

## 'Bigger in Texas' – 451 Rams Break Record

Ram truck owners from seven states and Canada helped the Ram Truck brand set a new Guinness World Record title for the largest parade of pickup trucks, April 18, in Arlington, Texas.

There were 451 Ram trucks that participated in the "Ram Truck Round-up," breaking the

previous world record of 438 trucks, said Fiat Chrysler spokeswoman Eileen Wunderlich.

Ram, the "Official Truck" of the Academy of Country Music (ACM) Awards, invited its customers to help break the record in honor of the 50th anniversary of the ACM Awards, which was

broadcast live for the first time ever from AT&T Stadium in Arlington, Texas, April 19, Wunderlich said.

"Our hard-working Ram truck owners are passionate and loyal, and today they proved once

CONTINUED ON PAGE 3



This Ram truck convoy set a world record at the 2015 American Country Music Awards.



Each 2016 Buick Cascada undergoes water testing before being sold.

## Cascada Endures Rigorous Water Shower Test - Passes

How does Buick ensure the 2016 Cascada convertible will stay dry when April showers come calling? By making it rain on the assembly line, assuring cloudbursts will be no match for Cascada when it hits dealerships in early 2016.

"Convertibles are best enjoyed when it's warm and sunny, but Cascada has been designed and engineered to be used year-round, regardless of the weather," said John Dolch, program

quality manager for Cascada. "Not only is Cascada's top engineered to be weatherproof in extreme conditions, but each and every Cascada built will also be put through a rigorous water test."

Specialized water test booths, located at the end of Cascada's assembly line, will allow freshly built cars to roll off the line and into testing. Each booth has no

CONTINUED ON PAGE 2



Michael Tschirhart, Kristin Kolodge, Tim Nixon and Brian Radloff.

## Auto Panel Discusses OEMs' Technology Needs, Concerns

by Jim Stickford

The question of just what kinds of technology automakers should invest in was the topic of discussion at an Automotive Press Association event held at the Detroit Athletic Club on April 22.

J.D. Power executive director of Driver Integration & HMI Research Kristin Kolodge presented J.D. Power's 2015 U.S. Technology Choice study. This was followed by a panel discussion on OEM technology needs and concerns.

Kolodge began by saying that J.D. Power recognized the influence of consumer electronics on people's automotive choices.

"People want to be connected," Kolodge said. "But there are a lot of choices, so the question is what do customers want?"

And, Kolodge said, one element in the whole process that is uncontested is the rate of change. It's not uncommon for

people to say their latest software is outdated when it's just a year old.

"The purpose of this study is to provide objective measures of what people want," Kolodge said. "We measured both preferences and perceived values. The benefit of this study is that it provides automakers with clear road maps for research and development so they can decide what to work on, and perhaps just as importantly, what not to work on."

Technologies that reduce the overall burden of driving and enhance the safety of the vehicle and its occupants receive the most consumer attention, Kolodge said. Among the technologies consumers express most interest in having in their next vehicle are blind spot detection and prevention systems, night vision and enhanced collision mitigation systems.

These findings demonstrate

CONTINUED ON PAGE 4

## Delphi Works to Improve Mileage, Safety

by Jim Stickford

For automotive supplier Delphi, there are a couple of ways the company can help OEMs meet their goals of better mileage standards and lower CO2 emissions, while making cars safer.

Dr. Andrew Brown, Jr., vice president and chief technologist for Delphi's Innovation & Technology Office, speaking at the 2015 Society of Automotive Engineers (SAE) World Congress on April 21, said one way Delphi can help make cars safer is through the use of cameras.

CONTINUED ON PAGE 7



Delphi's Andrew Brown before display touting its newest technology.

## Magna Frames Lighter, but Still Strong

by Jim Stickford

The topic of lightweighting was one of the major themes at this year's Society of Automotive Engineers (SAE) World Congress in Detroit April 21 and 22 was lightweighting.

"We even wrote and presented a paper on the subject at this year's congress," said John Zalewski, Global Product manager – Driveline Systems for Magna. "And one way Magna is able to reduce the weight of vehicles is through unibody construction that has the body made of different materials used in different places, depending on the requirements. So in high stress parts of the body, we use lightweight, but strong steel. In less stressed areas, we can use aluminum, which is a third the weight of steel, but can be almost as strong."

