

## Chrysler's Warren Stamping Earns WCM Status

by Jim Stickford

Chrysler's Warren Stamping Plant has been awarded bronze status for its results in implementing World Class Manufacturing (WCM).

The plant becomes Chrysler Group's first stamping plant and the seventh North American facility to achieve bronze status.

Warren Stamping (WSP), which has been stamping sheet metal into vehicle body panels for 65 years, received the bronze designation just over four years after adopting the WCM operating system following a recent two-day audit, said Chrysler spokesperson Jodi Tinson.

Bronze is awarded after earning a minimum of 50 points in 10 technical and 10 managerial pillars by demonstrating clear WCM know-how and competence through employee-conducted pillar presentations and a review of projects that have been expanded across the shop floor. WSP earned a score of 51.

Plant manager Dominic Costanini said that the Warren facility has been inspected several times in the past.

"When Chrysler came out of bankruptcy, the concept of WCM was introduced to us," Costanini



Dominic Costanini, left, with project presenter Joe Bliss

said. "This is a deliberate method to make our operations more efficient. We started adopting the system and that culminated in our winning the bronze designation."

Costanini said that since 2009 the plant was inspected about

twice a year. Its first score was a 13 out of a possible 100.

"That showed we had a long way to go," Costanini said. "What we did was build on what the audits showed us so our score

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## GM's Parts Polishing Reduces Friction, Improves Durability

by Jim Stickford

Polished engine parts might bring to mind chromed pulleys or valve covers that add a touch of dazzle under the hood.

What these parts really show is GM's attention to detail that gives the drivers of its new line of pickup trucks an exceptional ride, said GM spokesperson Tom Read.

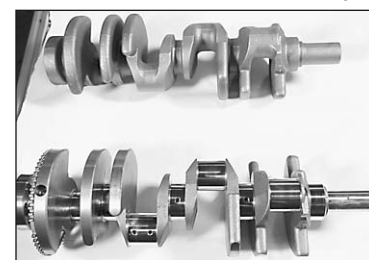
"All of GM's Gen 5 engines have this kind of polishing and they have since the beginning of the program," Read said.

"We bought all new production equipment for the Gen 5 engine because we care about the quality of the parts and the quality of our engines. I think this is something our customers want to know about and can appreciate.

"It's about not only the quality of the engine and powertrain, this is about taking the time and effort to make sure that the small details and smaller parts are done right, even down to the crankshaft."

The Gen 5 engines first came out with the model year 2014 Corvette and were later put in GM's pickups, Read said.

For the 5.3-liter V8 EcoTec3 engine, the shine on the crankshaft means using automated



Polished crankshafts

microfinishing and electronic measurement to get crank tolerances to the width of a human red blood cell, or within eight microns.

At one point in the process, after the crank already looks perfect to the human eye, a micropolishing operation applies 80-micron microfinishing tape to the part, rotating it back and forth until electronic measuring sensors sign off that the crank journals – which by this point look like steel mirrors – are within specification, Read said.

"At that point," he said, "a second step in the process applies an even finer polishing tape until all journals meet or exceed their design tolerances."

"There are good reasons behind this polishing," said

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## New Aluminum Ford F-150 a 'Showcase Of Innovation, Class-Leading Capability'

So it begins.

The first 2015 F-150 pickup – Ford's all-aluminum truck the industry has been talking about – rolled off the line at the Rouge Center in Dearborn Nov. 11.

This is a big deal, said Ford spokesperson Mike Levine, because the 2015 is "the toughest, smartest, most capable and most efficient F-150 ever."

Levine said interest in the new Ford F-150 has steadily grown since the truck was revealed in January at the 2014 North American International Auto Show.

More than 225,000 truck enthusiasts have submitted their contact information for updates about the vehicle, and more than 250,000 customers have built and priced their own unique version of the new F-150 online. The new model will be in showrooms next month.

"The all-new F-150 continues to advance my great-grandfather's vision of building vehicles we can be proud of and our customers can depend on," said Bill Ford, the Dearborn automaker's executive chairman.

Both the historic Ford Rouge Center and the new Ford F-150 are hallmarks of innovation, Ford said, adding that throughout the 20th and 21st centuries, Rouge has represented Henry Ford's vision for lean, flexible and sustainable manufacturing.

The 2015 F-150 – the first mass-produced truck in its class featuring a high-strength, military-grade, aluminum-alloy body and bed – stands for the future of trucks, Ford said, and brings the

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2015 Cadillac ATS Coupe

## Magazine Rates 'Best Buys' In Cars – Detroit Did Well

by Jim Stickford

Detroit's automakers came off well in the latest list of "Best Buys" put out by *Consumer Guide*, a magazine that has been rating automobiles since 1967.

Publisher Tom Appel said the big surprise this year was how well Lincoln did with the MKC, which was declared a "Best Buy" in the Premium Compact Crossover/SUVs category.

"This is great for Ford because Lincoln was able to launch a great product in a hot market segment at a time when people are downsizing and entering that market," Appel said.

"That really helps the brand. And Lincoln needed this because over the past decade they've had some launches that weren't very successful."

*Consumer Guide* judges wrote that the MKC is a "Best Buy" because it "boasts a convincingly luxurious cabin, a serene ride, and a formidable selection of comfort and safety features,

all at competitive prices."

They stated that on the down side the back seat is cramped. But, overall, "Lincoln's new 'cute ute' is a winner in both its concept and execution.

"Its interior is classy and comfortable, its ride is quiet and absorbent, and it boasts an excellent selection of standard and optional luxury features. Though its handling is perfectly capable and predictable, it aims more for cushiness than sportiness.

"Though there are other premium compact SUVs with more athletic moves, the MKC delivers both the style and substance that buyers in this class are looking for."

GM was the winner in the Premium Car category with both the 2015 Buick Verano and the 2015 Cadillac ATS earning a "Best Buy" designation in that segment.

Editors wrote that the Verano offers all the merits of a premium compact at a bargain price.

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Ford Executive Chairman Bill Ford, left foreground, and President and CEO Mark Fields with first 2015 F-150.

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## Chrysler Sponsors \$60,000 Contest For Scholarship

Some lucky and talented high school student will win a \$60,000 scholarship to the College for Creative Studies.

Chrysler's Product Design team on Nov. 10 announced public details of its third annual Detroit Autorama High School Design Competition.

All U.S. public high school students grades 10-12 are eligible, said Chrysler spokesperson Dianna Gutierrez.

The competition invites participants to look to the future and design a next-generation Dodge brand vehicle for the year 2025, and include a 500-word essay explaining what the Dodge brand means to them, Gutierrez said.

"The purpose of this competition is to expose students early in their education to the possibility of a career in automotive design while allowing us to connect with young talent and help to develop their artistic skills," said Mark Trostle, head of Chrysler's SRT, Mopar and Motorsports Design.

"We're excited to once again team up with one of the leading design schools in the country, CCS, and the Detroit Autorama to bring the competition to a national level."

The rules of the contest state that student submissions must be hand-drawn on a single sheet of white paper no smaller than 8-by-10 inches and no larger than 11-by-17 inches with the use of pencil, markers or paint.

Contest entries must include the student's name, address, phone number, email, school name and address, and grade level. Any additional information regarding the design can be included on a separate sheet of paper.

The judging panel will feature designers from the Chrysler Group Product Design Office, including Ralph Gilles, senior vice president – Product Design; Joe Dehner, head of Dodge and Ram Truck Design, and Trostle, along with industrial design faculty from CCS.

The first-place finisher will receive a \$60,000 scholarship to CCS (must meet college entry requirements), an Apple MacBook Pro (13 inches, 2.5 GHz), and the prize that each of the four winners receive – a three-week summer automotive design course at CCS (includes housing, meals and field trips), and three passes to the Detroit Autorama.

The second-, third- and fourth-place finishers – in addition to the design course and Autorama passes – will receive computers.

Second place will receive an Apple MacBook Pro (13 inches, 2.5 GHz), third place an Apple MacBook Air (11 inches, 2 GHz), and fourth place an Apple iPad with Retina Display (16 GB).

All four finalists will be announced Jan. 30. Winners will receive their awards at a special presentation on March 6 at the Cobo Center in Detroit.

