

## Moves 'Fortify' GM Leadership Team – Barra

General Motors has made a series of leadership changes.

According to GM spokesman Pat Morrissey, the changes are being made "to continue our evolution into a stronger, more customer-centric organization."

CEO Mary Barra said, "We understand that we have to earn our customers' trust and loyalty, and that every interaction matters. The vehicle purchase is just the start.

"We intend to earn customers for life by delivering exceptional

quality and customer care, and these changes put us on a path to achieving that."

Alicia Boler-Davis, currently senior vice president, Global Quality and Customer Experience, is named senior vice president, Global Connected Customer Experience.

In addition to Boler-Davis's current customer experience responsibilities, she will assume responsibility for the Global Connected Consumer organization, which includes OnStar

and all of its call centers.

Boler-Davis will continue to report to Barra.

Under Boler-Davis' leadership, said Barra, GM has reshaped its global quality strategy, how the company interacts with its customers through call centers and social media, as well as the use of predictive tools and modeling.

Aligning all customer-facing centers under single leadership will enable more consistent cus-

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Alicia Boler-Davis



Grace Lieblein



2015 Dodge Challenger SRT Hellcat

## Challenger Hellcat on Way to Dealerships

The wait is over.

The highly anticipated new 2015 Dodge Challenger SRT Hellcat started shipping to Dodge dealerships across the United States in early November, said Chrysler's Design & Motorsports spokesman Dan Reid.

Dodge and SRT received more than 4,500 orders for the new 2015 Dodge Challenger SRT Hellcat in just the first five days after orders opened in September.

Those 707-horsepower muscle cars are now leaving the Brampton (Ont.) Assembly plant where they were built and making their way to Dodge customers across the country.

"The introduction of the new 2015 Dodge Challenger SRT Hell-

cat has ignited the general market's interest in the muscle car segment," said Tim Kuniskis, CEO, Dodge and SRT brands. "The reaction from our customers and the general public has been beyond even our positive expectations, and we will work to build a Challenger Hellcat for every customer who wants one."

The 2015 Dodge Challenger SRT Hellcat is the fastest muscle car ever with a National Hot Rod Association-certified ¼-mile elapsed time of 11.2 seconds at 125 miles per hour (mph) with stock Pirelli P275/40ZR20 P Zero tires. With drag radials, the ¼-mile run dropped to just 10.8 seconds at 126 mph.

Reid said the Hellcat name comes from the Navy fighter plane that flew during World War II.

"It's something that the powertrain guys have been doing lately – naming vehicles in development after fighter planes," Reid said.

"Then the marketing people heard the name and it took off from there.

"It's been a very successful vehicle that has gotten us a lot of positive press attention. In the first few days it was available, we received about 4,500 orders. It will be hitting the dealerships in December."

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## 'I Believe the Industry Needs to Rethink the Way Cars Are Made and Sold' – Bill Ford Jr.

Ford Executive Chairman Bill Ford Jr. recently told a group in Dubai, "My great-grandfather once said that before he invented the Model T, 'If I had asked people then what they wanted, they would have answered, 'faster horses.'"

It was Ford's way of explaining his breakdown of Ford's plans for the future at a special meeting of the Dubai Chamber of Commerce on Nov. 19.

Ford said he believes the car industry needs to rethink the way cars are made and sold, adding that the industry is big enough to make a difference in the world and is loaded with talented people.

These individuals, Ford said,

can make greener, more fuel-efficient vehicles. This reduces greenhouse gas emissions and Ford said he believes within his lifetime there will be truly green transportation.

But the industry faces another problem out of its control – population growth, Ford said.

"And we will be living more closely together," Ford said. "Some reports predict that by 2025 more than half the world's population will live in megacities of 10 million residents or more.

"When we look at population growth in terms of vehicles, the problem becomes even more pronounced. Today, there are about one billion vehicles on the road worldwide. But with more

people and greater global prosperity, that number is expected to double, and possibly double again, by 2050. This will create 'global gridlock' on a scale the world has never seen before."

Ford said Dubai is aware of the problem and even though it's increased the number of paved roads by a factor of 50 percent, population growth isn't a problem that can be "paved away."

"We are seeing global gridlock everywhere," Ford said. "In Beijing, for example, the average driver has a daily five-hour commute. A couple of years ago, China also was the location for what many are calling the worst

CONTINUED ON PAGE 2



Bill Ford Jr. talks about auto industry's future to Dubai businessmen.

## Chrysler Racks Up 60 Years of Tough Test Challenges

(EDITOR'S NOTE: This is the fourth in a series of articles on Big Three proving grounds across the globe.)

by Jim Stickford

As the saying goes, the more things change, the more they stay the same. At least that's the case when it comes to Chrysler's Chelsea Proving Grounds, which opened on June 16, 1954.

