



Johan de Nysschen

Cadillac Plans New Concepts For Dealerships

As part of Cadillac's overall mission to expand and elevate within the premium automotive sector, the brand on Jan. 22 outlined its strategy to upgrade its U.S. dealer network.

Speaking at the Washington, D.C. Auto Show last week, Cadillac President Johan de Nysschen outlined how the brand will "target enhancements in the customer experience."

The company's philosophy is to place customers at the center of the brand experience, de Nysschen said. New concepts for

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Chevrolet Expanding Its Market for 2015 Spark EV

Chevrolet will start selling the Spark EV in Maryland this spring, expanding the pure electric mini-car's "range" to the East Coast.

The Spark EV is the most efficient U.S. retail electric vehicle on the market, said Steve Majoros, Chevrolet director of Car Marketing, adding that it delivers an EPA-estimated combined city/highway 119 MPGe fuel economy equivalent and 82 miles of EPA-estimated combined city/highway range.

It's priced as low as \$17,845, after federal and Maryland tax credits, he said – and it features a locally sourced electric motor-and-drive unit, manufactured at General Motors' Baltimore Operations facility in White Marsh, Md.

"The Spark EV has been one of the most well-received electric vehicles in the industry and customer demand helped make the decision to expand its availability to Maryland," said Majoros.

"Following the introduction of the next-generation Volt and Bolt EV concept, this further reinforces Chevrolet's commitment to electrification and delivering more choices where our customers want them."

Chevrolet introduced the 2016 Volt and Bolt EV concept earlier

this month at the North American International Auto Show in Detroit.

The second-generation Volt increases its all-electric driving range to 50 miles, with a total range estimated at more than 400 miles, thanks to its range-extending generator motor.

GM spokeswoman Annalisa Bluhm said that when it comes to Maryland, GM is strongest in trucks and SUVs. The company is not as strong in the car segment.

"Anytime we can reintroduce ourselves to customers with a car they might like is a good thing," Bluhm said.

"This gives us a chance to show off a car that right now is only being featured in a few states in a market where GM has room to grow. And if GM's EVs bring people to GM showrooms who would not ordinarily visit there, all the better."

The Bolt EV concept is a vision for an affordable, long-range all-electric vehicle designed to offer more than 200 miles of range starting around \$30,000 after tax incentives.

"Maryland has a strong commuter market and a good charging infrastructure, which influenced the decision to make it the Spark EV's first East Coast mar-



2015 Spark EV

ket," said Majoros. "We also have a strong dealership network in the Old Line State that's eager to offer it."

Chevrolet requires service training certification before a dealer is authorized to sell the Spark EV because of its unique propulsion system, Bluhm said.

The Spark EV is also sold in California and Oregon, where sales totaled 1,145 in 2014 – an 86.5 percent increase over the previous year.

Chevrolet Spark EV is designed to meet the transportation needs of urban dwellers, with an all-electric driving experience, said Bluhm. Its GM-built motor and drive unit deliver 327 lb.-ft. of in-

stant torque, enabling a 0-60 time of 7.2 seconds, Bluhm said.

It's also one of the most maneuverable EVs, with a 12.2-foot overall length and a tight 33.8-foot turning radius – making it ideal, Bluhm said, for the tight confines of city streets and parking spaces.

Three available levels of recharging capability, Bluhm said, include the industry's first use of the recently approved SAE combo charger for DC fast charging, which charges 80 percent of the battery in just 20 minutes.

Aero refinements, unique wheels and tires and active shut-

CONTINUED ON PAGE 3

'This Thing Can Be Turned' – Marchionne

MILAN, ITALY (AP) – The cost of buying the final stake of Chrysler weighed on the newly merged Fiat Chrysler Automobile's profits in the fourth quarter, but CEO Sergio Marchionne said Jan. 28 that the company is turning itself around.

Net profit for the fourth quarter was 420 million euro, down from 1.2 billion a year earlier. Not counting interest and taxes, earnings were in the black in all regions, which included a return to profits in Europe and Latin America.

"We have no regions which are bleeding," Marchionne told analysts. "This is the first tangible proof that this thing can be turned."

Marchionne called 2014 "a mo-

mentous year," finalizing the five-year process to merge Fiat and Chrysler, which is now the world's 7th largest automaker by volumes. It sold 4.6 million vehicles last year, up by 6 percent.

Marchionne aims to boost sales to 7 million vehicles annually by 2018 through an ambitious plan to invest 48 billion euros (\$55 billion) in a slew of new model launches.

Fiat Chrysler reported full-year net profit of 632 million euros (\$718 million), down two-thirds from a restated 1.9 billion euros in 2013. The drop was mostly due to a 495 million euro payment made to complete the purchase of Chrysler. Earnings also took a hit from the devaluation of the Venezuelan currency.

The company forecast net profit would rise next year to between 1 billion euros and 1.2 billion euros on revenues of around 108 billion euros. It expects deliveries to rise by as much as 9 percent to 5 million units.

