

## 2014 Was a Big Year for the Auto Industry, Detroit Three

Not surprisingly, the big names in the news during this past year were the leaders of the Detroit automotive industry – Mary Barra, Mark Fields and Sergio Marchionne – as each made history with their companies.

Barra became the first woman CEO of a Big Three automaker, Fields replaced Alan Mulally as Ford CEO, and Marchionne merged two major automakers in Chrysler and Fiat.

GM introduced the GMC Canyon, Ford the aluminum-framed F-150, and Chrysler the new 200.

More good news kept getting better as industry sales for the year were up more than 6 percent over 2013.

But, as if to throw a monkey-wrench into the whole automaking machinery, safety recalls broke through astronomical ceilings, far surpassing the previous record of recalls for one year, and costing the manufacturers untold millions of dollars.

The year of change at Ford included the death of William Clay Ford, Sr.

At GM, the automaker faced its most serious crisis since coming out of bankruptcy – a massive recall that will cost the company hundreds of millions of dollars caused by an ignition switch spring defect.



Mary Barra at Congressional committee hearing

Barra made her debut as GM's new CEO at the 2014 NAIAS in January, where she introduced the new 2015 GMC Canyon. She said the Canyon was part of GM's new "three-truck strategy designed with the customer in mind."

"GM is the only manufacturer that gives buyers the option between light-duty, heavy-duty or midsize trucks," Barra said at the time.

"The midsize truck segment is especially interesting. Other manufacturers have either ignored it or abandoned it. That means midsize pickup customers have had to compromise."

Barra's skills as a leader were put to the test in 2014 as she faced GM's recall crisis. In March, GM started an initial recall of 1.6 million vehicles that were sold in North America. The vehicles – the Chevy Cobalt and the Pontiac G5 made between 2005 and 2007 – had a defect.

GM stated that a heavy key ring or jarring from rough roads could cause the ignition switch to move out of the run position and shut off the engine and electrical power. That could knock out power-assisted brakes and steering and disable the front air

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Sergio Marchionne unveiling Fiat Chrysler's new business plan



Mark Fields with F-150 prototype at 2014 Detroit Auto Show



2016 Cadillac CTS-V

## Cadillac CTS-V Set to Launch in Summer

The 2016 Cadillac CTS-V has been called the most powerful product in the brand's 112-year history.

"We introduced it Dec. 22 as the newest entry in the elite class of the world's highest-performing luxury cars," said GM spokesman Brian Corbett.

The new CTS-V, which will be launched in late summer with 640 horsepower, 630 lb.-ft. of torque and a top speed of 200 mph, said Corbett, is the third generation of the "acclaimed luxury sports sedan that launched the V-Series a decade ago – and redefined Cadillac for a new generation of enthusiasts."

The new model will lead Cadillac's product-driven expansion and elevation, he said.

"V-Series represents the very best of the Cadillac brand – the pinnacle of our design and technical capabilities," said Cadillac president Johan de Nysschen.

"The new CTS-V is the most compelling example of Cadillac's product substance and brand trajectory. The new CTS-V soars into the stratosphere of the most exhilarating luxury cars."

Comprehensive updates, de Nysschen said, make the new CTS-V essentially two cars in one: a luxury sedan with sophisticated road manners and a track-capable sports car straight from the factory.

It also introduces a new supercharged 6.2L V8 engine backed

by Cadillac's paddle-shift eight-speed automatic transmission, featuring launch control and Performance Algorithm Shifting, he said.

With more horsepower and torque than the Mercedes-Benz 5.5L biturbo V8 and the BMW M-series 4.4L TwinPower (twin-turbo) V8, said de Nysschen, the new CTS-V is capable of 0-60 performance in 3.7 seconds.

Track-honed design, chassis and suspension elements complement the supercharged powertrain and elevate CTS-V's capability, performance and driver control to new thresholds, while enabling track driving without

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## MIS Trophy Fund Goes to Michigan Science Center

The Michigan Science Center in Detroit took a big checkered flag this year as the recipient of the \$40,000 Michigan Heritage trophy fund.

Winning the race for funding came down to a choice by the manufacturer – this year, Chevrolet – who won the NASCAR Sprint Cup Series.

The \$40,000 was donated Dec. 18.

Michigan International Speedway (MIS), along with Chevrolet, Ford and Toyota, kick in \$10,000 each toward the award as part of the speedway's Michigan Heritage trophy.

The trophy is a recognition and celebration of the automobile and its importance to the race track and the manufacturers competing in NASCAR – Ford,

Chevrolet and Toyota – said MIS spokesman Brad Kuhbänder.

As part of the Michigan Heritage, each contending manufacturer and MIS annually commit \$10,000 to be given to a youth-focused and science, technology, engineering and mathematics (STEM)-related charity in Michigan.

Chevy won both NASCAR Sprint Cup events at MIS this summer, Kuhbänder said, and chose the Michigan Science Center (MiSci) as this year's recipient. The funds will assist in the center's educational programs.

"We are thrilled to accept this generous donation from Michigan International Speedway, Chevrolet, Ford Motor Company



University Prep Academy students accept \$40,000 for the Michigan Science Center.

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BMW is Latest  
Automaker Hit  
By Takata Recalls

NEW YORK (AP) – BMW has agreed to demands from the government to replace drivers-side air bags across the entire U.S.

