

Tech Center Gets 'National Historic' Label

by Jim Stickford

The General Motors Technical Center in Warren has been designated a "national historic landmark."

U.S. Secretary of the Interior Sally Jewell and National Park Service Director Jonathan B. Jarvis announced Sept. 30 that the Tech Center was one of nine new national historic landmarks, ranging from the oldest operating streetcar system in America to the home of an arctic explorer.

The nine sites joined 2,544 other sites across the country recognized as places that "possess exceptional value and quality in illustrating or interpreting the heritage of the United States."

"These nine sites add to a nationwide network of unique, historic places that represent the complex journey that we have taken as a nation," said Secretary Jewell.

"By designating these new national landmarks, we ensure that America's history of innovation, vision and diversity are celebrated today and for future generations."

In a statement to the media, the Department of the Interior wrote that "the General Motors Technical Center (commonly known as the 'GM Tech Center')"

is one of the most significant works of architect Eero Saarinen, who was among the most important modernist designers of the post-World War II period in the United States.

"The GM Tech Center marked Saarinen's emergence onto the

national stage and was the first of his four influential suburban corporate campuses that represented a sea change in American business facilities.

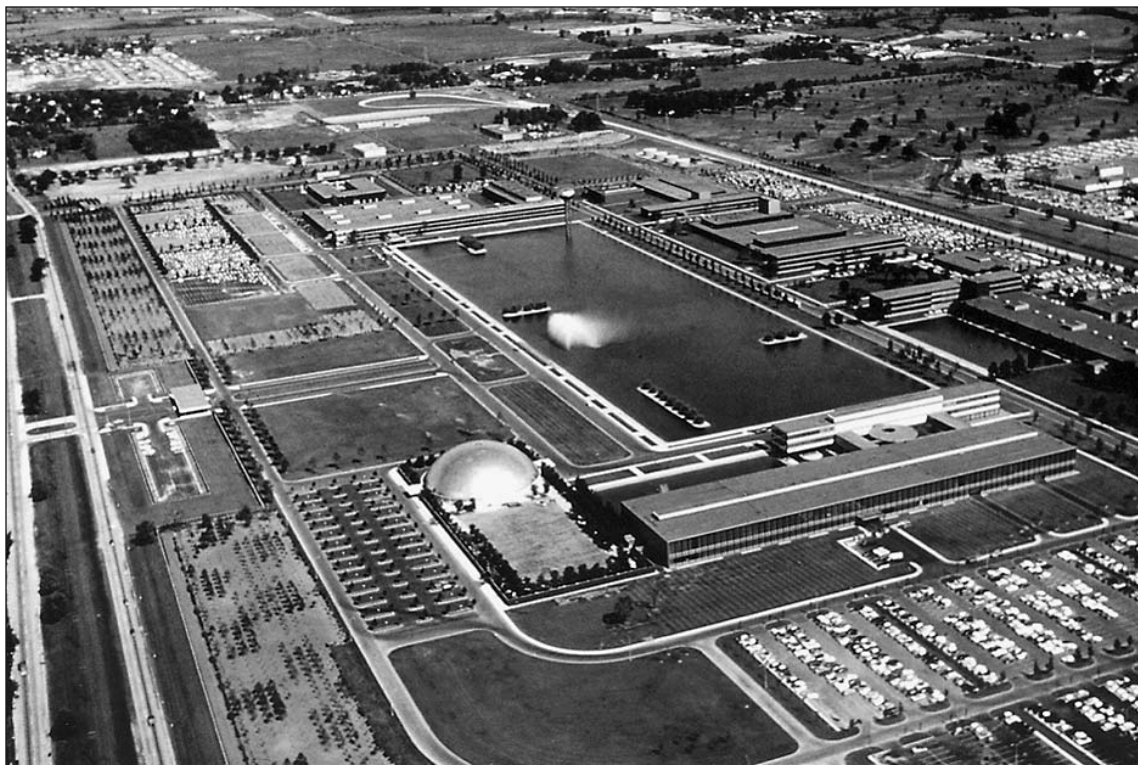
"The GM campus represents Saarinen's work not just as a creator of buildings but also as the

planner/designer of total environments."

Ground for the Tech Center was broken in 1949. Construction was completed in 1955.

According to GM's own

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Aerial photo of the GM Tech Center as it looked in 1956, one year after completion

GM's Goal is to 'Earn Customers For Life' – Barra

General Motors Co. CEO Mary Barra and her executive leadership team outlined the company's customer-focused strategic plan to become the most valued automotive company at a conference for investors and financial analysts on Oct. 1 at the company's Milford Proving Ground.

"In the nine months that this leadership team has been together, we have spent a significant amount of time setting our goals for the future of GM and developing a specific action plan," Barra said.

"Our strategic plan is a pathway to earn customers for life and create significant shareholder value in the process. Every chance to connect with a customer is an opportunity to build a stronger relationship."

GM's strategic plan, Barra said, includes several major initiatives that the company anticipates will help it achieve 9 to 10 percent margins on an EBIT-adjusted basis by early next decade.

