



Chrysler's Dave Toennies, standing, and Daren Irons with students.

Chrysler Looking to Mold Today's Art Students into Tomorrow's Designers

by Jim Stickford

Good news, parents – someone with an art degree can make a very good living as an automotive designer.

At least, that was the message at a special gathering of high school students and Chrysler designers at the Rochester Community Schools Administrative Building in Rochester on Sept. 18.

The gathering was organized by Diane Heath, an art teacher at

Stoney Creek High School in Rochester Hills and the secondary art coordinator at Rochester Schools.

"I'm just calling what's going on today, the Chrysler Event," Heath said. "I reached out to Chrysler about a year ago to set up a channel of communication between them and the school district."

"Last year, we had a career day for teachers that worked out

CONTINUED ON PAGE 2

Congress: NHTSA Under Fire Over GM's Ignition Switch Problem – 'They Failed'

WASHINGTON (AP) – Both houses of Congress scolded the nation's highway safety agency Sept. 16 over its tardy handling of a deadly problem with General Motors cars, questioning whether it is competent to guarantee the safety of increasingly complex vehicles.

David Friedman, acting chief of the National Highway Traffic Safety Administration, repeatedly defended his agency during a Senate hearing as lawmakers accused him of failing to take responsibility for missing multiple clues that could have saved lives in the recall of GM small cars with faulty ignition switches.

Sen. Claire McCaskill, D-Mo., chastised Friedman, saying that consumers had to take it upon themselves to point out engine stalling problems with GM cars, and a Wisconsin state trooper investigating a fatal accident told NHTSA of trouble with defective GM ignitions. Yet, for years, the agency took no action.

"Why can't you take responsibility?" she said. "You have got to take some responsibility that this isn't being handled correctly for the American driving public."

Sen. Richard Blumenthal, D-Connecticut, went even further, saying NHTSA failed to meet its

obligations to protect people. "You are the face of that failure," he said.

The action came on a rough day for the beleaguered agency. Earlier that day, majority Republicans on the House Energy and Commerce Committee released a report saying NHTSA should have discovered GM's faulty ignition switches in 2007, seven years before the company re-

called 2.6 million cars to fix the deadly problem.

They also said the agency didn't understand how air bags worked, lacked accountability and failed to share information internally.

"As vehicle functions and safety systems become increasingly complex and interconnected,

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Feinberg Tells GM to Pay for 19 Wrongful Deaths, So Far

By TOM KRISHER
AP Auto Writer

DETROIT (AP) – The death toll tied to faulty ignition switches in General Motors small cars has risen to 19, according to a compensation expert hired by the company. The number is likely to go higher.

Kenneth Feinberg said last week that he has determined that 19 wrongful death claims are eligible for payments from GM.

General Motors' estimate of deaths has stood at 13 for months, although the automaker

acknowledged the possibility of a higher count.

Feinberg received 125 death claims due to the faulty switches in older-model small cars such as the Chevrolet Cobalt. The rest remain under review or require further documentation, he said in a report issued last week.

"The public report is simply reporting on those eligible to date," Feinberg spokeswoman Camille Biros said in an email. "There will certainly be others."

GM has admitted knowing about the ignition switch prob-

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F-150's Aluminum Body Shouldn't Cause Body Shops an Issue Because of Numbers

by Jim Stickford

Body repair shops shouldn't worry about what the new Ford F-150 aluminum will do to their business just quite yet.

At least that's the opinion of Bob McMahon, assistant vice president of Auto Physical Damages for the Auto Club Group, which includes AAA of Michigan.

"We know that the new Ford F-150 aluminum body will require specialized equipment for repairs in some circumstances," McMahon said.

Mike Levine, Ford Truck communications manager, said that shops that don't have the specialized equipment needed to repair aluminum bodies can expect such equipment to cost between \$30,000 and \$50,000.

The 2015 F-150 isn't the first vehicle to have aluminum bodies, Levine said. For example, BMW and Audi both sell vehicles with aluminum bodies. But the F-150 is expected to sell hundreds of thousands of units, making it the first mass market vehicle to have aluminum bodies.

"For about 80 percent of the time, the dings and dents that might send a 2015 F-150 to a body shop shouldn't prove to be a problem for your average body shop," Levine said. "But for the remaining 20 percent, to be aluminum-capable, they will need specialized equipment."

Ford is working with dealers with body shops to help get them ready for the F-150, Levine said. But it's ultimately up to the customer to decide where he takes his vehicle after an accident.

Body shops don't have to invest the money for specialized equipment just yet, McMahon said, unless they specialize in F-150 repair.

The F-150 is the biggest seller for a vehicle, that's true, McMahon said. But it's still only a small part of the overall new-car market. In a good year, the OEMs might sell 15 or 16 million new vehicles.

During 2013, Ford sold about 800,000 F-150s in the U.S. and Canada out of a total sales number of about 2.5 million Fords sold that year.

So about 95 percent of the vehicles in 2013 sold weren't F-150s. Assuming the same numbers hold true for the next couple of years, the vast majority of vehicles sold will still have traditional bodies, so repair shops should be fairly safe without specialized equipment.

What could matter, McMahon said, is how the other automakers react. If they see that the F-150 with an aluminum body is a big hit, they might decide that aluminum is the way to go.

If that happens, then body shop owners might want to think about investing in the appropriate equipment. The difficulty then becomes when, McMahon said. Do it too early and a lot of expensive equipment doesn't get much use for a while. Do it too late and the competition ends up with a leg up.

McMahon said he's spoken with owners of multi-shop body repair businesses.

"The largers ones have invested in having the specialized equipment in at least one of their

shops," McMahon said. "They'll have one location with the equipment and at least one person trained in how to use it. That's called 'low balancing the work.'"

"So if someone owns five shops and a customer brings a vehicle that needs specialized repair to one of the shops without the equipment, the owner can take that vehicle to the shop that has it and do the work."

McMahon said the auto business has undergone a lot of changes in the past 20 years. The development of aluminum bodies is just the latest.



2015 F-150

"It's something that will evolve," McMahon said. "People will have to see how it works out. But this aluminum body is a change in the car business, and people in the business will ultimately have to adapt to this change just as they've adapted to other changes in the industry."

"Eventually, I expect, aluminum bodies will just become a normal part of the business."

ZF Buys TRW for Estimated \$13.5 Billion

After TRW sold its engine valve business to Federal-Mogul's Powertrain division in mid-September, ZF Friedrichshafen has announced it bought out TRW.

ZF sources have said that TRW will be operated as a separate business division within ZF.

