

From left, Vincent Tilford, Grace Lieblein and Matthew Simoncini hold the big check.

Cadillac HQ to New York; Engineering, Design Stay

Cadillac has been realigned to establish the brand as a separate business unit.

In addition, the new Cadillac organization will expand to New York with a new global headquarters opening in 2015.

The realignment affirms Cadillac's importance to GM's strategy, said GM spokesperson David Caldwell. Creating a new Cadillac business unit enables it to pursue growing opportunities in the luxury automotive market with more focus and clarity, he said.

"With the relentless upward repositioning of successive new-generation Cadillac products," said GM President Dan Ammann, "the next logical step is to provide Cadillac more freedom to cultivate the brand in pursuit of further global growth."

"Cadillac's mission is to restate the brand to a preeminent position among global luxury brands, a bold challenge requiring a distinct and focused new organization. More than a division or brand, Cadillac is becoming a center of excellence for our company."

Johan de Nysschen, who joined Cadillac as its new president in August, will be responsible for the brand's overall operational performance.

Cadillac's leadership council is headed by de Nysschen, and consists of Jim Bunnell, vice president of sales and service; Uwe Ellinghaus, chief marketing officer; David Colasinski, chief financial officer; David Leone, executive chief engineer, and Andrew Smith, executive director of design. Further expansion of the Cadillac leadership team will be announced at a later date.

The plan includes expansion to New York City in the form of a multipurpose office and event space in conjunction with modern loft offices located in SoHo, the heart of New York, a city renowned for establishing trends and setting standards for the global luxury market, Caldwell said.

While the majority of functions with oversight and responsibility for both global and U.S. operations will be located at the new global headquarters, there will be no change to technical product development teams located in Michigan, nor does the plan impact manufacturing or assembly operations.

Cadillac management is reviewing options for which specific staffs will be based in New

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GM, Lear Donate \$1M to Detroit Habitat

by Jim Stickford

A \$948,000 check was presented to the Detroit Habitat for Humanity Sept. 24 at a special media conference held at the Cobo Civic Center.

"So far this year," said Grace Lieblein, vice president, Global Purchasing and Supply Chain for GM, "GM has given \$500,000 to Detroit Habitat and that money has gone toward helping 16 families in Detroit."

Lieblein said GM and its suppli-

ers have been working for the past few years in a partnership with the Detroit chapter of Habitat for Humanity to help the city.

"At GM, relationships count," Lieblein said. "We have partnered with Habitat for Humanity for a few years."

"About a month ago, we had a breakfast with the group that was attended by our suppliers and we announced the donation of a grant of \$100,000 to Habitat."

"This is the second consecutive year GM has supported the

group and at that same breakfast the Lear Corporation said the company would match what GM donated. So this year the Detroit chapter of Habitat will get \$1 million from that breakfast."

Matthew Simoncini, president and CEO of Lear, was on hand at the breakfast and said that he has a great love of Detroit.

"This city is where I grew up," Simoncini said. "It was my childhood home and I attended Clark

Technology Has Changed Auto Business 'Profoundly'

by Jim Stickford

Detroit's automakers had something to say at the 2014 Michigan Council of Women in Technology IT Executive Connection Summit last week at the Westin Book Cadillac in Detroit.

The conference was held to help women in technology-heavy industries to network and learn better how to promote their careers and encourage women to enter technology-oriented fields.

Speaking on the "Riding Tech to a New Destiny" panel, Ford Group Vice President and Chief Information Officer Nick Smither said that one thing everyone has to consider is that technology has changed the auto business profoundly just in the last two years.

"IT has gone from helping the

car business to being the business," Smither said. "Right now, I am pursuing options for Ford that have IT as the foundation. People say a career in IT is a career in change and how to adapt and that's what we're doing at Ford – adapting."

Chrysler Vice President and CIO Scott Sandschafer said that for him, being Chrysler's CIO means really having strong relationships with people under him, but also with the people who use IT at the company.

"They have to trust you and your leadership," Sandschafer said. "If people agree with the vision you have, disagreements on how to achieve that vision will sort themselves out."

GM Senior Vice President and CIO Randy Mott agreed that IT is transforming the business. The



From left, Randy Mott, Nick Smither and Scott Sandschafer talk about technology in the auto industry.

question at GM is, "How do you build an IT department?"

"Our job is to understand IT applications to the business and how the company can adapt to IT," Mott said. "When you look for talent, you need to find people who understand that there will be change. That's how you set the foundation – with people. And you must support change yourself."