But, said Zalewski, the take-away from all of this is that

Magna was able to make a frame that is both light and strong. This helps OEMs achieve two of their most important goals - improve mileage and reduce CO2 emissions.

"But that's only half the story," Zalewski said. "The other half is how Magna can improve mileage through improvements to the

CONTINUED ON PAGE 7



John Zalewski and Rachel Delaurier show off Magna's new frame.



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Deadline: Thursday 5:00 p.m.  
for the next edition of Monday

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## Warren Approves Tax Abatement for GM Tech Center

The Warren City Council unanimously approved a request from General Motors on April 21 for a 50 percent reduction of the new property tax revenue that would be generated for construction at the Tech Center in Warren.

Word of the project reached the public earlier in April after Warren mayor Jim Fouts promoted a major industrial project in the city in a press release announcing his state of the city address.

This announcement alerted the media to General Motors' plans for the Tech Center. GM spokesman Daniel Flores said at the time that GM was looking at all its facilities and did have plans for the Tech Center, but would not make any comments until all the plans were approved and would be ready to be put in place.

On April 21, the Warren City Council met in a special session and approved granting GM its request for a 12-year, 50-percent abatement on up to \$419.4 million in investment and construction at the Tech Center.

Flores said that the project is still tentative, but now that the city council has approved the abatement request, it will be up to senior GM leadership to decide whether the company will go forward with the construction project.

The Warren City Council received a letter from GM stating that if the project went forward, about 2,600 new jobs would be created and about 3,800 current jobs at the Tech Center would be retained.

Flores noted that should management approve the project, GM would then work with Warren to get the appropriate building permits and work on any potential variances that might be needed.

"This is just the first step in a very long process that, if approved, will take years to complete," Flores said.

"Any plans for construction still have to be drawn up. There's still a lot of work that has to be down before construction could begin."

Flores said that one reason why GM is considering renovations at the Tech Center is to bring the facility well into the 21st century.

"When the Tech Center first opened up in the mid-1950s, it was a state-of-the-art facility that really caught the attention of people around the world," Flores said.

"But that was about 50 years ago and a lot has happened since then. Right now GM is competing with a lot of companies for engineering talent.

"By making improvements to the campus, really bringing it up to date for the 21st century, we can make both more user friendly and attractive for our current employees and use it as a recruiting tool for potential future employees," Flores said. "

## GM Donates \$200K from Auctioned CT6 to Karmanos

The first new retail production 2016 Cadillac CT6 sold for \$200,000 April 17 at the 13th Annual Barrett-Jackson Palm Beach Auction in Palm Beach, Fla.

All proceeds from the sale to dealer David Flynn from Columbiana, Ohio, will benefit the Barbara Ann Karmanos Cancer Institute, said GM spokeswoman Laura Toole.

The auction extends General Motors' long-standing support of the Karmanos Cancer Institute, one of 41 National Cancer Institute-designated comprehensive cancer centers in the country.

All proceeds from the CT6 auction will support the expansion of Karmanos' Intensive Care Unit and develop a 24-hour Acute Care Clinic to support the continuum of specialized care for Karmanos patients, said Karmanos Cancer Institute spokeswoman Patricia Ellis.

GM senior vice president of Global Public Policy Bob Ferguson and his wife, Debra, chaired the annual dinner on April 25, at the GM Design Dome in Warren. This is the fifth consecutive year that a member of GM senior leadership has chaired the event. Toole said.

"General Motors has a long history of giving back to the communities in which we live and work," said Ferguson. "We are thrilled to continue that tradition by donating our time, funds and assets to support the Karmanos Cancer Institute's world renowned patient care and research."

Earlier this year, the GM Foundation donated \$500,000 to directly support cancer research at Karmanos. To recognize the com-

bined philanthropic contributions of GM and the GM Foundation over the years, the Karmanos Cancer Institute named one of its laboratory floors the GM Foundation Cancer Research Floor, Ellis said.