According to Chrysler historical records, at the time Chelsea opened in Michigan, it was heralded as "the newest, largest and most advanced of all automobile



Brand new 1954 Plymouths and DeSotos are taken through the paces at the then-new Chrysler Proving Grounds in Chelsea, Mich.

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## Industry Needs to Rethink the Way Cars Are Made

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traffic jam ever: an 11-day, 150-kilometer tie-up. And even while cars are getting cleaner, a traffic jam with no emissions still is a traffic jam."

The solution to this problem, Ford said, isn't more of the same.

The industry is building smart cars, Ford said, and these vehicles will get smarter.

But there's also a need to build smart roads, smart parking, smart public transportation systems and more – and there is a need to connect them all using wireless telecommunications.

"Why?" Ford asked. "Because when you link the vehicle to the world around it, you begin to attack global gridlock."

"To keep traffic moving, we need an integrated transportation network that uses real-time data to optimize personal mobility on a massive scale."

The era of the connected car has already begun, Ford said. Vehicles now come with hi-speed wireless connections that will, in the future, enable vehicles to communicate with other cars and with infrastructure built into roads.

"These are all problems that we are tackling today. But we also need to look to the problems of the future," Ford said.

"Many developed nations are facing an issue called the 'gray dawn,' with aging populations and the average age increasing. It has significant implications in several areas, such as the resources required to provide care and to get the elderly to where they need to be. Elderly people feel the loss of independence when they can no longer drive."

But what if autonomous driving could extend the driving life of the elderly? Ford asked. What if this technology, he said, could enable them to maintain the personal freedom that comes from mobility?

"Imagine how that could improve their quality of life, and reduce some of the dependency on caregivers," Ford said.

"As technology quickly evolves, we must push ourselves to look for new opportunities to solve bigger issues. This is the next challenge before us."

## Chinese Company Comes to Michigan

LANSING, Mich. (AP) – A Chinese automaker subsidiary is establishing a Detroit-area headquarters that's expected to generate \$15 million in investments.

The Michigan Economic Development Corporation said Nov. 19 that the new STEC USA facility in Madison Heights will add 176 jobs. The state has awarded the project a \$700,000 performance-based grant.

STEC USA plans to establish a headquarters and manufacturing in an existing facility.

# Chrysler Test Track Racks Up 60 Years of Tough Challenges

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proving grounds in operation, covering 3,800 acres of the most difficult terrain man can devise."

In a 1994 press release celebrating the 40th anniversary of Chelsea, Chrysler officials wrote that the "core of the Chrysler Proving Grounds remains as it was when it was dedicated on June 16, 1954 – an 8.4-mile endurance road, a 4.7-mile oval track and 2.23 miles of straight-aways."

"However," the press release continued, "much has been added since then to the complex. Today (1994), more than 200 test procedures are performed over the 45-mile network of paved, gravel and dirt roads that duplicate conditions found in the United States, Canada and Mexico and in the various laboratories."

According to Chrysler records, Chelsea came about after World War II, when Chrysler conducted "an exhaustive land search in southeast Michigan for a site for its first modern proving grounds."

When the facility was first opened in 1954, diverse brands such as Chrysler, Plymouth, Dodge and DeSoto were tested there. Since then, some brands have been dropped – Plymouth and DeSoto – and some have been added – Jeep and Ram.

Over time, technology improved and testing standards changed, said Sue Cischke, executive engineer for Chrysler Proving Grounds and Durability Testing in 1994.

Records show that when the proving ground was first open, its creation required the largest private earth-moving contract ever in the state of Michigan up to that time.

Dedicated in 1954, its roads and facilities have been improved and expanded continually to keep pace with product offerings and testing techniques.

The Chelsea Proving Grounds contains over 100 lane-miles of on-and-off-road test surfaces. Durability and reliability testing is conducted year-round in laboratories and on specially designed roads.

In addition to test roads and surfaces, the Chelsea Proving Grounds also offers impact testing, emissions and fuel economy testing.

The site's Vehicle Dynamics Facility is an 18-acre paved surface to evaluate steering, suspension and braking characteristics at speeds up to 100 mph.

The facility also offers 7, 15, and 32 percent grade roads to

evaluate hill climbing and service brakes. Additional grades of 20 and 30 percent are dedicated to parking brake and parking sprag testing.

