



DEQ Director Dan Wyant, wearing suit, presents environmental award to Orion Assembly employees.

## GM Trend: Being an Environmental Partner

Seven General Motors facilities are being recognized by the State of Michigan for ongoing efforts to improve the environment and quality of life in their communities.

Nearly half of GM's Michigan manufacturing plants received Neighborhood Environmental Partner awards Oct. 1 from the state's Department of Environmental Quality (DEQ) for individual sustainability efforts and environmental programs.

According to GM spokesperson Sharon Basel, GM leads all manufacturers in Neighborhood Environmental Partner awards

with 44, more than a third of all Neighborhood Environmental Partner awards since the program began in 2005.

"We appreciate GM's continued willingness to go above and beyond to conserve energy, recycle and reduce waste, and help preserve Michigan's air, land and water resources," said DEQ Director Dan Wyant. "These voluntary efforts are great examples of environmental stewardship."

The recognized plants are Lansing Delta Township, Detroit-Hamtramck Assembly, Orion Assembly, Warren Transmission, Flint Assembly, Romulus Power-

train Operations and Flint Metal Center.

These sites reduce their environmental impact through energy efficiency, resource preservation and waste reduction throughout their communities.

For example:

- All participated in the company-wide GM GREEN (Global Rivers Environmental Education Network) program, an environmental education collaboration, now in its 25th year, that matches students with GM mentors and community organizations to

CONTINUED ON PAGE 2

## 'Ram 1500 EcoDiesel is a Game-Changer' – Hegbloom

Analysts agree that the pickup truck market in North America is the most competitive for Detroit's automakers.

And that's been reflected in the innovative designs by the companies, said Ram spokesperson Nick Cappa, adding that Ram's bet on the Ram 1500 EcoDiesel has really paid off.

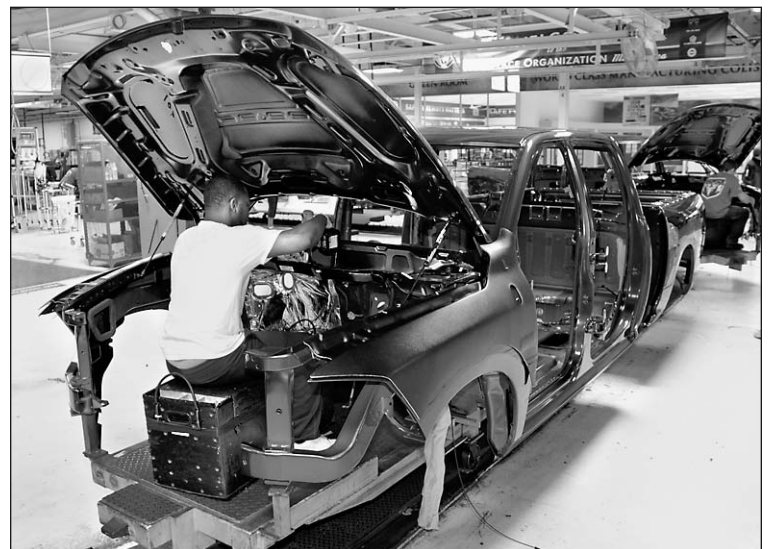
Fuel economy and the exclusivity of the Ram 1500 EcoDiesel is being credited for Ram's decision to increase the diesel pow-

ertrain mix to 20 percent of the total Ram 1500 production volume – double the initial expectation, Cappa said.

"Innovation sometimes comes with risk," said Bob Hegbloom, president of Ram Truck Brand, "but being first to market with a diesel engine for the half-ton segment has shown to be a great decision for the Ram Brand."

"The Ram 1500 EcoDiesel is a

CONTINUED ON PAGE 6



Deonte Clark preps a Ram 1500 for EcoDiesel at Warren Truck Assembly.



NADA President Forrest McConnell

## Dealer Franchising Benefits Car Buyer – NADA President

by Jim Stickford

If it ain't broke, don't fix it.

That was the message from National Automobile Dealers Association (NADA) president Forrest McConnell said to the Automotive Press Association.

McConnell spoke to the group about the viability of the auto dealer franchise system at a luncheon held at the Detroit Athletic Club Oct. 7.

The main thing that makes the dealer franchise system work, McConnell said, is competition.

"I'm not talking about competition from outside elements," McConnell said. "But the competition among dealers themselves. Competition on pricing, competi-

tion on financing and competition on service."

In fact, McConnell said, a Ford dealer's biggest competition isn't from Toyota or GM, it's from another Ford dealer.

Anytime someone visits a Ford dealer, they can now check out prices and services available to them from other Ford dealers in the area. Often they can do it from their smartphones while at a Ford dealership.

"The truth is dealers are so busy competing with each other that it leaves no room for complacency," McConnell said.

"If you leave your customers dissatisfied, they're going to run

CONTINUED ON PAGE 2

## Engineers Were Diving from Cars When GM's Milford Proving Ground Opened in 1924

by Jim Stickford

Things were tough for test engineers when the General Motors Milford Proving Ground opened in 1924 – 90 years ago this month.

The engineers lacked advanced tools and technology for safety testing, so they endangered themselves.

In 1924, and for years after, engineers would drive a test car toward a wall, then jump out of the car before the vehicle hit.

"They even had someone set up specially to catch the driver," said GM spokesperson Jennifer Ecclestone.

In other cases, they would ride the running boards until seconds before impact – then jump.

Engineers today keep their distance during crash tests.

Inside the vehicles being tested are heavily instrumented anthropomorphic test devices – dummies – who capture the data for which engineers once risked their lives.

Back in 1924, Milford was a small community well outside the Detroit area. Among the reasons it was selected to be GM's proving ground – and the first dedicated proving ground in the world – was that it had hills and other geographic features that would test a car's capacity to drive on less than straight, level roads.

"I've seen footage," said Ecclestone, "where they tested how a car withstood rolling over down a hill by having three or four cars push the vehicle over from the top of a ridge down the hill."

Jack Jensen, GM engineering

group manager for the dummy lab and a GM Technical Fellow, said, "The technology used today to research vehicles is far superior to the past, but the intention stays the same – put vehicles to the test in the name of safety."