The National Highway Traffic Safety Administration has been pushing companies to recall older cars with air bag inflators made by Takata Corp. They can explode with too much force and spew shrapnel at drivers and passengers. At least five deaths have been blamed on Takata inflators.

The decision affects 140,000 BMW 3 Series cars made between January 2004 and August 2006. It says no problems with BMW vehicles have been reported. Earlier this year, the company took about 574,000 cars off the market in the U.S.

Several automakers have been slow to expand the recall. Ford Motor Co. joined the list last week, and was quickly followed by Chrysler.

BMW is the last automaker to agree to replace air bags in all affected cars nationwide. About 15 million cars have been recalled in the U.S. in total. Initial recalls were limited to states with high levels of humidity, as NHTSA says the air bag inflator propellant, ammonium nitrate, can burn faster than designed if exposed to prolonged airborne moisture. When that happens, the propellant can blow apart a metal canister meant to contain the explosion.

Detroit Rocker  
Set for Concert  
At Daytona 500

DAYTONA BEACH, Fla. (AP) – Kid Rock will perform a pre-race concert at the Daytona 500 in February.

Daytona International Speedway said last week he will play several hits as well as his new single, “First Kiss.”

Kid Rock’s appearance coincides with the launch of his album, “First Kiss.” The album will be released Feb. 24, two days after the showcase race.

He joins a long list of past pre-race performers at the Daytona 500, including Luke Bryan, Zac Brown Band, Lenny Kravitz, Brad Paisley, Tim McGraw, Keith Urban and Bon Jovi.

Daytona International Speedway President Joie Chitwood III calls Kid Rock an “avid NASCAR fan” who will provide fans with a “spectacular performance.”

Utica CSI Student Wins 2015 NAIAS Poster Competition

Heaps of praise were showered on Michigan’s “creative talent” when Chevrolet dealer Scott LaRiche recently viewed posters developed by high schoolers.

LaRiche, who’s also chairman of the 2015 North American International Auto Show (NAIAS), was judging the show’s annual high school poster contest.

The grand prize of \$1,000 will be presented to Daniel Fullan, a student at the Utica Center for Science and Industry (CSI).

Fullan was chosen by LaRiche and two other judges for the Chairmen’s Award after this year’s contest drew 781 entries from 58 schools.

The winning entry will be displayed in the official auto show program.

“There were a lot of posters set up on walls for me to look at,” LaRiche said. “I did a walk-through and looked at all of the entries. There were so many excellent posters, but my eye kept going back to Daniel’s.”

“I liked the colors and that caught my attention. I also thought it was cool that it depicted the skyline of Detroit.”

After all, LaRiche said, the 2015 NAIAS show, which takes place Jan. 17-25 at Cobo Center in Detroit, is supposed to be about all of Detroit and not just the Cobo Center and not just about a week-long event in January.

“In 2014, the auto show brought about \$375 million to the region,” LaRiche said.

“The caliber of entries speaks volumes about the creative talent in Michigan and its direct application to NAIAS and the global auto industry,” said LaRiche.

“Nurturing young people is not only critical to their success, but to the industry that will one day be the beneficiary of their talent. We congratulate the winning artists.”

Mike Allore, a multi-media teacher at Utica’s CSI program, said the program offers three disciplines to students who participate in it: multi-media, engineering technology and mechatronics – the study of robotics and automated systems.

Students who enter into CSI, Allore said, look at different disciplines as freshmen. They pick a discipline for their sophomore, junior and senior years.

“What I like about the program is that I came from industry myself and the students learn an industry perspective,” Allore said.

“We teach practical skills on a project basis. The students learn how to do things in a practical fashion.”

Allore said he entered about 15 of his students’ work in the poster contest.

Fullan said he didn’t learn he won the Chairmen’s Award until two weeks ago when Allore announced it in class.

“Yes, you can say that I was surprised to learn that I won,” Fullan said. “I got the idea for the poster from a picture that my dad and I took of the Detroit skyline from the Canadian side of the river.”

Fullan said that he and his father have been going to the auto show “ever since I was old enough to know what a car was.”

He has a folder on his home computer that has pictures he took from different auto shows. One of those years, they went to Canada and took a picture of the Detroit skyline.

Fullan said he used Adobe Illustrator software to recreate the Detroit skyline.

“It took a lot of work,” Fullan said. “I spent four or five weeks on the project. I had to draw each building individually, and then I added the details to each building one by one.”

As to the colors, Fullan said he took the picture of the skyline at night, which he believes really helped make the poster and its colors stand out.

According to NAIAS spokesperson Joe Rohatynski, the awards were established to engage the creative minds of Michigan’s future artists. The 27th annual contest recognizes students from throughout the state.

Winners also were selected in



Student Fullan’s winning poster depicting Detroit skyline

the following categories and awarded cash prizes.

Colin Burke of Plymouth-Canton Educational Park won the \$1,000 State Farm Insurance Award.

Honorees who each received a \$500 prize:

- Designer’s Best of Show, Digital – Veronica Peterson, William D. Ford Career Technical Center;
- Designer’s Best of Show, Traditional – Melissa Millenbach, Grosse Pointe South High School;
- 10th Grade Award, 1st Place – Kendall Morgenstein, Bloomfield Hills High School;
- 11th Grade Award, 1st Place – Nicole Perkins, Howell High School;
- 12th Grade Award, 1st Place

– Jasmine Traxler, William D. Ford Career Technical Center.