The question of how they manage "up and down" came up. Sandschafer said Sergio Marchionne is a big fan of IT and understands it, so his problem is managing down. Chrysler is a large organization and that means a lot of people have to be managed and have to be on the same page.

Smither agreed that managing down is the tricky part. He noted

that in the old days, he'd have to justify to the higher powers why technology would add to the bottom line. He had to justify spending. But now, management gets that and the harder part is motivating an IT staff of 10,000 people.

"Aligning all the groups – sales and marketing, design, engineer-

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Hamtramck Readies for New Cadillac CT6

Cadillac will elevate its growing portfolio with a new, top-end, high-technology car.

The new Cadillac will be named the CT6 and will go into production in the fourth quarter of 2015 at the Detroit-Hamtramck assembly plant.

The addition of this new Cadillac is part of a previously announced \$384 million investment in the facility on Detroit's east side.

Tools and equipment unique to the Cadillac CT6 were installed recently, said GM spokesperson David Caldwell.

"The objective for this upcoming model is to lift the Cadillac range by entering the elite class

of top-level luxury cars," said Cadillac President Johan de Nysschen.

"Currently in development, this new rear-wheel-drive-oriented sedan uses completely new, custom-designed materials on a unique vehicle architecture."

"In addition to new technology in the car itself, we are instituting innovative manufacturing techniques to assemble it with the precision deserving of a luxury make."

Positioned above current CTS and XTS product lines, the new top-of-the-line Cadillac CT6 adds to, rather than replaces, any model in the portfolio. It will make its public debut in

the first half of next year.

"Michigan takes great pride in being recognized as the automotive capital of the world," said Michigan Gov. Rick Snyder. "GM's choice to build its Cadillac flagship sedan at Detroit Hamtramck is a testament to the spirit, resolve and talented workers residing in our communities and state, and demonstrates the high quality of what 'Made in Michigan' means."

"And it's another sign of the amazing comeback under way that's building a strong foundation and bright future for all Michiganders."

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The already busy Hamtramck Plant will get busier with new Cadillac.

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Feinberg Adds Two More to GM Death Payments

DETROIT (AP) – The death toll from crashes involving General Motors small cars with faulty ignition switches is at least 21.

Attorney Kenneth Feinberg, who was hired by the company to compensate victims, said last week in an Internet posting that he received 143 death claims as of Sept. 20. He added that 21 of those have been deemed eligible for payments.

A spokeswoman said the rest of the claims are under review and not all will be eligible. The death toll rose from a week earlier, when Feinberg had determined 19 claims would get payments.

The website also said that Feinberg received 532 injury claims as of Sept. 19. Of those, 16 are eligible for compensation thus far.

The others are still being reviewed.

The defective switches can unexpectedly move to the “accessory” or “off” positions, shutting down the engine and knocking out power steering and brakes. With engines shut off, people can lose control of their cars and crash.

If that happens, the airbags won’t inflate.

GM has admitted knowing about the problem for more than a decade in small cars such as the Chevrolet Cobalt.

Yet, it didn’t begin recalling the 2.6 million small cars until February.

For months, the company said at least 13 people died in crashes linked to the faulty switches, but GM acknowledged that the death toll would go higher. Some lawmakers have estimated that it’s close to 100.

Feinberg has said GM has not limited the total amount he can pay in compensation.

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

A Feinberg spokeswoman said last week that his office is in the process of sending out letters telling people how much money he is offering. Those filing claims can reject Feinberg’s offer and seek compensation through lawsuits.

Feinberg won’t identify those getting payments, citing confidentiality agreements. 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.

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Women Panelists Encourage STEM for Young Girl Students

by Jim Stickford

The role of the chief information officer has changed over the years, according to Biogen Idec CIO Andi Karaboutis.

As CIO and executive vice president of Technology and Business Solutions, Karaboutis was one of the panelists at last week’s 2014 IT Executive Connection Summit sponsored by the Michigan Council of Women in Technology.

The summit was held at the Westin Book Cadillac in Detroit.

The panelists were Karaboutis; Kerry McCracken, VP of Business Architecture and Delivery for Flextronics; and Rebecca Jacoby, senior VP and CIO for Cisco.

Karaboutis went on to say that a CIO has to become part of the business he or she serves. They can’t just provide technology and expect it to help the business, she said.

Panelist Rebecca Jacoby said IT in today’s world is operating in a larger ecosystem that extends beyond a company and its suppliers.

“A CIO has to understand how all of a company’s processes work together,” Jacoby said.

“And it’s not a static thing. You can’t just say ‘We’ve done X, now we’re done.’

“You have to be an expert in applying policy with your technology and you have new technologies come together in a way that provides access and focus so it can be used to help steer the company. IT should help make clear what is possible for a company.”