"We are extremely grateful for our long-standing partnership with GM and the GM Foundation whose philanthropic contributions continue to support our mission to do all we can to end cancer," said Gerold Bepler, M.D., Ph.D., president and CEO, Barbara Ann Karmanos Cancer Institute. "GM is constantly perfecting and advancing its vehicle engineering, as shown in the exciting Cadillac CT6. So too is our team of expert oncologists and researchers relentless in their commitment to advance discoveries that can lead to new treatments for those battling cancer.

"Together, our two Detroit-based institutions' innovations are improving lives for the better, right here in our hometown and across the globe."

The Barbara Ann Karmanos Cancer Institute is located in mid-town Detroit, and is a subsidiary of McLaren Health Care, is one of 41 National Cancer Institute-designated comprehensive cancer centers in the United States, Ellis said.

Through the commitment of 1,000 staff, including nearly 300 physicians and researchers on faculty at the Wayne State University School of Medicine, and supported by thousands of volunteer and financial donors, Karmanos strives to prevent, detect and eradicate all forms of cancer, Ellis said. Its long-term

partnership with the WSU School of Medicine enhances the collaboration of critical research and academics related to cancer care. Gerold Bepler,

M.D., Ph.D., is the Institute's president and chief executive officer. For more information call 1-800-KARMANOS or go to www.karmanos.org.



Debra and Bob Ferguson

## Cascada Endures Rigorous Water Shower Test – Passes

CONTINUED FROM PAGE 1

fewer than 124 individual nozzles, which will quickly immerse the Cascada in a miniature rain-storm for 10 minutes.

Each nozzle emits 1.9 gallons of water every minute. Cascada's test is designed to produce nearly the equivalent of 1.23 inches of rain in a minute, which matches a world record set in Unionville, Md. in 1956.

Additionally, two Cascadas will be randomly selected daily to undergo another water test, known as the "deluge." While this test is designed to last only eight minutes, each nozzle blasts roughly three gallons of water each minute.

Much like actual rain clouds, Cascada's water testing booths

are also part of a water cycle. While nearly 132,000 gallons of water – or nearly 5,500 full bathtubs – will be used daily, only 1.5 percent of that volume is lost to evaporation.

The other 98.5 percent of the water used will be collected, filtered and recycled for use in later tests.

These tests may seem extreme, but they're especially important given April showers are more than an old proverb, Dolch said.

As winter gives way to spring, rain showers are bound to splash cities across the U.S. with more than a little precipitation, at least according to weather experts.

"Typically, April sees weather patterns bring in more moisture from the Gulf, especially in the

eastern half of the United States," said Jim Piro and Allan Reppert, AccuWeather climatology supervisor and meteorologist, respectively. "Rainfall for the spring looks to be wet along much of the East Coast, from New York south into northern Florida, and stretching along the Gulf Coast into eastern Texas."

Some spring showers may take drivers by surprise on an otherwise sunny day, but Cascada engineers came prepared. Its power-folding top will be fully deployed in as little as 17 seconds, and at speeds up to 31 mph.

Beginning in early 2016, Cascada owners in arid corners of the U.S. may not have to worry about facing those showers, but they may still appreciate all the effort General Motors engineers put in-

to these tests, Dolch said.

"Chances are good you'll still clean the car with a pressure washer, or run it through an automated car wash," Dolch said. "The same watertight concerns will still apply, even under clear blue skies."

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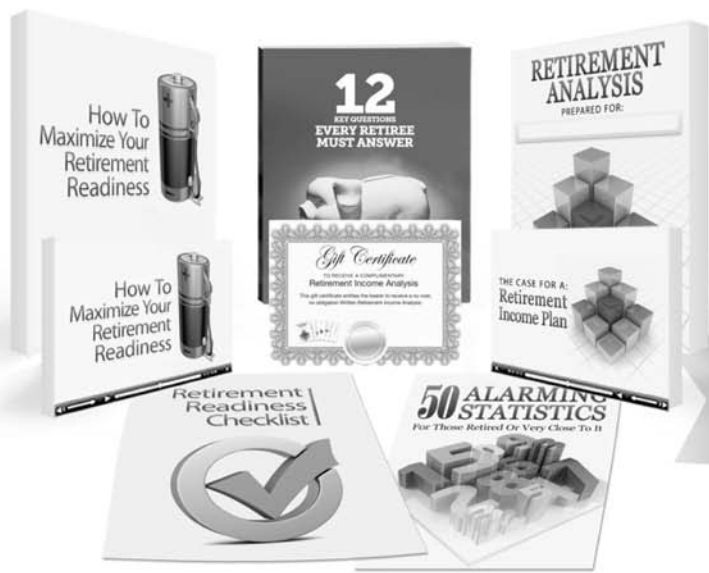
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Chrysler Congratulates its Best Suppliers