Honorees who each received a \$250 prize:

- Most Creative Award – Serena Musallam, Oakland Schools Technical Campus Southwest;
- Best Use of Color Award – Chantal Zorzi, Bloomfield Hills High School;
- Best Theme Award – Brendan Ahumada, Careerline Tech Center;
- 10th Grade Award, 2nd Place – Kara Hug, Plymouth-Canton Educational Park;
- 11th Grade Award, 2nd Place – Kelsey Cunningham, Livonia Career Technical Center;
- 12th Grade Award, 2nd Place – Kyle Wilkin, William D. Ford Career Technical Center.

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## 2014 Says Hello to FCA, Barra, Fields, Goodbye to Bill Ford, Sr.

CONTINUED FROM PAGE 1

bags. The defect resulted in a large number of accidents and several deaths.

Public relations expert David Johnson, CEO of Strategic Vision in Atlanta, credited Barra for “getting ahead of the story.”

Barra’s PR skills were put to the test in April when she was called to testify before Congress. In June, Barra, along with GM President Dan Ammann and Vice President of Global Product Development Mark Reuss, held a press conference announcing the creation of a fund to pay the survivors of crashes caused by the ignition defect.

Barra also announced the root of the problem with the ignition part was that it “didn’t meet standards and when that was discovered, the problem was seen as one of customer satisfaction and not safety.”

GM wasn’t the only manufacturer affected by recalls. The Associated Press reported that “in the U.S. alone, automakers recalled more than 60 million cars and trucks. That far surpasses the previous record of 30.8 million in 2004.

“The bulk of those come from two problems that have led to nearly 50 deaths and dozens of injuries.

“Japanese air bag supplier Takata, whose air bags can inflate too fast and spew shrapnel, has fought regulators’ demands

to expand recalls. And GM was fined the maximum \$35 million by U.S. safety regulators for dragging its feet for a decade over replacing faulty switches that can shut down car engines. The U.S. Justice Department is investigating both companies.”

2014 was also a year of change at Ford.

William Clay Ford, Sr., who helped steer Ford Motor Company into the modern era as an employee, director and influential member of the Ford family, died of complications from pneumonia on Sunday, March 9, at his home. He was 88.

Ford had served the company for 57 years as an employee and board member, playing a pivotal role in shaping the company for more than half of its 110-year history.

In May, it was announced that on July 1, Alan Mulally would retire as president and CEO, and Mark Fields would take over.

“From the first day we discussed Ford’s transformation eight years ago, Alan and I agreed that developing the next generation of leaders and ensuring an orderly CEO succession were among our highest priorities,” said Ford executive chairman Bill Ford, Jr.

“Mark has transformed several of our operations around the world into much stronger businesses during his 25 years at Ford.

“Now, Mark is ready to lead our

company into the future as CEO.”

And Ford’s future got a head start in 2014 with the introduction of the 2015 F-150 pickup truck.

What makes the new F-150 different from previous incarnations, indeed from any pickup on the market, is its use of high-strength aluminum alloys similar to kinds already in use in the aerospace industry.

Ford Manufacturing Research manager Peter Friedman said that this use of aluminum would save up to 700 pounds of weight for the 2015 F-150 while improving dent-and-ding resistance.

“Our objective was to find materials that allowed us to design the truck to be as tough as – or tougher than – the current models, yet could help it be hundreds of pounds lighter for better capacity and fuel economy,” Friedman said.

Chrysler started the year with a bang. On Jan. 1, Fiat and the UAW announced an agreement that would give Fiat complete control of Chrysler.

Under the terms of the agreement, Fiat would pay the UAW retiree fund \$1.75 billion from its own bank account and Chrysler would pay an additional \$1.9 billion.

This cleared the way for the creation of FCA – Fiat Chrysler Automobiles. The new company’s CEO – Marchionne – also released a new five-year plan in May. He declared that sales will



William Clay Ford, Sr. (1925-2014)

increase to about 6.3 million by 2018 – up from 4.4 million in 2013 – with the company’s U.S. market share reaching 15.8 percent.

Chrysler also saw its profits rise in 2014.

In the third quarter, the company declared a profit of \$611 million, up from \$464 during the same period in 2013.

The automaker continued to see strong sales growth in 2014, with the Chrysler 200, Jeep and Ram leading the way. Through November, Chrysler sold 160,793 Jeep Cherokees.

The redesigned vehicle was launched in the fall of 2013. Sales of the Jeep brand through November were up 43 percent com-

pared with the same time in 2013.

The Ram truck brand also saw strong sales in 2014. Market share went from 11.6 percent in 2009, the year Chrysler declared bankruptcy, to 22.4 percent.

The 2015 Chrysler 200, which was introduced in the second half of 2014, sold 14,000 vehicles in November.

To help support the company’s growing sales, Chrysler announced over the year that it was investing several hundred million dollars in improving and updating its facilities in North America, including \$66 million to upgrade Warren Stamping and almost \$1 billion in the Sterling Heights Assembly Plant.

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Chevy stock car driver Erica Enders-Stevens with her Camaro

## GM Growth Aids Community

WENTZVILLE, Mo. (AP) – Production of the Chevrolet Colorado and GMC Canyon pickup trucks at the General Motors plant in Wentzville is providing an economic boost not just in the eastern Missouri town but throughout the region.

The St. Louis Post-Dispatch reports that since GM began producing the midsize pickups this fall, about 10 automotive suppliers in Missouri have begun to supply glass, wheels and acoustic and battery components. That results in more jobs and security for the suppliers.