McCracken said she grew up in what would become Silicon Valley.

She saw the area just “blow up” with tech companies and always wanted to become an engineer. Her parents encouraged her and she said she ended up breaking a lot of molds.

“I was always pretty smart,” McCracken said.

“But in the fourth grade, I did badly on a test and I asked my

male teacher why. He said girls were just bad at math. I told my mother what he said, and she said that wasn’t true. I just needed help.

“I got a tutor and that gave me the help I needed. I always had the support I needed to succeed.”

Karaboutis said she grew up pumping gas at her Greek immigrant father’s gas station at 10 Mile and Jefferson.

Her parents always encouraged her to take the road less-traveled.

When she found math hard, her parents told her that just because something is hard doesn’t mean you don’t love it.

Jacoby credited her mother for encouraging her sense of curiosity and desire to learn.

“I was taught to think of myself as a learner, so when I took jobs, I learned new things and that’s how I ended up here,” Jacoby said.

As to getting more women into IT, Karaboutis said it has to be done young.

She said the fourth grade “is a pivot point where we lose a lot of girls who might go into STEM fields.

They need to be told that STEM is for them, too, said Karaboutis.

“A few years ago, I heard a statistic where more parents encourage their daughters to become actresses than to go into STEM,” she said.

“That’s just odd. Women are wired differently from men, but that just means we approach problems differently.”

Jacoby added, “We need both big and small solutions. In Silicon Valley, you innovate or you die. This creates a strange environment where everything is a constant crisis.

“So, people look to gather others around them that they will feel comfortable with.

“We can’t change the percentages of women in IT without real leadership. This has to be addressed on multiple levels.”

And it starts with young girls,

Jacoby said. She encourages her six-year-old niece in her love of math by shouting, “Yea, math!” every time they meet.

McCracken said that it’s just about knowing technology. Women have to be taught to have confidence in themselves.

“Anything you can do to get teenagers out of their heads is good,” McCracken said. “It can be field hockey or music or whatever.

“Girls shouldn’t worry about their makeup being perfect when they’re 10. Women can learn from men that sense of aggressiveness, that ability to go after what you want. This won’t change overnight.”

Karaboutis said that more has to be done to encourage the population as a whole to go into STEM fields of study. But getting

women into IT businesses starts at the school level.

“In order to fill executive ranks, you need to build up the feeder pools,” Karaboutis said. “From grade school on up. It’s not sustainable if you don’t.”

“I think corporate America wants this,” Jacoby said. “But we need a tighter handshake between government and business.

“I feel comfortable saying this no matter what your politics are. For women to get ahead, it’s not enough to put your head down and do the work. That’s just the table stakes.

“You have to speak up and help solve problems. And you have to recognize opportunities and act when you see them. When you do that, getting ahead takes care of itself. At least, that’s been my experience.”

Chrysler Recalls 2008 Models

Chrysler is voluntarily recalling an estimated 349,442 older-model vehicles to correct conditions that may cause ignition keys to become stuck or inadvertently move.

In a statement to the media, company representatives said Chrysler investigated and found the ignition keys on certain model-year 2008 vehicles produced before May 12, 2008, may not fully return to the “ON” position after rotation to the “START” position during engine-startup. If this occurs, windshield defroster and wiper function may be lost. Air bag function is not affected.

Less probable is the prospect that an ignition key may inadvertently move through the “ON” position to “ACCESSORY” or “OFF.” If this occurs, it may result in reduced braking power and a loss of engine power, power steering, and one or more of the

vehicle’s safety features including front air bags.

Among the vehicles subject to recall, Chrysler Group is aware of a single minor accident that was possibly related to either condition.

The company is unaware of any related injuries, said Chrysler spokesman Eric Mayne.

The recall is limited to 2008 Dodge Charger sedans, Dodge Magnum station wagons, Chrysler 300 sedans, Jeep Commander and Jeep Grand Cherokee SUVs. It covers an estimated 292,224 vehicles in the U.S.

All affected customers will be notified when they may schedule service. In the interim, owners are advised to confirm their ignition keys are set in the “ON” position after starting their vehicles. This will assure engine power and functionality of all systems, including front air bags.

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GM and Lear Donate \$1M to Habitat of Humanity

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Middle School on the eastside. I am so glad to be a part of the revitalization of Detroit one home at a time."

Simoncini said that Lear started working with Detroit Habitat a few years ago when former GM CEO Dan Akerson donated his own money to the group.