Chelsea's repaved Oval Test Track has six lanes, is 4.7 miles long, and is conducive to speeds in excess of 200 mph. It has Neutral Steer of 130 mph in the sixth lane in the turns. This track is used for collecting data on highway and city-type driving. It is also used for endurance, engine cycling, brake, transmission, rear axle performance, fuel economy, and engine temperature.

The Chelsea concrete trough is 250 feet long and 12 feet wide. It's used to validate body sealing, fascia retention, water ingestion, and electrical component function in the engine compartment.

The site's Durability Test road surfaces are constructed of concrete, asphalt, gravel, stone, Belgian block and other rough surfaces for determining reliability and durability. Test surfaces range from low amplitude/high-speed to high amplitude/low-speed events for maximum durability test acceleration rates.

These roads are used for evaluation of steady state handling through a variety of cornering radii at a wide range of vehicle speeds. Testing consists of both subjective and instrumented events designed for sub-limit and limit evaluations.

Chrysler records stated that changes to the facility since its opening have been prompted, in part, by "government regulations, the advent of computers, an increased emphasis on customer satisfaction and the continuous search for improved quality."

The emissions laboratory was added to conduct tests to support the development and government certification process. Test vehicles are driven on chassis dynamometers according to standardized driving cycles. Along with duplicating on-the-road conditions, both temperature and humidity are controlled within a specified range. Vehicle exhaust is collected to analyze.

Chelsea also has an impact testing building that houses an impact simulator, which can simulate a passenger car striking a solid barrier at 70 miles per hour.

The facility's wind tunnel is used to test full-size cars and trucks for engine cooling, underhood temperatures, air conditioning performance, wind noise and aerodynamic design. Wind velocity in the tunnel simulates speeds of up to 120 miles per



Aerial view of Chrysler's Chelsea Proving Grounds as seen in 1954.



Various tests helped Chrysler determine quality of its 1954 products.

hour on full-size vehicles and 150 miles per hour on 3/8-scale models. Temperatures can be controlled to 120 degrees Fahrenheit.

Since 1954, roads have been added. In most cases that means making them more rugged in order to test the durability characteristics of vehicles. These endurance road networks encompass a full range of road surfaces from smooth asphalt to gravel to severely rough surfaces simulating off-road conditions.

These added road networks consist of a variety of turns, curves and grades built to duplicate different types of public roads. So, conditions include built-in bumps, dips and ripples meant to induce high stress as a way of testing vehicles' suspensions, bodies and tires. There are

even two gravel roads with washboard bumps, chuckholes and sharp turns.

Another big change introduced since 1954 was the addition of computers to collect and analyze data obtained during vehicle testing.

Test drivers have gone from writing reports by hand to using computers to record their observations.

Computers have also revolutionized how data is obtained, and, thanks to computer simulation capabilities, it's now possible to do much of the testing virtually.

Car technology has changed a lot since 1954, and the way cars are tested has changed as well. New technology promises even more changes in the future.

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## Chaparral's Innovation Wins With Chevrolet Race Engines

One never knows when or where inspiration will strike.

When racers Jim Hall and Hap Sharp founded Chaparral Cars in 1962, "Few could have guessed how they would shake up the conformities of the racing world – and fundamentally change it," said GM spokesman Chad Lyons.

Through pioneering applications of aerodynamics and aerospace technology, and a partnership with Chevrolet Research and Development, Chaparral Cars advanced the science of racing cars, said Lyons.

Chaparral also triumphed on the track over well-established sports car companies from around the world, said Lyons, using Chevrolet horsepower.

It was that spirit of innovation that inspired the Chevrolet Chaparral 2X Vision Gran Turismo (VGT) concept race car developed for the Vision Gran Turismo project.

The Vision project celebrates the 15th anniversary of the PlayStation racing game, "Gran Turismo," by inviting manufacturers to give fans a glimpse into the future of automotive design.

The concept car debuted at the Los Angeles Auto Show Nov. 19.

Gamers will be able to race the Chaparral 2X VGT following the release of an online update for Gran Turismo 6 during the holiday season.

"Jim Hall and Chaparral blended the art of racing with science in an unprecedented way, changing the sport forever and inspiring a new generation to experiment with aerodynamics and unconventional materials," said Mark Reuss, GM executive vice president, Global Product Development, Purchasing and Supply Chain.

"His race cars were four-

wheeled physics projects that proved innovation – and a strong Chevy race engine – could drive you to the winner's circle."

GM's Advanced Design Studio, with input from Hall, designed the Chevrolet Chaparral 2X VGT concept.

"It will serve as an example of what our designers are capable of when they are cut loose, no holds barred," said Ed Welburn, vice president of GM Global Design. "A fantasy car in every sense of the word."