Fiat Chrysler celebrated its best and brightest suppliers at the company's annual awards event held at Sound Board at MotorCity Hotel on April 21.

Now in its fifth year, the awards event recognizes suppliers that have shown extraordinary commitment in key areas such as quality, innovation, continuous improvement and the company's "Foundational Principles," said Fiat Chrysler spokeswoman Katie Hepler.

Purchasing leaders Tom Finelli, head of North America Group Purchasing, FCA US, and Scott Garberding, head of Group Purchasing, Fiat Chrysler Automobiles N.V. (FCA), Hepler said, addressed an audience of more than 1,000, discussing the event's theme – "Quality Makers: Design a Better Way."

"It is extremely important to us to celebrate the achievements of our suppliers," said Finelli. "Their success is our success. Our goal is to cultivate a thriving, innovative supply base that shares our values and can grow alongside us."

Other Fiat Chrysler leaders, including Mark Chernoby, chief operating officer Product Development, head of Product Portfolio Management and Head of Quality, FCA, and Olivier François, chief marketing officer and CEO, Fiat Brand, FCA, who also spoke to the group, Hepler said.

The Qualitas Awards recognize both production and nonproduction suppliers that not only demonstrate operational excellence, but that also demonstrate strong corporate values with leadership in areas such as diversity, innovation and sustainability, Chernoby said.

The 2014 FCA US Qualitas Award recipients are:

- Supplier of the Year – HS R&A (HWASEUNG RUBBER & AUTOMOTIVE);
- Foundational Principles Award (Indirect) – Hanwha;
- Foundational Principles Award (Direct) – US Farathane;
- Metallic Quality Supplier of the Year – Prime Wheel Corporation;
- Electrical Quality Supplier of the Year – Panasonic Automotive Systems Company of America;
- Powertrain Quality Supplier of the Year – F.C.C.;
- Chemical Quality Supplier of the Year – Bridgestone;
- MOPAR Quality Supplier of the Year – NSI;
- Capital Equipment Quality Supplier of the Year – GROB;
- Services Quality Supplier of

the Year – RR Donnelley;

- Diversity Supplier Development Supplier of the Year – Barton Malow Company and Johnson Controls, Inc.;
- Sustainability Supplier of the Year – Continental Automotive Guadalajara Mexico S.A. de C.V.;
- Tooling Supplier of the Year – HS Die & Engineering, Inc.;
- Supply Chain Management Supplier of the Year – Vari-Form;
- Logistics Supplier of the Year – Hansen & Adkins Auto Transport;
- Technical Cost Reduction Supplier of the Year – Johnson Controls, Inc.;
- Innovation Supplier of the Year – Alpine Electronics, Inc.

Award recipients were determined based on an evaluation of each company's External Balanced Scorecard performance in 2014 – a rating system that evaluates supplier performance in areas such as quality, delivery, cost, warranty and partnership – and input from Fiat Chrysler senior leadership, Hepler said.

Suppliers were able to nominate themselves to be considered for the Innovation, Sustainability and Diversity Supplier Development award categories. Awards for Supplier of the Year and adherence to FCA Foundational Principles were added this year. Winners received a trophy that was custom designed and crafted by FCA vehicle designers.

Fiat Chrysler has had a renewed focus on supplier relations since 2009, Hepler said. Ac-

tivities, such as regular supplier town hall forums, dedicated supplier advisory councils and focused dialogue with the supply base, have helped the company foster more positive, mutually beneficial supplier relationships.