"That's when I got actively involved," Simoncini said. "We started providing tutors and computer labs to Clark Middle School. So when Grace called and asked for our help, I was already engaged with that neighborhood and was happy to get involved with what they were doing."

Vincent Tilford, executive director of the Detroit chapter of Habitat for Humanity, said GM and its suppliers who have donated have done something great for the families of Detroit.

"We are working in the Morningside Drive area of Detroit on the east side," he said, "to help create a safer environment and a more stable neighborhood for the families we serve."

Detroit Habitat helps in a variety of ways, Tilford said. It's not just building homes for families. They help restore and winterize homes. He knows of some families that were spending \$600 a month last winter to keep their houses warm.

"We've been in Detroit since 1986," Tilford said. "Since that time, we've invested \$35 million in the city. That's helped 500 families and we've moved 2,000 kids into safer, healthier environments. We're not just building houses, we're building communities and hope."

Lieblein said GM has not only pledged money, it has pledged 2,500 man-hours to go toward completing Habitat projects.

"We, in part, work on these initiatives as a way to solidify relationships with suppliers," Lieblein said. "I've often heard from suppliers that GM is really strict about things like lunches and golf games. But we need to have relationships with our suppliers outside the office and a

'Lightweighting' To Be Topic of MCC Seminar

The American Society of Body Engineers Foundation, with support from Macomb Community College's Center for Advanced Automotive Technology (CAAT), is hosting a technical seminar called "Lightweighting: The Implications for Automotive Design Development" to be held Wednesday, Oct. 15, 5:30-8 p.m., at the Lorenzo Cultural Center, 44575 Garfield, Clinton Township.

The event features a panel discussion on two of the automotive industry's hottest topics: the use of advanced lightweight materials and new joining technologies. Panelists include Greg Schroeder, senior research engineer, Center for Automotive Research; Jeff Conklin, engineering manager, Cosma International Group of Magna International; and Matt Zaluzec, Ford's technical leader, global materials and manufacturing research.

Visit asbeFound.org/events to register.



Grace Lieblein

great way to do that is by working together with groups like Habitat for Humanity."

One person who can attest to how the help from Habitat Detroit can turn a life around is Sylvia Hubbard.

She is a single mother with three children between the ages of 12 and 19. Two years ago, her home burned down during the winter. Her family got away with the clothes on their backs.

But Hubbard went to Habitat Detroit for help and they not only helped get a new house, they helped teach her the life skills needed to keep the house.

And getting the house wasn't easy, Hubbard said. Habitat Detroit likes to give a hand up, not a hand out. Clients are required to put in sweat equity to get a home. But the result is worth it, she said. For the first time in her life, she has a home of her own in a neighborhood where she doesn't have to worry about her son getting hurt walking to school.

Tilford said Habitat Detroit will continue to do work in the Morningside neighborhood, but is also looking to do future projects in Detroit's North End.

GM, Nonprofit Emphasize Child Safety

Nine out of 10 parents take children out of car booster seats before they are tall enough, according to a study released as part of National Child Passenger Safety Week last week.

Safe Kids Worldwide's report, "Buckle Up: Booster Seats," funded in part by a \$2 million grant from the General Motors Foundation, also finds seven out of 10 parents do not know a child should be at least 57 inches (4-foot-9-inches) tall to ride in a car without a booster seat.

"Car seats, booster seats and seat belts are engineered to offer more protection than ever," said Kate Carr, president and CEO of Safe Kids Worldwide.

"But we found there's a need to remind parents, and anyone who drives a child, about the importance of using a booster seat until a child is at least 57 inches tall and weighs between 80 and 100 pounds."

The study is based on a national online survey of 1,000 parents of children ages 4 to 10.

"We're committed to our partnership with Safe Kids and the work we do to improve child passenger safety," said Jeffrey Boyer, General Motors vice president for Safety and GM Foundation board member.

"All who share a commitment to protecting passengers should take pride in the progress that's been achieved. However, this report is an important reminder that there's more we can do to ensure that children are buckled up correctly on every ride, every time."

Throughout the third week in September, Safe Kids coalitions partnered with Chevrolet and other GM dealerships across the country to host more than 600 events to ensure children are fitted with the proper seat and to check that child safety seats are installed correctly in the vehicle.

Safe Kids Worldwide is a global



GM poses a child properly restrained in a booster seat.

nonprofit organization dedicated to preventing unintentional childhood injury, the number one cause of death to children in the United States.

Throughout the world, almost one million children die of an injury each year, and almost all of these tragedies are preventable, said Boyer.

Safe Kids works with an extensive network of more than 500 coalitions in the U.S. and with partners in more than 25 countries to reduce traffic injuries, drownings, falls, burns, poisonings and more.