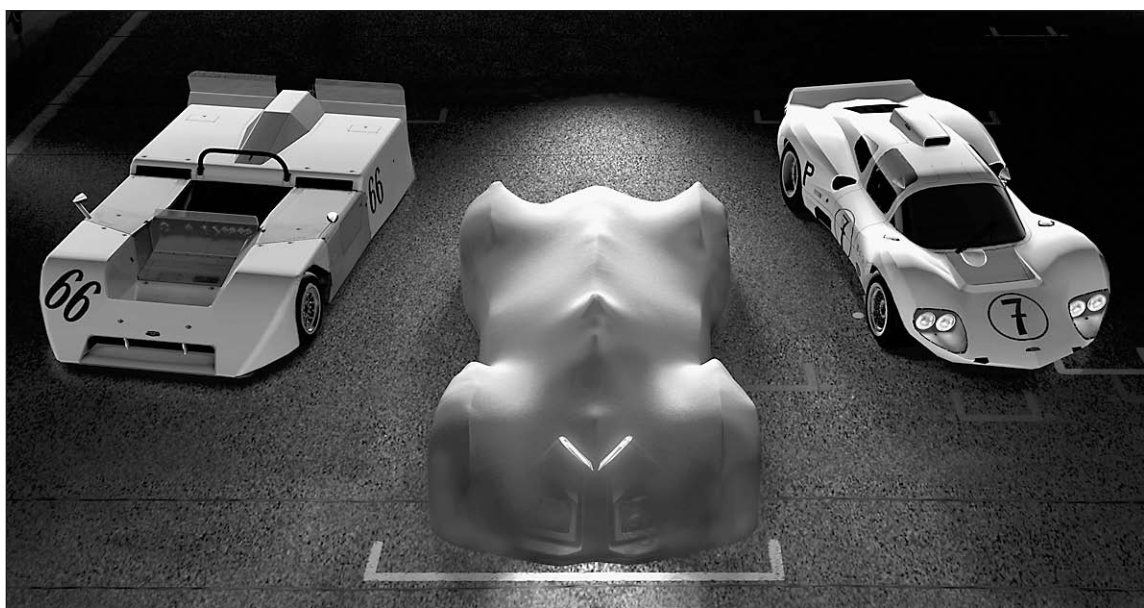
The first Chaparral was a conventional, front-engine race car, built by Dick Troutman and Tom Barnes in 1961, said Lyons. In 1962, Jim Hall and Hap Sharp – who had purchased one of the original Chaparral racers – formed Chaparral Cars, Inc., and immediately began the design and construction of Chaparral 2, a mid-engine car with an aerospace-inspired semi-monocoque fiberglass chassis.

It was powered by a 327-cubic-inch Chevrolet small-block V8 engine and would later incorporate an innovative torque-converter transaxle.

In its first race at Riverside in 1963, Hall qualified the Chaparral 2 on the pole position and set a track record in the process.

In 1964, he won the United States Road Racing Championship (USRRC) and, in 1965, the Chaparral 2 scored its biggest coup on the racetrack, winning the prestigious 12-hour race at Sebring – upsetting historically dominant international teams.

Chaparral Cars soon partnered with Chevrolet Research and Development to help develop the pioneering methods and materials Hall envisioned, including the composite monocoque chassis, lightweight-alloy powertrain systems, automatic transmissions for racing and progressive, active



A wrapped version of the new Chaparral 2X VGT is flanked by the 2J, left, and 2E racing designs of the 1960s.

aerodynamics. The partnership also spawned groundbreaking vehicle data acquisition technology.

In 1966, Chaparral introduced the radical 2E race car for SCCA's Can-Am series.

With a large, high-mounted wing to produce downforce, it represented a milestone in aerodynamics applied to race cars, providing as much as 240 pounds of downforce at 100 mph.

Phil Hill and Hall scored a 1-2 finish that year at Laguna Seca. A year later, the Chaparral 2F, a high-winged coupe built for World Championship Endurance competition, set the fastest lap in five of the eight races that season.

Hall's pursuit of handling-

enhancing downforce, which allowed a race car to enter and exit corners faster – while ensuring high-speed stability on the straights – reached its zenith in 1970, with the introduction of the radical Chaparral 2J.

In addition to a thundering Chevrolet big-block V8 engine, it featured a separate motor to drive a pair of fans that exhausted air beneath the car, essentially producing suction-derived downforce.

The Chaparral 2J's unconventional, fan-driven downforce system was as effective as it was controversial.

In four races, it grabbed three pole positions – and then it was banned by the race series' sanctioning body.