The board of directors recommended no dividend for the third consecutive year.

Chrysler sales of Rams and Jeep drove the group's revenue growth of 11 percent, with a 15 percent boost in North American revenue to 52 billion euros. Europe saw a small increase while Latin America suffered.

While Marchionne said he is encouraged by signs of recovery in Europe, he added, "I am not opening any bottles of champagne."



Edsel B. Ford II and Ford Lincoln dealer Ronald F. Kody

Ford, Lincoln Dealers Donate \$97 Million to Local Causes

Ford and Lincoln dealers gave nearly \$100 million to local causes and nonprofits in communities across the United States in 2014, according to Ford Motor Company's annual Survey on Dealer Giving.

The survey was administered by Ford to coincide with the 15th annual Salute to Dealers awards at the 2015 National Automobile Dealers Association Convention in San Francisco, said Ford spokeswoman Elizabeth Weigandt.

Ford and Lincoln dealers participating in the survey donated approximately \$97 million.

This generosity reflects Ford Motor Company's global brand promise to Go Further in delivering great products, a strong business and a better world, Weigandt said.

Ford's Salute to Dealers awards recognizes dealers who go above and beyond when it comes to giving back to the com-

munities in which they live and work, Weigandt said.

Six dealers were selected from among more than 8,500 Ford Motor Company dealers worldwide. They are being recognized for exhibiting unparalleled giving, dedication and leadership to their communities.

As part of the award, the Ford Motor Company Fund is providing \$60,000 – \$10,000 for each recipient – to a charity the dealers support that is also aligned with Ford goals.

In the survey, 82 percent of participating dealers said they give money to local causes, 95 percent volunteer time to local causes, while 85 percent want to make a difference in their communities and 57 percent support local causes as a dealership tradition.

Ford and Lincoln dealer employees volunteer a combined

CONTINUED ON PAGE 4

Ford's 4Q Income Drops to \$52 Million

DEARBORN, Mich. (AP) – Ford's net income tumbled in the fourth quarter as the company took an expected charge to deal with currency devaluation at its Venezuelan operations.

But without that loss and other one-time items, Ford came out ahead of Wall Street's expectations for the fourth quarter and the full year when Ford announced its earnings on Jan. 29.

Ford's net income fell to \$52 million in the fourth quarter, largely due to an \$800 million charge because of Venezuelan currency controls. Ford announced last week that it would remove its Venezuelan operations from its financial reporting in future quarters.

Ford's earnings of a penny per share compared with earnings of 75 cents per share in the fourth quarter a year ago.

Without one-time items, including the Venezuela charge and separation payments in Europe, Ford earned \$1.1 billion in the quarter, down 15 percent from a year ago.

Pretax earnings of 26 cents per share beat Wall Street's forecast of 22 cents per share, according to FactSet.

Fourth-quarter revenue fell 4.5 percent to \$35.9 billion, also beating analysts' expectations.

For the full year, Ford earnings fell 56 percent to \$3.2 billion, or 80 cents per share. On a pretax basis, the company earned \$6.3 billion, down from a near-record of \$8.6 billion a year ago.

Worldwide sales fell slightly to 6.3 million cars and trucks.

Ford had repeatedly warned that its profits would be down in 2014. Last fall, the company cut its full-year pretax earnings fore-

cast to \$6 billion from \$7 billion to \$8 billion.

Ford spent heavily to introduce a record 24 vehicles worldwide, including a redesigned Mustang and the new aluminum-bodied F-150 pickup truck.

Ford is spending more than \$1 billion to retrofit its two U.S. plants to make the new truck. While shipments have already begun, the Dearborn and Kansas City plants that make the lucrative trucks won't be fully operational until the second quarter of this year.

Ford struggled with higher warranty costs, including a \$500 million charge for the recall of 850,000 vehicles with defective air bags.

The company is also rapidly expanding in Asia, where it's building five plants and launching the Lincoln brand.

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Audi, VW, Porsche Recall 27,000 To Fix Fuel Leaks

DETROIT (AP) – Audi, Volkswagen and Porsche are recalling about 27,000 cars and SUVs in the U.S. to fix fuel leak problems.

The recalls cover the Audi A6 and Volkswagen Touareg hybrid from the 2012 model year, the Audi A7 from 2012 and 2013, and the Audi Q7, S4 and S5 from 2011 through 2012. All the vehicles have 3-liter V6 engines.

Porsche is recalling the Cayenne and Panamera S hybrids from 2011 to 2012 for a similar problem.

Volkswagen, which makes all three brands, says vibration during driving, and production issues can cause leaks in rare cases.

VW will notify owners in March and dealers will replace the fuel injector rails and seals for free.

GM Death Toll Reaches 50

DETROIT (AP) – At least 50 people have died in crashes involving General Motors cars with defective ignition switches.

Attorney Kenneth Feinberg, who was hired by GM to compensate victims, updated the totals Jan. 26.

With five days before the deadline to file claims, Feinberg had received 338 death claims and 2,730 for injuries.