To achieve its goals, GM will lead in product and technology, Barra said. In 2015, about 27 percent of GM's global sales volume is expected to come from products

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September Sales Hold Strong Pace

By DEE-ANN DURBIN and TOM KRISHER, AP Auto Writers

DETROIT (AP) – Big discounts on pickup trucks kept U.S. auto sales strong in September.

General Motors Co. and Chrysler Group led the industry with 19 percent sales increases over last September. Toyota sales rose 2 percent, while Ford and Volkswagen were down.

The pace was expected to slow from a blistering August, which was the best month for the industry in eight years. August got a boost from 2014 model year clearance sales and Labor Day promotions.

While August was fueled by incentives on midsize cars, September saw good deals on pickup trucks. The second half of the year is usually stronger for pickup sales, and stable gas prices, employment gains and higher consumer confidence bodes well for automakers this year.

GM and Chrysler took advantage of Ford, which has temporarily closed a truck factory to retool for its new aluminum-clad

F-150. Ford cut back on discounts in order to keep more trucks in stock during the shutdown. As a result, GM said its light-duty Silverado outsold Ford's F-150 for the first month since 2011.

Ford's sales dropped 3 percent to 180,175, and F-Series truck sales were down 1 percent to 59,863. It was the first time in seven months that Ford's monthly truck sales have dropped below 60,000.

Ford Motor Co. saw a 9 percent increase in Fusion sedan sales, but otherwise its car sales were down. Sales of the Escape small SUV fell 4 percent; Ford blamed that on a sharp cutback on sales to rental car companies.

GM's sales totaled 223,437 cars and trucks. Three of its four brands saw double-digit gains; Cadillac sales were flat compared with last September.

Sales of the Chevrolet Silverado pickup rose 54 percent to 50,176, while the GMC Sierra pickup was up 25 percent to 16,763.

GM spent just under \$5,000 in incentives per pickup, which was

30 percent, or \$1,140, higher than a year ago, according to estimates by J.D. Power and Associates.

By comparison, Ford said its incentive spending dropped \$160 per truck to \$4,300.

GM's SUV sales were also strong. Sales of the recently revamped Cadillac Escalade more than doubled, while Chevrolet Traverse sales rose 45 percent.

Chrysler sold 169,890 cars and trucks, its best September since 2005. Ram truck sales rose 30 percent to 36,612 after Chrysler raised Ram incentives by 22 percent to \$4,640.

Chrysler also benefited from buyers' increasing preference for small SUVs. Sales of the Jeep Cherokee, which was introduced late last year, surpassed the bigger Grand Cherokee for the first time. Jeep brand sales increased by 47 percent over last September.

With its seventh month of double-digit sales, Chrysler boasted six vehicles with best-ever September sales. Jeep and Ram Truck brands led the way.



Faurecia employee Mathilde Lesage at Gleaners food packing session

Faurecia Food Drive Helps Those Who Would Go Hungry

Employees of Faurecia North America have launched the company's fifth annual FUELS community food drive, a program that has provided more than 2.4 million meals since 2010 for hundreds of thousands of hungry residents across Canada, Mexico and the U.S.

More than 20,000 Faurecia employees from the company's 47 locations participated in FUELS (Faurecia Unites with Employees for Local Service) in September by gathering non-perishable items, as well as dollars and pesos to purchase food.

Employees at many sites held special fundraising events to supplement their own contributions, said Tony Sapienza, Faurecia director of communications for North America.

All the food and funds collected were donated to local food banks selected by Faurecia North America in each community where it operates manufacturing plants, offices or technical centers.

"Faurecia and its employees realize the significant impact their efforts can have on local residents in need," Sapienza said. "The program's 2014 theme, 'Every1Counts,' reflects this commitment, recognizing that every volunteer, every meal collected, every dollar donated and every resident served count toward improving the lives and health of the communities that Faurecia employees call home."

"I am delighted by the

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What They're Saying

GM

Kurt McNeil, U.S. vice president of Sales Operations: "GM saw strength almost across the board and outpaced the industry with the newest trucks and SUVs at exactly the right time."

"We will have improved availability of heavy-duty pickups and large SUVs in the months ahead, and the Chevrolet Colorado and GMC Canyon are arriving in showrooms now."

CHRYSLER

Reid Bigland, head of U.S. Sales: "Continued consumer demand for our new Chrysler 200 midsize sedan, our Jeep models, and the Ram pickup truck helped Chrysler Group achieve a 19 percent sales increase in September and our 54th consecutive month of year-over-year sales growth. Chrysler Group sales continue to demonstrate strength."

FORD

John Felice, Ford vice president, U.S. Marketing, Sales and Service: "Fusion is selling strong, with five straight months of record performance and California driving more than 20 percent of our retail growth this year – more than any other state. Lincoln produced its best sales results in seven years with the recent introduction of our all-new Lincoln MKC."

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Jim Bunnell

Bunnell Named Vice President Of Cadillac Sales

Cadillac has appointed James Bunnell as U.S. vice president of Sales, effective Oct. 1. He will report to Cadillac President Johan de Nysschen.

“The addition of Jim to Cadillac’s leadership team is one of the key steps we are taking to strengthen the focus and alignment of our organization,” said de Nysschen.