# New Aluminum F-150 a 'Showcase of Innovation' – Fields

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latest in smart technologies and state-of-the-art build processes.

"The all-new F-150 is a showcase of innovation and class-leading capability for truck customers," said Mark Fields, Ford president and CEO. "It underscores the product excellence and innovation we are delivering in every part of our business as we accelerate our pace of progress toward profitable growth."

F-150 is part of the Ford F-Series truck lineup. Now in its 66th year, F-Series has been the best-selling truck in America for 37 consecutive years and best-selling vehicle in America for 32 consecutive years.

The new F-150 is the most innovative truck in Ford history, featuring breakthrough technologies and features that redefine the light-duty pickup for a new generation, Fields said, adding that the scope of innovation reaches beyond the truck's overall design with a new approach to how it's built.

With a deep understanding of customer needs for a dependable, more capable and more efficient pickup truck, the Ford team designed the advanced manufacturing process to include the latest in materials and in forming and joining technologies, Fields said.

This makes the 2015 model a dramatic advancement over anything the competition has to offer, he said.

Ford's refurbished Dearborn Diversified, Stamping and Tool & Die facilities provide the latest equipment to give the truck its body, Fields said. Among the changes are new press lines to stamp four different types of high-strength aluminum alloys that reduce cab and cargo box



Clark Barton works on new F-150.

weight and improve durability.

New hydroforming lines, said Fields, use pressurized oil to form metal tubes into strong support rails for structural soundness, a new chemical coating system prepares the aluminum for high-strength adhesives, and a new heat treat area bake hardens the alloys, resulting in more robust, durable materials.

Five hundred new robots in the all-new body shop conduct state-of-the-art joining technology that leads to a tougher truck, said Fields, adding that smaller, more compact robots install the roof and doors, transfer the vehicle to final assembly, and scan the body to ensure the highest quality standards are met.

Fields said the Dearborn Truck Plant paint shop was also updated with dirt detection technology and increased robotic paint automation for more durable paint application, resulting in best-in-class exterior appearance for the all-new F-150. Other new processes support the addition of new truck features, such as installation of a class-exclusive 360-degree camera with split-view display.

To support the launch of the all-new F-150, Ford added 850 new workers across its Dearborn Truck, Diversified and Stamping facilities. They join the more

than 4,000 existing team members who work to ensure the 2015 model is built with the highest level of craftsmanship, Fields said.

"The all new Ford F-150 is the true definition of America-made and speaks to the commitment of the hardworking men and women of the UAW," said Jimmy Settles, UAW vice president and director, National Ford Department.

"From the very beginning, our production workers in stamping and assembly, as well as our skilled trades, have been an integral part of this historic transformation."

The 2015 F-150 is the most efficient F-150 ever, Fields said, due to dramatic improvements in weight savings and advanced engine technology.

The new F-150 can tow up to 1,100 more pounds, haul up to 530 more pounds, and will have better fuel economy ratings than the current lineup. Fuel economy is projected to be at least 5 percent and up to 20 percent higher. (EPA-estimated fuel economy ratings will be announced later this month.)

The following statistics, Fields said, underscore the new F-150's position as the future of pickup trucks:

- **Toughest** – All-new, high-strength steel frame; high-strength, military-grade, aluminum-alloy body; more than 10 million miles of torture testing; Baja 1000-proven 2.7-liter EcoBoost engine.

- **Most capable** – Up to 700 pounds less weight, plus four engine choices for an impressive combination of power, capability and efficiency, including best-in-class towing of 12,200 pounds and best-in-class payload of 3,300 pounds.

- **Most efficient** – Dramatic im-

provements in weight savings and advanced engine technology result in the most fuel-efficient F-150 ever. Regardless of model or engine choice, every truck customer benefits from this weight savings.

In addition to Dearborn Truck Plant, the all-new F-150 will be manufactured at Kansas City Assembly Plant in Claycomo, Mo., starting in the first quarter of 2015. Combined, the two plants will have capacity to produce more than 700,000 trucks per year for availability in 90 markets globally.

## Commerce Honors Lingenfelter for Export Expansion

The U.S. Department of Commerce's International Trade Administration has awarded the Export Achievement Certificate to Lingenfelter Performance Engineering in recognition of the company's market expansion in the Middle East.

The award, created to acknowledge global marketplace achievements, was presented to owner Ken Lingenfelter by Deputy Assistant Secretary of the Department of Commerce Chandra Brown during the recent SEMA show in Las Vegas.

"Consumer interest in our high-performance components and vehicles is very strong in the Middle East, and we are very grateful for the excellent support of our UAE distribution partners," said Lingenfelter.

U.S. exports hit an all-time record of \$2.3 trillion in 2013, and supported more than 11 million American jobs, according to the Department of Commerce. SEMA, Lingenfelter said, places a high priority on assisting member companies in taking advantage of export opportunities as the global demand for automotive products grows.

"As a global trade association, SEMA seeks to help member companies grow and expand their businesses," said Linda Spencer, International and Government Relations director at SEMA.

"One of the many ways SEMA helps its members grow is through exporting. For many of our members, exporting products to key international markets is integral to their success."

Lingenfelter Performance Engineering has participated in SEMA's international initiatives focused on China and the Middle East since 2011.

## GM Now Has Parts to Complete Recall

DETROIT (AP) – For the owners of 189,000 General Motors SUVs, the days of parking them outside the garage for fear that they could catch fire will soon come to an end.

The company, in documents posted Nov. 12 by U.S. safety regulators, said it will start notifying customers right away that they can take their SUVs to dealers, who will replace faulty power window switches.

The recall of SUVs, mostly from the 2006 and 2007 model years, was announced June 30, but it took more than four months to get replacement parts. It covers the Chevrolet TrailBlazer,

GMC Envoy, Buick Rainier, Isuzu Ascender and Saab 97-X, mainly in North America. It was the third recall for the same problem, but the first two failed.

Water can get inside the window switch on the driver's side, causing rust and possibly an electrical short circuit. That can cause them to overheat and catch fire, and it also can cause them to stop working or raise or lower themselves.

The problem was so serious that GM told customers to park the SUVs outside until they can be fixed. The company ordered dealers to stop selling the SUVs as used vehicles until repairs are

made. The switches could even malfunction with the vehicle parked and the key removed.

Letters mailed out Nov. 13 urged customers to contact dealers as soon as possible to make a service appointment. And they still need to be parked outside until dealers complete repairs. The work will be done for free.

GM received reports of at least 28 fires but no injuries. Earlier fixes by GM included a protective coating around the window switch circuit board, which is less costly than replacing the switches. But GM kept getting complaints about switches malfunctioning in repaired vehicles.

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## New Dodge Hellcat Earns SAMA's 'Star of the Show' Award

The 2015 Dodge Charger SRT Hellcat came off the starting line fast.

In its auto show debut at the 2014 South Florida International Auto Show in Miami in early November, the 2015 Dodge Charger SRT Hellcat was awarded the "Star of the Show" from the Southern Automotive Media Association (SAMA).

"The new Dodge Charger SRT Hellcat has quickly captured the world's imagination," said Bill Adam, SAMA president.

"Other automotive manufacturers have made high-horsepower vehicles over the years, but none comes close to this one. Dodge has built a family-capable performance sedan that is sinister and powerful looking, while still able to achieve impressive gas mileage, making this car the 2014 Star of the Show."

The new 2015 Dodge Charger SRT Hellcat is powered by the new supercharged 6.2-liter Hemi V8 engine, said Chrysler spokesperson Dan Reid. Its 707 horsepower matches the highest rating of any V8 engine in Chrysler's history – that of the 2015 Dodge Challenger SRT Hellcat – making it the quickest,

fastest and most powerful production sedan in the world, as well as the most capable and technologically advanced four-door muscle car in America, said Reid.

The supercharged Hemi V8 engine is mated to the new TorqueFlite 8HP90 eight-speed automatic transmission.

The engine power gives the vehicle an NHRA-certified, quarter-mile in 11.0 seconds, 0-60 miles per hour in 3.7 seconds, 0-100-0 mph in under 13 seconds and a top speed of 204 mph, Reid said.