The biggest benefit has been in Wentzville, about 40 miles west of St. Louis. When the GM plant begins running three shifts next year, total employment will reach 3,350. This a big turnaround for the region's automotive industry, after closings of the Ford plant in Hazelwood, and Chrysler plants in Fenton, in recent years.

Not far from the Wentzville plant, Faurecia makes seats for the pickups with the help of 180

newly hired workers. The Wentzville plant is the French company's 47th production plant in North America. Faurecia also has plants in Riverside and Dexter and now has 1,070 workers in the state. When GM goes to three shifts, Faurecia will add at least 50 more workers in Wentzville, said Nik Endrud, president of Faurecia Automotive Seating North America.

Faurecia is among about 300 suppliers GM contracts with to make the nearly 3,000 parts for the Wentzville-made pickups.

In addition to Faurecia, local suppliers for the pickups include tool-and-die maker Wainwright Enterprises in St. Peters, Pittsburgh Glass Works in O'Fallon, Mo., and Ground Effects Ltd., a supplier in Wentzville that sprays bedliners in the pickups.

"OEM jobs have a ripple effect on the economy, and supplier jobs are good-paying jobs, too," said Mike Downing, director of the Missouri Department of Economic Development.

## Chevy Racing Enjoys Great 2014 Season

At the 2014 finish line, it was Chevrolet that captured the year's title as No. 1 on the track.

Chevrolet completed one of its most successful years in its motorsports history this past year, earning five manufacturer and six driver championships in NASCAR, IndyCar, NHRA, United SportsCar Championship and Pirelli World Challenge series.

In addition, said GM spokesman Randy Fox, Chevrolet drivers won several noteworthy races in 2014, including the Daytona 500, Brickyard 400, IndyCar Dual in Detroit, NHRA U.S. Nationals and the 24 Hours of Daytona.

"Eleven championships mark one of our most successful racing seasons," said Jim Campbell, GM U.S. vice president of Performance Vehicles and Motorsports.

"Winning races and championships on the track helps us develop better cars and powertrains for the showroom."

Chevrolet's wins in 2014 came on road courses, ovals and drag strips. Season highlights:

- NASCAR Sprint Cup – Kevin Harvick, driver of the #4 Chevrolet SS, won the final race of the season to capture the NASCAR Sprint Cup championship – and helped highlight Chevrolet's record-extending 12th consecutive Manufacturers Cup.

The Bowtie brand has earned that award an unprecedented 38 times. Team Chevy drivers scored 20 race wins, including the Daytona 500 (Dale Earnhardt Jr.), Brickyard 400 (Jeff Gordon), and both races at the Michigan International Speedway (Jimmie Johnson and Gordon).

- NASCAR Nationwide – Chase Elliott – the 18-year-old son of NASCAR legend Bill Elliott – captured the series championship behind the wheel of the #9 Chevrolet Camaro. The title

makes Elliott the youngest champion of a NASCAR national series and helped Chevrolet earn the series' manufacturers award (the first such title for Camaro in the series).

- IndyCar – Driving the #12 Chevrolet, Will Power claimed 15 top 10 finishes – including three wins – on his way to his first drivers' championship. Power's three wins combined with nine other Chevy victories to help Chevrolet clinch its third straight manufacturers title. Power and Helio Castroneves also drove Chevrolet to a sweep of the two IndyCar races at the Chevrolet Detroit Belle Isle Grand Prix.

- NHRA Pro Stock – Erica Enders-Stevens became the first woman to win the Pro Stock championship and only the third woman in NHRA history to win a series championship. Camaro drivers secured the top four positions in the highly competitive class, helping Chevrolet earn its 20th NHRA manufacturers title – the most of any manufacturer in NHRA history.

- NHRA Stock Eliminator – Bruno Massel won the Stock Eliminator class at the NHRA U.S. Nationals in a fifth-generation COPO Camaro. This was one of seven class wins by drivers in a COPO Camaro or COPO-powered race car.

- IMSA/TUDOR United SportsCar Championship, Prototype Class – Co-drivers Joao Barbosa and Christian Fittipaldi won the Rolex 24 Hours at Daytona and two other races to clinch the Prototype drivers' championship in the #5 Corvette DP. Those wins, combined with three victories from two other Corvette teams, helped Chevrolet secure the Prototype manufacturers title.

- Pirelli World Challenge – Lawson Aschenbach drove a Camaro SS to four wins and the

Pirelli GTS class drivers' championship.

- Corvette road racers also added SCCA Majors championships, topping the national rankings in a number of hotly contested classes, including Simon Gregg in GT1, Randall Kinsland in GT2 and Joseph Aquilante in T1. Additionally, Corvette racers Kyle Kelley and Andrew Aquilante took the checkered flag in the GT1 and GT2 classes, respectively, at the prestigious National Championship Runoffs.

"When you win key races and championships," said Campbell, "good things happen. It helps lift the image and opinion of Chevrolet and customers are more likely to place our cars and trucks on their shopping list."

## GM Racks Up 10 Million Vehicle Sales in China

Shanghai GM recently surpassed 10 million cumulative sales since its establishment in 1997. It reached the milestone in record time for a domestic passenger car manufacturer, said GM spokeswoman Sophie Hou in early December.

