill, Maury County, and the State of Tennessee have been extremely supportive in our plans for the new plant."

"We are excited to partner with the local government to create jobs and position ourselves for future business."

The new facility becomes Magna's fifth location in Tennessee and is expected to employ approximately 75 people when it begins production next year.

Mustang Auctioned to Benefit Hospital

Henry Ford Health System's Edith and Benson Ford Heart & Vascular Institute will be the beneficiary of an auctioned Mustang.

The 50 Years Limited Edition 2015 Ford Mustang, badge No. 1,964, will be offered at the Barrett-Jackson Las Vegas auction Sept. 25-27.

Ford will build only 1,964 units of the 50 Years Limited Edition Mustang fastback in honor of the year the pony car debuted, said Ford spokesperson Brian Cotter.

"Ford Mustang inspires passion like no other car," said Raj Nair, Ford group vice president, Global Product Development.

"The visceral look, sound and performance of Mustang resonates with people, even if they've never driven one. Mustang is definitely more than just a car – it is the heart and soul of Ford Motor Company."

That makes it all the more fitting that this rare 50 Years Limited Edition Mustang will be auctioned as part of the annual "Get Your Heart Racing" program to raise funds for the heart institute, Cotter said.

Each limited-edition car features a plaque on the instrument panel engraved with a serial number and the signature of Ford Motor Company Executive Chairman Bill Ford.

A version of this Mustang will be displayed publicly at the "Get Your Heart Racing Pit Party" sponsored by Crest Automotive Group, Friday, Sept. 12 at Eastern Market in Detroit.

Based on the 2015 Mustang GT fastback with performance package, the 50 Years Limited Edition model is designed to provide customers with outstanding performance and a unique appear-

ance that will be instantly recognizable, said Cotter.

One enthusiast has the opportunity to become the owner of one of the rarest of this limited stock, said Cotter, adding that it's likely many of the most serious Mustang fans will be involved in the bidding.

Cotter said Mustang No. 1,964 can be built to the customer's specifications, including being produced in either Kona Blue or Wimbledon White.

The winning bidder has the option to transform Mustang No. 1,964 into a one-of-a-kind replica of the official Ford Championship Weekend at Homestead-Miami Speedway pace car, or keep it as stock.

According to Barrett-Jackson, pace cars have been among the most desirable vehicles in years past.

As a final bonus, the winning bidder can choose to have a free supercharger installed to increase the horsepower of the legendary pony car.

In addition to the pride of owning this custom car, the auction winner will receive a VIP package to the Ford Championship Weekend at Homestead-Miami Speedway Nov. 14-16, where a preproduction unit of the 50 Years Limited Edition Mustang will pace the race.

The winning package includes airfare, hotel accommodations and two VIP tickets to the track. As part of the experience, the winning bidder has the opportunity to ride along in the official pace car as a Ford NASCAR driver completes hot laps around Homestead-Miami Speedway before the race.

Last year, "Get Your Heart Racing" auctioned the "movie-star" Mustang that appeared in the Dreamworks box-office smash "Need for Speed" – a film adapta-

tion of the popular video game of the same name.

When the Barrett-Jackson auctioneer's gavel ended the spirited bidding, that Mustang had sold for \$300,000, causing the packed house to erupt in cheers.

"The 'Get Your Heart Racing' program has become our biggest annual fundraiser, and everybody who participates seems to love it," said Sandy Hudson, chief development officer, Henry Ford Hospital.

"With the help of our sponsors – especially Ford Motor Company – we're looking to 2014 to be our biggest and best year yet."

Honorary chairpersons for this year's "Get Your Heart Racing" are Paul and Lynn Ford Alandt and Raj Nair.

The Pit Party at Eastern Market promises food and drink, live entertainment, auction items and the opportunity to meet executives from Ford Motor Company and Henry Ford Health System, as well as other business leaders.

For more information on the Get Your Heart Racing program, or to purchase event tickets, visit www.GetYourHeartRacing.org or contact Kim Streich at 734-246-9639 or kstreic1@HFHS.org.

Ford will offer ride-and-drives and hot lap experiences for attendees of the Barrett-Jackson auction.

The ride-and-drives will feature the 2015 Expedition for the first time this year.

Ford's 2014 lineup, including the Mustang GT, Focus ST and Fiesta ST, will also be available for ride-and-drives.

Additionally, professional drivers from Miller Motorsports Park will offer hot laps in the Shelby American-built GT350, GT500 Super Snake and Shelby Focus ST.

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Cruze Hits 1.13M Sales in China, 3M Globally

Eleven plants. One hundred and eighteen countries. Eighty-eight awards. And now, 3 million sales for the Chevrolet Cruze.

The best-selling Chevrolet model crossed the milestone in August, just 16 months after selling its 2 millionth model, said GM spokesperson Randy Fox.