"Thanks to the Southern Automotive Media Association for this prestigious award recognizing our new ultimate performance sedan and its unrivaled capabilities," said Tim Kuniskis, president and CEO – Dodge and SRT Brands.

"We're proud that in its auto show debut, the Dodge Charger SRT Hellcat is carrying on the buzz that began earlier this year when our Challenger SRT Hellcat surprised the muscle car world."

Kuniskis said that Dodge and SRT designers resculpted and refined nearly every body panel of the new Charger with functional performance cues, including



2015 Dodge Charger SRT

heat extractors in the hood, unique front and rear fascias and dramatic LED lighting in both front and rear.

The 2015 Charger SRT models feature restyled driver-focused interiors with premium, soft-touch materials, a new 7-inch thin-film transistor (TFT) customizable digital instrument gauge cluster and a new instrument panel center stack with the latest-generation 8.4-inch Uconnect touchscreen media center.

Reid called SAMA "a spirited organization made up of automotive journalists, media organizations, corporate communication specialists, marketing and advertising representatives, and auto

manufacturers related to South Florida's dynamic automotive industry."

SAMA's purpose, Reid said, is to provide a platform to bring together the South Florida automotive industry to meet, network and exchange ideas on major issues concerning the industry.

The 2015 Dodge Charger SRT Hellcat will be built at the Brampton, Ontario, Assembly Plant. Production is slated to begin in the first quarter of 2015.

## Thanksgiving Day Parade Route Set

This year's Thanksgiving Day parade, being sponsored by Art Van Furniture, starts at 9 a.m. on Thursday, Nov. 24.

The parade route is along Woodward in downtown Detroit from Kirby to Congress, just south of Campus Martius.

Grandstand seats and curbside viewing are available in front of the Detroit Institute of Arts on the east side of the street.

To learn more about this year's parade, go to the Web site [www.theparade.org](http://www.theparade.org)

## Chrysler's Warren Stamping Earns WCM Status

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kept going up. We're now at a 51 out of 100, so we've progressed quite a bit. But that score also shows that we have a long way to go."

WSP was built in 1948 and began production the following year, Tinson said. After several major expansions over the years, Chrysler Group announced on June 25, 2014, that it would invest \$63 million to expand capacity at the facility.

The investment will be used to purchase and install the latest high-speed Servo Tandem Press technology (a 180-inch press line). The new press line will increase capacity by up to 12,000 hits per day or approximately 3.6 million parts per year.

WSP currently employs nearly 2,000 people.

The biggest surprise from all of this, Costanini said, was learning a "differently structured" approach to daily operations.

"Every time you have an audit, you learn new things," Costanini said. "The Fiat people brought a wealth of knowledge and we now have the opportunity to learn."

The next audit will probably be next April, Costanini said. The goal is to reach the silver designation, which requires about 10 more points to reach. He said it won't be easy.

"It takes time to influence an organization," Costanini said. "As we make progress, the criteria gets much more difficult to meet. It's easy to improve an audit score by 20 points at first. But getting the next 20 becomes more difficult."

## GM's Parts Polishing Improves Durability

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Anthony Lewandowski, manufacturing engineer at Tonawanda Engine Plant. "When a truck's tachometer says that its engine is comfortably cruising at 3,600 RPM, that means a crankshaft is revolving 60 times each second inside its bearings on a thin coating of oil.

"Micropolishing the crank's journals improves this oil film's consistency to reduce friction and improve the EcoTec3's reliability and durability over the life of the truck."

At this level of precision, no factor is too small to escape monitoring by GM manufacturing engineers, Lewandowski said. For example, a normal temperature change in the plant over the course of the day might be barely noticeable, but sensors measuring crank tolerances are so sensitive that even a few

degrees change in the environment require them to be retested and recalibrated, if necessary, to ensure their best accuracy for the 900 cranks a day produced at Tonawanda for the EcoTec3.

In addition to the Silverado, the 355-horsepower 5.3L EcoTec3 is also available for the Chevrolet Tahoe and Suburban and GMC Yukon and Sierra.

"I just drove a new Silverado," Read said. "That new powertrain gives it a ride that is spectacular."

"It comes down to talented engineers in different departments who work together to make sure that powertrain integrates smoothly with the engine and the transmission so that gears shift smoothly and efficiently."

This kind of vehicle integration can't happen unless the engineers work together.

"By working together, engineers are able to share their

knowledge so that they know what tweaks have to be done to get the various systems – powertrain, transmission, shocks – to perform in a harmonious fashion.

"That kind of work begins and ends with engineers and they've done such a good job. Look at how our trucks have improved in the last decade.

"It's amazing."



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In a new Chevrolet web video, a focus group of bearded men expound on how cool pickup trucks are.

## Chevy Video: 'Could You Be a Truck Guy?'

A truck can make you more appealing, says a new Chevy video. Chevrolet's new "You Know You Want a Truck" web videos suggest that perhaps it can, if the truck is the all-new midsize Chevrolet Colorado, which comes standard with a lot of "technology and stuff."

The trio of videos, now available for viewing on Chevrolet's YouTube channel, suggest that a man owning a truck might change the perceptions of its driver - even making him more rugged, dependable and dateable.

The spots feature a series of real people, not actors, in focus groups, online dating, and the Health and Beauty aisle of a supermarket to drive home what it really means to be a "Truck Guy."

The idea for the campaign came from the Detroit-based ad agency Commonwealth, said GM spokesperson Cristi Vazquez.

"The films are centered around

the idea that there is an inner truck guy in everyone," said Paul Edwards, U.S. vice president, Chevrolet Marketing. "The game-changing Chevrolet Colorado will enable people to unleash their inner truckness."

"For many, there are rational barriers to consideration - does it meet my need for features and refinement - will I sacrifice safety?"

The Colorado removes those barriers by offering the capabilities of a pickup with the technology and 'stuff' customers want and need."

In the video series, Chevrolet's cameras reveal that indeed there is an inner truck guy in everyone, including housewives, mature people, kids and men with beards.

"The whole campaign appeals to the younger set," said Vazquez. "We designed the videos so that they would be fun to watch and would be something that viewers would want to share with their friends."

With its midsize dimensions, advanced technologies and "stuff" that includes class-leading power, towing and fuel economy, Colorado is the perfect choice for customers who want the style and capability of a pickup in a maneuverable, fuel-efficient package, Vazquez said.

The campaign is also meant to capitalize on how people who

purchase pickups have changed, she added.

"In the old days, pickup buyers were utilitarian," Vazquez said. "They were construction people or farmers who used the trucks in their businesses."

"Now, having a pickup truck represents a lifestyle choice. Many people who buy pickups need to be able to park them in an urban environment during the workweek, but still have it be a truck with utility for the weekend to carry, say, their skis or their camping equipment."

The Colorado began shipping to dealers last month. With the introduction of the Colorado, Chevrolet will offer customers more choices than any other pickup truck brand, including midsize, full-size, light-duty and heavy-duty pickups, Vazquez said.

And it's that choice that really helps Chevy stand out from other pickup truck brands, she added.

"I don't think having a campaign that emphasizes how trucks can be driven in new ways cannibalizes our car sales," Vazquez said.

"Rather, it gives people another choice when it comes time to select a vehicle. Chevy has always had a lot of vehicles to choose from, and we believe giving customers a choice is never a bad thing."

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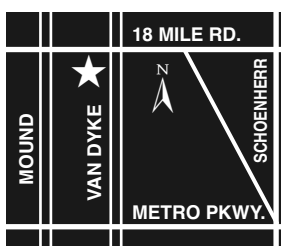


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# Chrysler's Warren Stamping Earns WCM Status

CONTINUED FROM PAGE 1

kept going up. We're now at a 51 out of 100, so we've progressed quite a bit. But that score also shows that we have a long way to go."

WSP was built in 1948 and began production the following year, Tinson said. After several major expansions over the years, Chrysler Group announced on June 25, 2014, that it would invest \$63 million to expand capacity at the facility.

The investment will be used to purchase and install the latest high-speed Servo Tandem Press technology (a 180-inch press line). The new press line will increase capacity by up to 12,000 hits per day or approximately 3.6 million parts per year.

WSP currently employs nearly 2,000 people.

The biggest surprise from all of this, Costanini said, was learning a "differently structured" approach to daily operations.