"We have more sophisticated dummies, computers to monitor

crashes and new facilities to observe different types of potential hazards.

"All those things together give our engineers the ability to design a broad range of vehicles that safely get our customers where they need to go."

CONTINUED ON PAGE 9



Then-new 1937 Chevrolet gets tested at GM's Milford Proving Ground.

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## Dealer Franchises Benefit Car Buyer – NADA President

CONTINUED FROM PAGE 1

to your competitor like their hair is on fire. If there’s one thing you need to know about this business, it’s this – competing with the dealer down the street or on the Internet benefits car buyers across the nation.”

McConnell noted that the profit margins enjoyed by franchise dealers before taxes is 2.2 percent or a little more than two cents for every dollar of income.

“The state of Michigan makes six cents for every dollar on a car sale,” McConnell said.

Local franchise dealers, McConnell said, employ people at jobs that can’t be sent overseas and they are great contributors to the local economies.

And their competition goes beyond price on cars.

They work with multiple lenders so that about 80 percent of people who finance cars get their financing through the dealer instead of going to a bank or credit union. This is because of competition.

But, McConnell said the federal government, in the name of fighting discrimination, could take away dealers’ ability to compete by readjusting interest rates to fit a customer’s budget.

McConnell said that the thinking behind this is to end discriminatory lending practices by dealers. Discrimination has no business in the car business, he said, but imposing a flat fee will take away a dealer’s ability to tailor a deal to fit the customer.

“The Consumer Financial Protection Bureau’s (CFPB) insistence on a flat-fee model eliminates a customer’s right to get a discount,” McConnell said. “Right now, dealers are incentivized to select the lender that offers us the lowest available rate. The current system works because it forces banks to compete and offer dealers low rates to get their business.”

McConnell also said that there is a bill in Congress – H.R. 5403 – with bipartisan support, that would allow dealers to provide discounts for customers.

The franchise system, said McConnell, has lasted a century because it works.

If OEMs were to try to sell cars directly to the public, they would have to assume huge costs that are currently borne by dealers. He said Volkswagen has recently gotten rid of its dealerships because they were undercapitalized and couldn’t compete with privately-owned dealerships.

When asked about the effect recalls are having on dealers, McConnell said that the dealers he knows look at recalls as an opportunity to interact and reconnect with customers. Most recalls are over relatively minor things.

The OEMs pay for them and dealers can really build a positive relationship with the customer if they perform their duties right.

# GM Engineers Dress Up Chevrolet Volt, While Hiding It

The styling of the next-generation Chevrolet Volt is one of the automotive world’s best-kept secrets, said GM spokesperson Michelle Malcho.

Keeping customers and media eager to see the successor to the groundbreaking original at bay until the new Volt debuts at the North American International Auto Show in Detroit in January is tricky business, she said.

First, it’s engineers, not designers, who are charged with creating camouflage that balances styling secrecy with the need to validate the Volt and its systems in public, Malcho said.

“If it were up to me, it would be a shoebox driving down the road,” said Lionel Perkins, GM camouflage engineer.

“The design team wants us to cover more of the vehicle and the engineering team needs to have enough of the vehicle’s weight and aero exposed so that the tests in the development process are consistent with the product that will come to market.”

The engineers responsible for the “cool” designs covering the car might deserve style points, but their efforts are intended strictly to hide the metal beneath, Perkins said.

Some of the tricks of the trade:

- Black-and-white patterns – This different type of color scheme creates a shadow that

hides vehicle design elements;

- 3D – Layered camouflage throws off onlookers, but has to be applied without interrupting airflow around the car;

- Swirls – In the old days of car camouflage, the design relied mainly on a grid pattern. But over the years, engineers discovered that grids are difficult to realign if a piece is removed to make a change to the car. Swirl

patterns better hide such developments;

- Bubble wrap – Camouflage can be made from many different materials, including plastics, vinyl and foam. Good old bubble wrap is a lightweight, easily attachable three-dimensional material used to confuse prying eyes.

The camouflage package on the next-generation Volt was

started six months in advance of early development, Perkins said. Every vehicle is different and tricks are constantly updated to keep spy photographers and the curious guessing.

“Each car is unique. We are like a dressmaker, and the car is our model,” said Perkins. “No two models are the same. We need to make the right dress that fits the body we are dealing with.”



Volt engineer Andrew Farah with camo version of upcoming Volt

## GM, Allies Gear Up to Fight Battle Against Breast Cancer

For the fourth consecutive October, Chevrolet and General Motors’ employees, dealers and customers are uniting to battle breast cancer.

Officials hope to exceed the \$1.1 million raised by the American Cancer Society (ACS) in 2013 through Chevrolet’s nationwide grassroots support for the society’s Making Strides Against Breast Cancer walks and other activities, said GM spokesperson Cristi Vazquez.

Events include nationwide employee and dealership-sponsored fund-raising walks, including a major walk in downtown Detroit on Oct. 11; a specially themed pink Chevrolet SS that is pacing caution laps at three NASCAR Sprint Cup Series weekends, and test-drive donations at Chevrolet dealers throughout October.

To recognize breast cancer patients and survivors, the towers of GM’s Renaissance Center global headquarters in Detroit will glow in bands of pink during October, which is Breast Cancer Awareness Month, Vazquez said.

Although early detection and improved treatments are saving lives, breast cancer is the most common cancer among Ameri-

can women, except for skin cancers.

About one in eight women in the U.S. – or 12 percent – will develop invasive breast cancer during their lifetime. An estimated 40,000 women and 430 men will die from breast cancer this year, according to the ACS.

“When a friend or loved one is diagnosed with breast cancer, we tend to ask, ‘What can I do?’” said Paul Edwards, U.S. vice president, Chevrolet Marketing, who is leading Chevrolet’s activities this year.

“Getting involved in a walk or making a donation is something we all can do to make a difference.”

Funds raised help the American Cancer Society pay for ongoing research, wellness and breast cancer awareness education, and support for breast cancer patients and their families. Since 2011, Chevrolet has helped the ACS raise more than \$3 million.

“The money we raise and the

support we receive from Chevrolet nationwide helps us save more lives from breast cancer faster and supports our mission to create a world with less breast cancer and more birthdays,” said Jill Elder, vice president of distinguished and corporate partners for the American Cancer Society.