So far, he's deemed a total of 50 deaths and 75 injuries eligible for compensation.

GM knew about faulty ignition switches in Chevrolet Cobalts and other small cars for more than a decade but didn't recall them until February. The switches can slip out of the "on" position, which causes the cars to stall, knocks out power steering and turns off the air bags.

Toyota Recalling 52,000 Avalons For Wiring Issue

TORRANCE, Calif. (AP) – Toyota is recalling 52,000 Avalon sedans because of a wiring problem that could cause a fire.

The recall affects Avalons from the 2011 and 2012 model years.

Toyota says cargo in the trunk could move the wires connected to the audio system subwoofer.

If the wires contact the metal frame of the subwoofer, they could short-circuit and cause the subwoofer to overheat.

That increases the risk of a fire.

Toyota says no injuries or fires have been linked to the problem, but it has received two reports of overheating.

Toyota will notify owners, who can get their vehicles repaired for free at dealerships.

Dealers will disconnect the subwoofer until a repair is available.

OnStar Turns Smartphone Into a Remote for GM Cars

Today's automobiles are more than just four wheels and an engine.

They're also communications systems that allow drivers to stay connected in a wi-fi world.

That's why GM's new OnStar RemoteLink mobile app is important, said GM spokesman Stuart Fowle.

The 1.3 million users who regularly use OnStar's RemoteLink mobile app will soon find an update with a new look and capabilities waiting for them in the app store.

The update, now available for Android and iOS users, is the result of years of customer feedback and includes a modern user experience to streamline access to information and application commands.

"The main idea behind all of this," Fowle said, "is building on the 18 years of OnStar embedded connectivity."

"A lot of car companies say that you are connected by using your smartphone. But once you leave your car, you are no longer connected."

"With OnStar, you are still connected and can do things like use remote start or remote unlocking of the door."

OnStar RemoteLink's new interface comes as more customers than ever are opening the app seeking their current tire pressures or requesting a remote start as winter enters full swing, Fowle said.

The app experienced record-setting use in December 2014, with nearly 7 million total requests. Usage growth has continued since, with multiple days in January totaling more than 450,000 requests in a 24-hour period.

"The new version of the app is designed to be more intuitive for customers, with a simpler, cleaner

design," said Dan Kinney, director of GM User Experience, Global Connected Customer Experience.

"This new user experience should allow our customers to easily find and access all the features RemoteLink has to offer."

The updated app, Kinney said, will provide customers with more information, including access to OnStar account details previously only available by phone or through OnStar.com. Consumers are relying more on mobile devices to manage banking and shopping needs, Kinney said, and RemoteLink now offers access to key information and settings through a smartphone interface.

For Chevrolet, Buick, GMC and Cadillac vehicles equipped with OnStar 4G LTE, RemoteLink in-

cludes the ability to view data consumption and see how much data is left on a particular plan, Kinney said.

Customers also can manage their Wi-Fi hotspot from the app, by either turning it on/off or changing their Wi-Fi SSID (hotspot name) and password. Wi-fi requires a paid plan.

"RemoteLink use has been steadily increasing over the past year, as our customers realize the advantages of a remote connection to their vehicle," said Kinney.

"Whether they're warming their car up, cooling it down or checking vehicle information, the app has many practical uses."

In the second half of 2014, RemoteLink was updated with a feature that allows drivers to pinpoint the location of their



New OnStar remote link

vehicle on a map, Kinney said. The update will be available for Windows Phone and Blackberry users in coming weeks.

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GM's 'Tapping' Seat Warns Drivers

It's not exactly driving by the seat of your pants, but it's close. Just ask investment adviser Angela Cusmano, who logs 25,000 miles a year to and from guiding clients through 401K allocations and other money matters.

One of her best returns on investment, Cusmano said, is General Motors' patented Safety Alert Seat.

"I am a very safe driver, but there are times when I've misjudged how quickly I'm approaching the car ahead or I've begun to move a bit out of my lane, and that seat gets my attention," said Cusmano, managing partner of Dahring/Cusmano and Associates who lives in suburban Detroit. "It is more subtle, and I love it."

In two years, the Safety Alert Seat has gone from a GM luxury-exclusive item to selected 2015 Chevrolet models (Silverado, Suburban and Tahoe), said GM spokeswoman Jennifer Ecclestone. It works with other collision-avoidance warning tech in a vehicle to vibrate the driver's seat bottom cushion if a crash risk is detected.

The Safety Alert Seat was designed to give customers like Cusmano an alternative to auditory alerts such as beeps, as well as to give hearing-impaired drivers an opportunity to experience crash avoidance system alerts, Ecclestone said.

About one in five Americans (48 million) suffer some degree

of hearing loss, according to researchers from Johns Hopkins University. Chevrolet's Safety Alert Seat uses haptics, tactile feedback tech that recreates the sense of touch by using left and/or right "tapping" vibration pulses to direct the driver to the location of a crash threat. Similar technology is used in space and military applications.