"Every time you have an audit, you learn new things," Costanini said. "The Fiat people brought a wealth of knowledge and we now have the opportunity to learn."

The next audit will probably be next April, Costanini said. The goal is to reach the silver designation, which requires about 10 more points to reach. He said it won't be easy.

"It takes time to influence an organization," Costanini said. "As we make progress, the criteria gets much more difficult to meet. It's easy to improve an audit score by 20 points at first. But getting the next 20 becomes more difficult."

"But remember, the idea behind WCM is that it's a journey to make us better. And it's a journey we are going on with our UAW partners. We are learning to go forward together."

# Steel Recycling Institute Gets New Leader

The Steel Market Development Institute (SMDI), a business unit of the American Iron and Steel Institute (AISI), named Mark A. Thimons as the successor to Gregory Crawford as vice president of the Steel Recycling Institute (SRI). Crawford announced his upcoming retirement earlier this year.

Thimons joined SMDI in November, 2010, as director of construction sustainability and has over 25 years of experience in steel construction products and steel product sustainability.

"Under Greg's leadership, the Steel Recycling Institute has driven increases in steel recycling rates while positioning the organization to take a lead role in steel sustainability in North America. Mark's particular expertise will ensure a smooth transition and enable the organization to focus on steel's superior environmental performance versus competing materials," said Lawrence W. Kavanagh, president of the SMDI.

"Our industry owes Greg a large debt of gratitude for his service, and we wish him and his family well."

As part of this transition, SRI will focus its efforts in two core areas - recycling programs and life cycle research, Kavanagh said.

The recycling focus will include national and regional recycling initiatives, outreach and growth, while SRI's life cycle research will include life cycle assessment studies, as well as other sustainability-related initiatives relevant to the North American steel industry.

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## Chrysler Grabs 5 'Best Buy' Titles

The automotive editors at *Consumer Guide* awarded five Chrysler Group vehicles the 2015 "Best Buy" distinction.

The new Chrysler 200 earns a Best Buy award in the Midsize segment in its first year on the market, joining Chrysler Town & Country and Dodge Grand Caravan, which are Minivan segment Best Buys for the fifth year in a row; Dodge Durango, a Large SUV Best Buy for three consecutive years; and Ram 1500, a Pickup Truck Best Buy for the seventh consecutive year.

*Consumer Guide* editors thoroughly evaluate more than 150 new cars, trucks, minivans, and SUVs sold in America and select the top ones in each class as Best Buys.

"We congratulate Chrysler Group for holding a leadership position in the minivan, large SUV, and large pickup categories despite improved competition," said Tom Appel, publisher of *Consumer Guide* Automotive. "We're especially delighted to see Chrysler make its mark in the fiercely competitive midsize-car arena."

Appel said that naming the 200 a "Best Buy" could be seen as somewhat controversial because while the car has gotten a lot of positive reviews, some critics have been less than kind on the vehicle.

"I just say," Appel said, "the Chrysler 200 was the happiest surprise of all the vehicles reviewed. As far as we're concerned, it's a high-quality vehicle in a market segment that Chrysler desperately wanted to be successful in. To some it's a polarizing vehicle because, maybe in their eyes, it's too tricky to drive. But for us, it was very responsive and just a really good car."

According to *Consumer Guide*

Automotive, Appel said, a vehicle does not become a "Best Buy" based solely on objective ratings. "Best Buys" also distinguish themselves as good values compared to other vehicles in their class, he said.

Editors said the Chrysler 200 "delivers striking styling, classy interior trimmings, and refined driving manners at very competitive prices."

They also said it wasn't perfect because rear seat and trunk space was "stingy." But overall, the editors had high praise for the vehicle.

They wrote: "Though it's still a bit of an unconventional choice in the midsize sedan class, the redesigned Chrysler 200 is a vast improvement over the car it replaces."

"Highlights of the new design include snappy acceleration from the V6 engine; a dynamic, convincingly luxurious interior with lots of clever small-items storage solutions; a good selection of available safety and comfort/convenience equipment; and surprisingly nimble handling on 200S models."

"It's not as outright spacious as most midsize competitors, but the 200 has a unique upscale appeal all its own."

The editors picked the Dodge Durango as best in the "Large SUV" class. They said the "Durango offers a lot of versatility and capability in a manageable size, at prices that significantly undercut most class rivals."

They also noted that it is a little smaller than other SUVs in its class. But, overall, the Durango "has something for just about every type of large-SUV shopper."

"The base SXT has a lot of features for the money, while Limited and Citadel add worthwhile luxury and convenience items."

"We're not especially high on

the sporty R/T, but we can see its appeal for those who crave brawny style and maximum performance. And, the Rallye trim package brings the V8-powered R/T's sporty looks to a more affordable V6 model."

Chrysler's Town & Country and Grand Caravans were tops in the minivan category. They wrote the Town & Country "combines minivan practicality with luxury features and classy trim."

The Grand Caravan, while not as refined and luxurious as the Town & Country, is also \$9,000 less expensive. Ultimately, the two vehicles "continue to set the class standard for cargo flexibility. Grand Caravan doesn't have the luxury bent of its sibling, but its durable interior materials and lower pricing are appealing."

"It might not have the outstanding ride/handling combination of the Honda Odyssey or the Toyota Sienna's available all-wheel drive, but Grand Caravan might have the best overall balance of the primary attributes that are most attractive to minivan shoppers."

"Its overall excellence should earn it a top spot on your shopping list."

The editors said the Ram 1500 was a "Best Buy" in the large pickup category because it "offers an unbeatable ride/handling combination along with a high level of refinement, classy interiors, and some unique features. Furthermore, the V6 engine is no slouch, and has very respectable EPA fuel-economy ratings, too."

Editors noted that while the Ram 1500 doesn't have the towing capacity of some trucks in its category, it "is really tough to beat for regular street driving. It rides better than most any other pickup, has a high level of refinement and features, and the base



2015 Chrysler 200

V6 – which is plenty of engine for most uses – offers laudable fuel economy.

"And, the available diesel engine offers the best fuel economy in the class."

"The Ram 1500 also offers a

wide choice of trim levels, from workhorse, to street cruiser, to luxury liner. Even if you're a die-hard loyalist to another brand, you still owe it to yourself to check out these outstanding trucks."

## GM's Warren Transmission Earns EPA Energy Star Award

by Jim Stickford

GM's Warren Transmission Plant is among 14 General Motors plants around the world that have achieved the U.S. Environmental Protection Agency's ENERGY STAR Challenge for Industry, collectively cutting energy intensity by an average of 17 percent.

The new achievers, which include foundry and assembly plants, bring GM to an industry-leading total of 70, said GM spokesperson Sharon Basel.

Several GM facilities, including Warren Transmission, won the award for the first time.

Warren's baseline energy consumption figures were set at the end of 2011.

The plant was able to receive at least a 10 percent reduction in energy use by the end of 2013.

To meet the challenge, industrial sites must reduce energy intensity by 10 percent in five years or less, Basel said. All 14 sites achieved the goal in four years at most, with most meeting it in less than two years.

If a facility achieves at least a 10 percent reduction early, the new energy consumption rates become the new baseline, Basel said.

So it's possible for a facility to receive the ENERGY STAR Challenge award multiple times if that facility keeps reducing its energy consumption.

By doing so, GM avoided \$33 million in energy costs and reduced 220,000 metric tons of carbon dioxide, which is comparable to the greenhouse gas benefit of 5 million tree seedlings grown for 10 years.

"Our employees are dedicated to our global customers and communities," said Jim DeLuca, GM executive vice president of Global Manufacturing.

"They not only contribute to our energy-saving activities every day, they proactively suggest innovative ideas that help to further reduce our impact on the environment."

She cited GM's Bowling Green facility as an example of a facility that has earned the award more than once.

Its first energy consumption baseline was established in 2009. The facility was able to reduce energy use by 26 percent by the end of 2010.

So the 2010 numbers became Bowling Green's new baseline, Basel said.

By the end of 2012, Bowling Green was able to reduce energy consumption from the 2010 baseline by an additional 13 percent, thus earning another ENERGY STAR Challenge award.

The goal, Basel said, is to continually reduce energy use.