Here are the Chevrolet-sponsored activities planned in October in support of Making Strides Against Breast Cancer:

- Chevrolet test drives – Chevrolet will donate \$10 for every customer who test drives a Chevrolet at a dealership this month, up to \$130,000.

- Team Chevy motorsports – Chevrolet is donating \$250 for each caution lap that the pink Chevrolet SS Pace Car leads in three NASCAR Sprint Cup Series race weekends. The program began in August in Atlanta and continues at Talladega Oct. 19 and Martinsville Oct. 26.

Chevrolet will also sponsor at-track survivor events, including

special driver appearances, Chevrolet SS pace car rides and more. During the past three years, Chevrolet’s at-track campaign has generated more than \$80,000.

- Chevrolet and GM employee walks – All month, General Motors facilities, plants and warehouses across the country will participate in fund-raising walks.

A major walk is 9 a.m. (registration at 8 a.m.) Oct. 11 at 2000 Brush in downtown Detroit, steps from Chevrolet headquarters and hosted by Edwards.

- Chevrolet dealership walks – Hundreds of dealerships are sponsoring teams in community walks throughout October. Those interested in participating in a Making Strides for Breast Cancer walk in their community can visit makingstrideswalk.org.

- Apparel sales: Cruisin’ Sports is contributing 10 percent of its sales from items supporting Making Strides to the American Cancer Society.

## Orion Assembly Part of Trend to Aid Environment

CONTINUED FROM PAGE 1

help youth better understand their impact on local watersheds.

- Four plants feature natural habitat certified by the Wildlife Habitat Council, developed to enhance and protect wildlife and educate communities.

- Two plants are landfill-free, recycling, reusing or converting to energy all waste from daily operations.

“We are a part of every community in which we do business, and with that comes a responsibility to improve the environment we all share,” said David Tulauskas, GM director of sustainability.

“We’ve made great progress toward reducing our environmental footprint at these facilities.”

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Dodge TV commercial depicts a fictional celebratory party held by the Dodge brothers in the early 1900s.

## Ad Campaign Tells of Dodge Boys' Dream

Dodge's new advertising campaign for the 2015 Challenger goes back to the beginning – of the Dodge Brothers Motor Car Company.

A century after John and Horace Dodge created their car company, the brothers' spirit lives on in a new advertising campaign launched earlier this month with television spots for the 2015 Challenger.

The cinematic "Ballroom – They Dreamed Big" debuted Oct. 4, and is the first ad in a series that captures the spirit and passion John and Horace Dodge had for making great cars and how their vision for the future is still very much what drives the Dodge brand today, said Dodge spokesperson Eileen Wunderlich.

The campaign imagines that the Dodge brothers would be very proud of the new 2015 Challenger and upcoming 2015 Dodge muscle cars.

Additional television, print and digital ads launch later this year for the 2015 Dodge Charger and 2015 Dodge SRT Hellcats and Viper.

"Dodge has a very specific DNA, a bloodline that traces back to the Dodge brothers' passion for making great cars," said Olivier Francois, Chrysler's chief marketing officer.

"The new campaign captures the spirit of innovation and enthusiasm the Dodge brothers had when they founded the brand 100 years ago. Everything Dodge does today honors John and Horace Dodge's legacy. Their spirit lives on through this campaign and the Dodge vehicles of today."

## Local Man Gives Money to WSU

The College of Engineering at Wayne State University has received a \$25 million gift from alumnus James A. Anderson (BSCE '66, MSCE '70) and his wife, Patricia, to bolster the entrepreneurial efforts of engineering and computer science faculty and students and drive Detroit's economic renewal.

This will establish the James and Patricia Anderson Engineering Ventures Institute to foster a culture of entrepreneurship by offering guidance and resources for faculty and students during the startup process, said school spokesperson Rasheda Williams.

Embedded within the College of Engineering, the institute will encourage faculty to envision commercial applications for new technology, secure patents and establish new companies. It will also provide mentors to aspiring student entrepreneurs and teach best practices in research innovation and technology transfer.

The ad, "Ballroom – They Dreamed Big," tells an imaginary tale of John (actor Tyler Bryan) and Horace (actor Joe Coffery) Dodge celebrating their success with friends 100 years ago.

The voiceover says, "As boys, the Dodge brothers made their own bicycles – John went on to hold office, Horace supported the orchestra.

"They raced yachts. Their lives were big, but their dreams were even bigger. One hundred years later, this is how their spirit lives on."

The spot ends with a shot of the new 2015 Dodge Challenger next to two 1915 Dodge Touring cars and closes with, "The New 2015 Dodge Challenger" and "Their Spirit Lives On."

During the ad, a raucous party is going on with women in flappers and men in white-ties-and-tails doing things like swinging from the chandeliers.

"Ballroom – They Dreamed Big" was created for broadcast, digital and mobile uses. The 30-second spot debuted on CBS college football games.

It also ran Sunday, Oct. 5, on FOX, NBC and CBS professional football game broadcasts and continue airing in October on late night, primetime, sports and cable programs. The spot can be seen on Dodge's YouTube channel, [www.youtube.com/dodge](http://www.youtube.com/dodge).

The commercial depicts, among other things, flappers of the 1920s enjoying the party despite the fact that both Dodge brothers died during the influen-

za epidemic of 1920 and were not around during the flapper era.

In an email, representatives of Dodge advertising wrote, "This is an imaginary tale of 'The Legends of the Dodge Brothers' and we are not depicting an actual party that took place. The whole premise of the spot is that the Dodge brothers dreamed big. We do have a 2015 Challenger at the party, which also didn't exist when the Dodge Brothers were alive."

The fully integrated campaign includes full-page and spread print ads. The first ads show the 2015 Dodge Challenger with the headline, "They may be gone, but they left us the keys."

The ads will run in enthusiast, lifestyle and general market magazines and newspapers.

## Wrangler to Leave Toledo With Aluminum Body?

TOLEDO, Ohio (AP) – Ohio's governor and the mayor of the state's fourth-largest city talked with the head of Chrysler over the weekend of Oct. 4 about the future of the Toledo-built Jeep Wrangler, just days after the automaker indicated production could be moved when a new model comes out.