Hall and Chaparral continued racing throughout the 1970s, including the 1970 season of the Trans-Am Series, when Hall drove a Chaparral-prepared Camaro Z-28.

The company scored a win at the 1978 Indianapolis 500, with Al Unser Sr. driving a Chaparral-prepared Lola racecar.

In 1979, Chaparral built its own Indy car, the 2K, which powered Johnny Rutherford to the Indianapolis 500 win in 1980, along with the USAC and CART series championships that year.

The Chaparral 2, 2D, 2E, 2F 2H, 2J, and 2K are displayed in the Chaparral Gallery of the Permian Basin Petroleum Museum in Midland, Texas.

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## 2014 RAM 3500 LARAMIE CREW CAB 4X4 CUMMINS TURBO DIESEL

- Spray in Bedliner
- Power Sunroof
- Auto Start

MSRP ..... \$64,230  
**SAVE ..... \$14,828**  
**SALE PRICE... \$49,402\***  
 #D4-11776

### 2014 RAM 2500 SLT CREW CAB 4X4 CUMMINS TURBO DIESEL

- 20" Wheels
- Side Steps
- Navigation
- Spray in Bedliner

MSRP ..... \$59,015  
**SAVE ..... \$14,311**  
**SALE PRICE... \$44,704\***  
 #D4-10333

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### RAM

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Exclusive Huvaere Bonus Cash!

**547 Available!**  
27 Mo 1 PAY LEASE  
**\$4032"**  
D4-12073

**LEASE FOR**  
**\$109** \*\*  
27 Mos. \$1595 due

**1343 Rams Delivered Year to Date!**

### 2014 RAM 1500 CREW CAB 4X4 BIG HORN

**#1 RAM DEALER!**  
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**\$4449"**

**LEASE FOR**  
**\$109** \*\*  
27 Mos. \$1895 due

**\$1500 HUVAERE CASH!**  
Luxury Group #D4-12016

### 2014 RAM 1500 CREW CAB 4X4 3.6L PENTASTAR

**#1 RAM DEALER!**  
27 Mo 1 PAY LEASE  
**\$3803"**

**LEASE FOR**  
**\$107** \*\*  
27 Mos. \$1195 due

**\$1500 HUVAERE CASH!**  
#D4-12123

### 2014 RAM 1500 CREW CAB OUTDOORSMAN 4X4

**#1 RAM DEALER!**  
24 Mo 1 PAY LEASE  
**\$4189"**

**LEASE FOR**  
**\$107** \*\*  
27 Mos. \$1595 due

**\$1500 HUVAERE CASH!**  
HEMI, Spray in Bedliner! #D4-11947

### 2014 RAM 1500 CREW CAB 4X4 LARAMIE

**#1 RAM DEALER!**  
27 Mo 1 PAY LEASE  
**\$7521"**

**LEASE FOR**  
**\$199** \*\*  
27 Mos. \$1995 due

**\$1500 HUVAERE CASH!**  
#D4-11707

### DODGE

## 2014 DODGE CHARGER R/T

**SALE PRICE**  
**\$22,799\***

**LEASE FOR**  
**\$105** \*\*  
27 Mos. \$1495 due

**\$1500 HUVAERE CASH!**  
Wheels/Tunes Grp! #D4-70203

### 2014 DODGE CHARGER R/T AWD

**SALE PRICE**  
**\$25,236\***

**LEASE FOR**  
**\$99** \*\*  
27 Mos. \$1995 due

**\$1500 HUVAERE CASH!**  
D4-70278

### 2015 DODGE JOURNEY R/T AWD

**SALE PRICE**  
**\$22,779\***

**LEASE FOR**  
**\$99** \*\*  
27 Mos. \$1295 due

**\$1500 HUVAERE CASH!**  
Navigation, Back Up Camera! #D5-00006

### 2014 DODGE JOURNEY R/T

**SALE PRICE**  
**\$20,769\***

**BUY FOR**  
**\$284** \*\*  
84 Mos. \$1995 due

**\$1500 HUVAERE CASH!**  
D4-00370

**2015 GRAND CARAVAN SE**  
**SALE PRICE**  
**\$16,771\***  
#D5-40003

**2015 GRAND CARAVAN SE**  
**SALE PRICE**  
**\$19,773\***  
#D5-40006

**2014 GRAND CARAVAN RT**  
**SALE PRICE**  
**\$24,210\***  
#D4-40044

**2014 DURANGO SXT AWD**  
**LEASE FOR**  
**\$214** \*\*  
24 Mos. \$1995 due  
#D4-30097

**2014 DURANGO LIMITED AWD**  
**LEASE FOR**  
**\$274** \*\*  
24 Mos. \$1995 due  
#D4-30145

**\$1500 HUVAERE CASH!**

## Dodge Challenger Hellcat Makes Its Way to Dealers

CONTINUED FROM PAGE 1

The fastest muscle car ever is also the most powerful muscle car ever, thanks to the Challenger SRT's Hemi Hellcat, Reid said, which delivers an unprecedented 707 horsepower and 650 lb.-ft. of torque.