At GM's global manufacturing facilities, energy reductions are communicated and measured

alongside several other business priorities, such as quality and production rates.

The following facilities met the challenge for the first time:

- Bupyeong 1 Assembly Plant (South Korea);
- Bupyeong Engine 2 Plant (South Korea);
- Dongyue Foundry (China);
- Gravatai Assembly Plant (Brazil);
- Qingdao Assembly Plant (China);
- Bay City Powertrain;
- Warren Transmission Operations.

They join the following repeat achievers:

- Rayong Truck Assembly Plant (Thailand);
- Jinqiao Powertrain (China);
- Qingdao Engine Plant (China);
- Norsom 2 Assembly Plant (China);
- Bowling Green Assembly Plant (Kentucky);
- Pontiac Stamping Plant;
- Silao Transmission Plant (Mexico).

Bay City replaced or retrofitted 1,500 light fixtures with energy-efficient bulbs, many of which now have a motion sensor. The team also added weather stripping to prevent air leaks.

Warren Transmission implemented an energy management system to schedule lighting, air conditioning and chilled water systems to be on only when needed.

Bowling Green Assembly, the home of the Chevrolet Corvette Stingray, and Pontiac Stamping are the first GM plants in the world to meet the challenge three times, Basel said.

Worldwide, GM is working toward a commitment to reduce energy and carbon intensity from its facilities 20 percent by 2020, Basel said.

The company received back-to-back ENERGY STAR Partner of the Year – Sustained Excellence awards and remains the only automaker signatory of the Climate Declaration.

General Motors also achieved perfect scores on both climate change data disclosure and performance submitted to the CDP (Carbon Disclosure Project).

"We are absolutely proud of what we've done at GM," Basel said. "GM has more plants around the world than any other automaker."

"In reducing energy use globally, we've been able to learn a lot. We're proud of these awards because they speak to the engagement of all our workers. It just isn't a matter of one guy looking at energy use and coming up with a plan. This happens because everyone is paying attention."

"Actions might be as simple as turning off the lights in a particular area when people aren't there."



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# Magazine Rates 'Best Buys' In Cars - Detroit Did Well

CONTINUED FROM PAGE 1

Again, they noted that rear seat space "isn't great."

But, overall, the Verano "occupies an interesting middle ground between popular- and premium-brand compact sedans. It's comfortable, handsomely finished, well-equipped, and delivers a convincingly upscale driving experience."

"The 2.4-liter models offer the strongest value; they can significantly undercut the prices of premium-compact rivals. The pricier Turbo offers welcome additional power, albeit with a slight hit to fuel economy."

As for the ATS, editors wrote that it "offers a fantastic combination of upscale luxury trimmings and true sports-sedan (and sports coupe) athleticism. Its touchscreen, on the other hand, might be a tad too difficult to use."

In the end, though, the editors wrote that "it's pretty clear Cadillac set its sights on the BMW 3-Series when developing the ATS."

"We think they've hit the target," they said. "ATS drives exceptionally well, has fine steering, plenty of grip, and pleasing power from the turbocharged 4-cylinder and V6 engines."

"ATS equals the BMW for driving enjoyment, has a better-looking interior, and can be had for less money."

"We're not so impressed with the base 2.5-liter engine and the small rear seat. We also wish the excellent Magnetic Ride Control suspension wasn't only available on the pricey Premium models. We'd steer you toward the 2.0-liter turbocharged engine. It is plenty strong and has the added benefit of being offered with a sweet-shifting manual transmission."

The 2015 Chrysler 200 was a "Best Buy" in the midsize car category.

The ATS' big brother, the 2015 Cadillac CTS, was named a "Best Buy" in the Premium Midsize Car segment. Editors wrote that it "delivers sporty moves, a refined driving environment, and all the latest features for thousands less than its German competitors."

With its redesign for 2014, Appel said, the CTS moved up in size, prestige, and price. Though it now competes more directly with BMW and Mercedes-Benz rivals, it still costs less comparably equipped. It's also entertaining to drive, he said, and luxuriously appointed, making it an attractive value in the premium-midsize class.

GM again came up a winner in the Large Car category with both the 2015 Buick LaCrosse and the 2015 Chevy Impala.

The magazine's editors stated that the LaCrosse combines big-car room, comfort and quietness with surprising fuel economy in a base 4-cylinder form.

"We consider the LaCrosse a large car, while GM thinks it competes against premium-midsize entries such as the Lexus ES 350. LaCrosse acquires itself very well in both segments, though maybe not against sportier models like the Chrysler 300 or Acura TLX. Shoppers who are looking at any car in this price class would do well to give LaCrosse a close look."

The Impala, they wrote, delivers modern-day refinement and high-tech features with traditional big-car space, and the broad range of models and options means it's relatively simple to equip one to fit your tastes and budget.

Its "strong points include one of the most powerful V6s in the class, good passenger room, a pleasing ride, and a high level of quiet."

"The availability of a naturally aspirated 4-cylinder engine is a plus for shoppers more interested in fuel economy than power. The best value probably comes from the mid-level LT, which, when optioned to the gunwales, still comes in a few hundred dollars below the starting price (with delivery) of an LTZ."

The 2015 Corvette was named a "Best Buy" because "this level of performance usually costs thousands, if not, tens of thousands of dollars more."

The 2015 Cadillac Escalade was tops in the Premium Large SUVs category because "power, presence, and plushness are key attributes in the premium large SUV class, and the Cadillac Escalade has them in spades."

Editors did say it is expensive and is a gas hog. But "the premium large SUV segment is populated by thirsty, often cumbersome vehicles that seem somewhat out of step with the needs of most buyers today. However, for a core group of shoppers, nothing else will do - fuel economy, sticker prices, and practicality be damned."

"Within the unique parameters of its specialized category, the redesigned Cadillac Escalade shines. Its traditional truck-type construction means that the Escalade's handling is not as polished as some competitors, but it also it can out-tow those rivals."

"Simply put, the Escalade offers the luxury, technology gadgets, comfort, space - and blingy attitude - that many buyers in this segment desire."

The 2015 Chevy Volt was the only "Best Buy" in the electric vehicle category, editors wrote, because it "adeptly blends the benefits of electric-only driving with the security of a gasoline powertrain to eliminate the 'range anxiety' associated with typical electric cars."

While a tad expensive, the editors stated that "even taking its sophisticated drivetrain out of the picture, Volt is still a decent compact car by most objective measures. And for many folks, it's the best way to "go green," as its gas powertrain relieves the 'range anxiety' other electric cars can prompt."

Appel added, "A lot of the complaints about these cars were about back seat space for adults," Appel said. "When rear seat space for adults becomes an issue, buyers often switch to SUVs or bigger vehicles. But automakers seem to know this fact and have made their peace with it."

As to future trends, Appel said he's interested in what will happen with the Volt.

"It's funny," Appel said, "from reading the media reports, the Volt is almost considered a failure, yet its sales are right up there with Tesla. The question is will demand for the Volt and other electric vehicles decline given the fact that the cost of gas is under \$3 a gallon."

"Also, there will be a lot of 'green' cars hitting the market in the next 18 months. But the Volt is a good car."

Appel also credited Cadillac and Buick for rebranding themselves well. In the past, Buicks were known as big cars driven by an older demographic. Cadillac was known for making huge cars that perhaps weren't as smooth as European luxury vehicles.

"But that's changed," Appel said. "Cadillac has better branded itself over the past couple of years and has a more extroverted exterior and boldly stylish interior that has an American brashness about it."

"In the past, performance didn't back up this brashness, but that's changed as well."

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## GM is 'Visionary Sponsor' Of Hispanic STEM Session

General Motors President Dan Ammann encouraged Hispanic students to pursue engineering careers with the automaker when he welcomed the annual conference of the Society of Hispanic Professional Engineers (SHPE) to Detroit Nov. 5-9 at Cobo Center.

SHPE is the leading national organization aimed at motivating Hispanics to pursue careers in Science, Technology, Engineering and Math (STEM), said event spokesperson Patricia Taylor.

GM is the "Visionary Sponsor" for the conference, which is the largest annual Hispanic STEM technical and career event in the country.

"We are thrilled to welcome SHPE to Detroit as it celebrates 40 years serving as a vital resource for Latinos in STEM," said GM President Dan Ammann.