“Jim has strong experience leading automotive sales and service organizations, including the crucial partnerships with dealers that are so important to our success.”

In this role, Bunnell, 59, will lead Cadillac’s sales and service activities in the brand’s largest market, including leadership of the brand’s sales and service staffs across the U.S., and driving strategies for retail sales and customer experience initiatives.

Bunnell currently is vice president of Chevrolet and Cadillac Europe Sales.

Bunnell joined General Motors in 1979, and has worked in finance, manufacturing, product planning and regional sales management.

In 2007, he was named general manager of Pontiac, Buick and GMC. The following year, Bunnell was named general manager of the U.S. Sales Support Group of General Motors, working across all GM brands.

Bunnell will replace Kurt McNeil, U.S. vice president of Sales Operations, who served as interim U.S. vice president of Cadillac Sales for the last two months.

GM Announces New Car Recalls

DETROIT (AP) – General Motors announced two more recalls, pushing its total for the year to 71, affecting almost 30 million vehicles in North America.

The biggest of Oct. 3’s recalls covers just over 430,000 Cadillac SRX and Saab 9-4X SUVs, mainly in North America. The company says some rear suspension nuts may not have been tightened properly. That could cause the toe link adjuster to separate from the suspension, possibly causing a crash. The recall affects SRXs from the 2011-15 model years and Saabs from the 2011 and 2012 model years.

GM Aiming to ‘Earn customers for Life’ – GM CEO Barra

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new or refreshed within 18 months. That figure is expected to rise to 38 percent in 2016 and 2017, and reach 47 percent in 2019.

During the same time frame, GM plans to execute the world’s largest automotive deployment of 4G LTE high-speed mobile broadband, introduce vehicle-to-vehicle connectivity in the 2017 Cadillac CTS and launch a highly automated driving technology currently called Super Cruise, which allows for extended periods of hands-free driving on highways.

GM has also developed an innovative Mixed Material Body Structure that uses GM-patented welding technology and a combination of steel and aluminum stampings, castings and extrusions to deliver designs that are lightweight, use 20 percent fewer parts, have class-leading torsional stiffness and exhibit superior noise and vibration characteristics.

Growing the Cadillac is a vital part of GM growth plan, Barra said. To that end, GM is establishing its flagship brand as a separate business unit headquartered in New York City to pursue growth opportunities in the luxury market with more focus and clarity, she said.

Cadillac expects to introduce four new vehicles in North America in 2015, including the recently announced CT6. In addition, Cadillac plans to introduce nine

new models in the next five years in China, which is expected to become the world’s largest luxury car market later this decade.

The Chinese market remains important to GM overall growth strategy, Barra said. The company’s joint ventures in China are planning to invest \$14 billion from 2014 through 2018 to open five new vehicle manufacturing plants and support sales of just under 5 million vehicles annually.

In the same time frame, GM expects to launch 60 new or refreshed vehicles, including nine new sport utility vehicles.

The company will also continue growing GM Financial, which has seen its earning assets grow from \$8.7 billion in 2010 to \$37 billion today.

GM Financial has sharply increased the number of GM customers it serves in the United States, Canada, South America and Europe. Later this year, GM Financial expects to enter the growing Chinese market.

GM must deliver core operating efficiencies for its plan to work, Barra said. She added that its strategy to improve relationships with suppliers, derive more global volume from fewer vehicle architectures and lower enterprise costs for material and logistics is expected to deliver significantly better variable margins on upcoming high-volume product launches, including the Opel/Vauxhall Corsa and Astra in Europe, and the Chevrolet Cruze and Malibu in North America.

By 2020, the company expects



Barra talks company strategy to investors, financial analysts.

that about 99 percent of global production will be on core architectures.

During the meeting, Barra also reaffirmed the company’s previously announced mid-decade financial targets.

In North America, Barra said the company expects to achieve EBIT-adjusted margins of 10 percent in 2016. In Europe, the company expects to return to profitability in 2016.

In China, the company expects that its joint ventures will maintain net income margins in the 9 to 10 percent range, Barra said.

In South America, the company’s core operations continue to improve as a result of recent product launches and material and logistics optimization.

GM continues to address challenges in its international operations outside of China, she said,

including brand strategy, cost structure and sourcing to return to consistent profitability.

Finally, Barra said, GM intends to return excess cash flow to stockholders primarily through strong and growing dividends based on sustained improvements in the company’s underlying financial performance.

Afterglow Event To Aid Capuchin

The 7th Annual “Second Helping Afterglow” that benefits the Capuchin Soup Kitchen will take place Friday, Oct. 17, from 9 p.m. to 12:30 a.m. at the Detroit Marriott Renaissance Center.

In 2008, a group of young professionals created the Second Helping Afterglow event in the hope of encouraging the next generation to be involved with the Capuchin Soup Kitchen.

Tickets are \$50 per person and include two free drink tickets, parking, desserts, coffee bar, live entertainment, and dancing.

“This event is a great way for young professionals to support the great cause of the Capuchin Soup Kitchen, all while having a great time,” said co-organizer Mary Kay Jerneyic.