ZF has agreed to acquire all outstanding shares of TRW for \$105.60 per share in an all-cash transaction valued at approximately \$13.5 billion on an enterprise value basis.

The acquisition price represents a premium of approximately 16 percent and 15 percent over TRW's undisturbed closing stock price of \$91.40 on July 9, 2014, and all-time undisturbed high price of \$91.62 on July 7, 2014, respectively, and other considerations, said TRW spokesperson Colleen Hanley.

The agreement has been unanimously approved by TRW's board of directors and ZF's su-

pervisory board and management board.

The transaction will create combined sales of approximately \$41 billion and 138,000 employees.

The combined company will bring together complementary product offerings and leading technology positions that serve high-growth areas such as fuel efficiency, increased safety requirements, and autonomous driving.

"We have long respected ZF as a very successful company in our industry with similar values and focus on innovation," John C. Plant, TRW chairman and CEO, said in a statement to the media.

"This transaction provides significant benefits for our shareholders who will receive full and certain value for their shares, as well as for our employees, customers and communities, all of which will reap the benefits of being part of a larger, more

diversified global organization.

"Our employees have shown admirable dedication in growing TRW into the formidable company it is today, and our strong performance is a testament to their hard work."

In a statement to the media, ZF Chief Executive Officer Stefan Sommer said, "The acquisition of TRW fits perfectly into our long-term strategy. The transaction combines two highly successful companies that have remarkable track records of innovation and growth and solid financial positions."

"We are strengthening our future prospects by enlarging our product portfolio with acknowledged technologies in the most attractive segments."

"The combination makes sense for all of our constituencies: Customers of both companies will

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Feinberg Tells GM To Pay for 19 Wrongful Deaths

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lem for more than a decade. Yet it didn't begin recalling the switches in 2.6 million small cars until earlier this year.

The automaker hired Feinberg to compensate victims of crashes caused by the switches, and Feinberg has said GM has not limited the total amount he can pay. Some lawmakers have estimated the death toll is close to 100.

Biros, citing confidentiality agreements, said Feinberg will not identify any of those eligible for payments, nor will he say if the 19 deemed eligible so far include the 13 deaths that GM has documented. GM has not identified the 13 victims.

The U.S. National Highway Traffic Safety Administration says it has not tallied the total number of deaths.

Biros said no claims have been rejected yet, although Feinberg is in the process of turning down a few because they don't meet the requirements for compensation. Feinberg will issue reports each Monday on how many claims have been granted, she said.

Feinberg also has received 320 claims for compensation due to injuries. Of those, 12 have been deemed eligible for payments so far.

Of the injury claims, 58 were in the most serious category, seeking compensation for injuries resulting in loss of use of limbs, amputation, permanent brain damage or pervasive burns, the Feinberg statement said. Another 262 claims are for less-serious injuries that required hospital stays or outpatient medical treatment within 48 hours of the crash.

The deadline for filing a claim is Dec. 31. Feinberg will follow formulas to determine how much people will get, and they can demonstrate circumstances to him that would bring more money.

Claimants can wait until he comes up with an amount before deciding whether to sue GM or take the money.

GM has estimated the cost of compensating victims at \$400 million, but says it could rise to \$600 million.

The faulty ignition switches can slip out of the "run" position into "accessory" or "off," cutting off power to the engine. That can knock out power steering or brakes and disable the air bags if there's a crash.

The ignition switch problem triggered a company-wide safety review that has resulted in 29 million GM vehicles being recalled through August.

Despite persistent bad publicity for much of the year, GM's sales haven't been significantly harmed by the spate of recalls. GM's U.S. sales are up 2.8 percent through August.

U.S. auto sales overall have risen 5.1 percent during the same time.

New Trend Shifts Marketing From Boomers to Millennials

by Jim Stickford

U-D Mercy marketing professor Michael Bernacchi says the recent Dodge campaign, "Don't Touch My Dart," is clever.

He said it hits the three marketing "sweet spots" of head, heart and hand – the head is satisfied that the Dart is a nice car with the latest technology, the heart remembers the commercials and the Dart with a smile, and the hand reaches out to make the purchase.

"Those Dart commercials really affirm Millennials' value stream," Bernacchi said. "Viewers can see themselves driving the car and purchasing a Dart. I have no hard data, but I would be very surprised if those commercials didn't result in higher sales of the Dart."

The Dart commercials are part of a larger trend within the marketing world, Bernacchi said.

Advertisers are making the shift from Baby Boomers to Millennials.

But there are real differences

between the two demographic groups.

"Millennials are different from that other large purchasing demographic – Baby Boomers."

"Baby Boomers liked to say that they were individuals, but it would be more accurate to say that they were more of an aggregation of population. Millennials, on the other hand, are truly more individualistic. They are also 80-million-plus in population and the smart demographer will find ways to connect with them while they are young."

To get the Millennial market, companies will have to give them a real product that they can connect with. If they do that while they're young, they'll be ahead of the game, Bernacchi said.

What marketers of today have to remember, he said, is that Millennials have lived through the recession of the past few years.

"As a college professor, I interact with students all the time and I've witnessed what effect the recession had on college students."

Chrysler Looking at Students for Tomorrow's Designers

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well. Some Chrysler people came and I showed them the portfolios of some of my students. They were very impressed."

Joe Dehner, head of Design for Ram and Dodge was one of the people who saw the portfolios.

"We were blown away by what we saw," Dehner said. "The level of talent that I saw from high school students just amazed me."

"I told some of the students I met with that they had more talent in their little finger than I had in my whole body. I like to think that I'm creative, but what I saw showed what being creative really was."

So, Heath said, it was suggested that maybe Chrysler come to the school district and put on a more formal presentation about careers for artists in automotive design. The result was the Sept. 18 gathering.

"This event is all about getting the story of automotive design before students at an earlier age," said Rose Roth, coordinator of College and University Relations for Chrysler.

"Design is our world, but too many people who might be interested in a career in design are pushed into engineering by their parents or by schools. We want people to know that the auto industry needs artists who can

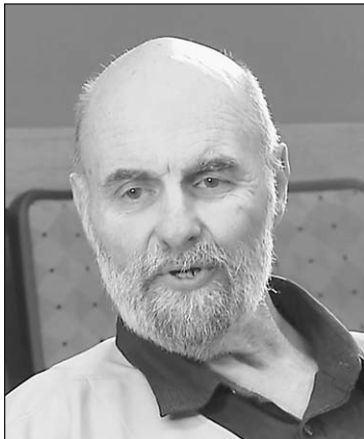
sculpt or draw on paper or use Computer Assisted Design (CAD) technology."