From the U.S. and Canada, to Laos and the Philippines, to Lebanon and Qatar, the Cruze has proved itself a global player among small cars, said Fox.

“The Cruze is an extremely adaptable car that can cater to the demands of nearly every market in the world,” said Alan Batey, GM executive vice president of Global Chevrolet.

“It is a testament to Chevrolet’s global focus and capabilities to offer a car that is so highly regarded in so many places.”

Since launch in 2008, the Cruze

has collected 39 product awards in China, 27 in the U.S., 12 in Brazil, and others, Fox said.

Chevrolet is committed to building product in – or near – the markets where they’re sold, he said.

Cruze is built in 11 different countries on five continents and sold in 118 countries, Batey said.

“Small car sales around the world have been growing exponentially as emerging markets in Asia and South America increase car ownership while mature markets, like the U.S., downsize for fuel economy,” said Michelle Krebs, senior analyst for AutoTrader.com.

“Small cars like the Cruze are driving sales globally and will continue to do so.”

The Cruze endured intensive durability testing, including extreme weather tests and more

than 210 crash tests tailored to the regulatory demands of the countries where it is sold, Batey said.

To appeal to the different markets’ tastes, the Cruze is available in three body styles, including a four-door sedan, five-door hatchback and station wagon, Fox said. Cruze is powered by several different engines, including 1.4-, 1.6-, and 1.8-liter gasoline engines, and 1.7- and 2-liter diesel engines.

“The cost of energy is going to be an issue for a long time and in most markets that’s a big consideration,” said Joe Phillippi of AutoTrends Consulting in Andover, N.J.

“If you can offer someone very affordable, high-quality transportation at an affordable price with a substantial package of safety equipment, that’s a big plus.”



2015 Chevrolet Cruze LTZ

Chevrolet recently launched a new version of the Cruze catering to the styling and packaging demands of Chinese customers. Cruze sales in China lead all countries with 1.13 million sold since launch in 2009, Batey said.

For the U.S. market in 2015, the Cruze will have OnStar with 4G LTE standard, providing passengers with a mobile Wi-Fi Hotspot for up to seven devices. The 2015 Cruze will also have Siri Eyes Free integration, allowing users to text, call, ask for directions and even send email while keeping their eyes on the road and hands on the wheel.

The U.S.-market 2015 Cruze has an available 2.0L turbocharged clean diesel engine, allowing drivers to cruise 717 miles on one tank of fuel.

The top five markets for Cruze sales through July 2014:

- China – 1.13 million;
- U.S. – 900,000;
- Russia – 195,000;
- Brazil – 134,000;
- Canada – 123,000.

GM Financial Grows, Earns Support from GM

General Motors and General Motors Financial Company, Inc., have entered into a support agreement.

The agreement provides for leverage limits and liquidity support to GM Financial if needed, as well as other general terms of support.

Under the terms of the agreement, as GM Financial expands its product portfolio and grows its business, GM has committed to provide funding to GM Financial if its earning assets leverage ratio rises above pre-determined thresholds.

GM extended an intercompany revolving credit facility to GM Financial to provide up to \$1 billion of liquidity if needed.

This facility, which is subordinate to GM Financial’s senior unsecured and secured debt, will replace an existing \$600 million line of credit from GM.

The agreement also provides that GM will use its commercially reasonable efforts to ensure that GM Financial will continue to be designated as a subsidiary borrower on up to \$4 billion of GM’s corporate revolving line of credit, said GM spokesperson Tom Henderson in a statement to the media.

“GM Financial is a core component of GM’s business and this agreement will strengthen its capability to support GM’s strategy,” said GM President Dan Ammann.

Since being acquired by GM in 2010, GM Financial has significantly increased its share of GM’s business, which now represents 75 percent of GM Financial’s consumer loan and lease originations.

“With the acquisition of the international business,” said GM Financial President and CEO Dan Berce, “the growth in our North America product portfolio and the diversity of our funding platform, we are well positioned to support GM as its captive auto finance company.”

“The support agreement represents the next step in the evolution of GM Financial and further cements our position as GM’s captive.”

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Charity Begins at Home, Goes Across Globe

Ford employees in South Africa are building a soup kitchen – out of a metal shipping container.

The 20 employees from Ford South Africa's Struandale Engine Plant are spending a day this week converting the container into a soup kitchen capable of serving 500 disadvantaged people a week.

The work at Lingeletu Soup Kitchen north of Port Elizabeth is one of 310 community service projects to be completed during Ford Motor Company's ninth annual Global Week of Caring.

In all, more than 13,000 volunteers from Ford operations on six continents – Africa, Asia, Australia, Europe, North America and South America – will contribute 81,000 hours of expertise and labor to improve their communities, said Ford spokesperson Todd Nissen.