**“It is extremely important to us to celebrate the achievements of our suppliers”**

**– Tom Finelli, FCA US**

The company also has instituted programs that enhance collaboration and earlier supplier engagement in vehicle program development, foster supplier innovation, drive implementation of supplier generated ideas to optimize the value of purchased components and has executed many process and system improvements to help suppliers work with the Company more effectively, Hepler said.

According to the annual Planning Perspectives survey, the Company has improved working relations with suppliers by an industry-best 51 percent since 2009, Hepler said.

‘Bigger in Texas’ - 451-Ram Convoy Breaks Record

CONTINUED FROM PAGE 1

again that everything is always bigger in Texas," said Robert Hegbloom, president and CEO, Ram Truck Brand, FCA – North America. "Ram is the fastest growing truck brand in Texas, where trucks are king, and it was great to see 451 Ram owners travel far and wide for this once-in-a-lifetime opportunity to be a part of a special record-breaking rally and pickup parade."

The Ram Truck Round-up parade route started on the east side of AT&T Stadium in Arlington and traveled approximately 3.2 miles around the stadium and neighboring Globe Life Park grounds, Wunderlich said.

Participants in the Ram Truck Round-up parade were treated to a special morning of activities including car-crushing appearances by the Raminator monster truck, music performances by the Austin, Texas-based Midnight Social, appearances by country music artists Kix Brooks, Thomas Rhett and Easton Corbin, and giveaways from Ram brand partners. Participants also received free tickets for the ACM Party for a Cause Festival, taking place at Globe Life Park.

Wunderlich said more Texans drive pickup trucks than any other state (20 percent of motor vehicle registrations versus 12 percent national average) and Ram

is the fastest growing truck brand in Texas.

Ram's current market share of 20 percent has risen 2.52 points (15 percent) in the past five years and the brand sells two-and-a-half times as many pickup trucks in Texas as it does in the next highest volume state, Wunderlich said.

Ram Truck Round-up participants received tickets for the ACM Party for a Cause Festival. The two-day outdoor music event, took place April 17 and April 18, at Globe Life Park in Arlington. The venue, Wunderlich said, included multiple stages for ongoing live country music performances and interactive experiences.

This is the sixth consecutive year that the Ram Truck brand has partnered with, and been, the "Official Truck" of the ACM Awards, Wunderlich said. Ram Trucks' involvement has evolved over the years.

This year, Ram was the sponsor of the Ram Lone Star Stage at the ACM Party for a Cause Festival and ran a national radio promotion where winners received trips to Dallas for the ultimate ACM weekend experience.

In addition, Ram promoted the ACM Awards and ACM Party for a Cause Festival through social media, as well as television and digital advertising, Wunderlich said.

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# Auto Panel Discusses OEMs' Technology Needs, Concerns

Through this collaborative effort, the three Mopar Road Ready events (Pomona, Calif., Gainesville, Fla., Center Line, Mich.) hope to impact more than 1,000 young drivers and their parents, Gavilan said. To register, [register@putonthebrakes.org](mailto:register@putonthebrakes.org).

“Across all generations, price is the most important consideration for technology accounting for 25.2 percent of importance,” Kolodge said. “Gen Y is the least sensitive to technology price and shows a greater willingness to spend on new technologies than the other generations. Gen Y consumers now account for 27.7 percent of new-vehicle sales thus far in 2015 – second only to Boomers at 37.1 percent. They are willing to spend an average of \$3,703 on technology for their next vehicle. Gen X is willing to spend \$3,007, while Boomers

"A lot of this technology is so new," Nixon said. "People might not really understand what it does. So we have to talk about it and show people more so they understand technology more. There is technology out there people don't know that they need."

"Certainly it was a concern to us, and we've moved pretty quickly to expand it," Yaeger said April 16.

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## Belvidere Plant Honored for Green Efforts

The Fiat Chrysler Belvidere (Ill.) Assembly Plant's new body shop was awarded a LEED (Leadership in Energy and Environmental Design) Gold Green Building System certification for meeting the highest environmental standards, said Fiat Chrysler spokeswoman Jodi Tinson.