Chrysler CEO Sergio Marchionne said in early October that reconfiguring and keeping the Wrangler assembly line in Toledo may be too costly if the new design includes an aluminum body.

The suggestion that the Jeep could be made somewhere else within three years is causing anxiety in the city where the vehicles first began rolling off the assembly line during World War II.

The plant that produces the Wrangler along with the Cherokee has one of the largest workforces in northwest Ohio, employing more than 4,000.

Marchionne told *Automotive News* at the Paris Car Show in early October that a different vehicle could be built in Toledo if Wrangler production is moved. The automaker still has a commitment to the city and the state, he said.

"I don't have a doubt that there will be zero impact on head count and employment levels and anything else," said Marchionne, who made a pledge last

January that the Wrangler would not be built outside of Toledo as long as he was the CEO.

Ohio Gov. John Kasich and Toledo Mayor D. Michael Collins spoke with Marchionne during a conference call last week.

A statement from the mayor's office said no commitments were made, but both sides have agreed to keep talking. Collins and Kasich said they're hoping to arrange a sit-down meeting soon with Marchionne.

"The purpose of this meeting will be for the city and its partners to better understand the specific challenges facing Chrysler and develop resolutions to overcome those obstacles," said Stacy Weber, the mayor's spokeswoman.

Kasich spokesman Rob Nichols said the governor agrees with the mayor on the importance of keeping Jeep in Toledo.

"One of the biggest reasons for their success to date is because of the world-class workforce in Toledo, and that would be an asset that would be very difficult to give up," Nichols said.

Chrysler is considering building the Wrangler with a lightweight aluminum body to meet the federal government's goal of nearly doubling average fuel economy to 45 mpg by 2025.

The assembly plant in Toledo is one of the busiest in North America.

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# Ford, UAW Launch Educational Program

Ford Motor Company Fund is joining with the UAW to donate \$200,000 to support arts, music and athletics in Detroit Public Schools.

The donation is part of more than \$1 million in new scholarships, grants and career outreach programs that Ford's philanthropic arm is launching this month to further its commitment to education.

The Detroit funds are a continuation of a program started last year to enhance the educational experience of interested students in grades K-8, said Ford spokesperson Todd Nissen.

Ford and the UAW Ford National Program Center announced the donation Oct. 7 at the Ford STEAM (Science, Technology, Engineering, Arts, Math) Conference, a first-ever community collaboration to provide 165 Detroit

middle school students with insight into the top career pathways that will sustain the economic revitalization of southeast Michigan.

"Education is the cornerstone of a brighter future and has been a central part of Ford's community involvement since our company was founded," said Jim Vella, president of the Ford Motor Company Fund. "We are taking that commitment to a new level with a comprehensive range of innovative programs that serve a variety of needs."

The STEAM #fordsteamlab event featured representatives from several groups contributing their expertise to provide middle school students with a wide range of career options, work paths and guidance.

They included NHRA driver Nicole Lyons, Usher's New Look

Foundation, Code.org, #yeswe-code, Rock and Roll Academy, Tech Town, Pony Ride, as well as representatives from University of Michigan Dearborn and the Detroit Lions.

Additional Ford Fund programs range from promoting student access to arts programs in high school, to grants that empower college students in the United States, China and Brazil to build more sustainable communities, Nissen said.

The Dearborn automaker also is expanding programs aimed at improving high school graduation rates, helping teachers prepare students for real-world jobs and assisting middle school students discover career options.

In addition to the Detroit Public Schools support, the scholarships and programs launching are:

- Ford College Community Challenge Grants: Ford is awarding grants worth \$280,000 to 16 projects at 15 colleges and universities that support sustainable student-led projects addressing urgent community needs. Winning projects, which were announced last week, address the theme of the Challenge – "Building Sustainable Communities" – in an innovative way.

The annual program is being expanded globally for the first time to include communities in China and Brazil.

The Ford C3 program has awarded more than \$2 million in sustainable community grants since 2008.

- Ford Driving Dreams Tour: Designed to motivate students to complete high school on time and pursue higher education, the tour launched in Chicago last week during National Hispanic Heritage Month, where it will provide a total of \$105,000 in scholarships and grants, assisting



NHRA driver Nicole Lyons, center, talks to students about engineering.

more than 3,800 students at seven Chicago-area high schools with significant Latino student populations.

Ford Driving Dreams has provided nearly \$400,000 in direct educational resources, reaching nearly 25,000 students since 2012.

- Ford Historically Black College & Universities Community Challenge: The annual program works with historic black colleges and universities to fund innovative projects that are focused on building sustainable

communities. The program, which is taking applications now, will award \$100,000 to support five grants.

- Next Generation Learning Externships: Ford Motor Company and the United Auto Workers are collaborating on a program that brings high school teachers into the auto industry so teachers can better instruct students on real-world work scenarios.

Ford Motor Company Fund invests more than \$8 million a year, said Nissen, in scholarships and other education initiatives.

## Ford Stock Down as Forecast Shows Expected Reduction in Annual Profits

DEARBORN, Mich. (AP) – Ford shares tumbled last week after the automaker said it will fall short of its full-year profit goals.

At a conference for investors, the Dearborn, Mich.-based automaker said it expects a pretax profit of around \$6 billion this year, down from the \$7 billion to \$8 billion it previously forecast.

Chief Financial Officer Bob Shanks said record profits in North America aren't enough to

offset trouble in South America, where Ford expects to lose \$1 billion this year, and Russia, where falling sales and the rapid deterioration of the ruble took the company by surprise.

Warranty costs – including a \$500 million charge for last week's recall of 850,000 vehicles for defective air bags – are also higher than expected.

"We know this year is going to be short of plan, but we also have to keep an eye on the future," Shanks said.

Shanks said Ford expects a pretax profit of \$8.5 billion to \$9.5 billion in 2015, based partly upon an expected recovery in South America and improvement in warranty costs.

The company also plans fewer vehicle introductions in 2015, which will cut costs. Ford is introducing 23 vehicles worldwide this year; next year, it plans to introduce 16.