"Since 1988, Safe Kids has helped reduce the U.S. childhood death rate from unintentional injury by 56 percent," said Carr. "Working together, we can do

much more for kids everywhere."

Since its inception in 1976, the GM Foundation has donated hundreds of millions of dollars to American charities, educational organizations and to disaster relief efforts worldwide.

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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.

Edmunds.com Moves to Downtown Detroit

by Jim Stickford

Long a presence in the automotive business, Edmunds.com has made the decision to be a presence in the city of Detroit.

The Internet site, which serves consumers looking to buy a new or used car, is based in Santa Monica, Calif., but has maintained offices in the metro Detroit area for the past decade. The company recently moved its local offices to downtown Detroit.

"Edmunds has been around a long time," said company CEO Ari Steinlauf. "We started out in print about 50 years ago, but transitioned to the Internet about 20 years ago. Now we're entirely on the Internet."

"We opened an office in Troy about a decade ago, and then moved to Southfield. In April of 2013, I read an article in *The New York Times* about what Dan Gilbert was doing in downtown Detroit and thought that was exciting."

The end result, Steinlauf said, was that when the company's lease in Southfield was getting ready to expire, they decided to make the move to downtown Detroit to be a part of the city's renaissance.

"I see this as part of an investment in a city that is so important to the auto industry," Steinlauf said. "To do our part, we have what we call our 'Brick by Brick' campaign."

"Hart Plaza needs some work in some places, so we're provid-

ing bricks for the ground and people can write their own messages on them and be a part of the return of the city."

Steinlauf said that he is not only excited to be a part of Detroit's Renaissance, he's "plain excited" to be a part of the auto industry.

"This is, in my opinion, the best time ever to be in the car business," Steinlauf said. "I am excited by everything. The products are great, the market is great, the carmakers are profitable."

"I feel fortunate to be a part of the automotive industry at this time in history."

Steinlauf said he's also excited by what Edmunds has to offer its customers, the car buyer.

"We will have a set of new features in our mobile environment," Steinlauf said. "It will be both in Android and IOS operating systems for smart phones. We call it the 'Lot Buddy.' It helps give access on vehicle prices to shoppers who have the app on their phones or tablets. They can get an actual price on an actual VIN."

"It wasn't that long ago that a consumer walking onto a car lot would have a hard time finding out the price of a vehicle. He or she might ask what the vehicle went for and would be told a weekly or monthly payment."

Now, Steinlauf said, all the consumer has to do to get a price on a car is have his or her phone location function on.

Sales Strong in September

New-vehicle sales are expected to increase 9.1 percent year-over-year to a total of 1.24 million units, resulting in an estimated 16.4 million seasonally adjusted annual rate (SAAR), according to Kelley Blue Book www.kbb.com. Based on the sales pace during the past few months, Kelley Blue Book is adjusting its sales outlook for 2014 from 16.3 million to 16.4 million.

"Following an extraordinarily strong month of sales in August, with the industry above 17 million SAAR for the first time in eight years, Kelley Blue Book expects sales to level out in September," said Alec Gutierrez, sen-

ior analyst for Kelley Blue Book, in a statement to the media.

"Sales will remain strong and show healthy year-over-year improvement. Rising incentive spending in recent months has been more than offset by increasing retail transaction prices, signaling continued consumer demand."

In September, new light-vehicle sales, including fleet, are expected to hit 1,240,000 units, up 9.1 percent from September 2013 and down 21.7 percent from August 2014.

Retail sales are expected to account for 85 percent of volume in September 2014.

Marketing Trends Shifting From Boomers to Millenials

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 Millenials' 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 Millenials.

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. Millenials, 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 Millenial 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 Millenials 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."

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 Millenials have with automobiles.

All too often, he said, people think Millenials 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 Millenial does decide to buy a car, they want something nice and with some elegance, so they will often get a high-end used car."

Millenials are also technologically savvy, he said, and the cars they get have to reflect that.

GM Supplier Will Build New Facility In Tennessee

SPRING HILL, Tenn. (AP) – State officials say Comprehensive Logistics Co. Inc. plans to build a facility that will house the manufacturing and light assembly of automotive components for the General Motors plant in Spring Hill, about 30 miles south of Nashville.

Gov. Bill Haslam and Economic and Community Development Commissioner Bill Hagerty said last week that Youngstown, Ohio-based Comprehensive Logistics plans to invest \$30 million in the new facility, creating more than 200 new jobs in the process.

In addition to providing logistics support, the facility will assemble headliners, tires, wheels and rear suspensions.