Roth said she's heard over and over from auto designers that when they were high school students, they didn't know there was a career from them in the auto industry that was artistic. They had to hear about it later.

In fact, Roth said, not only is there careers in art, but schools like Center for Creative Studies and Lawrence Tech have summer programs in auto design for high school students.

"When people hear 'auto design,' they think math and engineering," Roth said. "It's always good to be good at math and know how to use a computer, but auto design starts with a pen and paper."

One of the students who has an interest in art and in auto design is Lucia DiFranco, a junior at



Michael Bernacchi

Bernacchi said college years are incredibly important when talking about how tastes and brand preferences are formed.

"It's interesting," Bernacchi said. "I see how students get support from their parents, but I also see how students' tastes and choices get affirmed by their peers in the college environment. It's during those years that adult tastes are formed and affirmed."

"I call it a time when stakes can really be planted in the ground by marketers. What someone sees and believes during this period influences their decisions for the rest of their lives."

Now, Bernacchi said, it's possible to change those tastes, but it's difficult. Usually something massive has to happen like 9/11 or the Kennedy assassination.

When Bernacchi was interviewed on Chrysler's "Insider Outlook" Webcast, he talked about how many people in marketing misunderstand the relationship Millennials have with automobiles.

All too often, he said, people think Millennials don't care about cars. "That's not true," he said. "They care, but when they leave school, they're often burdened by heavy debt and are living at home. They have parents and parents have cars."

"When a Millennial does decide to buy a car, they want something nice and with some elegance, so they will often get a high-end used car."

Stoney Creek High School in Rochester.

"I've been interested in art since the sixth or seventh grade," DiFranco said. "In the beginning, I took art classes, but I wasn't that good because I was too impatient and went too fast in my drawing."

"I think an event like this is interesting because before, I really didn't think of auto design as a career choice. This event could result in the opening of doors that I didn't even know existed. It's just nice to have someone take the time to explain what options are available to someone like me at my age."

Auto designers need all kinds of artistic skills, Dehner said.

"Car design is three-dimensional," Dehner said. "Today, we use a lot of computers, but there comes a time when we like to see what we've designed be released off the screen and become three-dimensional. That's where sculptors shine."

"It takes three or four years to take a car from the first sketch to the road. We have to think what the future will be, what colors and what fashions will be popular four years in the future. That's hard to think about and it's even harder to design something."

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Congress Brings Heat to NHTSA for GM Defect Problem

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NHTSA needs to keep pace with these rapid advancements in technology,” the report said. “As evidenced by the GM recall, this may be a greater challenge than even NHTSA understands.”

“It is tragic that the evidence was staring NHTSA in the face and the agency didn’t identify the warnings,” House Committee Chairman Fred Upton, a Republican, said in a statement.

“NHTSA exists not just to process what the company finds, but to dig deeper. They failed.”

At least 19 people died in crashes caused by the faulty switches in GM small cars like the Chevrolet Cobalt.

The company acknowledged knowing about the problem for at least a decade, but it didn’t recall the cars until February. The delays left the problem on the roads, causing numerous crashes that resulted in deaths and injuries.

Lawmakers have said they expect the death toll to rise to near 100.

NHTSA already has fined GM the maximum \$35 million for failing to report information on the switches, but the committee found that many of the bureaucratic snafus that plagued GM also are present at NHTSA.

“While NHTSA now complains about GM’s switch, it seems NHTSA was asleep at the switch, too,” Rep. Tim Murphy, R-Pa., said in a statement.

Under questioning in the Senate, Friedman conceded that the agency needed to make improvements, including more aggressive follow-up on crashes that could have causes different from the agency’s initial findings.

But he also said the auto industry has more information and people than NHTSA. The agency, he said, needs bigger fines to deter automakers from hiding safety problems, and it needs more staff and updated technology to track problems.

Friedman has been the agency’s acting chief since December. Senators called on the White House to name a permanent chief of NHTSA, saying it will be hard for an interim chief to lead reforms.

NHTSA received consumer complaints about the switches for years, but didn’t order a recall investigation.

GM officials also knew for at least a decade that the switches – which can shut off while the vehicle is moving, disabling the air bags and other key systems like power steering and power brakes – were faulty and causing accidents.

The House committee said in its report that a Wisconsin state trooper sent a report to NHTSA in 2007 about a crash that killed two teenage girls. The air bags failed to inflate in the crash, and the trooper was able to link that to ignition switches that can slip out of the “run” position.

The agency also commissioned two outside investigations that reached the same conclusion, yet no one at NHTSA connected the information and the agency never pushed for a recall.

The agency rejected a proposal to start an investigation, relying on a “generalized trend analysis” of consumer complaints that showed the GM cars didn’t stand out from comparable vehicles.

NHTSA’s outdated perception of how air bag systems worked

“contributed to the years of delay in identifying this defect,” the report stated.

The ignition switch problems forced GM to do a company-wide safety investigation that triggered 65 recalls covering more than 29 million cars and trucks so far this year.

“The agency is not doing the job which it has the capacity to do, and people are at risk as a result,” said auto safety advocate Joan Claybrook, a former NHTSA administrator.

Senators questioned why NHTSA didn’t pursue consumer reports of GM cars stalling while moving. “For the ordinary consumer, a car stalling repeatedly on a highway or anywhere is a problem,” said Sen. Richard Blumenthal, D-Conn.

Friedman responded that stalling is a serious safety problem. Elaborating to reporters later, he said past complaints about stalls where consumers could pull over to the side of the road, restart the car and pull back into traffic were judged not to be an “unreasonable risk to safety.”

Since the GM recalls, Friedman

said he has met with 12 major automakers at the agency’s headquarters to emphasize that there will be “zero tolerance” for withholding safety information.

Friedman blamed GM for delays in the ignition switch recall, saying it deliberately hid information by fixing ignition switches without changing the part numbers.

That caused the number of complaints about the switches to decline, misleading investigators, he said.

In the House report, a key criticism was that NHTSA investigators didn’t understand until after GM began recalling cars that the faulty switches could move to the “accessory” position while the car was moving, shutting off the engine and preventing air bags from deploying. The faulty switches also can shut down key systems such as power steering and power brakes, causing crashes.

NHTSA’s outdated perception of how air bag systems worked “contributed to the years of delay in identifying this defect,” the report stated.

Women a Lot Like Men – When Choosing Cars

DETROIT (AP) – What do women want in a car? The same things men do – with subtle differences.

Exterior styling and overall value are the most important things to new car buyers of both sexes, according to TrueCar.com, an auto buying site that regularly surveys buyers. Past experience with the brand and driving performance are next on the list.