The event will follow the 42nd annual SOCK (Support Our Capuchin Kitchen) dinner that will be held earlier in the evening at the Marriott.

Tickets can be purchased online www.CSKDetroit.org or call 313-579-2100, ext. 153. All profits benefit the Capuchin Soup Kitchen.

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The Road to Historical Status

The Tech Center was nominated for landmark status in 2011 by the Michigan State Historic Preservation Office.

The application was handled by Preservation Design Partnership (PDP), a Philadelphia architectural practice specializing in planning and design services for historic sites and buildings.

PDP's nomination application talked about how the GM Technical Center, designed by Eero Saarinen, is an icon of mid-century modern architecture and planning.

It contains 25 main buildings on more than 600 acres, and is currently home to more than 15,000 GM engineers and designers.

PDP went on to say that the idea for creating the GM Tech Center was conceived by Alfred P. Sloan – the then-president, CEO and chairman of General Motors – and one of his closest collaborators, Charles Kettering, who was in charge of research at GM.

PDP said Sloan was a “visionary automotive executive and organizational genius. Sloan believed that the long-term prosperity of GM would be based on careful, deliberate and orderly planning of product lines that the corporation would offer to consumers, all based on collaboration of research, engineering, manufacturing and design.

“Sloan also understood the value of great design, and recruited Harley J. Earl, the legendary designer, who eventually became responsible for several iconic GM vehicles, including the world-famous Corvette.”

PDP stated that at Earl's urging, Sloan embraced the notion that the new Technical Center should meet the highest aesthetic standards of the age, and Earl was placed in charge of selecting an architect for the project.

The firm of Saarinen & Swanson was selected in 1945 as the lead architects for the project, a scheme that was approved by GM.

The work was placed on hold due to post-World War II shortages and a strike, and was not reactivated until 1948. By then, Eliel Saarinen was seriously ill and his son Eero had taken over the firm.

Eero subtly reworked the design approach, creating a high-style Modernist vision for the groundbreaking project.

“The GM Tech Campus is prob-

ably the first corporate campus to bring together the key areas of an automotive corporation, responsible for the creation of new products,” PDP wrote in the application.

“Saarinen's vision was pioneering, creating a truly modern environment designed by his firm, from the overall planning conception and composition and the architectural expression of the buildings to the iconic interior spaces and finishes, custom furniture, hardware and signs.

Sculptures and paintings were provided by modern artists and GM's designers.

“The campus was dedicated in 1956 and was recognized, from the point that its first buildings were complete in 1950, as a pioneering work of planning and as an architectural masterpiece: a modern campus to allow advanced technology and high-end design to achieve their maximum potential in an inspiring environment.

“Today, the campus is still serving its original purpose, albeit a bit tired and in need of refurbishment.

Listed in the National Register of Historic Places, the GM Tech Center is receiving renewed attention today, with several initiatives, including the effort to have it elevated to National Historic Landmark status, recognizing its outstanding significance and protecting its future.”

And the U.S. Department of the Interior has agreed.

‘Biggest Thing to Happen to Warren’ In Mid-1950s

Greg Wallace, manager of the GM Heritage Center, recalled that when the Tech Center opened up in the mid-1950s, Warren was still basically a “farm town.”

“The Tech Center was certainly the biggest thing to happen to Warren,” Wallace said.

“I remember as a kid growing up riding my bike by the Tech Center and thinking how futuristic it looked.

“I thought that if there was ever an unsolvable problem like a giant asteroid was going to hit the earth, the Tech Center would be the place where GM scientists came up with a solution.

“It had a reputation for engineering excellence when it opened – and it still does today.”



Hundreds attending the Tech Center opening heard President Eisenhower dedicate the facility by radio.

Tech Center Earns ‘National Historic’ Label

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archives, the Tech Center was dedicated in 1956 by President Dwight Eisenhower via radio.

Saarinen's goal was to provide a symbol of tomorrow's industrial environment, where the surroundings would be beautiful as well as functional. Saarinen wanted to avoid an institutional look and symbolize with low, long and horizontal buildings.

According to GM records, Saarinen went the extra mile to tie in his architecture with the auto industry.

He used automotive materials and assembly line construction methods. The interior walls were actually built at plants and assembled on site.

To make the buildings as flexible as possible, Saarinen used a five-foot module or standardized measurement. This applies not only to the steel construction, but to the lighting, heating, ventilating and fire protection facilities, as well as to laboratory furniture, storage units, wall partitions and door units – all of which are keyed to it.

The five-foot module was chosen instead of the more popular (at the time) four-foot module because General Motors wanted larger (10- and 15-foot-wide) offices for its employees. After the

Tech Center was completed, the five-foot module was used as a model for industry.

Buildings at the Tech Center represented the first significant installation of laminated panels and the first use of a uniquely thin sandwich panel that is a complete wall in itself.

Instead of walls constructed out

of 14-inch-thick masonry, which was a building practice for hundreds of years, the same heat insulating qualities were achieved with panels only two inches thick. This vastly increased usable space.

Ceramic glazed brick construction was undertaken especially at Saarinen's request after some experimentation.