Longer term, the company said it expects to grow global sales by as much as 55 percent by 2020, to 9.4 million cars and trucks. That's partly based on expected strong growth in Asia, where Ford is opening five plants over the next year.

As recently as July, Ford said it was on track to make a profit in Europe in 2015. Ford hasn't made a full-year profit in the region since 2010.

Investors' hopes grew when Ford earned \$14 million in Europe in the second quarter of this year. But the company now said it expects a pretax loss of \$1.2 billion in Europe in 2014 and a loss of \$250 million in 2015. Ford expects to lose \$300 million in Russia alone.

## Canyon/Colorado Plant Heats Up

WENTZVILLE, Mo. (AP) – The GM plant in Wentzville is celebrating a major milestone: The first of the new mid-sized pickup trucks are going to dealerships.

UAW leaders and others were on hand Oct. 8 for the rollout of the Wentzville-made GMC Canyon and Chevrolet Colorado trucks. GM says representatives from more than 125 dealers were at the plant to take delivery of their first orders. Advance sales have been strong, and GM is adding workers around March to staff a third shift at its plant in Wentzville. The factory already employs 2,600 people.

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## Hagan Captures Maple Grove Title In NHRA Victory

Matt Hagan drove his Don Schumacher Racing Dodge Charger R/T to a memorable title win at the 30th annual National Hot Rod Association (NHRA) Nationals at Reading, Pa.'s Maple Grove Raceway, as well as the points lead in the "Countdown to the Championship" with just two national events left in the six-event playoff series.

The title win was Hagan's first at Reading, a second in the playoffs, his third of the season and the lucky number 13th of his career as evidenced by turning the win lights on while crossing the finish line in a fireball.

"It is just a wild way to win," said Hagan, who took a 36-point lead over 16-time NHRA Champion John Force with the title victory.

"That's probably the wildest way I've ever won out here on the NHRA circuit. Getting the points lead is huge but we showed up here to win a race. The points lead can change but these Wally [trophies] don't, so we did what we set out to do this morning and that was turn on four win lights."

"Congratulations to Matt Hagan from everyone at Mopar on another big win and the points lead in the Countdown," said Pietro Gorlier, president of Mopar. "What a great way to show everyone that the 50-year legacy of the HEMI continues to live on by winning playoff races and making Mopar a serious contender for this year's NHRA championship once again."

Hagan began his race day assault with a 4.035-second elapsed time pass at 319.37 miles per hour with a solo run on his first lap after Tony Pedregon couldn't get his car started. Mopar's drivers will now have three weeks to prepare for the final two national events in the NHRA "Countdown to the Championship."

## Chrysler SRT Racing Program Discontinued

Chrysler is discontinuing the factory-backed SRT (Street and Racing Technology) Motorsports racing program in IMSA (International Motor Sports Association) with the conclusion of the 2014 season. This decision affects participation in the IMSA TUDOR United SportsCar Championship with the Dodge Viper SRT GTS-R GTLM-class team. Dodge will redirect its focus and efforts on its product lineup, said Dodge spokesperson Dan Reid.

"Our company has made a business decision to discontinue the SRT Motorsports Dodge Viper GTS-R racing program," said Ralph Gilles, senior vice president of Chrysler's Product Design. "We are very proud of the amazing achievements our fantastic teams, drivers and partners have achieved on track the last few seasons. We thank them for their hard work, effort and commitment to SRT Motorsports. It's been an honor to be a part of the inaugural IMSA TUDOR United SportsCar Championship season and we wish them every success in the future."

The Dodge Viper SRT GTS-R 2014 racing season concluded Oct. 4 at the Petit Le Mans. The two-car SRT Motorsports team won both team and driver (Kuno Wittmer) titles in the inaugural IMSA TUDOR United SportsCar Championship GTLM-class. SRT Motorsports won two of three championships contested in the class and finished second in the GTLM manufacturer championship in just its second full year of the program.

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27 Mo 1 PAY LEASE **\$2886** \*\*

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## Harlow Named Head of NAFTA Manufacturing

Harlow replaces Mauro Pino who was named Head of Manufacturing for Latin America.

The 3.0-liter EcoDiesel engine

With the 2013 model year, the Ram 1500 benefitted from a number of weight-saving fea-

Underneath the hood, the combination of the new Pentastar V6 engine and new TorqueFlite 8

Regular Cab models of the 2015 Ram 1500 are built at the Saltillo Truck Assembly Plant in Saltillo, Mexico.

## 'Worst Seems Over,' Say European Automakers

After a solid start to the year, however, Germany, France and Italy – Europe's largest markets – all registered monthly declines in August. Renault, GM and Fiat were most affected among the big car groups, with PSA Peugeot Citroën boss Carlos Tavares calling the recovery "fragile."

The cars are built largely on car underpinnings so they maneuver like a car while getting gas mileage that's almost as good, and customers like the visibility provided by the high seating position.

Honda is due to show its all-new HR-V while Toyota brings its new C-HR concept and Fiat unveils its 500X crossover, all of which will aim to take on stylish rivals like the Peugeot 2008 and the Nissan Juke.

## Big Three's Arm For Research Seeks Partners

producing its technology target for commercialization by 2020 for the following applications: electric vehicle (EV) cells and/or systems; 12-volt start-stop vehicles; plug-in hybrid electric vehicles (PHEV); and emerging 48-volt mild-hybrid electric vehicles (HEVs).

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# Most Owners Neglect GM's Ignition Switch Recall Notice

By TOM KRISHER  
AP Auto Writer

DETROIT (AP) – Eight months after General Motors began recalling more than 2 million cars because of a deadly ignition-switch defect, less than half the owners have gotten their vehicles fixed.

At first, the problem was a shortage of parts. But now the problem is people.

Despite the heavy publicity surrounding the scandal, many drivers evidently haven't heard of the recall or haven't grasped how serious the defect is because it hasn't given them any trouble.

As a result, GM has been forced to go beyond the usual ominous-sounding recall letters.

It has sent out Facebook messages and made phone calls to owners of the cars, mainly Chevrolet Cobalts and Saturn Ions. CEO Mary Barra has even sent a personal letter urging people to get the switches replaced.