"Using the tactile sense to communicate crash threat direction can help cut through the clutter of visual and auditory sensory information that drivers routinely experience," said GM Active Safety Technical fellow Raymond J. Kiefer.

"The best kind of safety protection we can offer are customer-focused features that help drivers avoid the crash altogether, and which are kept turned on for every trip," said Kiefer.

Here's how the Safety Alert Seat works, Kiefer said, in a vehicle equipped with a lane departure warning system:

- When the camera detects the vehicle is leaving a lane without an active turn signal in that direction, small motors generate



Chevy's Safety Alert Seat

a vibration pulse in the left or right seat bolster that directs the driver's attention to the side of the lane encroachment.

- When a vehicle is equipped with forward collision alert technology and the system detects the driver may strike the vehicle ahead, both sides of the seat vibrate. Drivers always can select beeping alerts instead of seat vibrations.

"Safety technologies are only as effective as customers' willingness and ability to use them," said Kiefer. "If the Safety Alert Seat encourages our customers to receive crash-threat alerts or give hearing-impaired drivers an opportunity to experience such alerts, we think that's good for them, and other motorists."

Chevy Expanding Spark Mart

CONTINUED FROM PAGE 1

ter system on the grille opening help extend the Spark EV's range, she said.

Storing that energy from the charging process and the vehicle's regenerative braking capability is a 19-kWh lithium-ion battery pack.

GM engineers have driven more than 1 million miles and completed 4 million hours of validation on the battery packs, Bluhm said.

Comprehensive warranty coverage includes:

- Three-year/36,000-mile warranty;
- Eight-year/100k-mile drive battery warranty;
- Five-year/100,000-mile transferable powertrain warranty that includes emergency roadside assistance and courtesy transportation;
- Six-year/100,000-mile rust-through warranty.

In 2014, the Chevrolet Spark EV was ranked first in a *Car and Driver* comparison of the Nissan Leaf, Honda Fit EV, Fiat 500E, Ford Focus Electric and Smart Fortwo ED Cabriolet, Bluhm said.

Prototype Firm Develops 'Vette Plastic Fin Spoiler

3-Dimensional Services Group, a prototype and low-volume production firm, has received special recognition from the Automotive Division of the Society of Plastic Engineers for the work it has done on the Chevrolet Corvette Stingray Z06 car.

The recognition was given to the company for its development of a transparent plastic fin "spoiler" for the Corvette, said 3-Dimensional spokesman Ed Szykula.

The company not only developed the prototype but will be producing the part on a volume basis.

The spoiler is the first transparent adjustable fin on a commercial vehicle that allows rear visibility through the fin, Szykula said.

Using Sabic Lexan PC/ITR on the transparent section, the unique look also improves vehicle handling and control by increasing downforce without impeding or blocking the driver's line of sight through the rear view mirror.

The Corvette project was recognized as a finalist in the body exterior category of the 44th annual SPE Automotive Innovations Awards Gala, Szykula said. The Gala recognizes the best examples of cooperative innovation in the automotive value chain.

"We are humbled and yet extremely proud of our recognition from the SPE.

"We aim for the highest degree of excellence in both prototype and low-volume production and it is especially rewarding to be recognized by this outstanding organization," said Steve Kelly, senior sales engineer at 3-Dimensional Services.

Steve Stewart Named MSTA Informal Science Educator

The Board of the Michigan Science Teachers Association (MSTA) has selected Macomb County teacher Steve Stewart as the 2015 Informal Science Educator.

Stewart has been employed by Michigan State University Extension since 1977, and is a senior educator with Michigan Sea Grant Extension, currently working in Macomb County. Stewart will be honored at an awards ceremony during a special dinner at the 2015 MSTA Conference in February.

Stewart was chosen, said county spokeswoman Debbie Safian, for "unique and extraordinary" accomplishments, active leadership, scholarly contributions and direct and substantial contributions to the improvement of non-school-based science education over a significant period of time.

Safian said Stewart helped develop Sea Grant Extension's 4-H Great Lakes Camp in 1983.

He also co-founded the Great Lakes Education Program, which has served more than 100,000 students and teachers since 1991, as well as developing the Summer Discovery Cruises pro-

gram in 2002; and was a co-founder of the regional Center for Great Lakes Literacy, which focuses on providing professional development opportunities for K-12 teachers and informal educators.

"This award means a lot because it's very rewarding when recognition comes from your peers," said Stewart. "And this is a reflection of the efforts of many, not just myself, because what I've accomplished has been with the help of Sea Grant and Extension colleagues, as well as incredible teachers with whom I've had the pleasure of working."

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Dealerships Turn Green, But Not With Envy

Being green in the auto industry can mean more than just selling a car that gets great gas mileage.

It can mean the very dealership where that vehicle is sold.

Certain Chevrolet, Buick, GMC and Cadillac dealerships across the U.S. are showing customers their environmental credentials as part of a new “Green Dealer Recognition” program, said GM spokeswoman Sharon Basel.