"GM wants to be the employer of choice for Hispanic engineers and this conference is a great opportunity to strengthen our relationship with this important community."

The four-day conference attracted more than 5,000 engineering professionals, students and corporate representatives for unique program workshops, featured guest speakers, award ceremonies, technical competitions and a Career Fair and Graduate School Expo.

The conference was held as an opportunity for companies to recruit top talent from SHPE membership and provides educational, technical and career opportunities for professional and student engineers.

The conference places Detroit and the automotive industry front-and-center before the fastest-growing segment of the

population, pointing young students to opportunities that can help propel the industry and positively impact Detroit, Taylor said.

Chevrolet donated a 2014 Chevy Spark that was raffled off in support of the organization's goal to raise more than \$250,000 for the SHPE Foundation.

"In GM, we have a committed partner that is helping us empower the Hispanic community to realize its fullest potential," said Barry Cordero, SHPE Interim CEO.

"GM has embraced the values of our 'SHPE-familia,' joining students, sponsors and supporters of SHPE and all those Hispanics in STEM across the country who share common goals and dreams. Our appreciation goes out to our Visionary Sponsor and to Chevrolet for its tremendous support."

GM was named "Company of the Year" during last year's SHPE conference for its effort to advance STEM education in the Hispanic community and for enhancing the achievements of its Hispanic employees, Taylor said.

In 2013, GM deployed 40 employees to recruit top talent at the SHPE Career Fair, resulting in the hiring of 26 Hispanic engineers. These new employees are now referred to as "SHPE-mates," a term that unites these young people as part of a new generation of talent at the automaker.

"At GM, our workforce thrives on diversity," said Ken Barrett, GM chief diversity officer. "Our goal is to continue to create opportunities for Hispanics and others to take their performance to the next level with careers that fit their skills and ignite their passion."

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# Chevrolet Donates to Wounded Veterans

Having just completed four marathons in hand cycles since early October – including the notoriously cold and windy New York City Marathon eight days ago – members of the Achilles Freedom Team of Wounded Veterans spent Veterans Day recuperating with friends and family until competitions resume in January.

In the meantime, the 2014 Chevrolet Silverado High Country truck that supports the team will stay on its training regimen, transporting cycles from New York to Walter Reed National Military Medical Center in Bethesda, Md., once a month to help more wounded veterans rebuild their lives through marathons and other athletic activities, said GM spokesperson Tom Wilkinson.

Chevrolet donated the truck to the Achilles Freedom Team at last year's Army-Navy Game.

"Our veterans deserve the very best we can give them," said Sandor Piszar, Chevrolet's director of Truck Marketing.

In addition to the Walter Reed visits to recruit new members and meet with physical therapists, Achilles hauls the Freedom Team's three-wheel hand cycles, helmets and other gear from venue to venue, Piszar said. The Silverado even has a nickname – "Reese" – for its saddle-brown interior that reminds the team of the chocolate/peanut butter candy.

"We've put a little over 20,000 miles on it so far and it drives and hauls like a dream," said Joe Traum, director of hand cycle and kayak programs for Achilles International. Traum's father, Dick, founded the organization and in 1976 was the first athlete to finish a marathon with a prosthetic leg.

In October alone, Joe Traum and Achilles Freedom Team Director Janet Patton used the truck to haul gear from the organization's New York headquarters to Chicago, Detroit, back to New York, then to the Marine Corps Marathon in Washington, D.C., and back to the New York Marathon.

"I really like the sound and the power of the 6.2L V8 – we pulled a 16-foot trailer and it sure didn't

## Ford-Sponsored Hob Nobble Gobble Set for Nov. 21

This year's Hob Nobble Gobble celebration, sponsored by Ford, takes place at Ford Field in Detroit on Friday, Nov. 21, at 8:30 p.m.

The event raises money for the annual Detroit Thanksgiving Day parade, which this year is being presented by Art Van Furniture.

The celebration features rides as well as music by MKTO and Vanilla Ice. The master of ceremonies is Paul W. Smith of WJR AM760 Radio.

Hob Nobble Gobble is just part of the Thanksgiving celebration.

On Thursday, Nov. 27, the Thanksgiving Day Parade begins at the intersection of Kirby and Woodward. The path leads straight down Woodward and ends at Congress. The parade will step off at 9 a.m. and end at noon. The event will be broadcast live on WDIV Local 4 from 9 a.m. to 10 a.m.

Grandstand tickets range from \$35 for a "step-off" view at Kirby and Woodward to \$55 for a seat at Grand River and Woodward avenues.

The Hard Rock Cafe will make available a \$55 breakfast package that includes grandstand seats near Campus Martius.

To order tickets online for any of the events, go to [www.theparade.org](http://www.theparade.org), or call 313-923-7400.

feel like it," said Traum. "I didn't have to put it in 4WD to keep it in line; it just pulled strong and straight."

To accommodate and secure the athletes' gear, Les Stanford Chevrolet in Dearborn – the dealership that prepped the truck for Achilles – provided multiple tie-downs and storage options in the bed to maximize the cargo-carrying ability, Wilkinson said. A matching cap helps keep the gear secure when the truck is parked overnight.

Although an experienced hauler, Traum said the truck's rear vision camera helped greatly in Chicago as he navigated the truck and trailer down a lane's-width entrance into the parking lot.

"A guy standing nearby told me what a great job I did and then glanced into the truck and

saw the screen," Traum said.

The Silverado's next major road trip is in January 2015, when Achilles will transport 12 hand cycle competitors and six runners to the Walt Disney World Half-Marathon in Orlando, Fla. Next spring, Achilles is using part of the \$700,000 in proceeds from the auction of a 2014 Chevrolet Camaro COPO to send more athletes to the Los Angeles Marathon in March and the Rock 'n' Roll Marathon in San Diego in May.

General Motors has donated more than \$1 million to the Achilles Freedom Team in the past five years, helping more than 1,000 veterans, Wilkinson said. The donation helps cover the cost of the truck, registration fees, gear, cycles, jerseys, transportation, meals and other expenses.

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### Wildlife Habitat Awards GM for Its Environmental Achievements

General Motors has received 15 certifications and three awards from the nonprofit Wildlife Habitat Council for establishing wildlife habitats and education programs at facilities in five countries, including the first certified program in China by any company.

The Wildlife Habitat Council's Wildlife at Work and Corporate Lands for Learning programs recognize outstanding wildlife habitat management and environmental education efforts at corporate sites, said GM spokesperson Sharon Basel.

"GM truly understands the importance of establishing strategic corporate goals and objectives with the Wildlife Habitat Council and working to translate them into tangible and measurable on-the-ground actions," said Margaret O'Gorman, president of the Wildlife Habitat Council.

GM maintains an industry-leading 43 certified programs and actively manages nearly 5,000 acres of wildlife habitat globally, Basel said, representing 22 percent of the certified sites' overall footprint. Features of some of the newly certified programs include:

- A 27,000-square-foot pollinator garden at the Guangde Proving Ground in China. Pollinators – rapidly declining worldwide – are critical to the reproduction of 90 percent of flowering plants and one-third of human food crops worldwide.
- A three-acre artificial lagoon providing a natural wetland habitat for migrating and local birds at GM's Ramos Arizpe Complex in Mexico. The lagoon is particularly important in the water-stressed region of northern Mexico.

• Wetlands and containment lakes used for organic wastewater treatment at the company's facilities in Joinville and São Caetano do Sul, Brazil. Employees showed students how sustainable manufacturing practices help preserve local watersheds and the flora and fauna that rely on them.

• Bat nesting boxes made from scrap Chevrolet Volt battery covers at Tonawanda Engine and several other GM facilities in the U.S. and Canada. The structures are designed to help preserve bat populations under threat of white nose syndrome.

Certification requires sites to apply for periodic renewal. Nine GM facilities earned recertification this year, having shown continuous growth of their habitats and environmental education programs.

"Enhancing biodiversity is a business priority and environmental imperative," said Greg Martin, GM executive director for Sustainability. "These habitats also enable our employees to have a tangible, positive impact on local conservation while strengthening relationships in the communities where they live and work."