"In some cases we've gone to the owners' home and gotten the vehicle, gave them a loaner, and are working to fix it," Barra said last week.

GM announced in February and March that it was recalling the cars after taking more than a decade to disclose the defect, now linked to at least two dozen deaths.

The switches can slip out of the run position, causing the engine to shut off. That can knock out power-assisted steering and disable the air bags.

Despite recall letters that bluntly warn that the defect can lead to injury and even death – and despite five congressional hearings and thousands of news stories about the furor – only about 1.16 million of the 2.36 million affected vehicles still on the road have been brought in for repairs.

One of the unrepaired cars belongs to Kim Atkins, a media relations specialist in Austin, Texas, who received recall notices in April and June for her 2007 Cobalt. Busy with moving back to her hometown from college and starting a new job, she ignored them both.

"I didn't think it was very serious just from the wording on the recall notice," said Atkins, 24. "I'm sure that it was important. I didn't get a sense of what the actual issue was, just neglected to do it."

Atkins said her fiancé is mad at her for dallying. Now, she has made an appointment to bring her car into the shop this week. She has also removed everything

from her keychain as instructed by GM.

Because the recalled cars are no longer produced, parts supplier Delphi Automotive had to bring machinery out of mothballs to start cranking out replacement switches.

Repairs finally began in April when the replacement switches started to arrive at dealers. Just recently, GM announced that Delphi had made enough to fix all the cars.

Barra said the challenge now is to find those people who "have still not called the dealership and said, 'Hey, let's get my car scheduled.'"

GM's extraordinary efforts to reach people were part of an agreement that ended a federal investigation into why the automaker failed to promptly disclose the switch problem.

It's not unusual for some car owners to ignore recall notices. The average completion rate – one-and-a-half years after a recall begins – is 75 percent, according to federal safety regulators. But few recalls are as serious as this one.

Kenneth Feinberg, the lawyer handling compensation claims for GM, last week raised the number of deaths attributed to the defect to 24. That toll is likely to rise as he handles more cases.

Among the 24 is Virginia law student Lara Gass, 27, who died in March when her 2006 Saturn Ion rear-ended a tractor-trailer and caught fire on Interstate 81 while she was on her way to work as a law clerk for a federal judge.

Witnesses told her family's lawyer, Bob Hilliard, that the air bags did not inflate, an indication of a defective switch.

At the time of the crash, GM had announced the recall and was sending warning letters. But the parts weren't yet available.

Hilliard didn't know if Lara had removed everything from her keychain. Her family recently accepted a settlement from Feinberg for an undisclosed amount.

About one-third of those who haven't had the repairs done are people with children, while one-fifth are young people without children, GM spokesman Terry Rhadigan said.

Usually those people who don't get their cars repaired are the ones who haven't seen any symptoms, said John O'Dell, senior editor for the Edmunds.com automotive website.

"People just don't want to be bothered," O'Dell said. "They don't see this as a problem. It's not happening to me." Then they just forget about it."

## Cadillac Teams with American Airlines To Provide Customer 'AAdvantages'

American Airlines and Cadillac have formed a partnership to offer a broad series of exclusive benefits to travelers, ranging from luxury, on-site airport transfers to AAdvantage miles earning opportunities.

American and Cadillac currently offer a luxury airport transfer program at Los Angeles International Airport.

This program identifies ConciergeKey members with tight transfer times and escorts them to their next gate of departure in a Cadillac CTS, SRX or Escalade.

By the end of this year, American plans to roll out this program to Dallas/Fort Worth International Airport, New York's LaGuardia Airport and John F. Kennedy International Airport, pending local approvals.

"American and Cadillac are two iconic American brands, both in the process of redefining

the contemporary American luxury experience," said Suzanne Rubin, president, AAdvantage Loyalty Program.

"This is just the beginning of the opportunities we see with our partnership with Cadillac, and we are thrilled to be able to offer these benefits to our customers."

The partnership contains benefits for all AAdvantage members, Acosta said.

Later this month, customers can earn AAdvantage miles in exchange for test driving a new Cadillac.

Members can earn 7,500 AAdvantage miles when they call a service desk and register a time to test drive a Cadillac at a nearby dealership.

"Traveling in style is a shared interest of premium customers the world over," said Uwe Ellinghaus, Cadillac's chief marketing officer.

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FWD

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\*GM Employee Pricing Plus Tax, Title, Lic. and Doc. No Security Deposit Required. Total due at lease signing 2015 Yukon SLE \$2,905, 2015 Endave FWD \$2,738, 2014 Verano S350, 2014 Lacrosse Base-15B \$1,775, 2015 Acadia FWD SLE-1 \$1,617, 2014 Sierra 1500 Double Cab \$1,975, 2014 Encore \$1,936, 2014 Terrain \$921, 2014 Buick Regal \$1,713. \*Loyalty Rebate Must Have Lease on 99 or Newer GMC/Buick in Household. \*DBK = Dealer Bonus Certs. While Supplies Last \*\*Pull ahead program offer is a private offer program. Not everyone will qualify. If eligible, may waive 3 payments or up to \$2,000. Programs subject to change. Photos may not represent actual vehicle. Price is subject to change without notice. See dealer for details. Expires 10/31/14.



# Engineers Were Diving from Cars When GM's Milford Proving Ground Opened in 1924

CONTINUED FROM PAGE 1

In 1964, then-site director Louis Lundstrom noted that the Proving Ground started out with 1,125 acres of land and seven miles of road. Its largest building had 12,000 square feet of floor area.

By 1964, the facility was up to 4,011 acres of land and had 40 buildings.

"Add to this," Lundstrom wrote, "the 2,554-acre Desert Proving Ground in Mesa, Ariz., with its 20 buildings, 87,381 square feet of floor area and 17 miles of road. This facility began operation in 1953; operations at the old Phoenix Lab started in 1937."

Now, Ecclestone said, the Milford Proving Ground has 140 buildings on its 4,000 acres and the Desert Proving Ground moved to an old military base in Yuma, Ariz., about a decade ago.

Ecclestone said that GM also has a cold-weather proving ground in Kapuskasing in northern Ontario, near Hudson Bay.