The program, which started in mid-December, aligns with General Motors’ company-wide efforts to reduce its environmental footprint and green its supply chain.

GM designed the program to encourage dealers to continue these voluntary efforts and build a network for sharing best practices to help others begin or advance their sustainability journeys.

And, participating dealers have been able to prove their track records in areas such as energy reduction, renewable energy use, water conservation efforts, recycling, on-site nature habitats and community outreach.

“Within just 24 hours of the program’s launch, 66 dealerships signed up and began evaluating their performance against our criteria,” said Kurt McNeil, GM vice president of U.S. Sales and Service.

“We think customers should know all the behind-the-scenes efforts our dealerships make to leave a smaller footprint on their communities.”

To date, McNeil said, 180 dealers have requested access to complete the performance assessment. GM’s green dealer support team then validates and evaluates the submissions against specific criteria.

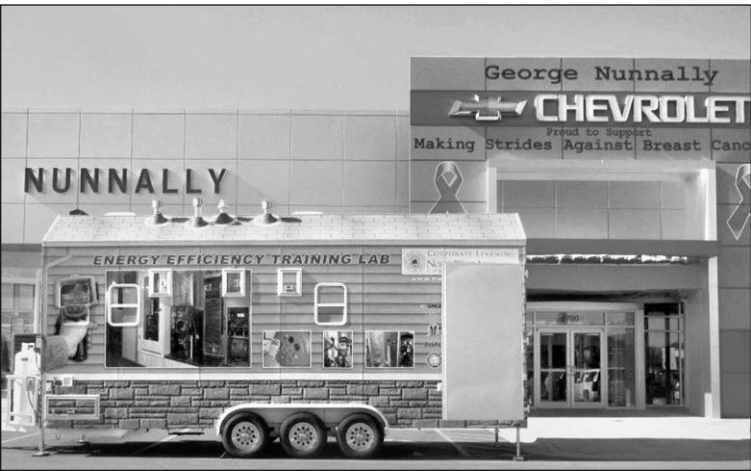
A dealer’s continuous year-over-year improvement will lead to ongoing annual recognition.

So far, eight dealers have achieved green dealer recognition for superior sustainability performance.

What drives these environmental upgrades and outreach activities? McNeil said GM dealers cite four main reasons:

- Customers: Car buyers want more than fuel-efficient vehicles; they want to buy them from environmentally responsible companies. Sustainability provides a competitive edge.
- Operational efficiency: Light-emitting diode, or LED, lighting slashes energy bills and native plantings reduce water costs.
- Employee motivation: Sustainable practices give employees a sense of pride and more opportunities to engage with the community.
- Community: The actions align operations with the beliefs and values of the communities they serve.

“We were impressed by how willing dealers were to share their accomplishments with their peers,” said McNeil. “They wanted to be listed as a resource for other dealers in evaluating investment and return on various initiatives. When more people begin to operate in a sustainable way, everybody wins.”



GM dealer George Nunnally’s green dealership with LED lights

GM shaped the initiative based on insights from dealers who participated in a pilot program, McNeil said.

George Nunnally Chevrolet in Bentonville, Ark., encouraged the concept of sharing cost-effective activities that dealers could implement during remodels or new builds, such as installing LED lighting or capturing rainwater from a rooftop.

“Although financial savings is what started our environmental upgrades, we’ve found we have like-minded people in our community that really appreciate the effort we made,” said general manager Gan Nunnally.

“We’re seeing that through our service lane and our sales. These are people who have not previously driven a Chevrolet.”

Ford, Lincoln Dealers Donate \$97 Million

CONTINUED FROM PAGE 1

total of 809,160 hours annually, the survey shows.

“These amazing results exemplify the pattern of caring and compassion we have come to recognize among Ford dealers across the globe,” said Edsel B. Ford II, who chairs the Salute to Dealers awards program and is a member of the Ford board of directors.

“We know that regardless of the challenges our dealers face, contributing at this level is done not just out of a sense of duty, but out of a passion they share with their employees and customers.”

Dealers give to causes that ad-

dress a broad range of community needs – from children’s charities to the environment, from education and healthcare to parks, municipal services and disaster relief.

Children’s causes top the list, with 80 percent of dealers donating, followed by education and scholarships, with 59 percent of dealers contributing.

Religious-driven charities attract 46 percent of Ford and Lincoln dealer contributions, veterans’ causes account for 44 percent and hunger relief makes up 41 percent.

The Salute to Dealers awards were launched in 2001 to demonstrate Ford’s commitment to its thousands of dealer owners who step beyond their showroom doors to make a difference, Weigandt said.

This year, Edsel B. Ford II and three other judges selected winners from a total global field of 80 nominees located in the United States, Canada, Brazil, Europe, Asia Pacific, the Caribbean, Mexico and Central America, Africa and the Middle East regions.