But while men usually give an edge to styling and driving performance, women tend to rank safety and fuel economy more highly than men do, TrueCar says.

Those small differences are important as women become a larger force in the marketplace. Forty percent of new vehicle registrants were female in the first four months of this year, up from 37 percent in 2009, according to Edmunds.com. And that’s only expected to grow. Among younger buyers, women are already outpacing men.

“Women represent the biggest marketing opportunity in the world,” says Chantel Lenard, Ford’s U.S. marketing director.

Even when preferences converge, it may be for different reasons. For example, “reliability” is important to women because they don’t want to get stranded on the road, Lenard says. Men want reliable cars because they don’t want to spend a lot of time in the shop, she says.

Horsepower is important to men, which helps explain why Lamborghini has the highest proportion of male buyers of any brand, at nearly 95 percent.



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Barra Visits GM's Operations in India, Meets with Key Leaders to Discuss Market

General Motors CEO Mary Barra concluded a three-day fact-finding visit to India on Sept. 11, where she met with Indian Prime Minister Narendra Modi and key stakeholders throughout the country.

"India represents a great opportunity for Chevrolet," Barra said. "With a relatively small vehicle population and rapidly growing, young middle class, India is expected to become one of the world's three largest markets by 2020."

"GM is working to better understand the Indian market so we can give Indian customers what they deserve – safe, high-quality Chevrolet vehicles with exceptional designs that exceed expectations."

GM has invested about \$1 billion in India to date. Its Talegaon and Halol facilities can produce

more than 280,000 vehicles per year.

The GM Technical Center-India is carrying out local and global engineering projects, and GM India's growing lineup of Chevrolet models is sold through the company's nationwide dealer network, said GM spokesperson Lori Arpin.

Barra, accompanied by Tim Solso, non-executive chairman of the GM Board of Directors; Stefan Jacoby, executive vice president and president, GM International; Chuck Stevens, GM executive vice president and chief financial officer; and, Arvind Saxena, GM India president and managing director, visited GM facilities across the country and met with employees, suppliers and government leaders during her three-day visit.

During a visit to the Talegaon

manufacturing facility in India's Pune province, Barra participated in the celebration of the production of the first Chevrolet vehicle for export. Vehicles initially will be exported to Chile starting later this year.

Meeting with several of GM India's top suppliers in Pune, Barra discussed opportunities for global sourcing and improved partnerships as GM continues to localize its supply base and make greater use of products manufactured in India, Arpin said.

The GM leadership team also visited local Chevrolet dealerships to further understand the market momentum, customer preferences and network performance.

On Sept. 11, Barra met with Indian Prime Minister Modi, congratulating him on his recent victory at the polls and thanking



Mary Barra rolls out the first Chevrolet Beat for export from India.

Modi for supporting the growth of GM India.

In a Sept. 12 address to the annual convention of the Society of Indian Automobile Manufacturers in New Delhi, Jacoby spoke about the positive economic impact of the automotive industry and its importance for markets in developing

countries such as India.

"GM remains open to the long-term prospects for India and its automotive industry," said Jacoby.

"However, we are going in with our eyes wide open to ensure that our investment is good for India and good for General Motors."



The 2015 Mustang is heading to dealerships this fall.

Detroit 3 'All Running Around with Autonomous Vehicles' – Dept. of State

By JUSTIN PRITCHARD
Associated Press

LOS ANGELES (AP) – Computer-driven cars have been testing their skills on California roads for more than four years – but until now, the Department of Motor Vehicles wasn't sure just how many were rolling around.

That changed last week, when the agency required self-driving cars to be registered and issued testing permits that let three companies dispatch 29 vehicles onto freeways and into neighborhoods – with a human behind the wheel in case the onboard equipment makes a bad decision.

These may be the cars of the future, but for now they represent a tiny fraction of California's approximately 32 million registered vehicles.

Google's souped-up Lexus SUVs are the biggest fleet, with 25 vehicles. Mercedes and the Volkswagen Group of America have two vehicles each, said Bernard Soriano, the DMV official overseeing the state's "autonomous vehicle" regulation-writing process.

A "handful" of other companies are applying for permits, he said.

The permits formally regulate testing that already was underway. Google alone is closing in on 1 million miles. The technology giant has bet heavily on the vehicles, which navigate using sophisticated sensors and detailed maps.

Finally, government rules are catching up.

In 2012, the California Legislature directed the DMV to regulate the emerging technology. Rules that the agency first proposed in January went into effect last week. Among them:

- Test drivers must have a sparkling driving record, complete a training regimen and enroll in a program that informs their employer if they get in an accident or are busted for driving under the influence during their off-hours.

- Companies must report to the state any accidents, as well as how many times their vehicles unexpectedly disengage from self-driving mode, whether due to a failure of the technology or because the human driver takes over in an emergency. They also must have insurance or other coverage to pay for property or personal injury claims of up to \$5 million.

California passed its law after Nevada and Florida and before Michigan. The federal government has not acted, and national regulations appear to be years away.

It's impossible to know the total number of self-driving cars being tested on public roads because, unlike California and Nevada, Michigan does not require special permits to test self-driving cars on public roads.

Toyota, Chrysler, Ford and General Motors are "all running around here with some form of autonomous vehicle," said James Fackler, assistant administrator for the Michigan Department of State, which registers motor vehicles.

Carmakers do not need a permit – manufacturer's license plates are enough, and those plates can also be used on future models or other kinds of experimental cars.

Nevada has issued several test vehicle licenses to Google, VW and the auto supplier Continental, according to its Department of Motor Vehicles.

In Florida, only Audi has tested self-driving technology and no testing is ongoing, according to a spokesman for the state's motor vehicles department.

With California's testing rules in effect, the DMV is drafting regulations that will govern self-driving cars once they are ready to be sold to the general public.

Those regulations, which the DMV must finish by year's end, will untie knotty issues such as whether a person needs to be in the vehicle at all when it is in operation.

Ford Uses Best Tech for the New Mustang

The new 2015 Mustang is on its way.

And, said Ford spokesperson Monique Brentley, it's loaded with innovative technologies and delivering high levels of performance and style. "It's the next chapter in the life of one of the world's most iconic cars."

"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."

Brentley added, "The new Mustang is the first car to offer four-, six- and eight-cylinder engines that each produce at least 300 horsepower – a 300-horsepower 3.7-liter V6, a more powerful 435-horsepower 5.0-liter V8, and an all-new 310-horsepower 2.3-liter EcoBoost engine."

"And that is exciting. Pre-order interest in the new Mustang is high and we're pleased with what we've heard."

Mustang's impact goes well beyond the 9-million-plus cars sold in its 50 years of continuous production, Nair said.