The site opened up in 1973 with engineers working with vehicles from local dealerships to test specific components and systems. It has grown into a much more sophisticated operation designed to make sure that GM's vehicles work in cold weather.

"GM was the first to build a proving ground (which was in Milford)," Ecclestone said. "Now it has winding roads that duplicate the conditions of roads all around Michigan."

"It has topographical features that match what people drive on, including graded hills."

"That's important – that our cars be tested on roads that actually match what our customers drive on."

While computers are commonplace today, the proving ground didn't get its first computer until 1958, and it was under the control of the Noise and Vibrations Laboratory, Lundstrom wrote. In 1961, the proving ground got two more computers.

Ecclestone said GM has always tried to have state-of-the-art equipment at the site.

GM has provided customers



This "brand new" Chevrolet Landau gets a test drive at Milford in 1928.

with many industry-firsts using the Milford Proving Ground to test the developments.

Some examples:

- Patent-pending child restraint seat cushion extension feature: A segment safety first, the 2015 Chevrolet Colorado and GMC Canyon jumpseat headrest can be removed from the back of the seat and inserted into the base to give the child seat more area to sit on.

- Belt assurance system: The industry-first – that keeps drivers from shifting from "park" if not buckled up – will be launching in Q4 of 2014 on a limited group of fleet vehicles.

- Front-center air bag: GM was the first manufacturer to introduce the feature in 2013 on all full-size crossovers. It will also be on the new 2015 full-size utilities.

- Rollover test facility: GM was the first North American auto manufacturer to build a rollover test facility, which opened in 2006.

- Test dummies: In the early 1980s, GM's safety team developed several specialized dummies, including the Hybrid III, that since have become the universal standard for frontal crash testing and remain so today across the globe.

Milford proved to be a successful concept and GM's Millbrook site in England was constructed in the 1960s by the GM subsidiary Vauxhall. The two-mile, five-lane high-speed track came into use in 1969, and construction of other sections con-

tinued into the early 1970s.

Due to the geographical needs of a full testing center, including both hills and flat land, the traditional choice of a former RAF airfield was ruled out and many sites around the UK were surveyed before the location at Millbrook was decided upon, especially due to having the benefit of being close to Vauxhall's production site at Luton.

Construction began in 1968 and once opened acted as the testing site for many European GM models from, among others, the Vauxhall and Bedford companies.

In 1988, the site was transferred to a new company, Millbrook Proving Ground Limited, as part of Group Lotus and began to offer its facilities to non-GM companies as well.

With the sale of Lotus in 1993, Millbrook was transferred to GM Holdings UK Limited as an independently managed company and began to diversify into all aspects of vehicle testing, including emissions control.

## Local Auto Analyst Predicts Lower GM Profits Than the Company Says

DETROIT (AP) – Shares of General Motors Co. slid as much as 5 percent in midday trading Oct. 7 after an analyst cut his earnings estimates and stock price target.

GM has the same problems as rival Ford, which warned last week that it would fall short of full-year profit goals due to warranty and recall costs, foreign exchange differences and economic troubles in Russia and South America, Morgan Stanley analyst Adam Jonas wrote in a note to investors.

"We believe many elements from Ford's recent profit warning are applicable to GM's outlook through 2015 and beyond," Jonas wrote.

"They didn't warn, so we're doing it for them."

Jonas cut his one-year GM stock price target to \$27 from \$29, and he cut annual earnings estimates for 2015 through 2017 by 9 percent to 24 percent.

GM shares have dropped 21 percent so far this year and are below the \$33 initial public offering price from November of 2010. GM has been mired in an ignition switch recall crisis much of the year.

The switches in older-model small cars have caused crashes leading to at least 24 deaths, according to findings by GM's

compensation expert Kenneth Feinberg.

Jonas sliced his 2014 earnings estimate by 3 cents to \$2.76 per share.

But he knocked 9 percent off next year's estimate to \$3.62 per share, 11 percent off his 2016 estimate to \$3.57 per share and 24 percent off his 2017 estimate to \$2.86 per share.

He wrote that the U.S. auto cycle is peaking, and GM's market share isn't improving enough given its strong new product offerings.

GM's strategy of consolidating its number of vehicle architectures from 22 in 2010 to four by 2025 is the correct choice, but will require a sacrifice of short-term profitability, Jonas wrote.

Auto companies save millions, if not billions, of dollars by building many vehicles off a single architecture.

Jonas conceded that his earnings estimates are well below the consensus of other analysts – 20 percent below in 2015 and 16 percent lower in 2016.

GM spokesman Jim Cain disputed Jonas' conclusions.

"We have a clear purpose, a good plan."

"We're confident and we're focused on execution," he said in a statement.

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# Chrysler Recalls 45,000-Plus Cars, Vans

Chrysler is recalling more than 45,000 vehicles for software, head restraint and seat sensor issues:

An estimated 22,115 small cargo vans need upgraded software that controls certain airbags. An estimated 21,470 full-size vans need head restraint replacement. An estimated 1,912 cars need improvement of a seat-sensor function.

In the case of the small cargo vans, Chrysler officials say specific vehicle configurations may adversely affect sensors that control side-curtain and/or thorax airbags, causing inadvertent deployment.

These configurations, designed to accommodate cargo, involve the exclusion of rear-audio and climate-control components adjacent to the sensors. The resulting gaps can generate a resonance, exaggerated by loaded roof racks and rough-road inputs, which may disrupt normal sensor operation.

This condition is resolved by the software upgrade. Availability is imminent.

Affected are an estimated 18,245 model-year 2013-15 Ram

C/V Tradesman vehicles in the U.S. and 3,870 in Canada. Owners, most of whom are fleet customers, will be contacted by Chrysler and advised when they may schedule service.

Chrysler is also recalling an estimated 21,470 full-size vans to replace their head restraints.

The vehicles were assembled

with head restraints that may exceed the allowable gap between an occupant's head and the restraint.

Affected are model-year 2014 Ram ProMaster vans. Chrysler is expediting acquisition of replacement parts, said Chrysler spokesman Eric Mayne. An estimated 18,951 are in the U.S. and 2,519 are in Canada.

Owners are expected to be notified next month and advised when they may schedule service.