Shanghai GM's first vehicle rolled off the production line just 23 months after construction of its manufacturing facility began. Within eight years, the GM-SAIC joint venture sold its 1 millionth vehicle. In 2010, it became the first domestic automaker to sell more than a million passenger vehicles in a single year.

It has maintained its momentum this year. In the first 11 months, Shanghai GM's domestic sales increased 9.6 percent on an annual basis to a record 1,518,844 vehicles.

Shanghai GM offers a comprehensive lineup of Buick, Cadillac and Chevrolet passenger vehicles. It has adopted a market-oriented philosophy, leveraging the domestic and global resources of its parent companies. This has enabled it to expand its manufacturing footprint from Shanghai to Shenyang, Yantai and Wuhan.

The joint venture has an integrated value chain that includes manufacturing, sales and marketing, aftersales, purchasing and R&D. With its Drive to Green strategy, Shanghai GM is taking the lead in making its vehicle lineup an industry leader in fuel efficiency.

Buick and Chevrolet, Hou said, are expected to make Shanghai GM the first domestic automaker with two brands with annual sales of 1 million vehicles in China. The Cadillac luxury brand is expected to reach its annual domestic sales target of 100,000 vehicles in 2015.

## Carjackers Say No To Manual Drive

OCALA, Fla. (AP) – Police in Florida say two would-be carjackers almost got away with a vehicle in Ocala but didn't know how to drive a stick shift.

The Ocala Star-Banner reports the owner of a 2014 Toyota Corolla told police he was sitting in his car talking on his cell phone when a man with a gun tapped the window. Another man was at the other window.

Police say the gunman demanded the man get out of the car and demanded his keys. He gave them the keys, they got in the car and he walked away. The man stopped another motorist who called police.

But the carjackers couldn't move the car because it was a stick shift. The duo ran before police arrived, leaving the keys in the ignition.

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# 2016 Cadillac CTS-V to be Launched in Late Summer

CONTINUED FROM PAGE 1

modifications or special procedures, de Nysschen said.

Corbett pointed out these key performance technologies:

- Standard carbon fiber hood and available carbon fiber vent, front splitter, rear spoiler and rear diffuser for greater aerodynamic performance.
- Brembo high-performance brake system developed to provide durability, consistency and capability for track-day performance straight from the factory.
- Third-generation Magnetic Ride Control delivering 40 percent faster damping response.
- Integrated chassis controls that provide balanced performance for touring and the track, including competition-spec Performance Traction Management.
- Structural stiffness increased by 25 percent for improved ride and superior handling.
- Driver-selectable modes electronically calibrate performance variables for touring, sport and track driving conditions.
- Michelin Pilot Super Sport tires with tri-compound technology offering excellent grip with extended wear.
- An interior with performance-oriented, sueded microfiber accents and matte-finish carbon fiber trim and available RECARO high-performance seats.
- Advanced safety and parking technologies, including a front curb-view camera system that provides a visual cue of curbs to protect the front splitter; automatic parking assist to find and steer into parallel or perpendicular parking spots; side blind zone alert, forward collision alert, lane keep assist

and rear cross-traffic alert.

The CTS's structure is highly mass-optimized, said Corbett, and designed to meet higher performance requirements, with enhancements to the V-Series developed to respond to cornering and torque loads that significantly exceed the levels experienced by the non-V models.

Corbett also pointed out the new model's "unique and revised" elements:

- Strut tower-to-tower brace;
- Strut tower-to-plenum brace;
- V-braces for the engine compartment;
- Strengthened rocker bulkhead;
- Stronger rear cradle-to-rocker braces;
- A unique aluminum shear panel at the front of the chassis;
- Upper tie bar-to-bumper braces.

"With the stronger body structure – and more than a decade of V-Series production models and the CTS-V racing program experience – engineers tuned the CTS-V to deliver greater body motion control for a more agile feel, while maintaining excellent ride quality," said David Leone, Cadillac executive chief engineer. "The result is class-leading capability on the highway or track, balanced with luxury and refinement."

"V-Series," said Andrew Smith, executive director of Cadillac Global Design, "is the emotive core of Cadillac and the apex of the brand's Art and Science design philosophy."

"The CTS-V reflects that with a bold sense of arrival, serious performance, seamless integration of technology and precision in its craftsmanship."

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# ‘Ford is Delivering an Easier Way for Customers to Stay Connected’ – VP Raj Nair

Ford showed the world what the future will bring when the automaker introduced SYNC 3.

The new communications and entertainment system, Ford says, is faster, more intuitive and easier to use with enhanced response to driver commands.

SYNC 3’s more conversational voice recognition technology, a more smartphone-like touch screen and easy-to-read graphics will help millions of drivers connect with their lives and control their smartphone while on the road.

Ford spokesman Alan Hall said the SYNC 3 was developed with an unprecedented amount of customer input.

“We defined the performance specs and feature set based on the public’s expectations for a next-generation system,” Hall said.

The next-generation system builds on the capability of SYNC technology already in more than 10 million SYNC-equipped vehicles on the road globally, said Hall.

SYNC 3 begins arriving on new vehicles next year.

“Ford is delivering an easier way for customers to stay connected,” said Raj Nair, Ford chief technical officer and group vice president, Global Product Development.

“SYNC 3 is another step forward in delivering connectivity features customers most want, and they tell us this kind of technology is an important part of their decision to buy our vehicles.”

Ford took a customer-centric approach in developing SYNC 3, drawing on 22,000 customer comments and suggestions, said Nair, plus insights gleaned from research clinics, market surveys and tech industry benchmarking.