It has made thousands of appearances in film, television, music and video games, and is the world's most-liked vehicle on Facebook. For the first time ever, Ford will bring Mustang to customers in key parts of Europe and Asia.

Ford has plans to build to order, said Brentley. The new

Mustang will be available this fall.

Nair said the way a Mustang looks, drives and sounds is key to the visceral experience that makes drivers just want to get in the driver's seat and hit the road.

The Mustang, he said, is the first car to offer four-, six- and eight-cylinder engines that each produce at least 300 horsepower. With more powertrain options to choose from, he said, there's a Mustang to fit any lifestyle.

The 3.7-liter V6 and upgraded 5.0-liter V8 are joined by a new 2.3-liter EcoBoost engine that brings state-of-the-art technology to Mustang, said Brentley.

The Mustang's EcoBoost engine uses direct injection, variable cam timing and turbocharging.

A unique intake manifold and turbocharger housing, said Brentley, enable it to deliver "the performance Mustang drivers expect" with 310 horsepower and 320 lb.-ft. of torque.

"This EcoBoost engine delivers where a Mustang driver expects it to, with a broad, flat torque curve that pours out when you stand on it for easy passing or hustling down a twisty road," said Dave Pericak, Ford Mustang chief engineer.

Mustang GT continues, Pericak said, with the latest edition of the throaty 5.0-liter V8, now featuring an upgraded valvetrain and cylinder heads that help boost output to 435 horsepower and 400 lb.-ft. of torque.

A new intake manifold features charge motion control valves to partially close off port flow at

lower engine speeds. This increases the air charge tumble and swirl, said Pericak, for improved air-fuel mixing resulting in improved efficiency and idle stability.

Several key design features define the all-new Mustang:

- A lower, wider stance with a reduction in roof height, and wider rear fenders and track;
- The return of Mustang fast-back with a sleeker profile enabled by more steeply sloped windshield and rear glass;
- Three-dimensional, tri-bar taillamps with sequential turn signals;

- Contemporary execution of the signature shark-bite front fascia and trapezoidal grille.

The information and controls an active driver needs are all readily accessible in the aviation-inspired cockpit, said Brentley, which is "executed with the highest degree of craftsmanship ever found in a Mustang."

Large, clear instrumentation puts vehicle information in front of the driver in the roomier cabin, said Brentley, while improved ergonomics and tactile switches and knobs provide better control.

The added width and a new rear suspension contribute to improved shoulder and hip room for rear-seat passengers, and a more usefully shaped trunk can accommodate two golf bags.

The new Mustang features a significant amount of innovative technologies providing drivers with enhanced information, control and connectivity when they want it, said Brentley.

Johnson Controls Gets Honored for Seats

Johnson Controls was recently recognized in the J.D. Power 2014 Seat Quality and Satisfaction Study as the supplier providing the highest-quality seats in three out of seven vehicle segments – Luxury SUV, Mass Market Truck/Van and Mass Market Midsize/Large SUVs.

The company received six awards overall, three for Johnson Controls and three for its joint venture partners Avanzar Interior Technologies, Ltd., and Bridgewater Interiors.

"These awards demonstrate that our team at Johnson Controls is committed to providing automakers and their customers with the highest-quality seating products," said Byron Foster, group vice president and general manager, Customer Groups and Strategy for Johnson Controls Automotive Seating.

In the Luxury SUV segment, Johnson Controls supplies the study's highest-ranking seats for the Land Rover Evoque and

the Porsche Cayenne, said company spokesperson Mary Kay Doderio.

The Evoque seats are manufactured at the company's Halewood, U.K., plant. The Cayenne seats are manufactured at the Lozorno, Slovakia, plant. Johnson Controls also ranked highest in a tie in the Mass Market Truck/Van segment with seats for the Ford F-150 Light Duty and the F-250/350 Super Duty trucks.

The seats for the Ford F-250/350 trucks, which were highest in segment two years in a row, tied in 2014, are made at Johnson Controls' Shelbyville, Ky., plant.

The seats for the Toyota Tacoma and Tundra tied for highest in segment and are manufactured by Avanzar, a Johnson Controls joint venture in San Antonio.

The Ford F-150 seats are manufactured by plants in both Riverside, Mo., and Bridgewater Interiors, a Johnson Controls joint venture, in Warren.

The Ram 2500/3500 seats, manufactured in Derramadero, Mexico, placed fourth and fifth.

In the Mass Market Midsize/Large SUV segment, Johnson Controls ranked highest in the segment for Honda Pilot seats manufactured by Bridgewater Interiors in Oxford, Ala.

The 2014 J.D. Power Seat Quality and Satisfaction Study provides car manufacturers and suppliers with quality and satisfaction information related to seating systems.

New vehicle owners are asked to rate the quality of their vehicle's seats and seat belts based on whether or not they experienced defects and or malfunctions or design problems in the first 90 days of ownership.

The study is based on responses from more than 86,000 purchasers and lessees of new 2014 model-year cars and light trucks. The study was conducted between February and May 2014.

Gaines Gains Round Win; Race To be Continued

Mopar motorsports fans had to wait a week to see the completion of the seventh annual Pep Boys National Hot Rod Association (NHRA) Carolina Nationals.

The race is the first national event of the six-race playoff series called, "Countdown to the Championship," after eliminations rounds were halted by rain on Sept. 14. Before that, a first-round on-track incident involving Mopar driver V. Gaines at zMAX Dragway near Charlotte, N.C.

The postponed elimination rounds were set to be completed at the following scheduled event in Ennis, Texas, Sept. 21 at the NHRA Fall Nationals. The race was scheduled to be run after this paper goes to press.

The on-track incident took place during the Pro Stock category first-round match-up between fifth-place qualifier Allen Johnson aboard his "Magneti Marelli Offered by Mopar" Dodge Dart, in the right lane and V. Gaines' Hemi-powered Dodge Dart, which was qualified 12th on the eliminations ladder, in the left lane.

Shortly after the cars launched, Johnson's machine went over the centerline for disqualification, but all eyes were on V. Gaines moments later as his car made an unexpected move to the left and gave the driver a few tense moments. Gaines emerged uninjured from his heavily damaged vehicle.

"Nobody made it down that left lane so I was fully prepared to get out of it the minute it did anything stupid," said Gaines. "I was going right down the middle of the groove and everything was good. I knew I was ahead of Johnson and then, boy, it just went."

"It just took a left turn on me and there was no correcting. It was just gone."

Despite the unfortunate finish to his lap, Gaines earned the round win against Johnson and the NHRA will allow the use of a replacement car for the continuation of eliminations in Texas next weekend.