The seat-sensor function issue was discovered when investigators found that airbags on some vehicles may deploy less vigorously than intended because the sensor may determine a seat is positioned closer than it is.

Chrysler's service technicians will install a shim designed to afford the sensor an accurate seat-position reading.

Affected are model-year 2013-14 SRT Vipers. An estimated 1,624 are in the U.S.

Chrysler is unaware of any related injuries or accidents in any of these three issues, said company spokesperson Eric Mayne.

The cost of each fix will be covered by the company.

## Lincoln Electric Holdings Buys Local Supplier

Lincoln Electric Holdings, Inc. has acquired Easom Automation Systems, Inc. of Sterling Heights, a privately-held manufacturer of automation and positioning solutions for automotive OEMs.

"Our investment in Easom advances our leadership position in automated welding and cutting," said Christopher L. Mapes, Lincoln CEO. "Easom is a strong partner for us as our complementary strengths create a compelling offering for our customers and accelerates our market presence in attractive applications."

# NHTSA Looking into Toyota Unintended Acceleration

DETROIT (AP) – A U.S. safety agency is looking into a car owner's allegations that older Toyota Corollas can accelerate unexpectedly at low speeds and cause crashes, reviving a problem that appeared to be in the automaker's past.

The inquiry by the National Highway Traffic Safety Administration covers about 1.69 million Corolla compact cars from the 2006 to 2010 model years. The agency said in documents posted last week on its website that the inquiry will determine whether a formal investigation is needed.

There have been at least 141 complaints filed with NHTSA about unintended acceleration in Corollas, reminiscent of 2009 and 2010, when Toyota and its Lexus luxury brand vehicles were plagued by complaints of unwanted acceleration as well as investigations and recalls.

Back then, Toyota blamed the problems on drivers hitting the gas instead of the brake, floor mats that could trap the gas pedal, and sticky gas pedals that could cause unwanted acceleration.

In the petition released last week, electronics engineer Bob Ruginis of Bristol, R.I., said a 2010 Corolla driven by his wife Kathy surged at low speeds several times, and a dealer couldn't find the cause. The car already had been repaired under sticky-gas-pedal and floor-mat recalls, he said.

On June 8, the Corolla surged as Kathy Ruginis was making a slow right turn into a parking space on High Street in Bristol, and it crashed into an unoccupied Jeep, Bob Ruginis said in an interview. The brakes, he said, failed to stop the car in time to prevent a crash. No one was hurt.

Bob Ruginis, who specializes in consumer electronics, provided a report from the car's event-data recorder showing that the gas pedal was in the idle position starting 4.8 seconds before the crash. It rose to slightly above idle at 2.8 seconds before impact, but returned to idle a second later and stayed there until the crash. The Corolla's speed, though, was 3.7 mph until 0.8 seconds before the crash, when it rose to 5 mph. It was 7.5 mph at impact.

Revolutions per minute stayed constant at 800 until doubling at the time of the impact, the report

said. And Kathy Ruginis' foot was off the brake until the moment of impact, which her husband says is consistent with a driver slowly entering a parking space and being caught off-guard by acceleration.

"She told me that the car started going, she hit the brake and it kept accelerating," he said, adding that a passenger in the car whom he declined to identify saw Kathy's foot on the brake at the time of the crash.

Now, Ruginis says he's stuck with a car that his wife won't drive and his conscience won't let him sell.

"Maybe I can help prevent an accident, to get people to look at it, to get Toyota to invest the time and money to figure out what's wrong and make a change," he said.

Toyota said in a statement that it is cooperating with the NHTSA investigation, but declined comment on Ruginis' allegations.

Last year, the company paid a record \$1.2 billion to settle a U.S. Justice Department investigation. Toyota admitted that it hid information about defects that caused vehicles to accelerate unexpectedly, causing injuries and deaths.

Eventually, Toyota recalled more than 10 million vehicles to fix sticky pedals, ill-fitting floor mats and faulty brakes. From 2010 through 2012, it paid more than \$66 million in fines for delays in reporting safety problems. Investigations by NHTSA and NASA found no electronic cause of high-speed unintended acceleration in Toyotas.

Ruginis also complained to David Kelley, a former U.S. attorney, who was appointed by the Justice Department to monitor Toyota's compliance with the settlement.

In a letter to Kelley, Ruginis contends that Toyota may have broken the settlement terms by making misleading statements and concealing information.

After NHTSA received Ruginis' Sept. 11 complaint, an investigator contacted him and said NHTSA wanted to lease his car for testing, but said that would have to wait for the agency's new budget year to start in a month or so.

NHTSA's documents say there have been only one crash and no injuries from the problem, but Ruginis said his analysis of complaints filed with the agency show 83 crashes and 34 injuries.

## NHTSA Investigating Complaints That Power Steering Fails in Midsize Fords

DETROIT (AP) – The U.S. government's auto safety regulator has opened an investigation into complaints that the power-assisted steering can suddenly fail on three Ford Motor Co. midsize car models.

The probe covers 938,000 Ford Fusion and Lincoln MKZ cars from the 2010 through 2012 model years, as well as the 2010 and 2011 Mercury Milan.

It includes gas-electric hybrid versions of the cars.

According to a class-action lawsuit filed in June about the matter, the problem could affect more Ford models, including the compact Focus.

The National Highway Traffic Safety Administration says it has received 508 complaints alleging that the midsize cars lost power-assisted steering, causing increased steering effort.

Four complaints say the problem caused crashes, but no injuries were reported.

Ford says it's cooperating with the investigation and that

anyone experiencing power steering problems with their vehicles should contact their dealer.

The agency says in documents posted last week on its website that in many cases, a warning message appeared as the failure happened.

Restarting the car corrected the problem in some cases, but the problem returned in others.

NHTSA says it will check the scope and frequency of a problem. It could seek a recall.

In one of the complaints filed with NHTSA, from August of 2013, a woman said she was driving her 2011 Fusion to work when she tried to turn right into a driveway and the power steering failed.

The woman said she nearly hit another vehicle that was leaving the business.

"Brakes were applied sharply and every bit of the 120-pound female driver's strength was needed to manually steer the vehicle into the parking lot," the complaint stated.

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