The 6.2-liter V8 is also the first factory-built supercharged Hemi.

Equipped with Chrysler's segment-exclusive TorqueFlite eight-speed automatic transmission, Reid said, the new Challenger SRT Hellcat has earned a highway fuel-economy rating of 22 miles per gallon from the U.S. Environmental Protection Agency (EPA). The Challenger SRT Hellcat with the new-for-2015 six-speed manual transmission earns an EPA highway rating of 21 mpg.

In addition to the horsepower, the new 2015 Dodge Challenger SRT Hellcat has been redesigned and totally reengineered to be the most true-to-form muscle coupe on the market with performance-enhancing technologies inside and out, Reid said, including the new TorqueFlite eight-speed automatic transmission or six-speed manual and an all-new interior inspired by the classic 1971 Challenger.

Reid said it's been Chrysler's goal to make all SRT models the ultimate version of that particular vehicle.

So when it came to the Challenger, adding an engine with 707 hp, among other features, was the way to go.

"This is supposed to be an ultimate car, so it gets the ultimate treatment," Reid said. "And the reaction from the public has been fantastic."

## New Year's Day: No. 1 Holiday for Vehicle Thefts

Car thieves don't take a break for the holidays, according to new data released Nov. 19 by the National Insurance Crime Bureau.

NICB's 2013 Annual Holiday Vehicle Theft Report analyzes data from the National Crime Information Center, which showed 708,909 vehicle thefts for the year, said NICB spokesperson Carol Kaplan.

The NICB also reminds drivers to take extra care during the busy holiday shopping season, Kaplan said. Aside from vehicle thefts, vehicle burglaries also increase in activity.

Drivers should make sure they park in well-lit areas and keep packages in the trunk, the NICB warns. Leave nothing visible in the interior and, as always, ensure your vehicle is locked before leaving it.

"New Year's resolutions apparently didn't stop thieves on Jan. 1, 2013," Kaplan said. "It turned out to be the number one holiday for vehicle thefts with 2,184 vehicles stolen."

Holidays ranked by the number of thefts in 2013 were:

- New Year's Day (2,184)
- Halloween (1,998)
- Memorial Day (1,972)
- Labor Day (1,915)
- Presidents' Day (1,894)
- Christmas Eve (1,774)
- Valentine's Day (1,757)
- Independence Day (1,750)
- New Year's Eve (1,715)
- Thanksgiving (1,353)
- Christmas Day (1,224)

By comparison, the day in all of 2013 with the most vehicle thefts occurred on Aug. 12 with 2,316, Kaplan said.

The day in all of 2013 with the least vehicle thefts was Christmas Day with 1,224.



### SALE HOURS:

Mon & Thurs  
8:30-9:00  
Tue, Wed & Fri  
8:30-6:00  
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# 'These Moves Fortify GM's Leadership Team' – Barra

CONTINUED FROM PAGE 1

tomers care and deliver improved efficiency, the GM CEO said.

Grace Lieblein, currently vice president, Global Purchasing and Supply Chain, is named vice president, Global Quality, and will report to Barra.

Under Lieblein's leadership, said Barra, GM has set the foundation for more productive supplier relations, based on greater collaboration, dedication to quality fundamentals and a focus on mutual success, which has been recognized by the supplier community as a model for the industry. Lieblein, Barra said, has extensive experience in manufacturing, vehicle engineering, purchasing and global markets.

"With her diverse technical expertise, steeped with a customer-facing perspective, Lieblein is well-positioned to accelerate GM's progress in vehicle quality," Barra said.

Steve Kiefer, currently vice president, Global Powertrain, is named vice president, Global Purchasing and Supply Chain. Kiefer will report to Mark Reuss, executive vice president, Global Product Development, Purchasing and Supply Chain.

He will continue to build on the progress Lieblein established with suppliers, Barra said. Kiefer's extensive leadership experience in the supplier community and strong technical expertise will be key as GM continues its efforts to reshape how the company and its suppliers work together, partner for mutual success, and deliver greater value to customers.