"Ford Global Week of Caring is one of the many ways Ford and its employees are going further to improve the quality of life for people in the communities where we live and work," said Jim Vella, president of the Ford Motor Company Fund and Community Services.

"Ford employees embrace the

company's legacy of caring and the importance of giving back. As Ford expands globally, our commitment to creating a better world grows with it."

That will be evident more than ever this year as Jim Benintende, president of Ford Middle East and Africa, leads volunteers from the company's newest international business unit on a beach clean-up project in Dubai in the United Arab Emirates, Nissen said.

"I'm so proud of the incredible work our teams in the Middle East and Africa are doing," Benintende said.

"From improving homes that look after abandoned children with HIV, to physical therapy for those with disabilities, to helping plant vegetable gardens for older adults, employees and dealers across the region are inspiring us all in the ways they give back."

In addition to thousands of employee volunteers taking part in Ford Global Week of Caring, the company also is contributing \$348,000 to nonprofit agencies to purchase the tools, supplies and materials needed to complete many of the community service projects.

Ford volunteers are putting a special emphasis on projects

that support and protect water resources, a basic necessity for people everywhere.

This is in keeping with the company's corporate water strategy aimed at understanding and reducing water consumption at its global facilities and across its supply base, said Vella.

Global projects with a water focus this year include:

- Argentina: Install water pipes for rural communities;
- China: Clean up coastlines and rivers;
- Germany: Construct an irrigation system at an environmental education center;
- India: Set up water purifiers for schools;
- Indonesia: Upgrade a sanitation system and install a water pump and filter for a school.

Also on the Ford global volunteer to-do list:

- Australia: Make repairs at a wildlife sanctuary;
- Brazil: Renovate children's nursery facilities;
- Mexico: Remodel orphanages;
- Thailand: Conduct a recycling program and install recycled equipment at a school;



Ford employees in Argentina working on a community project.

- Vietnam: Paint and repair schools.

In the United States, more than 1,000 Ford employees will participate in 70 volunteer projects across 14 states throughout the week.

This includes a Ford Accelerated Action Day on Sept. 11, when volunteers in Michigan and Ohio will participate in community

service and other projects.

While the Ford Volunteer Corps is active throughout the year, Ford Global Week of Caring is the highlight of a year-round effort to flex the volunteer muscle of Ford employees, retirees and dealers to make a positive difference in the neighborhoods and communities where the company does business, said Nissen.



Oakville is first landfill-free Ford assembly plant in North America.

Ford's Oakville Assembly Gains Landfill-Free Status

The Ford Oakville Assembly plant in Ontario, Canada, now sends no operational waste to landfill, an achievement that gives Ford Motor Company the distinction of becoming landfill-free at all its manufacturing facilities in Canada.

Oakville Assembly – the only Ford assembly plant in Canada – becomes the first Ford assembly plant in North America to achieve this environmental designation.

"Ford is very proud that all its Canadian manufacturing facilities are sending zero waste to landfill," said Joe Hinrichs, president of the Americas.

"We are expanding our manufacturing footprint in Oakville while decreasing our environmental footprint."

The Essex Engine Plant received landfill-free status in 2012 and Windsor Engine Plant in 2013. A total of 21 Ford facilities around the globe maintain zero waste-to-landfill status.

By Ford's stringent definition, this means that those facilities do not send any operational waste to a landfill.

"Reducing waste is a crucial part of our strategy toward building a world-class manufacturing system," said Anthony Hoskins, director of manufacturing.

"We are leveraging the power of our Ford Production System by applying standard waste reduction processes across our facilities."

In 2013, Oakville Assembly recycled close to 2,000 metric tons of wood, cardboard, paper and plastic, saving more than 5,000

cubic meters of landfill space and more than 32 million liters of water.

This represents enough landfill space to fulfill the municipal waste disposal needs for a community of more than 5,500 people for one year. The plant even sends its wastewater treatment plant sludge to a power generation company, where it is converted into energy for use back in the community.

"Zero waste-to-landfill is made possible through the support of our entire team and a deep commitment to sustainability throughout our plant," said Will Cowell, Oakville Assembly plant manager.

"Many years of process improvement to reduce, reuse and recycle in every way led to this achievement and we're just as committed to continuing on this path with the same rigor that brought us here."

Oakville Assembly plant's success will help Ford achieve its target of reducing global waste to landfill by 40 percent per vehicle produced from 2011 to 2016. Ford has already reduced global per vehicle waste to landfill by 40 percent from 2007 to 2011.

Oakville Assembly is Ford's largest manufacturing plant in Canada, standing at close to 5.5 million square feet on 487 acres. Oakville Assembly manufactures the Ford Edge, Ford Flex, Lincoln MKX and the Lincoln MKT.

In 2013, Ford announced a \$700 million investment to transform Oakville Assembly into an advanced global manufacturing facility.

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