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CEOs Say Turmoil in Russia Will Hit OEMs' Bottom Line

PARIS (AP) – The European car market is seeing a fragile recovery after six years of decline, but CEOs in Paris are scaling back hopes that Russia could help drive the rebound. The sanctions imposed on the country for its involvement in the Ukraine crisis have dented confidence.

The sanctions from the U.S. and the European Union are one reason why many economists think Russia is heading for a recession.

Ford CEO, Mark Fields, told The AP on Oct. 2 that “weakness in Europe driven by Russia” was one reason for the company’s recent lowered profit expectations for 2014. With three plants and annual sales volumes around 120,000 units, Russia had been

important to Ford Europe’s goal of returning to profitability by 2015. The company announced that it expects profits of \$6 billion to \$7 billion this year, instead of \$7 billion to \$8 billion.

Sergio Marchionne, Fiat Chrysler’s CEO, said at the world’s oldest car show that he didn’t expect a rebound in Russia over the next 12 months. “I do think that in the medium term this thing will settle . . . and the only reason that I say that is because the alternatives are relatively ugly.”

Renault-Nissan CEO Carlos Ghosn said the sanctions were having “an impact on the Russian market, which as you know is in full contraction . . . we are hit indirectly by this.”

New LED Fixtures to Light Up Ford's Life

Ford Motor Company has begun installing LED lighting at manufacturing facilities across the globe.

The new lights, valued at more than \$25 million, will save energy and money while improving safety and lighting quality, said Ford spokesperson John Cangany.

The 25,000 new LED fixtures will replace traditional high-intensity discharge and fluorescent lights, and are expected to reduce Ford’s energy use at manufacturing facilities by 56 million kilowatt-hours annually – enough to power more than 6,000 average-sized homes per year.

That equates to an up to 70 percent reduction in lighting energy consumption compared with traditional technologies. Annual energy costs are expected to be reduced by approximately \$7 million, Cangany said.

The need for maintenance will diminish, as LED lighting has a 15-year life expectancy. Studies show LED light output remains steady at less than 1 percent degradation per year over the life of the equipment, while fluorescent and HID fixtures require re-lamping in as little as two years.

LED lights improve safety by eliminating hazardous materials in fixtures and lowering fire risks. At the same time, the technology provides a brighter work area, better uniformity and improved color perception, resulting in a better quality of light for plant employees, said John Fleming, executive vice president of Ford Global Manufacturing and Labor Affairs.

“We are extremely pleased to install this leading-edge technology in our manufacturing facilities worldwide,” said Fleming. “This is a long-term investment in our fu-

ture that highlights our aggressive approach to lead in environmental improvements and achieve operating efficiencies.”

In 2011, Ford embarked on an aggressive program to lower its energy use 25 percent per vehicle produced at its facilities by 2016. The automaker is well on its way toward meeting that goal, having achieved a 20 percent energy efficiency already, said George Andraos, director of Energy and Sustainability at Ford Land. The switch to LED lighting helps to ensure Ford will meet its target, he said.

“Moving to LED gives us impressive efficiency improvement,” said Andraos.

“Ford worked closely with its scientists and suppliers to investigate and closely follow the rapid development of LED lighting.

In 2013, we selected Dialight, a leading LED industrial fixture manufacturer with a global footprint, to develop light fixtures that meet Ford’s global needs.”

Work began at Dearborn Truck Plant late last month to replace worn and outdated overhead lighting, Cangany said.

The LED replacement program will continue through the year at 17 other Ford manufacturing facilities across the globe, including Kentucky Truck Plant in Louisville; Livonia Transmission Plant; Dearborn Stamping Plant; Essex Engine in Windsor, Ontario; Dagenham Engine Plant in England; and Oakville Assembly in Ontario.

“Ford has a deep commitment to the environment,” said Donna Inch, chairman and CEO of Ford Land. “By creating outstanding products, investing in the facilities where our employees work, and using such technology as LED lighting, we are helping to

promote a sustainable future.”

Recently, Ford also announced that it will work with DTE Energy to install Michigan’s largest solar carport at its Dearborn world headquarters. When completed in early 2015, the project is expected to generate 1.3 million kilowatt-hours annually, enough energy to power 159 average-sized homes for a year.

Toyota Recalling Tacoma Pickups

DETROIT (AP) – Toyota says it is recalling 690,000 Tacoma pickup trucks because the rear leaf springs could break, puncture the gas tank and cause a fire.

The recall covers Tacoma Four-by-Four and Pre-Runner pickups from the 2005 through 2011 model years.

The automaker says the leaf springs can fracture due to stress and corrosion. They can move out of position and come into contact with surrounding components, including the gas tank. Toyota says it’s not aware of any fires, crashes or injuries from the problem.

Owners will be notified by mail and Toyota says dealers will fix the problem at no cost.

Faurecia Annual Food Drive Helps Feed the Hungry

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progress the FUELS program has made over the past four years,” said Faurecia North America president Mike Heneka.

“Our results have grown exponentially with each campaign, and today FUELS is an important pillar of our company and of the communities that we call home.

“We understand that one measure of our own health is the well-being of the communities in which we live and work, and all of us at Faurecia appreciate that everyone counts in this effort.”