The facility is slated to be completed sometime during 2015.

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Wentzville Assembly has added a third shift for pickup, van production.

GM Adds 750 Jobs at Wentzville Plant

It's been said nothing succeeds like success, which is why GM has added another shift to its Wentzville Assembly plant in Missouri.

The move creates an estimated 750 new jobs, said plant spokesperson Darin Copeland, to build the all-new Chevrolet Colorado and GMC Canyon midsize pickups and Chevrolet Express and GMC Savana full-size vans.

Dealers have ordered nearly 30,000 Colorados, which is very high for early orders, said Copeland.

"With the midsize trucks, Chevrolet and GMC offer the broadest truck portfolio in the

business," said Copeland. "No other manufacturer is positioned to offer all truck customers the right truck to meet their varied needs."

To provide Colorado and Canyon customers with an even greater level of choices, Chevrolet and GMC have launched "build-your-own" sites within www.chevrolet.com and www.gmc.com. Both midsize models go on sale this fall.

Among the new trucks' features:

- Available forward collision alert and lane departure warning;
- Payload capacity and trailering capacity of 7,000 pounds (3,182 kg) when equipped with

the max towing package;

- Configurations including an extended cab model with a 6-foot bed, a crew cab with a 5-foot bed and a crew cab with a 6-foot bed;
- Standard CornerStep rear bumper and easy lift and lower tailgate pioneered on the 2014 Silverado;
- Built-in OnStar 4G LTE connectivity that makes the truck a Wi-Fi hotspot capable of supporting up to seven devices.

The 750 third-shift positions are in addition to the 1,315 new jobs at Wentzville that GM committed to with the launch of the new pickups and the addition of a third stamping press.

Building 2014, 2015 Rams at Same Time Means Challenge for Chrysler Warren Plant

by Jim Stickford

It's the kind of problem an automaker wants to have – how to keep a line running to meet current demand for a vehicle while getting ready to launch a new model that is expected to have even greater demand.

That's what the people at Chrysler's Warren Truck faced with the launch of the new 2015 Ram 1500, Plant Manager Curt Towne said at a special media day Sept. 25.

The 2014 Ram 1500 had a 15-month production year, which meant that the plant and its workers produced about 400,000 trucks.

But, Towne said, Ram is getting ready to launch the new 1500 and demand is expected to be even greater.

So, their job was to find a way to build about an additional 100 vehicles a day, or 28,565 additional a year.

Towne said the Ram 1500 is built at the Warren plant and in Mexico. But the Mexican plant builds the standard cab, while the crew cab and quad cab, which are very popular, are built in Warren.

"To meet demand and gain market share, we had to find a way to up production here at Warren Truck," Towne said.

And to make things more interesting, the plant could not be closed down for an extensive period of retooling and redesign because demand for the 2014 Ram 1500 was strong and had to be met, Towne said.

The production increase meant rethinking the assembly process and implementing significant changes that began at the end of 2013 and continued through the summer shutdown this past August.

From automation changes in the body shop to improvements to the color booths in the paint shop, modifications were made across the plant, Towne said.

GM Sponsors Garden Project

HIGHLAND PARK, Mich. (AP) – GM has sponsored the expansion of a garden in Highland Park that yields more than 25,000 pounds of fresh produce annually.

The work done Sept. 23-24 doubled the size of the garden. The effort involved Detroit Rescue Mission Ministries and the nonprofit Buckets of Rain. GM donated garden beds and brought volunteers.

Chad Audi, president and CEO of Detroit Rescue Mission Ministries said in a statement the project will "lead to a significant increase in produce of delicious fruits and fresh vegetables for the nutritional needs of not only our clients . . . but also members of the public who share in the harvest."

But the most extensive transformation came on the assembly line.

"Building back-to-back 'Motor Trend Truck of the Year' (2013-2014) winners is something that has never been done before and it's something we take great pride in," Towne said.

"So, as we approached this opportunity to rethink our processes, we wanted to make sure we kept our focus on the customer and doing things that would continue to improve the quality of the vehicle we deliver.

"I think this team accomplished its task."

To get the job done, Towne said, they created a Work Place Integration process that reviewed and evaluated best practices at every work station in the plant.

The result was that 353 work stations in the plant were redesigned to improve and increase production.

"This is an old plant," Towne said. "So we worked hard to reduce the number of fork trucks just as a safety issue.

"We have two 10-hour shifts per day. Workers have a four-day schedule with three days off. We run seven days a week."

Towne said that, yes, 10 hours makes for a long shift, but that's balanced by the three days off.

Adjusting to that schedule wasn't easy, but some workers prefer it.