This year’s winners include:

- Andre Rafael R. Borromeo, Ford Tacloban; Tacloban City, Philippines, for his humanitarian and charitable efforts and his participation in community development projects such as providing transportation when a typhoon hit his community.
- Robert Elder, Elder Ford of Tampa; Tampa, Fla., for efforts to fight childhood obesity and to promote physical activity.
- Nas Khan, Jennings Ford Middlesbrough; Middlesbrough, U.K., for his help in raising aid for the earthquake-stricken Kashmir region in Pakistan.
- Gary L. Uftring, Uftring Ford; East Peoria, Ill., for his Uftring Ambassadors initiative that empowers dealership employees to donate and become personally involved with helping different charitable organizations in their local communities.
- Ronald F. Kody, Richmond Ford Lincoln; Richmond, Va., for his promotion of health and safety issues and his hosting a St. Jude’s Hospital Radiothon every year.
- Miguel Zapata, Ford Zapata; Tlalnepanla, Mexico, for ongoing commitment to improving local healthcare, including the funding of a 5,000-patient rural clinic each summer.

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Millennials to Represent One-Third of Vehicle Market

TrueCar, Inc. projects Millennial-generation consumers will buy 4.24 million cars and light trucks in 2015, producing \$135 billion in total revenue as the group's impact on the market expands.

"Improving economic conditions are shifting the rhetoric around Millennials and car buying," said John Krafcik, president of TrueCar, an Internet negotiation-free car buying and selling mobile marketplace.

"They are the largest-growing cohort in the market and saying they don't like cars simply isn't true anymore. We know having a car means the same thing to Millennials that it does to other generations: independence and identity."

Millennials, or people born from approximately 1980 through the late 1990s, reached around 25 percent of the new vehicle market in 2014, Krafcik said.

The level of unemployment for this generational cohort has also improved, Krafcik said, dropping by 12 percent in December 2014 versus a year ago.

In addition to falling unemployment, the improving availability of quality jobs coupled with entry into the family life-stage by older Millennials also contribute to this group's ability to purchase new vehicles.

In fact, Krafcik said, Millennials typically drive more than other generations, averaging an additional 144 miles per month, according to a related survey MTV released this month.

Millennials, also referred to as digital natives, are 2.5 times more likely to be early adopters of new technology than older generations, specifically mobile devices.

The average transaction price for new vehicles purchased by Millennials in 2015 should average \$31,771, Krafcik said, slightly below the overall industry ATP of \$32,589, TrueCar projects. Total new light vehicle sales will rise an estimated 2.6 percent to 17 million units, according to TrueCar.

Millennials were heavily represented on TrueCar's mobile marketplace in 2014 making up 24.9 percent of buyers and expects to grow this to about a third of buyers in 2015, Krafcik said.

TrueCar is also attracting Millennial consumers at a more rapid pace than the general market. From 2013 to 2014, TrueCar's percentage of Millennial buyers increased by 77.8 percent. This outpaced the overall auto market, which saw Millennial participation grow by 50.5 percent.

Ford Foundation Pledges \$10M To City of Detroit

DETROIT (AP) - The Ford Foundation is pledging \$10 million in grants to Detroit for 2015.

The New York-based foundation provided \$125 million to the "Grand Bargain," a more than \$800 million bailout by the state of Michigan, foundations and philanthropists to prevent the sale of valuable city-owned art and avert deeper pension cuts as part of Detroit's bankruptcy.

Officials with the foundation told *The Detroit News* their pledge for 2015 and a \$1.3 million round of grants announced last month are about seizing the momentum created by the bankruptcy's resolution and focusing on the next chapter in Detroit.

This Weeks SPECIALS!

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Ford's new tech facility

Ford Opens Silicon Valley Research Center

Ford opened its new Research and Innovation Center in Palo Alto, Calif., on Jan. 22.

"This new research center shows Ford's commitment to be part of the Silicon Valley innovation ecosystem – anticipating customers' wants and needs, especially on connectivity, mobility and autonomous vehicles," said Ford CEO Mark Fields.

"At Ford, we view ourselves as both a mobility and an auto company, as we drive innovation in every part of our business,"

"We are working to make these new technologies accessible to everyone, not just luxury customers."

The Palo Alto facility joins Ford's global network of research and innovation centers, including its location in Dearborn, which focuses on advanced electronics, human-machine interface, materials science, big data and analytics; and Aachen, Germany, which focuses on next-generation powertrain research, driver-assist technologies and active safety systems.

With the new facility, Ford expects to have one of the largest automotive manufacturer research centers in Silicon Valley by the end of the year, with 125 researchers, engineers and scientists, said Ford spokesman Alan Hall.

Located in Stanford Research

Park, the facility also expands Ford's physical footprint – with further expansion planned in the near future. Ford opened its first Silicon Valley office in 2012.

Leading the new research center is Dragos Maciuca, an engineer who joins Ford from Apple with a background in consumer electronics, semiconductor manufacturing, aerospace and automotive.

As senior technical leader for innovation, Maciuca brings extensive Silicon Valley experience advising startups, developing and commercializing products, collaborating with universities and leading cross-functional teams.