One in seven Americans – more than 46 million people – rely on food pantries and meal service programs to feed themselves and their families, according to a study released this month by Feeding America, the nation’s largest provider of charitable food assistance, said Sapienza.

The FUELS program aligns with Hunger Action Month, when the Feeding America nationwide network of food banks unites to urge individuals to take action in their communities.

“Despite all the social and technological advancements our nation has made, millions of Americans remain at risk of hunger right now,” said Gerry Brisson, president of the Gleaners Community Food Bank of Southeastern Michigan, one of Faurecia’s partners.

“These are often hard-working adults, children and seniors who simply can’t always make ends meet and may be forced to go without food.

“The FUELS program serves as an inspiring example of how corporations and employee volunteers can work together to help those in need across North America’s cities and neighborhoods.

“Lives are being sustained and communities are being strengthened by the people who dedicate their time, energy and resources to the FUELS program every year.”

Faurecia spokesperson Jessica Sader said that the results of this year’s FUELS food drive showed that the Faurecia team reached its 4-million-meal goal, collectively donating the significant amount of assistance over the five years across North America.

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Cadillac Interiors Get the Handcrafted Treatment

Cadillac does some things the old-fashioned way.

One is to build all of its models' interiors via Cut-and-Sew, a technique combining the precision of advanced technology with the care of handcraftsmanship.

Cadillac joins materials for major interior components by hand-stitching.

"Put simply, Cut-and-Sew is people sitting behind sewing machines and sewing the material together," said Eric Clough, design director, Cadillac interiors.

"We use Cut-and-Sew in Cadillacs because it is distinctive and a very premium process."

Erin Crossley, design manager for Cadillac color and trim, said, "Cut-and-Sew shows a level of craftsmanship and a level of care taken in creating a product. It gives something for the customer to connect with.

"You see the same kind of material detailing in other items luxury consumers value, like high-end furniture and leather handbags."

Cadillac spokesperson David Caldwell said he had never seen anything like how Cadillac makes its interiors before.

"We make these by following traditional techniques," Caldwell said. "Other companies will have, say, a big console mold and have appliques glued on the console for a final product.

"I mean, they can look nice, but I see it as the difference between a plastic chair and real furniture. There's really only one way to do this first-class – the old-fashioned way.

"We released a video of how

the work was done because we wanted people to see real people doing the actual work."

Before pieces are sewn together to form the coverings for various interior components, materials and hides are hand-inspected and the patterns "nested" by a scrap-reducing computer-automated machine.

These pieces are transferred to different stations for the hand-sewing of functional and decorative stitching.

Application to the various interior parts – such as dashboards, door panels and center consoles – are also done by hand.

Lasers that cut the perforation for the airbag door and three-dimensional computer mapping that determines the best way to fit materials onto a certain interior piece fuse state-of-the-art technology with the human touch.

While many luxury carmakers have used this technique for top-end models, no other brand applies them to all its cars, said Caldwell, adding that Cadillac offers Cut-and-Sewn interiors from its entry ATS product line up through to the Escalade SUV.

"Mercedes offers it on some of their vehicles, but not all of them," Caldwell said.

The Cadillac design and engineering teams work with several suppliers to craft the interiors, which are installed during final vehicle assembly.

"There are other mass-produced processes less expensive, more efficient and don't require as many people, but when you see the real thing, you know that it's genuine," Clough said.



Cadillac employees hand-stitch materials for interior components.

'CT6 All-New' – Ellinghaus

When it launches in late 2015, the new Cadillac CT6 will expand the brand's range upwards – meaning it will not replace any current product.

That, according to Uwe Ellinghaus, Cadillac chief marketing officer.

"The Cadillac CT6 continues our brand's elevation and global growth," said Ellinghaus. "CT6 will constitute an entirely new approach to the prestige sedan, emphasizing a dynamic driving experience and advanced technology."

Positioned above today's CTS and XTS product lines, the CT6 aims to join the elite group of top-class large luxury cars.

Currently in development, the new RWD-oriented sedan uses advanced, lightweight materials and new body construction techniques to reduce fuel consumption while enhancing driving dynamics and safety, said Travis Hester, Cadillac CT6 executive chief engineer.

"This Cadillac will be the lightest and most agile car in the class of top-level large luxury sedans," said Hester.

"Using the lessons learned from our dynamic ATS and CTS product lines, we have developed an entirely new vehicle architecture for the CT6. It will employ a mixed material philosophy that combines the best and most efficient components optimized for each area of this new top-of-the-range car."

The model name CT6 is derived from Cadillac's use of CTS for its centerpiece carline, the current version of which is *Motor Trend* Car of the Year for 2014, *Road & Track*'s Best Luxury Sedan and one of *Car and Driver*'s "10 Best."

The name also indicates a coming shift to a simplified naming convention for future Cadillac models, Ellinghaus said. Under this strategy, familiar lettering like "CT" would be used for car models, with the number indicating the relative size and position of the cars in the hierarchy of Cadillac models.

"As we expand the portfolio, we can assist consumers in placing the cars within a structure, as they compare cars both within our showroom and across the market generally," Ellinghaus said.