“SNYC has definitely driven increases in purchase consideration and satisfaction with products,” Hall said. “Over 70 percent of SYNC owners report that it played a critical or important role in their vehicle purchase decision.”

Although SYNC 3 is optimized for hands-free use, an all-new touch screen delivers an experience to the customer that’s simi-

lar to a smartphone or tablet.

Quicker response to touch as well as voice commands and smartphone-like gestures including pinch-to-zoom and swipe are central to SYNC 3, along with “crisp, modern graphics,” Hall said.

A bright background and large buttons with high-contrast fonts for daytime use help reduce screen washout in the sun.

At night, the display automatically switches to a dark background to help reduce eye fatigue and minimize reflections on the windows.

“We considered all the modern smartphones and mobile operating systems and created something familiar but unique,” said Parrish Hanna, Ford global director of Human Machine Interface.

SYNC 3 reduces on-screen complexity and prioritizes the control options customers use most, Hall said. The home screen features three zone choices – Navigation, Audio and Phone. Tile-like icons dominate the screen, with a quick access function tray along the bottom making for a more straightforward user experience.

Phone contacts are searchable via a simple swipe of the finger to scroll through the alphabet. With “One Box Search,” SYNC 3 users can look up points of interest or enter addresses in much the same way they use an Internet search engine.

“Simplicity has value,” said Hanna. “Reducing the number of things on-screen also makes control easier and is designed to limit the number of times a driver has to glance at the screen.”

The new SYNC minimizes the number of steps needed to carry out a command, Hanna said. With SYNC 3, simply saying, “play song, artist, album or genre” prompts the system to play the desired song, artist, playlist or album – there is no need to identify the desired category. To switch back to a radio station, the user just says the name of the SiriusXM station or terrestrial radio station number.

Voice search results are enhanced by a better understanding of how consumers refer to

businesses and points of interest, Hanna said. Drivers don’t have to know an exact name.

They can search for “Detroit Airport” rather than using the official name, “Detroit Metropolitan Airport.” With addresses, they can say, “Eleven Twenty-Five Main Street” instead of “One One Two Five Main Street.”

When connected to an Apple iPhone, SYNC 3 offers seamless integration of Siri Eyes-Free control. Drivers can seek Siri’s help by holding down SYNC’s “Push to Talk” steering wheel button – much as they would hold down the button on an iPhone to initiate a Siri session.

AppLink allows customers to connect their smartphone to their vehicle and control their compatible apps using voice commands or buttons on the vehicle display screen. AppLink now automatically discovers smartphone apps, including Spotify, Pandora, Stitcher, NPR One, SiriusXM Radio and iHeartRadio Auto, and displays their unique graphics and branding.

Music and news apps are automatically displayed along with other media sources, just like AM/FM or SiriusXM.

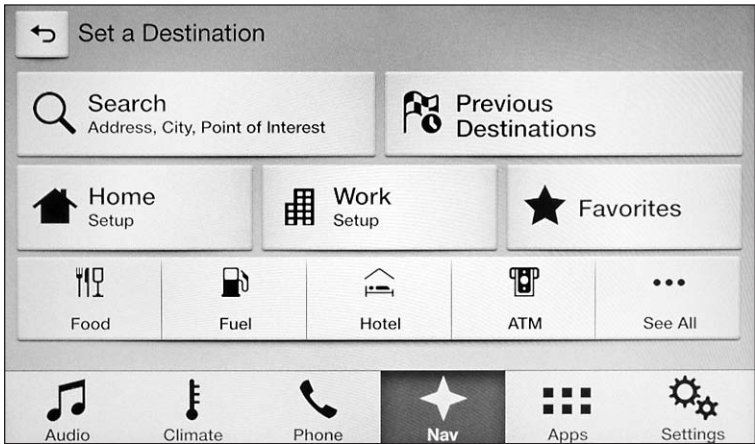
“Overall, AppLink is faster, more responsive and easier to find your apps,” said Julius Marchwicki, Ford global product manager, AppLink. “The overall design of SYNC 3 allows for better integration with smartphones – resulting in a more user-friendly experience.”

Developers easily can integrate branded apps into AppLink, providing Ford customers with an experience on the vehicle screen similar to what they see on smartphone screens.

SYNC 3 also features the new ability to update the software via Wi-Fi. Once a vehicle is set up with credentials for a home Wi-Fi network accessible in a customer’s driveway or garage, for example, it can automatically download updates.

SYNC 3, like earlier generations of the technology, provides subscription-free emergency service 911 Assist.

The customer’s Bluetooth-connected phone is used to dial 911



Ford’s SNYC 3 screen

in the event of a significant accident, alerting first-responders with the vehicle’s location.

With SYNC 3, the car relays additional information, including if airbags were deployed, the type

of crash (front, side, rear or rollover) and the number of safety belts detected in use, in order to help emergency call takers dispatch the appropriate resources to the scene.

## Ford Elects New Board Member

William E. Kennard has been elected to Ford Motor Company’s board of directors, effective Jan. 1.

In addition, long-time Ford board member Dr. Homer Neal has elected to leave the board, effective Dec. 31, after serving 18 years.

Kennard, 57, is the former chairman of the U.S. Federal Communications Commission (FCC) and former U.S. Ambassador to the European Union.

He currently is chairman and co-founder of Velocitas Partners, an asset management firm, and a member of the Operating Executive Board of Staple Street Capital, a private equity firm.