Maciuca holds a Ph.D. in Mechanical Engineering from the University of California, Berkeley and an MBA from its Haas School of Business.

Earlier this year, the company introduced Ford Smart Mobility at the 2015 International CES. It outlines Ford's plans to accelerate innovation in connectivity, mobility, autonomous vehicles, customer experience and big data. The Palo Alto team plays a critical role in research and development in these areas, Hall said.

"Future mobility solutions will require fresh ideas and vigorous collaboration between researchers inside Ford and with other technology leaders outside the automotive industry," said Raj Nair, Ford group vice president, Global Product Development and chief technical officer.

"Our Palo Alto research team will build on existing relationships with universities and technology companies, and forge new ones to help us create and apply the appropriate technology working together."

At the opening event, Ford offered a sneak peek at some of its projects in key areas, including:

- **Connectivity** – Ford is integrating with the Nest application programming interface, targeting home energy and emergency system management while on the road through a series of research experiments.

- **Mobility** – As the next phase in Ford's Remote Repositioning mobility experiment, the Palo Alto team is now testing the ability to drive vehicles located on Georgia Institute of Technology's campus in Atlanta from the Bay

Area to prove out the new technology. A person sitting in the Palo Alto laboratory can access real-time video streamed over existing 4G/LTE technology to drive golf carts thousands of miles away. This could help lead to more affordable and effective ways to manage car-sharing initiatives, or park vehicles remotely as a new form of valet parking.

- **Autonomous vehicles** – While Ford's research and development in autonomous vehicles is a global effort, including ongoing work with University of Michigan and Massachusetts Institute of Technology, the Palo Alto team will expand collaboration with Stanford University that kicked off in 2013. For this next phase of research, Ford is contributing a Fusion Autonomous Research Vehicle to the Stanford engineering program to begin testing the path planning-and-prediction algorithms researchers have developed over the past year.

- **Customer experience** – Ford is testing an advanced human-machine interface to better understand how customers prefer to control systems with a significant amount of functionality – such as the high-tech, multi-contour seat.

- **Big data and analytics** – Ford is leveraging its OpenXC platform to help learn how customers are using their vehicles, and is conducting analytics to detect patterns and learnings that can lead to product improvements or new mobility services.

"Growing the Palo Alto team will strengthen our global research prowess and drive innovation needed to meet the needs of our customers in the future," said Ken Washington, vice president, Ford Research and Advanced Engineering.

"Working together with the Silicon Valley research community will spark the new ideas, products and services that will help Ford once again change the way the world moves."

The new Research and Innovation Center Palo Alto is geared to further existing relationships between Ford and San Francisco Bay Area technology companies and universities, as well as grow new connections, scout new technologies and collaborate on solutions for future mobility challenges, said Washington.

GM Invests in Silicon Valley Company To Improve Its Vehicles' Fuel Economy

GM Ventures is optimistic that its 2012 equity investment in Silicon Valley-based startup Tula Technology, Inc. will result in a revolutionary new fuel economy technology that could be deployed in future gasoline engine-powered General Motors' vehicles, said Jon Lauckner, GM chief technology officer, vice president of Global R&D and president of GM Ventures.

Tula's Dynamic Skip Fire (DSF) technology integrates advanced digital signal processing with sophisticated powertrain controls to create a software-based approach to variable displacement engines.

The result makes the most of vehicle fuel economy across a wide range of driving conditions, said GM spokesman Dan Flores.

Instead of relying on fixed cylinder deactivation or switching between fixed patterns like current multi-cylinder engines, Tula's DSF technology continuously makes dynamic firing decisions on an individual cylinder basis to deliver the required engine torque for all vehicle speeds and loads while avoiding vibration, Lauckner said.

Independent testing commissioned by Tula shows that the application of DSF technology

can improve fuel efficiency in a multi-cylinder engine (4/6/8 cylinders) by as much as 15 percent when compared to a vehicle equipped with an engine that does not have cylinder deactivation.

"This technology holds the potential to improve fuel economy on select GM vehicles without degrading power capability when it's required," said Lauckner.

"This joint effort combines software expertise from Silicon Valley with powertrain expertise from General Motors."

Co-investors in Tula with GM Ventures include Sequoia Capital, Sigma Partners and Khosla Ventures, Flores said.

Since its founding in mid-2010, GM Ventures' international portfolio includes investments in more than 20 startup companies.

"We've worked closely with GM during this exciting stage of DSF development, and they've provided essential financial support while allowing us to run our business with full autonomy," said R. Scott Bailey, president and CEO of Tula Technology.

"Our goal is the same as GM's; we both innovate to make the lives of people better."

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January Car Sales Trending Above Last Year's Levels

New-vehicle sales are expected to increase 12.9 percent year-over-year to a total of 1.14 million units in January 2015, resulting in an estimated 16.5 million seasonally adjusted annual rate (SAAR), according to *Kelley Blue Book* www.kbb.com.