"However, this will be an evolutionary process – we will only change a product's name when the product itself is redesigned or an all-new model is created, as in this instance."

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Camaro Z28 Motor Trend's 'Best Driver's Car'

Chevrolet Camaro Z/28 is *Motor Trend's* 2014 Best Driver's Car. It's the first American-brand car to win the 7-year-old award.

The Best Driver's Car contenders are selected from all new or significantly revised performance cars launched in the 12 months prior to the test.

To pick the winner, the editors of *Motor Trend* conduct objective and subjective testing – including digitally instrumented laps at the Mazda Raceway Laguna Seca, and high-speed driving up and down a 4.3-mile hill climb on a closed rural highway – to determine which car delivers the most engaging experience behind the wheel.

After completing that battery of tests, the editors of *Motor Trend* wrote:

"If you'd asked us five years ago whether the then-all-new Chevrolet Camaro would be invited to Best Driver's Car, we would have scoffed. Had you suggested that a Camaro would win Best Driver's Car, we'd have all had a good belly laugh at the very notion. Who's laughing now?"

"The transformation of the fifth-generation Camaro from 'muscle car that handles pretty well' to Best Driver's Car winner is astounding. You feel the superior engineering in how the car responds to inputs both internal and external.

"From within, the car reacts immediately and precisely to your commands but doesn't punish your mistakes. From the outside, the Z/28's suspension attacks bumps and dips with an unbridled passion for keeping the tires on the pavement."

"The mission for the new Z/28 was to create the most capable, best-handling Camaro in our history," said Mark Reuss, General Motors' executive vice president of Global Product Development.



2015 Chevrolet Camaro Z28

"As such, I can't think of a better validation of that mission than for the Z/28 to be named *Motor Trend's* Best Driver's Car."

The Camaro Z/28 was built on the legacy of the original SCCA Trans Am-series contender introduced in 1967, Reuss said, adding that its exterior is designed like a race car to produce downforce that presses the car against the track for greater grip and faster lap times.

Comprehensive chassis and suspension changes, including a lower center of gravity, specific stabilizer bars, higher-rate coil springs and other chassis and suspension features have been optimized for the track, Reuss said, enabling more than 1.08 g in lateral acceleration and 1.5 g in deceleration.

Racing-bred dampers, tires and Brembo carbon ceramic brakes play important roles, he said, in not only maximizing performance, but making it more predictable and consistent with every lap.

Engineers also made sure the Z/28 was as light as possible to maximize its power-to-weight ratio, Reuss said – everything from

lightweight wheels to thinner rear-window glass is used to reduce curb weight and improve the overall weight balance. The carbon ceramic brake rotors, for example, collectively save more than 20 pounds of unsprung weight, compared with the Camaro SS, Reuss said.

In fact, he added, 100 percent of the unsprung mass – suspension, wheels, tires and brake system – has been changed from the Camaro SS, dramatically enhancing the balance and overall driving feel of the Z/28.

A 7.0L LS7 V8 rated at 505 horsepower and 481 lb.-ft. of torque, said Reuss, complements the lightweight vehicle components to give the car a 7.6:1 power-to-weight ratio.

It was bred on the racetrack, he said, with features designed for high-rpm performance and durability, including a durable forged-steel crankshaft, lightweight titanium connecting rods and high-flow cylinder heads with lightweight titanium intake valves.

All this work on engineering and ride, Reuss said, both on and off the track, paid off.

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GM Honors N.Y. Firefighter with Donations

Two GM groups have donated funds to help build specialized, adapted homes for injured U.S. military veterans.

The General Motors Foundation donated \$50,000 to the Stephen Siller Tunnel to Towers Foundation and GM's Customer Care and Aftersales Veterans Group also gave \$126,000 toward the cause.

Siller was a New York firefighter who died trying to save others on Sept. 11, 2001.

"Supporting our nation's military heroes and their families is extremely important to us," said Alan Batey, president, GM North America and GM Foundation board member.

"Through the GM Foundation's donation to the Stephen Siller Tunnel to Towers Foundation, we will help provide our veterans with the stability of a safe and permanent home."

Batey, who presented the \$50,000 GM Foundation grant to support the "Building for America's Bravest" initiative, was joined by GM's U.S. Sales and Service Vice President Steve Hill, who presented the \$126,000. The Customer Care and Aftersales Veterans Group is one of several GM groups that advocate for current military and transitioning service members.

"General Motors has a long history of supporting the military," said Hill. "We are committed to supporting our veterans in three key aspects of their lives: helping them find a job after their mili-

UAW-Ford Shining The Light for Breast Cancer Awareness Month

Beginning Oct. 1, the spotlight will be on the UAW-Ford National Programs Center (NPC) Building – a pink spotlight, actually.

For the first time, in honor of Breast Cancer Awareness Month, the UAW will shine a pink light on its building at 151 W. Jefferson Ave. in Detroit as part of its efforts to promote awareness and raise funds to help find a cure.

In addition to the lighting at dusk, pink ribbons will be available for purchase by commuters for \$1 with proceeds benefiting the Sister & Sister Free Mammogram Program.