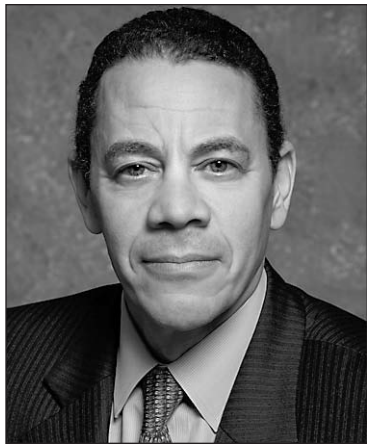
He serves on the boards of directors of AT&T Inc., MetLife and Duke Energy Corporation.

“Bill has a wealth of experience, particularly in telecommunications, where he has spent years shaping policy and pioneering initiatives to improve the benefits of technology for consumers worldwide,” said Ford executive chairman Bill Ford.

“As we accelerate our work in the areas of in-car connectivity and mobility, his unique perspective will help guide our strategy and Blueprint for Mobility forward.”

Kennard will serve on the Ford board of directors’ Nominating and Governance Committee.

His career spans more than three decades in law, telecommunications and private equity. Be-



William E. Kennard

fore his appointment as FCC chairman in 1997, Kennard served as the FCC’s general counsel from 1993 to 1997.

As U.S. Ambassador to the European Union from 2009 to 2013, he worked to eliminate regulatory barriers to commerce and to promote transatlantic trade, investment and job creation.

In addition to his public service, Kennard was from 2001 to 2009 a managing director of The Carlyle Group, where he led the firm’s investments in the telecommunications and media sectors.

He also has served on several boards in the fields of telecommunications and media, insurance and energy, as well as on the boards of various nonprofit organizations.

He currently serves as a Fellow of the Yale Corporation and is a member of Secretary of State John Kerry’s Foreign Affairs Policy Board.

Kennard is a graduate of Stanford University and Yale Law School.

## U.S. Government Sheds Its Ally Financial Stock

WASHINGTON (AP) – The government is selling the last of its shares in Ally Financial Inc., the former financing arm of General Motors that was bailed out during the financial crisis.

Detroit-based Ally said Dec. 18 that the Treasury Department is selling its remaining 54.9 million shares.

That amounts to about an 11 percent stake in the company. At the close of trading Dec. 18, that would be worth about \$1.25 billion.

Ally, formerly called GMAC Inc., received a \$17.2 billion bailout that began in 2008. It’s now a standalone auto financing company and bank. Ally said that the government has already received \$18.3 billion from its investment in the company. Ally went public in April and Treasury sold a chunk of its stake then.

Separately Dec. 18, Ally said that it has received a subpoena from the Justice Department related to subprime auto loans.

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## MIS Trophy Fund Goes to Michigan Science Center

CONTINUED FROM PAGE 1

and Toyota,” said Dr. Tonya Matthews, president and CEO, Michigan Science Center.

“These are the kinds of partnerships that allow MiSci to expose and inspire young people with STEM throughout greater Detroit and Michigan.

“We are dedicated to driving the next generation of STEM professionals to their future. Support like this – from the makers and racers of fantastically engineered fast cars – helps us get them there faster.”

The Michigan Science Center features more than 250 hands-on exhibits that explore space, health, physical science, engineering and more.

In addition, the Science Center has special exhibits in its Traveling Exhibits hall, a Kids Town gallery that’s “fun for children ages five and under,” science demonstrations and programs,

Traveling Science, day camps, scout workshops and home school programs.

Students from the University Prep Academy in Detroit, who are among those benefiting from MiSci, took part in the celebration.

The donation will allow the Science Center to enhance its STEM-related programs and exhibits for guests, especially school children, to experience, said Kuhbander.

“We are proud to join with the three manufacturers in NASCAR – Chevy, Ford and Toyota – to present a check for \$40,000 to the Michigan Science Center,” MIS president Roger Curtis said in making the presentation.

“The three manufacturers compete on the track at Michigan International Speedway, but it is exciting to see them unite to enhance the STEM program at a facility like the Michigan Science Center.

## Schaeffler Concept Coming

The German corporation Schaeffler will show its concept car that meets the 2025 CAFE requirements at the 2015 North American International Auto Show (NAIAS) in Detroit next month.

The car – named Efficient Future Mobility North America – was developed as part of Schaeffler’s Mobility for Tomorrow strategy.

“With the Schaeffler Efficient Future Mobility North America vehicle, we are once again demonstrating how our innovative technologies can make significant improvements in terms of fuel consumption and pollu-

tant emissions,” said Prof. Peter Gutzmer, chief technology officer at Schaeffler.

The vehicle is based on a modern, all-wheel-drive, midsize SUV with an automatic transmission. Last year during NAIAS, Schaeffler showed the first phase of the concept car that demonstrated its low-cost strategy to meet CAFE 2020 guidelines.

“At NAIAS 2015, we are announcing the second phase of the concept car that includes its mild hybridization with 48 volts,” said Gutzmer. “In this way, we can achieve the strict requirements of CAFE 2025 with a cost-conscious approach.”

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- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
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- 17" Aluminum Wheels!
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Stock# F18882 Was \$35,240

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- “All Star” Edition! • OnStar with 4G LTE with built-in Wi-Fi hotspot!
- Trailering Pkg w/Locking Rear Differential!!
- 17" Bright Machined Aluminum Wheels!
- Remote Vehicle Start and Entry!
- Rear Vision Camera!
- 22 MPG on the Highway!