January is typically one of the slowest months of the year, due to the strong push from manufacturers prior to year-end.

However, at an estimated 1.14 million units expected in January, this year's month could be the highest reported January since 2006.

"Sales are trending well above levels since this time last year, when the polar vortex kept shoppers away from dealerships in many parts of the country," said Alec Gutierrez, senior analyst for *Kelley Blue Book* near the end of the month.

"Although sales have moved briskly so far in January, the blizzard on the east coast does present downside risk as we head into the final selling days of the month."

Total sales in 2015 are projected to hit 16.9 million units overall, a 2.5 percent year-over-year increase and the highest overall total since 2005, when sales fell just shy of 17 million units.

Key Highlights for Estimated January 2015 Sales Forecast:

- In January, new light-vehicle sales, including fleet, are expected to hit 1,140,000 units, up 12.9 percent from January 2014 and down 24.2 percent from December 2014.

- The seasonally adjusted annual rate (SAAR) for January 2015 is estimated to be 16.5 million, up from 15.3 million in January 2014 and down from 16.9 million in December 2014.

- Retail sales are expected to account for 82 percent of volume in January 2015, flat compared to January 2014.

General Motors is expected to lead gains this month with an anticipated 19.5 percent increase year-over-year, thanks to renewed interest in trucks and sport utility vehicles, Gutierrez said.

The Chevrolet Silverado and GMC Sierra have been in high demand lately and *Kelley Blue Book* expects to see this continue into the early part of 2015, Gutierrez said.

Fiat-Chrysler will be among the top performers in January on continued strength for the Jeep brand, particularly the Cherokee.

With gas prices expected to remain low and fuel efficiency in utility and truck segments stronger than ever, expect Ram and Jeep to have a solid month, Gutierrez said.

"Full-size trucks continue to thrive in 2015 and *Kelley Blue Book* anticipates sales will improve more than 10 percent in January alone," said Gutierrez.

"Expect a strong push from Chevrolet Silverado, GMC Sierra, Ram and F-Series, especially when taking into consideration the low cost of fuel and the appeal of these recently redesigned core products."

Growth in the small crossover segment should begin to slow, but it will remain in the double-digit range in 2015.

In January, *Kelley Blue Book* expects sales to improve by nearly 10 percent on strong demand for the Jeep Cherokee, Honda, CR-V, Toyota RAV4 and a host of other strong competitors in the segment.

There were 26 sales days in January 2015, compared to 25 sales days in January 2014.

All percentages are based on raw volume, not daily selling rate.

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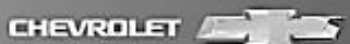


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Cadillac Plans New Concepts For Its Dealership Facilities

CONTINUED FROM PAGE 1

facilities, network development, high-technology showroom systems and increased financial strength are key aspects of the plan.

"A strong, financially healthy dealer organization is an essential element of Cadillac's expansion plans," de Nysschen said. "The stronger our dealers are, the better our service quality will be."

"Cadillac is on a journey back to the pinnacle of premium brands, and dealers will contribute every step of the way."

Cadillac's current U.S. network consists of more than 900 stores, giving the brand a substantial advantage in geographic coverage against its import luxury competitors, de Nysschen said.

"Our comprehensive market coverage supports customer convenience, especially in access to service," said de Nysschen. "Our task is to take further advantage of our network."

Cadillac's U.S. network currently features a core of approximately 200 flagship, stand-alone dealerships. Its concept going forward is that core will be complemented by 700 smaller, boutique locations, de Nysschen said. The boutique concept would feature exclusive Cadillac consumer touch points, highly trained sales and service staff, and luxury amenities.

"Our recently announced \$12 billion investment in product must be accompanied by corresponding upgrades to the customer experience," de Nysschen said.

"For all dealers, including multi-brand outlets, we should strive to create a premium show-

room atmosphere and the sophisticated brand experience that luxury consumers expect."

de Nysschen outlined a plan to bring emerging technology to the showroom experience. "Virtual Showroom" systems could enable shoppers to quickly configure and envision multiple models, color and interior choices using interactive digital displays, or potentially even holograms.

He said Cadillac will develop new systems to incentivize and support customer satisfaction performance and dealer compensation.

Growth in dealer profitability will be supported by financial incentives to reward dealer investments into facilities and high achievement in customer satisfaction, de Nysschen said.

The company has no plans to reduce the number of U.S. dealers.

Russ Baltazar, new car sales manager at Prestige Cadillac in Warren, said he has only heard about what de Nysschen was proposing on Jan. 22, when he saw an article in *The Detroit News*.

"We haven't seen any of the particulars," Baltazar said. "But I will say that dealers tend to be smart and like taking help when it's offered."

But questions of who will pay for any changes and just what the requirements dealers will have to follow have to be answered, Baltazar said, before he could really make any intelligent comments.

"We're planning to build a new store on Van Dyke in Warren in the next year," he said. "I can't say how this new plan will affect that. It's just too early to say."

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