UAW-Ford also will host three additional events at its headquarters during the month of October in honor of Breast Cancer Awareness Month:

Oct. 16, 11 a.m.-1 p.m. – Ford Motor Company employees and union members are invited to participate in a complimentary luncheon and panel discussion. Representatives from Blue Cross Blue Shield will discuss breast cancer prevention, screening, early detection and treatment.

Oct. 20-22, 8 a.m.-4 p.m. – UAW-Ford is offering free mammogram screenings at its NPC Building. Women are invited to receive a free, confidential screening by Northland Radiology's Mobile Mammogram Unit, compliments of UAW-Ford.

Oct. 30, 6-9 p.m. – UAW-Ford concludes its fundraising efforts with a comedy show held at its NPC Building. The event features Ovation Entertainment comedians Joe Woodford, Larry Love and JuDee Brown with Hay-J serving as the emcee for the evening. Admission is \$25 at the door with proceeds benefiting the Sister & Sister Free Mammogram Program.

"Helping to bring awareness to, and provide funds for, important issues such as early breast cancer screening and detection is vital to our commitment to serve our community," said Jimmy Settles, UAW-Ford vice president.

tary service; helping them purchase a GM vehicle, and working with organizations like the Stephen Siller Foundation to help veterans find a place to live.

"We're committed to giving back to those who have given so much of themselves to keep our country safe."

The donations were announced at the 13th annual Stephen Siller Tunnel to Towers (T2T) 5K Run & Walk in New York City Sept. 28, where participants had the opportunity to retrace Siller's final footsteps.

Since the Stephen Siller Tunnel to Towers Foundation's inception in 2002, the annual New York City event and related activities have raised more than \$35 million for its various initiatives and programs, including supporting catastrophically injured service members through the Building

for America's Bravest program, said GM spokesperson Robert Wheeler.

The Stephen Siller Tunnel to Towers Foundation is a charitable organization set up to follow the footsteps of FDNY firefighter Stephen Siller, who ran through the Brooklyn Battery Tunnel to the World Trade Center towers on Sept. 11, 2001, carrying 60 pounds of gear on his back, to rescue his fellow New Yorkers.

Siller lost his life when the towers collapsed, leaving his wife, five children and six siblings to carry on his memory and share his story.

One of the primary missions of the Stephen Siller Tunnel to Towers Foundation is to honor the military members who have been seriously injured and sacrificed their quality of life in the line of duty.

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SERVICE HOURS: Monday & Thursday 6:30am-9:00pm; Tuesday, Wednesday & Friday 6:30am-6:00pm • Shuttle at 6:30am - Pick-up Both Ways • All Day starting at 6:30am.

Quick Oil Change EXPRESS
LUBE OIL FILTER
\$23.95 Up to 5 qts.
Fluid Level,
Brake & Alignment Check Included.

We use Genuine GM Oil & Filter
No additional or hidden charges.
Out the door pricing.

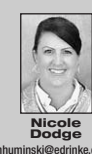
Open Mondays & Thursdays until 8:30pm
Excludes synthetic, Diesel & Med. Duty Trucks.
Most GM cars & trucks. One coupon per customer. Must present coupon with order. Plus tax. Expires 10-31-14.

BODY SHOP
586-754-7000
ext 1231

INSURANCE WRECK AMENDED

TRANSPORTATION AVAILABLE
During Scheduled Repairs

FREE OIL CHANGE
With Each Major Repair



Nicole Dodge
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Jim Pfeifle
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Find Us on FACEBOOK



Ed Rinke

See us for your GM employee purchases.
1-877-451-7707
26125 Van Dyke at 10 1/2 Mile Rd.
Visit our website: edrinke.com

SHOWROOM HOURS: Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm

All prices & payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). Below GM Pricing only valid on certain 2014 models and excludes 2015 models. Malibu, Impala, Volt and Traverse are 36 month leases. Cruze, Equinox, Silverado and Camaro are 24 month leases. All leases are 10k miles per year w/ approved \$1000 down at signing. Prices & payments are plus tax, title, and plate fees with acquisition fee up front. Refundable security deposit required on certain vehicles--to be determined by lender. GM Employee discount to everyone valid on certain models. \$3500 trade-in is valid on 2014 or newer vehicles with under 115k miles in drivable condition, no branded titles, see salesperson for details. **Certain restrictions may apply, see dealer for complete details. Expiration Date - 11/3/14.



See us for your GM employee purchases.

1-866-452-1300
26125 Van Dyke at 10 1/2 Mile Rd.
Visit our website: edrinke.com

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All prices & payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). All leases are 10,000 miles per year with approved \$1000 down at signing. Prices & payments are plus tax, title, plate fee w/ acquisition fee up front, refundable security deposit required on certain vehicles--to be determined by lender. GM employee discount to everyone valid on certain models. \$3,500 trade-in is valid on 2014 or newer vehicles w/ under 115k miles in drivable condition, no branded titles. See salesperson for details. ** Certain restrictions may apply, see dealer for complete details. Exp date: 11/03/2014.



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Paul Makowski
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Now looking for experienced salespeople to join our team!