Dan Nicholson, currently executive director of Powertrain Embedded Controls, is promoted to

Global Powertrain vice president, assuming Kiefer's responsibility and reporting to Mark Reuss. Nicholson's broad-range global experience in quality, powertrain development, engine calibration, and controller and software integration are especially valuable as embedded controls and software increasingly are being applied to sophisticated engine and drivetrain systems. A replacement for Nicholson's current role will be named later.

Mary Chan, vice president, Global Connected Consumer, has elected to leave GM to pursue other opportunities, but will remain with the company through the first quarter of 2015 to assist with the transition and the 4G LTE production launch in China and Europe.

Under Chan's leadership, GM has made great strides in vehicle connectivity, with the largest in-vehicle 4G LTE deployment to date in the industry, Barra said. GM's 4G LTE offer was recognized by *Popular Science Magazine* with its "Best of What's New 2014" award.

"Strong brands, top quality and an unsurpassed overall customer experience are essential ingredients to winning in the ever-competitive auto business. And that's what we intend to deliver to our customers," Barra said.

As the company pursues its efforts to become the most valued auto company in the industry, Barra said, these moves fortify GM's senior leadership team, adding further diversity in perspective and experiences.

All of the moves are effective immediately.

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LEASE THIS 4X4 FOR ONLY  
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10K MILES PER YEAR  
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Trailer Equipment Pkg, Power driver seat, Remote start, Front fog lamps, Rear Defrost, 110 Volt AC Power Outlet, Universal Home Remote, Dual zone A/C climate Control & more!

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CONVENIENCE GROUP

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**\$209**\*/MO  
24 MO. LEASE  
10K MILES PER YEAR  
STK #4048-14 • DEAL #49782

\*GM pricing plus tax, title, lic. No sec. deposit required. Lease figured with lease loyalty rebate. \$1,701 total due at signing.

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SLE-1

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**\$199**\*/MO  
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STK #7505-15 • DEAL #51286

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\*Black Friday sales offer is for select vehicles in dealer inventory. Not all models qualify. GM Pricing Plus Tax, Title, Lease Loyalty Rebate Must Have GM Lease in Household. No security deposit required. Yukon leases figured with Executive discount must own 99 or newer non-GM to qualify for lowest payment. Photos may not represent actual vehicle. Price is subject to change without notice. See dealer for details. Expires 11/30/14.

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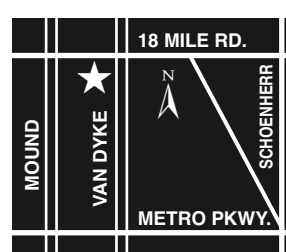
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0% up to 60 months on approved credit on all 2014 except ELR & Escalades.  
MRSP's: CTS \$51,700, XTS \$45,525, ATS 2.0 \$39,660, 2015 ATS coupe \$49,090, SRX \$38,750.  
Due at signing 2014 ATS \$3,299, 2015 ATS \$3,201, 2014 CTS first months payment + tax title plate dealer fees, 2015 XTS \$2,499, 2015 SRX \$2,259.  
See dealer for details. Take delivery by 11/30/14.

## Industry Leaders Ask FTC for Protection of Drivers' Privacy

WASHINGTON (AP) – Nineteen automakers accounting for most of the passenger cars and trucks sold in the U.S. have signed onto a set of principles they say will protect motorists' privacy in an era when computerized cars pass along more information about their drivers than many motorists realize.

The principles were delivered in a letter Nov. 13 to the Federal Trade Commission, which has the authority to force corporations to live up to their promises to consumers.

Industry officials say they want to assure their customers that the information that their cars stream back to automakers or that is downloaded from the vehicle's computers won't be handed over to authorities without a court order, sold to insurance companies or used to bombard them with ads for pizza parlors, gas stations or other businesses they drive past, without their permission.

The principles also commit automakers to "implement reasonable measures" to protect personal information from unauthorized access.

Many recent-model cars and light trucks have GPS and mobile communications technology integrated into the vehicle's computers and navigation systems. Information on where drivers have been and where they're going is continually sent to manufacturers when the systems are in use.

Consumers benefit from alerts sent by automakers about traffic conditions and concierge services that are able to unlock car doors and route drivers around the path of a storm.

The National Highway Traffic

Safety Administration is also working with automakers on regulations that will clear the way for vehicle-to-vehicle communications. The technology uses a radio signal to continually transmit a vehicle's position, heading, speed and other information.

Similarly equipped cars and trucks would receive the same information, and their computers would alert drivers to an impending collision.

"As modern cars not only share the road but will in the not-too-distant future communicate with one another, vigilance over the privacy of our customers and the security of vehicle systems is an imperative," said John Bozzella, president of Global Automakers, an industry trade association.