"We expect to build about 400,000 trucks for model-year 2014 and we are about to transition to the new 2015 1500," Towne said. "That means doing maintenance while we're running the plant.

"That's quite the challenge."

Towne said they have no immediate plans to add more automation to the plant.

He said that would be a huge investment of time and money and would require the plant to be shut down, which wouldn't help them meet the demand for the 1500 while the facility would have to be closed.

Matt Schachermeyer, launch coordinator – workplace integration lead, said one way they were able to get ready for the 2015 was to prep all the jobs in advance.

"You don't want to find out a job is dangerous only after someone is hurt," Schachermeyer said.

"You don't want to find out there's a flaw in the process after a truck is built."

So they simulated work stations in a static environment and used Chrysler's World Class Manufacturing processes to determine the best way to gain maximum efficiency at every work station.

Sometimes, Towne said, a new process can be as simple as finding a way to save a worker three or four steps while that worker performs his or her job.

"I know three or four steps doesn't sound like much," Towne said. "But when we're talking about a 10-hour shift, those three or four steps add up pretty quick."

By creating kits at work stations that contain the parts workers need where and when they need them, they don't constantly have to walk back and forth from their station to get parts.

"The employees actually like kits," Towne said.



Warren Truck employees lower engine onto Ram 1500 chassis.

"They like the fact that they don't have to walk as far to grab their parts, which is a waste. That's time that could be spent building a truck.

"Plus, at the end of a 10-hour day, they're not as tired as they once were."

Towne said the UAW and Chrysler have worked together to improve production.

Employees have helped drive change from the factory floor. They submitted nearly 7,000 suggestions on how to improve production.

Miggy Bats for Chrysler

Two-time American League MVP Miguel Cabrera is appearing in three Chrysler television spots this fall.

The commercials celebrate the launch of the new 2015 Chrysler 200.

The campaign was launched Sept. 20.

"There's a stronghold in the mid-size segment, and there are established leaders. The Chrysler 200 has come to compete," said Olivier Francois, Chrysler's chief marketing officer.

"Miguel Cabrera exemplifies

the exuberance, energy, passion and fortitude of those whose hard work made the all-new 2015 Chrysler 200 possible. And like Miggy at bat, the Chrysler 200 steps up to the plate as a competent player and aims to change the game."

The 30-second national television commercial, "Miggy at the Bat," is an adaptation of the famous baseball poem, "Casey at the Bat," with a twist.

A 60-second, longer-form video of "Miggy at the Bat" can also be found on the Chrysler YouTube page.

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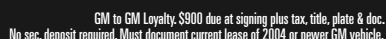
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Company officials thanked New York Gov. Andrew Cuomo for his active support of and involvement in establishing the

"This is another testament to the power of collective bargaining and what can be achieved when we all work together," said UAW Vice President Cindy Estrada, who leads the union's GM Department.

"New York continues to be a magnet for the best and the brightest companies and workers alike, and as Cadillac continues on its impressive growth trajectory as a global brand, I'm thrilled it will do so based in New York City."

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GM Continues to Improve Children's Safety, Comfort

The new 2015 Chevrolet Colorado Extended Cab helps address a trend of allowing children to stop using a booster seat too soon.

Combining the midsize pickup's removable headrest with a rear passenger side seat cushion better accommodates today's larger child restraints and booster seats.

Many child restraint manufacturers require at least 80 percent of the child restraint be supported by the vehicle seat. The Colorado's patent-pending rear seat cushion extension helps satisfy that requirement.

"We know there's a lot that goes into traveling with children, so we try to make the experience as safe and stress-free as possible," said Julie Kleinert, global technical lead for child safety at General Motors.

"Being a mother and grandmother myself gives me a firsthand understanding of the concerns of parents, which is why we work to make it easier to keep kids safe in our vehicles."

As part of National Child Passenger Safety Week, Safe Kids Worldwide in partnership with the GM Foundation released a study showing nine of 10 parents allow children to transition out of the booster seat to seat belts before they reach the recommended height and weight of 57 inches and at least 80 pounds, Kleinert said.

Improving accommodation of booster seats and child restraints in the limited space available in the rear seat of a midsize extended cab pickup is just one approach Chevrolet is taking, she said, adding that other Chevrolet models – like the Impala – focus on child safety.

Whether young passengers require booster seats, forward-facing child restraints or rear-facing child restraints, the Chevrolet Impala's generous rear seating area, Kleinert said, provides plenty of room for carrying children safely and comfortably without encroaching on the space for the adults in the front seat.