Archer to Replace Kendall in Ninth Trans Am Race

Coming off SRT (Street and Racing Technology) Motorsports' first Trans Am Series runner-up result in its most recent race, the Dodge Challengers team was eager to contend for a victory at Connecticut's Lime Rock Park in the ninth Trans Am race of the 2014 season on Saturday, Sept. 20 – and was set to do so with a new, familiar face behind the wheel.

After making two starts in the No. 11 Dodge Challenger, Tommy Kendall will hand off the wheel to fellow legend Tommy Archer for a spot start in the SRT entry. With Kendall scheduled to make an appearance in California as a talent on a television broadcast that same weekend, the famed road racer and long-time Dodge driver will get his opportunity to return to Trans Am for SRT's third series start.

Archer is an accomplished road racer whose career has spanned five decades since his debut in 1970.

The native of Duluth, Minn. has collected victories in IMSA, SCCA and Trans Am Series racing, in addition to recording a pair of runner-up results in the 1998 and 1999 24 Hours of LeMans in a Dodge Viper.

The Lime Rock Park race in Connecticut wasn't finished until after this paper went to press.

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Chevy Donates 1 Millionth One World Futbol

Chevrolet's effort to demonstrate all things are possible through play has reached a milestone with its donation of the 1 millionth One World Futbol.

The futbol was among 50 delivered last week to the Mabu-a-tlou girls' primary school in Hammanskraal, South Africa.

The delivery took place during the unveiling of the Mabu-A-Tlou Lebala La Metshameko pitch, which Chevrolet revitalized to enable the Hammanskraal Girls Soccer program and surrounding community to enjoy greater participation in football.

"For Chevrolet, it's not just about what the One World Futbol is, but what the ball enables us to do," said Tim Mahoney, chief marketing officer, Global Chevrolet.

"The donation of the millionth ball is a tremendous milestone in our effort to help children everywhere realize that through play, all things are possible."

As founding sponsor of the One World Futbol Project, Chevrolet in 2012 committed to donate 1.5 million Chevrolet-branded One World Futbols over three years. The balls are distributed to programs and schools in war-stricken zones, refugee camps, disaster areas and other disadvantaged communities worldwide through a broad network of organizations that use sport and play to teach conflict resolution, gender equality, health awareness and other essential life skills.

Chevrolet-branded One World Futbols have been delivered to more than 60 countries and have brought the possibility of play to more than 26 million youth in Africa, Asia, the Americas and Europe, including:



Moletsane, left, and Hendon open pitch for 1 millionth ball delivery.

- 22,000 One World Futbols in Colombia are teaching children to use play as a way to overcome or find relief from life's daily challenges.
- 5,000 balls donated in Thailand have brought the power of play to orphanages and schools in the most rural regions of a country where seven out of every 100 Thai children do not have parents to care for them.
- 250 balls in the United States helped transform a Chicago neighborhood associated with gang culture into a place where children can play and learn valuable life skills.
- Just 10 balls are helping girls find their voices in the most remote areas of Kenya, where women have few rights.
- And two balls helped those who lost limbs in the brutal civil war in Sierra Leone find hope,

courage and joy – and feel like heroes when they play.

Chevrolet executives were joined in South Africa by One World Futbol Project founders Tim Jahnigen and Lisa Tarver, Manchester United legend Gary Bailey, South Africa's Chevrolet Brand Manager Tim Hendon, founder and former principal of Mabu-a-tlou primary school Phyllis Moletsane, local dignitaries and schoolchildren.

The ultra-durable One World Futbol represents a breakthrough in technology for a recreational, multi-sport ball, as it never goes flat, even when punctured multiple times, and will last for years in the harshest play environments.

Delivery of the millionth One World Futbol and the unveiling of the Mabu-A-Tlou Lebala La Metshameko pitch are part of Chevrolet's global "What Do You #PlayFor?" campaign, launched in March to bring football fans closer to the sport.



2015 Corvette Z06 with Z07 performance package

Cattle Baron's Ball Auction To Feature 2015 'Vette Z06

Chevrolet has donated a 2015 Chevrolet Corvette Z06 and Ron Fellows Performance Driving School Experience to this year's Cattle Baron's Ball Auction on the evening of Saturday, Sept. 27, at Cobo Center.

Since 2003, the American Cancer Society's Cattle Baron's Ball has enjoyed record-breaking success and is recognized as one of the most distinctive charitable events in Metro Detroit, said American Cancer Society spokesperson Amanda Boshertz.

Guests of Cattle Baron's Ball enjoy a Western-themed event with live entertainment, cuisine provided by Detroit eateries, dancing, a high-end live and silent auction, and other special attractions.

This year's event will feature a performance by Grammy-nominated country singer Will Hoge.

The Corvette that will be auctioned is a Z06 that has the Z07 performance package. The top bidder will choose the car color from a list of available color options.

In addition, the top bidder will receive a two-day Advanced Driving Experience at the Ron Fellows Performance Driving

School at Spring Mountain Motor Resort and Country Club in Nevada. The experience will include ground transportation, one-night accommodations and one-on-one instruction from champion Corvette driver Ron Fellows.

The winning bidder will have the option of taking delivery of the vehicle at the Ron Fellows Driving School, the national Corvette Museum in Bowling Green, Ky., or from a local dealer. The donation will support American Cancer Society research, programs and services for cancer survivors and their loved ones throughout Metro Detroit and beyond.

"The 2015 Corvette Z06 raises the bar for American sports cars and we hope that this vehicle helps raise a lot of money for the American Cancer Society," said Tim Mahoney, Global Chevrolet's chief marketing officer.

For those unable to attend the Ball in person, the Society will be offering the opportunity for call-in bids during the live auction. For more information about bidding via phone for the live auction, call Julie Strzyzewski at 248-663-3478.

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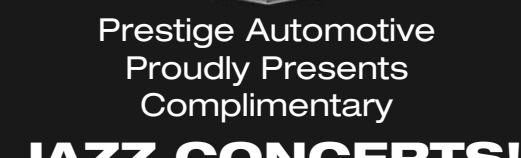
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Cadillac-LaSalle Club Will Open at Gilmore Museum

Cadillac legacy, several members of the Cadillac & LaSalle Club founded the Cadillac-LaSalle Club Museum and Research Center (CLCMRC) and the process of site selection, building designs, and fundraising began.

"After an exhaustive survey of potential museum partners across the country, we are pleased to be joining the Gilmore Car Museum," said Paul Ayres, president of the CLCMRC. "The Gilmore is rapidly becoming the nation's premier auto museum."