The automakers' principles leave open the possibility of deals with advertisers who want to target motorists based on their location and other personal data, but only if customers agree ahead of time that they want to receive such information, industry officials said.

"Google may want to become an automaker, but we don't want to become Google," said Mitch Bainwol, president of the Alliance of Automobile Manufacturers.

The possibility of ads popping up on the computer screens in cars while drivers are behind the wheel worries some safety advocates.

Sen. Edward Markey, D-Mass., called the principles "an important first step. He added, "I will call for clear rules – not voluntary commitments – to ensure the privacy and safety of American drivers is protected."

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# Raytheon Awarded for GM Technician Work

by Jim Stickford

Raytheon Professional Services (RPS), a subsidiary of Raytheon Company in partnership with General Motors, last week received a 2014 Automotive Training Managers Council (ATMC) National Excellence in Training Award.

The award recognizes Raytheon for its innovative approach in transforming the training solutions of GM to ensure their dealership technicians are thoroughly trained to fix increasingly complex vehicles right the first time and deliver an exemplary customer service experience.

"The ATMC National Excellence in Training Award is a coveted award because it is judged and decided by our peers in the automotive training industry," said Dave Letts, RPS vice president.

"Over the last 15 years, the RPS team, in partnership with GM's training leaders, has turned GM's technical training program into a model for other global organizations by aligning it to the company's key business challenges and continually adapting and evolving it to their needs."

In the United States alone, GM has more than 4,300 dealerships with approximately 29,000 technicians, said Raytheon spokesperson Nathalie Bloomfield.

Every year, she said, these technicians undergo additional training to ensure their technical skills and overall knowledge keep pace with the increasing number of sophisticated technologies applied across all vehicle systems in new GM models.

"GM is dedicated to seeking innovative ways to design our cars and adopt the latest technology," said Mark Miller, director of GM Dealer Service and Warranty Operations.

"As our vehicles become more technologically advanced, ensuring that our technical training program is best-in-class is critical to our success."

In 2014, RPS introduced more innovative delivery methods to make training for GM technicians accessible anytime, anywhere, and increase speed-to-competency.

Innovations included: Performance Support Objects (post-training learning reminders); GM TechTube (YouTube-like videos for GM technicians); and immersive

Boot Camps on specific subjects.

The ATMC annually recognizes outstanding or innovative training programs designed for the automotive and truck industry, which makes receiving the award so satisfying, Bloomfield said.

Developing training programs has become even more important than ever, Bloomfield said, because cars have changed so much in the past few years.

And with so many new models coming out with new technology, she said, it's vital that dealership technicians are kept up to date with the best repair techniques.

"The speed of getting information out is important," Bloomfield said.

"So we've had to develop new ways of sharing information.

"Today, people want knowl-

edge available to them 24/7.

"So we have had to come up with ways to educate in a way that information is available when technicians want it.

"And we have ways to make it available how they want it.

"With today's smart phones and tablets, technicians can now receive information directly."

Bloomfield said that when people hear Raytheon, they usually think defense industry, but RPS has been a training company for many years.

"We're one of the tops in our field," Bloomfield said.

"So it may sound overly confident to say this, but we weren't surprised to receive this award. We were proud to get it because it comes from industry experts, and that means a lot."

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## Japanese Execs Nailed for Fixing Parts Prices, Bids

COVINGTON, Ky. (AP) – Arrest warrants have been issued for a pair of Japanese automotive parts executives charged in northern Kentucky with conspiring to fix prices and rig bids of bearings.

A grand jury in Covington handed up the charges against Hiroya Hirose, an executive at NSK Ltd., and Masakazu Iwami, an executive at Jtekt Corp.

The U.S. Justice Department announced Nov. 14 that the pair worked to fix the prices of bearings sold to Toyota Motor Corp. and Toyota Motor Engineering & Manufacturing North America Inc. in the United States and elsewhere from 2001 and through July 2011.

Hirose was a group sales manager in NSK's Mid-Japan Automotive Department Office. Iwami was a section manager, then general manager, in Jtekt's Toyota Branch office.

Prosecutors say the charges are part of an ongoing investigation.

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**Dennis Thacker**  
dthacker@edrinke.com

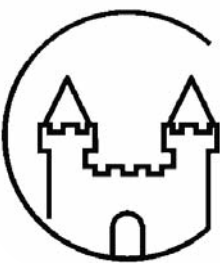
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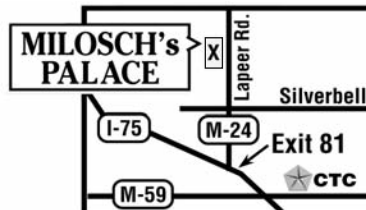
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