The Wildlife Habitat Council also recognized two individual plants with additional awards for programs that demonstrate exceptional commitment to conservation, Basel said.

Lansing Delta Township earned Corporate Habitat of the Year, which recognizes one high-quality Wildlife at Work program each year for outstanding environmental stewardship. The plant also received the Wings Over Wetlands award in recognition of protecting wetland habitat for waterfowl and other migratory birds.

Arlington Assembly in Texas was named Corporate Lands for Learning Rookie of the Year.

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- 1.4L Turbo Engine
- Rear Back Up Camera
- Air Cond
- Power Windows/Locks
- Power Seats
- 10 Air Bags
- Bluetooth
- 6 Spd Auto Trans
- Traction Ctrl
- Stabilitrac
- Fog Lamps
- Side Blind Zone Alert
- Rear Cross Traffic Alert
- Remote Start
- 18" Alum Wheels
- Tilt Wheel • Cruise Ctrl
- Intellink Radio System

**33 MPG**

NO SECURITY DEPOSIT REQUIRED!

**4 YR/50,000 Mile Bumper to Bumper Warranty!**

GM EMPLOYEE & FAMILY LEASE		GM EMPLOYEE & FAMILY PRICE	
24mo. 10K	\$164* w/Closing Competitive Lease	24mo. 10K	\$205* w/Closing Competitive Lease
24mo. 10K	\$207* w/Lease Loyalty	39mo. 10K	\$237* w/Lease Loyalty
EVERYONE LEASE		EVERYONE PRICE	
24mo. 10K	\$207* w/Competitive Lease	39mo. 10K	\$237* w/Competitive Lease

### NEW 2015 BUICK LACROSSE

- 3.6 V6
- Auto
- Air Cond
- Heated Mirrors
- Power Seats
- 4G WiFi
- Side Curtain Air Bags
- Power Windows/Locks
- Alum Wheels
- Rear Vision Camera
- Remote Start
- Bluetooth
- Stabilitrac
- AM/FM/CD/XM Radio
- And Much More!

**32 MPG**

NO SECURITY DEPOSIT REQUIRED!

**4 YR/50,000 Mile Bumper to Bumper Warranty!**

GM EMPLOYEE & FAMILY LEASE		GM EMPLOYEE & FAMILY PRICE	
39mo. 10K	\$207* w/Closing Competitive Lease	39mo. 10K	\$239* w/Closing Competitive Lease
39mo. 10K	\$219* w/Lease Loyalty	39mo. 10K	\$246* w/Lease Loyalty
EVERYONE LEASE		EVERYONE PRICE	
39mo. 10K	\$249* w/Competitive Lease	39mo. 10K	\$279* w/Competitive Lease

### NEW 2015 BUICK REGAL TURBO

- 2.0 TURBO
- Auto
- Pwr Windows/Locks
- Air • Cruise • Tilt
- AM/FM/CD/XM Radio
- Power Lumbar
- Alum Wheels
- Fog Lamps
- Bluetooth • Compass
- Rear Back Up Camera
- Keyless Entry
- Floor Mats
- Stability Track
- Dual Air Bags
- Side Curtain Air Bags
- INTELLINK
- 4G WIFI!

**30 MPG**

NO SECURITY DEPOSIT REQUIRED!

**4 YR/50,000 Mile Bumper to Bumper Warranty!**

GM EMPLOYEE & FAMILY LEASE		GM EMPLOYEE & FAMILY PRICE	
39mo. 10K	\$216* w/Closing Competitive Lease	39mo. 10K	\$239* w/Closing Competitive Lease
39mo. 10K	\$239* w/Lease Loyalty	39mo. 10K	\$268* w/Lease Loyalty
EVERYONE LEASE		EVERYONE PRICE	
39mo. 10K	\$243* w/Competitive Lease	39mo. 10K	\$269* w/Competitive Lease

### NEW 2015 BUICK VERANO

- 2.4 Cyl • Auto • Air
- Power Windows/Locks
- Cruise • Tilt • Compass
- AM/FM/CD/XM Radio
- Alum Wheels
- Bluetooth
- Rear Back Up Camera
- Floor Mats
- Stabilitrac
- 4G WiFi • Intellink
- Remote Start
- 10 Air bags
- Remote Keyless Entry
- Auto Dimming Mirror
- And Much More!

**32 MPG**

NO SECURITY DEPOSIT REQUIRED!

**4 YR/50,000 Mile Bumper to Bumper Warranty!**

GM EMPLOYEE & FAMILY LEASE		GM EMPLOYEE & FAMILY PRICE	
36mo. 10K	\$199* w/Closing Competitive Lease	39mo. 10K	\$224* w/Closing Competitive Lease
39mo. 10K	\$225* w/Lease Loyalty	39mo. 10K	\$249* w/Lease Loyalty
EVERYONE LEASE		EVERYONE PRICE	
39mo. 10K	\$224* w/Competitive Lease	39mo. 10K	\$247* w/Competitive Lease

### NEW 2015 BUICK ENCLAVE

- 3.6L V6
- Auto Trans
- Power Windows/Locks
- Cruise • Tilt
- Power Seat
- Power Rear Hatch
- Rear Backup Camera
- Air Cond

**24 MPG**

NO SECURITY DEPOSIT REQUIRED!

**4 YR/50,000 Mile Bumper to Bumper Warranty!**

GM EMPLOYEE & FAMILY LEASE		GM EMPLOYEE & FAMILY PRICE	
39mo. 10K	\$279* w/Closing Competitive Lease	39mo. 10K	\$307* w/Closing Competitive Lease
39mo. 10K	\$279* w/Lease Loyalty	39mo. 10K	\$329* w/Lease Loyalty
EVERYONE LEASE		EVERYONE PRICE	
39mo. 10K	\$249* w/Competitive Lease	39mo. 10K	\$279* w/Competitive Lease

### NEW 2015 TERRAIN SLE

- Power Windows/Locks
- Power Seat
- Cruise Control
- Deep Tinted Glass
- Keyless Remote
- Rear Vision Camera
- Multi Flex Rear Seat
- Fog Lights
- Premium Michelin Tires
- 4G WIFI
- 32 MPG

NO SECURITY DEPOSIT REQUIRED!

**4 YR/50,000 Mile Bumper to Bumper Warranty!**

GM EMPLOYEE & FAMILY LEASE		GM EMPLOYEE & FAMILY PRICE	
24mo. 10K	\$99* w/Closing Competitive Lease	24mo. 10K	\$22,737*
24mo. 10K	\$149* w/Lease Loyalty	24mo. 10K	\$23,737*
EVERYONE LEASE		EVERYONE PRICE	
24mo. 10K	\$149* w/Competitive Lease	24mo. 10K	\$23,737*
24mo. 10K	\$195* w/Competitive Lease	24mo. 10K	\$24,737*

### NEW 2015 ACADIA SLE

- 8-Passenger
- Modular Seating
- Rear Vision Camera
- Front/Rear Air & Heat
- Power Windows/Locks
- Alum Wheels
- Cruise
- Bluetooth
- Keyless Entry
- 24 MPG

NO SECURITY DEPOSIT REQUIRED!

**4 YR/50,000 Mile Bumper to Bumper Warranty!**

GM EMPLOYEE & FAMILY LEASE		GM EMPLOYEE & FAMILY PRICE	
24mo. 10K	\$187* w/Closing Competitive Lease	24mo. 10K	\$29,129*
24 or 36mo. 10K	\$225* w/Lease Loyalty	24 or 36mo. 10K	\$30,129*
EVERYONE LEASE		EVERYONE PRICE	
24 or 36mo. 10K	\$237* w/Competitive Lease	24 or 36mo. 10K	\$30,477*
36mo. 10K	\$263* w/Competitive Lease	36mo. 10K	\$31,477*

### NEW 2015 SIERRA DOUBLE CAB SLE 4X4

- Pwr Windows/Locks
- Power Seat
- Cruise
- 8" Intellink Screen
- Deep Tinted Glass
- Remote Start
- Rear Vision Camera
- HD Trailer Package

NO SECURITY DEPOSIT REQUIRED!