The new 10,000-square-foot museum structure is modeled after a 1948 dealership design from the pages of the General Motors book, "Planning Automobile Dealer Properties," of that year.

The new museum will be unveiled Sunday, Sept. 28, at 2 p.m. as part of the Museum's Dedication Ceremony when the public will be welcomed inside for the first time.

The Cadillac & LaSalle Club was established in 1958 to encourage the preservation of early Cadillacs and LaSalles. Then in 1995, determined to preserve the

Michael Spezia, executive director of the Gilmore Car Museum, said, "With the addition of the Cadillac-LaSalle Museum to the Gilmore campus, we now become one of the more unique historic destinations, not just within the car-collecting hobby but with the general public as well."

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Continental's Ultra Lite New Weight Saver

A new material has been developed that lowers specific gravity without sacrificing other necessary design elements for automotive manufacturing.

The material, Tough Class A Ultra Lite, a 1.2 specific gravity (SPg) SMC formulation introduced by Continental Structural Plastics, provides engineers the ability to design with lower specific gravity without sacrificing mechanical properties, surface qualities and adhesion requirements, said Continental spokesperson Kim Zitny.

This material is already approved by major automotive OEMs and is programmed for a production vehicle beginning in January 2015, Zitny said.

Depending on the body component being developed, design studies have shown that CSP Ultra Lite offers a weight savings of up to 21 percent over the company's mid-density TCA Lite (1.6 SPg), and 35 percent over its industry-proven standard TCA material (1.9 SPg).

CSP's complete lineup of TCA materials offers OEMs an array of weight-savings options to meet their most demanding design challenges, said Zitny.

"We have developed a patented technology that enables us to

Lawrence Tech To Host World Robot Olympiad

The first-ever national championships to determine who will represent their country at the World Robot Olympiad (WRO) will be held Saturday, Sept. 27, at Lawrence Technological University.

The competition will be held from 9 a.m. to 4 p.m. at LTU's Don Ridler Field House in Southfield. The public is invited, and admission is free, said school spokesperson Eric Pope.

The Olympiad started in Singapore in 2004. This year, nearly 20,000 middle school and high school teams from 49 countries are participating.

The winning teams from each country are invited to attend the World Robot Olympiad to compete for gold, silver and bronze medals.

The international competition is scheduled to be held in the Olympic city at Sochi in Russia Nov. 21-23. The event will be organized by three government agencies of the Russian Federation, and participants will stay in the Olympic Village hotels and apartments.

Military conflict in eastern Ukraine threatens to overshadow this year's WRO, and the U.S. State Department travel advisory for Russia covers territory just a few hundred miles from Sochi, Pope said.

This first WRO national competition has attracted teams from such states as California, Oregon, Texas, New York, Illinois and Michigan.

WRO differs from many other robotics competitions because the winners at this event will represent the United States in international competition, Pope said.

"Being selected to represent your country really means something, and the American teams will be competing against the best teams from around the world," LTU Professor C.J. Chung said.

“Robotics is a game changer in many fields, including education, since it provides a true interdisciplinary hands-on STEM learning environment. Our country needs many more people with technology knowledge and skills, and student competitions like the WRO can help us achieve that goal.”

achieve superior weight savings without experiencing any degradation of mechanical properties," explained CSP Chairman and CEO Frank Macher.

"TCA Ultra Lite is an affordable alternative to aluminum, and offers engineers all of the advantages that come with using SMC instead of metal in body design.

"The fact that we are seeing no degradation of mechanical properties means lighter parts do not have to be made thicker, or incorporate structural reinforcements, to maintain the desired performance qualities."

Specifically, Ultra Lite technology uses treated glass bubbles to replace some of the CaCO₃, allowing the resin to adhere to the matrix and increase the interfacial strength

between the bubble and the resin.

This is a patented treatment technology that results in a more robust resin mix that makes molded parts more resistant to handling damage, and prevents the micro-cracks that cause paint pops, pits and blistering, Macher said.

The treated bubbles also help with paint adhesion and bonding characteristics.

When combined with CSP's patented vacuum and bonding manufacturing processes, the result is a material that comes with a premium Class A finish with paint and gloss qualities comparable to metals, including aluminum.

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- 7" Color Touch Screen MyLink Radio!
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ZF Buys TRW For Estimated \$13.5 Billion

CONTINUED FROM PAGE 1

have access to a unique offering under one roof and employees from ZF and TRW will enjoy enhancements that result from the combined organization.

"TRW stockholders will receive an attractive valuation and our own shareholders – the Zepelin and Ulderup foundations – will benefit from improved future prospects and diversification of the combined company.

"Further, this is an acquisition in the spirit of a partnership. We look forward to welcoming TRW's employees to our company and are committed to working closely with them to realize the potential of this exciting combination.

"The Detroit metro area will remain a major business center for the company, and we expect employees from both companies to benefit from the enhanced career opportunities at a larger, more diversified company."

Hanley said the deal with ZF was just one move recently made by TRW.

Earlier in September, the company sold its engine components division to Federal-Mogul out of Southfield.

The TRW engine valve business employs 5,400 people in 12 countries. The Federal-Mogul transaction is expected to close in the first quarter of 2015.

"We are very pleased to bring TRW's engine valve business into Federal-Mogul Powertrain as it will add a completely new product line to our portfolio, strengthen our market position as a leading developer and supplier of core components for engines, and enhance our ability to support our customers to improve fuel economy and reduce emissions," said Rainer Jueckstock, Co-CEO, Federal-Mogul Holdings Corporation and CEO, Powertrain.

Federal-Mogul was founded in Detroit in 1899 and maintains its worldwide headquarters in Southfield. The company employs more than 45,000 people in 34 countries.

"It's too early to comment on the ZF deal," Hanley said. "But I will say that this combined company has a great future based on its combined innovation portfolio and global reach."

Hanley said that TRW has also been in the Chinese market for about 20 years.

"We just added our latest tech center in China," Hanley said. "So we're ahead of the pack when it comes to having a footprint in China."

The transaction will be financed through a combination of ZF cash on hand, as well as debt financing that has been committed by Citi and Deutsche Bank pursuant to a fully executed credit agreement, Hanley said.

The transaction is expected to close in the first half of 2015.

State Looking at Insurance Fraud

LANSING, Mich. (AP) – A task force established by Secretary of State Ruth Johnson is recommending proposals to crack down on auto insurance fraud.

One proposal outlined Sept. 17 is to create an authority to attack and prosecute fraudulent auto insurance activity. Another calls for the secretary of state's office to share insurers' electronic verification information with police for use in traffic stops and accident responses.

