

GM's Warren Transmission Earns EPA 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.

Several GM facilities, including Warren Transmission, won the award for the first time, said GM spokesperson Sharon Basel.

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

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UAW Local 160 presented checks to three local charities – Warren-Sterling Heights Goodfellows, Grace Centers of Hope and Wigs4kids.

Tech Center Car Show Donates for Rehab, Clothing, Wigs

by Jim Stickford

Needy folks in area communities can thank UAW Local 160 for some much wanted help.

Money raised by the union from this summer's GM Tech Center Car Show has been donated to three local charities.

"Every year, we raise money for groups during the summer car show," said Bill Duncan, chairman of the car show

fundraising committee and a systems engineer for Chevrolet Performance.

"We picked local groups where our donations can make a real difference. In the past, we've donated to national groups, but we thought that helping local groups that help people in the community is a better way to go."

To that end, the committee decided to give \$400 checks each to

the Warren-Sterling Heights Goodfellows, Grace Centers of Hope and Wigs4kids.

Dorene Speece just took over running the Warren-Sterling Heights Goodfellows after her father Darrell Nierporte, who previously ran the organization, passed away in January.

"This money will go toward the projects we have to help people, whether it's buying warm clothing or helping people keep their

lights on," Speece said. "We're also looking for people to help sell the Goodfellows Newspapers at the end of November, so anyone interested can give me a call at 586-651-5716."

Megan Gillesby is the special events coordinator for Grace Centers of Hope. "We do a lot of work with GM," Gillesby said. "Earlier in the summer, GM sent a

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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
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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, Levine said. 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 is 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, including new press lines to help stamp four different types of high-strength aluminum alloys that reduce cab



Clark Barton works on new F-150.

and cargo box weight while improving 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 improvements 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.

UAW Local 160
Donates to Local
Warren Charities

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couple hundred people to work on our transitional housing project. We are just so grateful for the partnership we have with GM. The money we received today will go toward people in our program. It’s a full rehabilitation program to give people and families the life skills they need to succeed in life. It’s a year-long program.”

Maggie Varney, founder and CEO of Wigs4kids, was also on hand to receive a \$400 check.

“We’re a local, grass-roots group that provides wigs and counseling for children who need them because of medical reasons,” she said.

The problem, Varney said, is that wigmakers don’t generally make wigs for children. And the children they help need wigs for different reasons, ranging from hair loss due to cancer treatments to Alopecia to burns caused by fires.

“Each wig has to be specially made because we provide wigs for children between the ages of three and 17,” Varney said. “There aren’t many wigs out there for three-year-old kids.”

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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GM 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.

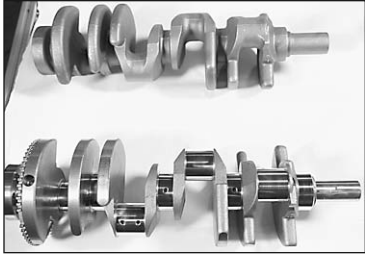
For the 5.3-liter V8 EcoTec3 engine, the shine on the crankshaft means using automated microfinishing and electronic measurement to get crank tolerances to the width of a human red blood cell, or within eight microns.

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 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



Polished crankshafts

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, he said, 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. One of the things that makes a difference with these vehicles is the integration of everything."

"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 just amazing."

GM's Warren Transmission Earns EPA Award

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become the new baseline, Basel said. So it's possible for a facility to receive the ENERGY STAR Challenge award multiple times because 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. That 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 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. GM also achieved perfect scores on both climate change data disclosure and performance submitted to CDP.

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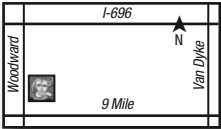
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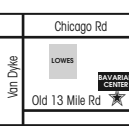
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In a new Chevrolet web video, a focus group of bearded men expound on how cool pickup trucks are.

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."

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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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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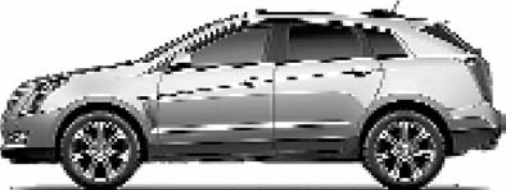
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GM is 'Visionary Sponsor' Of Hispanic STEM Session

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

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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PURCHASE FOR \$29,997*

NEW YUKON 2015
4WD SLE

LEASE FOR 24 MONTHS \$327*
\$999 DOWN

PURCHASE FOR \$41,699*

WE NEED YOUR TRADE-IN...MINIMUM \$3500 FOR YOUR TRADE-IN GUARANTEED

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

All applicable rebates including lease/conquest offers have been deducted from sale price/purchase. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). Below GM Pricing only valid on certain 2014 models and excludes 2015 models. Malibu, Impala and Volt are 36-month leases. Cruze, Equinox, Silverado, Traverse and Camaro are 24-month leases. All leases are 10k miles per year w/ approved \$100 credit w/ \$999 due at signing. Prices & payments are plus tax, title, and plate fees with acquisition fee up front. Refundable security deposit required on certain vehicles – to be determined by lender. For Silverado, must trade in 199 or newer model vehicle. GM Employee discount to everyone valid on certain models. \$3500 trade-in is valid on 2014 or newer vehicles with under 115k miles in drivable condition, no branded titles, see salesperson for details. **Certain restrictions may apply, see dealer for complete details. Expiration Date – 12/31/14.

BUICK GMC

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26125 Van Dyke @ 10 1/2 Mile Rd.
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All prices and payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM employee discount (unless otherwise stated). All leases are 10,000 miles per year with approved \$100 credit w/ \$999 down (unless otherwise noted). Must have lease loyalty on all vehicles. For Sierra, must trade in 199 or newer model vehicle. Prices and payments are plus tax, title, plate fee w/ acquisition fee up front, refundable security deposit required on certain vehicles – to be determined by lender. GM employee discount to everyone valid on certain models. \$3,500 trade-in is valid on 2014 or newer vehicles w/ under 115k miles in drivable condition, no branded titles. See salesperson for details. ** Certain restrictions may apply, see dealer for complete details. Exp date: 12/31/2014.

Now looking for experienced salespeople to join our team!

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, or call 313-923-7400.



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BUICK-GMC

North of 16 Mile on Gratiot in Clinton Twp.

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NEW 2014 BUICK ENCORE CONVENIENCE PACKAGE!

- 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

Stk. #B1912

NO SECURITY DEPOSIT REQUIRED!

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

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!

Stk. #B1106

NO SECURITY DEPOSIT REQUIRED!

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

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
- INTELLINK
- 4G WIFI!

Stk. #B1150

NO SECURITY DEPOSIT REQUIRED!

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

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!

Stk. #B1188

NO SECURITY DEPOSIT REQUIRED!

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

NEW 2015 BUICK ENCLAVE

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

Stk. #B1043

NO SECURITY DEPOSIT REQUIRED!

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

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

Stk. #T1180

NO SECURITY DEPOSIT REQUIRED!

GM EMPLOYEE & FAMILY LEASE		GM EMPLOYEE & FAMILY PRICE	
24mo. 10K	\$99*	24mo. 10K	\$149*
<small>w/Closing Competitive Lease</small>		<small>w/Closing Competitive Lease</small>	
24mo. 10K	\$149*	24mo. 10K	\$195*
<small>w/Lease Loyalty</small>		<small>w/Lease Loyalty</small> </	