**FREE 1 Year SiriusXM**

GM EMPLOYEE & FAMILY LEASE		GM EMPLOYEE & FAMILY PRICE	
24mo. 10K	\$237* w/Closing Competitive Lease	24mo. 10K	\$35,147*
39mo. 10K	\$266* w/Lease Loyalty	39mo. 10K	\$36,647*
EVERYONE LEASE		EVERYONE PRICE	
24mo. 10K	\$237* w/Competitive Lease	24mo. 10K	\$35,147*
39mo. 10K	\$266* w/Competitive Lease	39mo. 10K	\$36,647*

### 2014 FINAL MARKDOWNS!

**2014 SIERRA REG CAB**

GM EMPLOYEE & FAMILY PRICE	EVERYONE PRICE
\$21,775	\$22,795

**2014 SIERRA DOUBLE CAB**

GM EMPLOYEE & FAMILY PRICE	EVERYONE PRICE
\$27,955	\$29,335

**2014 SIERRA CREW CAB 4X4**

GM EMPLOYEE & FAMILY PRICE	EVERYONE PRICE
\$34,895	\$36,555

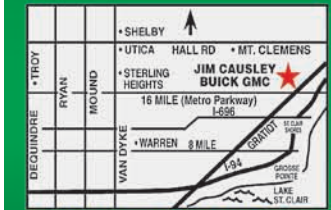
### ALL NEW 2015 YUKON 4X4 SLE

- Trailer Package
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- Alum Wheels
- Keyless Remote Start
- Bose Stereo
- Rear Vision Camera
- 22 MPG

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# Ford Dealers to Get Power from Wind Sails, Solar Panels

A new and innovative source of clean energy is making its way to Ford dealers.

Under a pilot program exclusive to Ford, Wind Energy Corporation will install wind sail and solar panel systems at four Ford dealerships, a nearly \$750,000 investment, to help power dealer facilities.

The four dealerships are in addition to the Texas dealership where a test program was held.

Each Windy System includes highly efficient wind sail technology that harvests wind energy and an integrated 7-kilowatt solar array, said Ford spokesman John Cangany.

Ford dealers will use the electricity to power their buildings, electric vehicle charging stations and lot lighting.

The wind sails will be emblazoned with the Ford blue oval logo and the name of the dealership, serving as a bold statement by Ford and its dealers to their commitment to sustainability.

A Windy System is expected to deliver 20,000 kilowatt-hours of electricity annually, enough energy to power two average-sized homes for a year or charge a Ford Focus Electric 870 times, Fusion Energi 2,600 times and C-MAX Energi 2,600 times.

Using one Windy System will offset nearly 14 tons of greenhouse gases per year.

"We are pleased to be working with Wind Energy Corporation to offer a pioneering, clean energy option to Ford dealers," said John Felice, Ford vice president

of U.S. Marketing, Sales and Service. "This is yet another innovative tool to help Ford and its dealers address a global sustainability challenge."

Cangany said participating dealers had to meet certain criteria in order to qualify. "We had to make sure that the dealerships would have enough wind and sun to make the investment worthwhile," Cangany said. "Prices for electricity vary from region to region, so it's difficult to say how much money they'd save."

Participating dealers are electric vehicle-certified and were selected by Ford and Wind Energy Corporation for both their exceptional commitment to clean energy and their wind and solar-efficient locations.

Installations of the systems are set to begin in early 2015 and be completed by spring. Once installed, the dealerships will keep the systems permanently.

Participating dealers are:

- Dana Ford Lincoln, Staten Island, N.Y.;
- Tom Holzer Ford, Farmington Hills, Mich.;
- The Ford Store, Morgan Hill, Calif.;
- Fiesta Ford, Indio, Calif.

"The Windy System was created in concert with world-class partners and we are thrilled to bring this innovative renewable energy solution to Ford and its dealers, including our beta site at Boggus Ford in Harlingen, Texas," said Jim Fugitte, Wind Energy's CEO.

Thomas "Buzzy" Holzer of Tom



Boggus Ford in Harlingen, Texas, with its wind power system

Holzer Ford in Farmington Hills, said his dealership got final permission from the city on Nov. 11 to install the Windy System.

"We thought it was a good idea to sign up for this system," Holzer said. "We're a 'green' dealership and Farmington Hills is big on 'green' projects as well. So this just seemed like a natural fit for us. I see this as a good match for the dealership and a win-win for Ford, us and the community."

Now that all the legal hurdles have been cleared, construction will begin, Holzer said. The dealership must have a foundation laid for the wind generator as well as some conduit lines from the wind generator to the main circuit panel in the dealership.

"Now that winter is coming," he said, "doing this will become a little harder, but we hope to have everything installed and running by next spring."

# Honda Recalling 71,000 Units with Air Bag Defects

TOKYO (AP) - Japanese automaker Honda expanded its recalls related to defective air bags on Nov. 13, saying a driver in Malaysia died in an air bag-linked accident earlier this year.

The automaker, which has reported the biggest number of recalls related to defective air bags, announced recalls of nearly 71,000 more vehicles: 22,607 of its Fit Aria subcompact and 48,190 of its That's model.

The air bags, made by the Japanese firm Takata, have faulty inflators that can explode, hurling shrapnel at drivers.

Around the world, some 12 million vehicles have been recalled by automakers because of the problem air bags. The recalls involve 10 automakers including Toyota and GM. About 8 million of the recalls are in the U.S.

A Honda spokeswoman, Misato Fukushima, said the latest death, in July, was thought to have been caused by a suspect air bag. Safety advocates say defective air bags caused four deaths in the U.S.

# Michigan Company Creates Jobs Though Own Program

By SHANDRA MARTINEZ  
The Grand Rapids Press

ZEELAND TOWNSHIP, Mich. (AP) - Like other employers, Primera Plastics Inc. struggles to find skilled workers.

But the growing plastic injection molding company that supplies the auto and furniture industries is taking a new approach to growing its workforce, *The Grand Rapids Press* reported.

Noel Cuellar, the company's owner and founder, has launched Primera Pathways, an initiative that gives unskilled workers on-the-job training and even provides a free bus ride to work at the company's 106,000-square-foot manufacturing plant in Zeeland Township.

"The upturn in the economy has created a skilled labor shortage," said Cuellar. "People with skills have jobs and are working, but local companies like ours have hundreds of jobs they need to fill."

It may be surprising that Cuellar's relatively small firm, which has annual sales of \$25 million and a 130-person workforce, is taking the initiative on an industry-wide problem. But education has long been a passion of Cuellar's. Earlier this year, he provided \$10,000 in tuition grants for students at Holland and West Ottawa schools to attend summer school classes to stay on track to graduate.

The first class in Primera Pathways will have 15 trainees who were selected after going through a series of pre-employment tests. The one-year program will provide training in advanced plastics manufacturing along with guidance in personal development skills. PNC Bank has signed on to provide a free course on personal finance to the trainees.

Pay for the trainees starts at \$10 an hour with benefits, plus a bonus for those who work second or third shift.

Except for the bus ride offered

from locations throughout the community, Pathways employees receive the same opportunities as Primera's current employees.

"When we train people at Primera, we also develop personal career skills, teaching new workers about attitude, work ethic, communications skills and time management," Cuellar said in a statement. "Things that have a big impact on how you do your job and advance your career."

Company officials declined to share how much is being spent on the program, but they say it isn't being supported by state or local tax dollars.

Cuellar isn't just training workers for his own firm. Automotive supplier Gentex and Office furniture-maker Herman Miller, which are customers of Primera Plastics, have committed to hiring those who complete the training instead of routing them through a staffing agency before they are hired permanently.

Cuellar sees Pathways as a chance to help young adults, ages 18 to 27, who haven't yet had a chance to start a career. His efforts are generating praise from the community.

"This is a great way for young adults to get into industry and gain the type of technical and personal experience that will help them in the future," said Craig Spoelhof, executive director of the Boys and Girls Club of Greater Holland.

Primera Pathways is asking the Boys & Girls Club and other community organizations to recruit and recommend people for the program. Lt. Gov. Calley, who visited Primera Plastics in late October, praised Cuellar's efforts, noting there are over 300,000 job openings currently available across the state.

There are jobs in the state but there's a skills gap, Calley said.

Cuellar sees the program as an investment in people striving to succeed in life and a way to solve the skilled labor shortage for his company.

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