Stock# F20468 Was \$40,575

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**2014 GMC SIERRA** 1500 4WD CREW CAB SLE

**\$29,999\***

WAS \$42,835  
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SLE-1

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SLE-1

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STK #7572-15 • DEAL #51286

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LEASE FOR ONLY **\$249\*/MO**

24 MO. LEASE  
10K MILES PER YEAR  
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\*GM Employee Pricing Plus Tax, Title, Lic. and Doc. No Security Deposit Required. Total due at lease signing 2015 Yukon 4WD SLE \$2,280, 2015 Enclave FWD Convenience group \$1,626, 2015 Verano \$1,615, 2015 Acadia AWD SLE \$1,568, 2015 Sierra 1500 Double Cab 4WD \$1,788, 2015 Regal FWD \$1,708, 2014 Encore \$1,701, 2015 Terrain \$992. \*Loyalty Rebate Must Have Lease on 99 or Newer GMC/Buick in Household. \*DBC = Dealer Bonus Certs. While Supplies Last \*\* Pull ahead program offer is a private offer program. Not everyone will qualify. 20% off MSRP on Verano, Enclave, Sierra's DBL Cab and Lacrosse. Bonus cash on Acadia and Enclave. Programs subject to change. Photos may not represent actual vehicle. Price is subject to change without notice. See dealer for details. Expires 12/31/14.

# Even OEMs Need Help Shopping for Cars

by Jim Stickford

Competitive Vehicle Services (CVS) of Troy offers one-stop shopping to customers one normally does not think needs that kind of help – automakers.

CVS director Mike Masson said the company has been in existence for 66 years and is now a part of the Suburban Collection group of auto dealers.

“We serve manufacturers and suppliers in the auto industry specifically,” Masson said. “We don’t rent vehicles to the public.

“Our first source of vehicles is the Suburban Collection, so that gives us, and through us, our clients access to about 8,000 vehicles. All of those cars are made available to our department.”

Masson said CVS acts as a “central source” of vehicles, so if, say, GM engineers want to see how a particular make and model of Ford or Chrysler with a specific trim level drives, they contact CVS.

“We then prep the vehicle they asked for and drop it off to them,” Masson said. “When they’re finished, we come and pick it up. The rental time period is usually less than two weeks. If they’re going to have a car with them for more than that, they usually just go out and buy the vehicle they want to look at.”

CVS also maintains vehicles for OEM testing and benchmarking. They also provide cars’ “ride and drives,” Masson said.

“So if Ford wants to make Mustangs available to the media for testing and evaluating, they might want the drivers to be able to compare it to vehicles in its class,” Masson said. “Since they don’t own Camaros and Chargers, they come to us.”

Ford might set up the driving course, but CVS provides the vehicles. The company also provides the gift of privacy.

“So if Chrysler wants to check out the new Ford F-150, they come to us,” Masson said. “They will want to be anonymous when checking out the competition. And they’ll want all kinds of trim levels. So if they want to see how particular sound system works, we provide it for them.”

CVS is also able to get cars that are difficult to obtain, Masson said. Getting an F-150 isn’t that hard. But there are vehicles that are only sold in their particular national markets. So if a sup-

plier or OEM wants to check out a vehicle that is only sold in Europe or Japan or China, CVS can buy it for them.

While CVS has been around for 66 years, Masson said they are not immune from the Internet.

“We’ve changed and one of the ways we’ve changed,” Masson said, “is that we are using the Internet to obtain car parts from all over the world. Bringing in cars from around the world is also relatively new for us. We’re also thinking about setting up driving courses where young people can learn how to drive defensively.”

The idea, Masson said, would be that CVS would set up a driving course in the parking lot of the Suburban Collection Showplace in Novi (formerly known as the Rock Financial Showplace) and actually teach defensive driving.

“Students, when they’re learning to drive, really aren’t shown the fundamentals of defensive driving,” Masson said.

“But if you look at the accident statistics, there’s a real need for this.”

Masson said that according to the statistics that he’s seen, there were almost 300,000 car accidents in Michigan in 2013. And about 106,000 were caused by drivers between the ages of 16 and 24.

Of those 106,000 accidents, there were 156 deaths and 17,464 injuries.

“We have a lot of young drivers and this is a good idea,” Masson said. “We can teach defensive driving and simulate, for example, what it’s like to drive on ice and what a driver is supposed to do, but we can provide a safe environment.”

## Federal Officials Reauthorize Auto Heritage Area

DETROIT (AP) – Federal officials have reauthorized a national heritage area dedicated to preserving and promoting the automotive and labor heritage of Michigan.

The MotorCities National Heritage Area Partnership was reauthorized when Congress passed the National Defense Authorization Act last week. The MotorCities board of directors credits Sen. Carl Levin and Rep. John Dingell with introducing legislation earlier this year to prevent the national heritage area from expiring.

MotorCities is affiliated with the National Park Service and is the only heritage area of its kind in Michigan. It’s located throughout a region spanning more than 10,000 miles.

Shawn Pomaville, managing director of MotorCities, says the renewed affiliation will allow partner organizations to expand their capacity to tell the story of how the region helped put the world on wheels.

The national heritage area is associated with programs and partnerships such as “Autopalooza,” a statewide auto heritage tourism initiative.

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