Johnson says some drivers knowingly buy bad insurance but others buy fraudulent policies and believe they're covered.

Ford Offers to Share Its Police Protection System

Ford Motor Company is making available some of its multi-patent-pending surveillance mode technology to other vehicle manufacturers and for use in military applications.

Ford's award-winning surveillance mode – available on Ford Police Interceptor – was developed to warn law enforcement officers of unexpected approaches from behind the vehicle, said Ford spokesperson Ed Saenz. It is being made available by Ford and through InterMotive Inc. to expand adoption of the system to help protect law enforcement officers and military personnel around the globe.

InterMotive currently designs and manufactures vehicle control systems for the work truck, police and emergency vehicles, transit and mobility markets.

In a media statement, Saenz said Ford and InterMotive worked together to develop, manufacture and provide the surveillance mode system for use on the Ford Police Interceptor beginning with 2014 vehicles.

The system uses the existing rearview camera and radar to detect a person approaching the vehicle from behind and then automatically sounds a chime, rolls up the driver's side window, locks all doors and flashes exterior lighting.

While officers write reports, monitor their in-car computer or radar and perform other tasks sitting in their vehicles, surveillance mode gives them an extra set of eyes to help protect against threats.

When the system is activated by the officer, it provides added situational awareness and a first line of defense from potential assailants.

"We want to assist with and improve the security of all police officers – whether they are using a Ford Police Interceptor or a competitive vehicle," said Randy Freiburger, Ford police and ambulance special vehicle engineering supervisor.

"Combining existing Ford technologies with the development of a new control module and soft-



The new Ford Police Interceptor sedan

ware has created an innovative system that improves security for police officers while they are in their vehicles."

Ford recently earned the National Organization of Black Law Enforcement Executive's Award for development and offering of Surveillance Mode technology and its significant contributions toward improving officer security.

"We are honored to receive this prestigious award from NOBLE and hope to expand adoption of the innovative technology throughout the industry," said Chris Danowski, Ford Global

Technologies director of technology commercialization and licensing.

"Since surveillance mode technology is also applicable to military use, Ford and InterMotive are showcasing it to various governmental agencies as well."

"Working with Ford, we have been able to bring creative solutions to the market for many years," said Greg Schafer, president of InterMotive.

"Working with Ford on this project has been especially gratifying because of the increase in officer security the surveillance mode provides."

Cobo Center Alive And Doing Well

DETROIT (AP) – Cobo Center officials say the convention center in downtown Detroit has continued to see an increase in bookings for conferences and meetings throughout the calendar year.

The venue held 65 shows between June and August. During the same period last year, only 26 shows were held at Cobo Center.

Three major trade shows also exceeded their expected attendance this year by at least 25 percent.

Cobo general manager Thom Conners said new high-tech event spaces "are bringing excitement to the shows" and Detroit "has once again become a strong destination" for engineering, manufacturing, automotive and medical shows.

Cobo is home to the annual North American International Auto Show. A regional authority took control of Cobo from the city in 2009 and began renovations that included updating and expanding display space.

New-Vehicle Shoppers Getting Info From Internet While in Showrooms

New-vehicle buyers who spend the most time on the Internet shopping for a vehicle also visit the most dealerships to shop before purchase, according to the J.D. Power 2014 New Autosshopper Study released Sept. 9.

"There may be a notion in the marketplace that the more auto shoppers use the Internet to determine which vehicle to buy, the fewer dealers they are inclined to shop, yet we see just the opposite," said Arianne Walker, senior director, automotive media & marketing at J.D. Power.

"New-vehicle buyers who do a great deal of automotive Internet shopping also go to more dealerships to shop."

The study analyzes how new-vehicle buyers use digital devices (computers, smartphones and tablets) to gather information prior to purchase, as well as which websites and apps they use during the shopping process.

The study refers to new-vehicle buyers who use the Internet during their shopping process as automotive Internet users (AIUs), said J.D. Power spokesperson John Tewes.

According to the report, AIUs spend on average nearly 14 hours on the Internet shopping for vehicles prior to purchase.

AIUs who spend the most time shopping on the Internet (12 hours or more) visit more dealers (3.3) to shop prior to purchase than those who spend either a moderate (5 to 11 hours) or minimal (1 to 4 hours) amount of time on the Internet (2.5 and 2.0 dealers, respectively).

The report also stated that more than one-third (34 percent) of AIUs use either a smartphone or tablet while shopping at a dealership, up from 29 percent in 2013.

Vehicle pricing is the most frequently accessed content while at a dealership (61 percent), followed by model information (42 percent), searching inventory (40 percent) and special offers/incentives (36 percent).

Furthermore, the study shows that among AIUs who use these mobile devices to access vehicle pricing information at their dealership of purchase, 84 percent leverage this pricing information in the negotiation process and 73 percent perceive having obtained a better deal as a result.

According to Walker, "The phenomenon of 'showrooming' at new vehicle dealerships, where potential buyers use their mobile devices to verify information and price shop while at the dealership, will continue to grow.

"Shoppers are gathering information digitally up to the moment the deal is signed, which underscores the need for ensuring mobile websites and apps have up-to-date and accurate information.

"Dealers need to accept and embrace this practice as the new status quo and provide complete transparency with price, value and product offering in order to build trust with these savvy new-vehicle shoppers. If not, dealers could lose these customers to the competition."

The majority (96 percent) of AIUs use their desktop/laptop computer for automotive research.

Nearly one-third (28 percent) of AIUs use a smartphone to conduct automotive research in 2014, up from 23 percent in 2013; and 30 percent use a tablet device, up from 25 percent year over year.

According to the study, 41 percent of AIUs use multiple devices during the new-vehicle shopping process, which is an increase from 34 percent in 2013.

A majority of AIUs visit at least one manufacturer brand website when shopping for a vehicle. Site visitors find manufacturer brand websites to be most useful for their model information, vehicle configurators and photo galleries.

Nearly 80 percent of AIUs visit a third-party site to obtain automotive information. In 2014, the most frequently visited third-party sites are consistent with the 2013 study results: (listed in alphabetical order) Car and Driver, Cars.com, Consumer Reports, Edmunds.com and Kelley Blue Book.

Users of third-party sites indicate vehicle pricing and vehicle ratings and reviews are the most useful information listed on the sites.

The 2014 New Autosshopper Study is based on responses from more than 15,300 purchasers and lessees of new 2012 to 2014 model-year vehicles who used information gathered digitally during the shopping process.

The study was fielded between Feb. 25 and July 9, 2014.

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Saturday Hours:
Sales 10am-3pm &
Service 8am-2pm

SCAN
ME