Additionally, the Impala offers easy-to-access child restraint LATCH anchorages for all three rear seating positions, offering further flexibility to a growing family.

"GM conducts a variety of assessments on vehicles to make sure rear seats, safety belts and child restraint LATCH anchors accommodate a wide range of child restraints on the market," Kleinert said.

"Safety belts are developed to work for a range of occupant sizes, including adults, child restraints and children who are too large for child restraints."

Another feature that is available or that can be fitted at GM dealerships is the shoulder belt comfort guide for backseat vehicle occupants on both the driver and passenger sides, said Kleinert.

Plastic guides attach to the rear seat or side trim and help position the shoulder strap of the seat belt so that it fits more comfortably on smaller adults and children who have outgrown child restraints.

Improving the comfort of the shoulder belt increases the likelihood that child passengers who are big enough to use the safety belt will wear it correctly and not be tempted to put the shoulder belt behind their back or under their arm.

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Technology Has Changed Auto Business

CONTINUED FROM PAGE 1

ing, finance – to move together to meet the goals of a digital business so that it moves forward is hard,” Smither said.

He said that he calls Ford a digital business even though it designs, makes and sells cars, because IT is used in every phase of a vehicle’s production. And now IT is a strong part of what constitutes a Ford these days.

Mott said that having technology isn’t enough. People must understand how to apply it to the design and making of cars.

Sandschafer said that one thing IT people need to know is that they don’t have to love cars to work for a car company. They can still have a great career in IT by working for an automaker.

“We need people who enjoy working on hard problems,” Mott said. “The easy problems have been solved. But if you love IT and love a challenge, then we’re a good company to work for.”

Smither said that Ford is looking for people prepared to take a risk. People learn the most when they’re challenged. The price of entry into the business, however, is having the base set of technical skills.

All three agreed that someone looking for a job in an automaker would do well to consider data analytics. There is a severe shortage of people with that skill set and the demand for them will only grow greater as technology provides OEMs with more data about what consumers want and the demand for greater efficiencies increases.

The panelists were asked to highlight one program within their companies aimed at helping women in IT.

Smither said that the demand for STEM workers in general is great and will only get greater. The broader question is, “Are there enough people to meet the industry’s growing demand?”

Sandschafer said he has a program aimed at helping one female, his daughter. She’s 10 and Sandschafer’s wife is an electrical engineer. They both encourage her to take math seriously and to consider STEM as a career.

His daughter goes to a Web site aimed at teaching kids coding. She has gotten good at it and helps her younger brother with the coding exercises. Sand-

Classic Packards, Pinewood Derby Featured at Show

The Packard Motor Car Foundation will have its traditional Fall Open House and Cruise-in Car Show on Sunday Oct. 19.

The event will be at the historic Packard Proving Grounds at 49965 Van Dyke Ave in Shelby Township from 1 to 5 p.m., rain or shine, said event chairman Bruce Webster.

“The event is family-friendly and free with donations accepted,” Webster said.

“Attractions include self-guided tours, petting zoo for the kids, bake sale and light refreshments for purchase. Live music will again be provided by Johnny Trudell’s band.

“Ankara Industries is the presenting sponsor with additional support from Hagerty’s collector-car insurance.”

A new featured event for 2014 will be a Pinewood Derby put on by Cub Scout Pack 92. “Old scouts” are encouraged to bring their historic Pinewood Derby cars, Webster said. Packards will be featured but all collector cars are welcome.

“This is a cruise-in event with no judging or registration fees. Donations accepted at the registration desk,” Webster said.

schafer said that sometimes she’s even better at problem-solving than he is.

But it’s encouraging females throughout their lives, starting when they’re young that will pay dividends, he said.

Mott said GM approaches getting IT talent differently. The company realizes that smart IT people come from all over and not just a few specific schools on the East Coast and California.

That’s why they’ve opened four IT centers around the country. By looking for talent all over the country, GM doesn’t have to reflexively go overseas for help.

And a lot of people like staying where they grew up. Sometimes taking a job 2,000 miles away from where you want to live is a good career move, but a bad life move.

Having regional centers helps

GM attract people who might not otherwise work for the company.

Having said that, Mott agreed with Smither and Sandschafer that talent attracts talent and by having a strong core of IT talent in southeastern Michigan actually makes it easier to bring people here.

As to what the next 10 years will bring in terms of IT in the auto industry, Smither said he expects that, within 10 years, one of the Big Three CIOs would be a woman.

Mott said that the role women are playing in IT and in the creation of cars has grown greatly in the past and he expects that trend to continue.

Sandschafer said he expects to see women start creating their own companies and be true innovators in the industry.

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