LEED, administered by the United States Green Building Council, is a comprehensive system to define, measure and validate green buildings, Tinson said. Certification in the national recognition program is based on strict standards in five key areas: site planning, water management, energy, material use and indoor environmental quality. Based on the number of points awarded in each category, a project can achieve a LEED certified silver, gold or platinum status.

"We are very proud of the Belvidere body shop's LEED certification as it reflects the Company's commitment to creating a sustainable footprint throughout our operations, including manufacturing," said Brian Harlow, vice president - Manufacturing, FCA North America. "When we have the opportunity to build a new facility, our goal is to design it in a manner that will save money and resources, while having a positive impact on the health of our employees and a minimal impact on the environment."

Belvidere's new 638,000-square-foot body shop was built on a brownfield site, connected to the existing assembly plant, with an investment of \$700 million. The new facility was needed to accommodate the unique architecture of the Dodge Dart, the first vehicle produced highlighting the partnership between the former Chrysler Group and Fiat. Belvidere also builds the Jeep Compass and Jeep Patriot.

When it launched in 2012, Tinson said, the Belvidere body shop became the benchmark for future Chrysler body shops in terms of design, efficiency and flexibility. During the building's construction, 95 percent of construction waste, about 14,681 tons, was recycled and diverted.

## FCA US to Sponsor The USA Pavillion At World's Fair

Fiat Chrysler US and CNH Industrial are supporting the USA Pavilion at the upcoming world's fair in Milan from May through October 2015.

Expo Milano 2015 is expected to draw close to 20 million visitors during its six months' worth of performances, meetings, conferences and gatherings, all converging around the theme of "Feeding the Planet, Energy for Life," said Fiat Chrysler spokeswoman Shawn Morgan.

Fiat Chrysler will serve as the exclusive automotive sponsor of the USA Pavilion, Morgan said.

"It's a partnership that demonstrates the automaker's core values including innovation, sustainable mobility, and community, while at the same time, showcases the vital role trucks play in the everyday life of those in agriculture," Morgan said.

The USA Pavilion will feature multimedia screens throughout the building will feature images from the Ram's award-winning "Farmer" campaign, a tribute to American agriculture and the brand's long-standing commitment to supporting those who work in family farming, agriculture and other farming-related industries, Morgan said. CNH Industrial will be featured as the exclusive agriculture and construction equipment sponsor of the USA Pavilion.

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**2330 New Available Same Day Delivery**

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**2015 AWARD SEASON EVENT**

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**RAM Sales Manager's April Truck Special!**

**2015 RAM 1500 CREW CAB 4X4 EXPRESS**  
LEASE FOR 24 Mo 1 PAY LEASE **\$111\*\*** **\$3999\*\*** **5.7L Hemi** #D5-10688

**2015 RAM 1500 CREW CAB 4X4 OUTDOORSMAN**  
LEASE FOR 24 Mo 1 PAY LEASE **\$119\*\*** **\$3591\*\*** **3.6L Pentastar** #D5-10152

**2015 RAM 1500 CREW CAB 4X4 BIG HORN**  
LEASE FOR 24 Mo 1 PAY LEASE **\$119\*\*** **\$3989\*\*** **3.6L Pentastar** #D5-10673

**2015 RAM CREW CAB 4X4 OUTDOORSMAN**  
LEASE FOR 24 Mo 1 PAY LEASE **\$119\*\*** **\$3399\*\*** **5.7L Hemi** #D5-10515

**2015 RAM 1500 CREW CAB 4X4 BIG HORN**  
LEASE FOR 24 Mo 1 PAY LEASE **\$119\*\*** **\$3999\*\*** **5.7L Hemi** #D5-10438

**2015 RAM 1500 CREW CAB 4X4 LARAMIE**  
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**Dick Huvaere's is Your Truck Headquarters! 533 Ram 1500 Crew Cab 4x4's Available!**

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**• 2 Chrysler Affiliates Will Be On Hand Monday thru Thursday Making New Car Deals HAPPEN - Save Thousands!**

**ALL CUSTOMERS WILL RECEIVE THE VERY BEST DEAL!**

- 1 \$1500 Huvaere Bonus Cash
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Picture may not reflect actual vehicle. \* The Chrysler Group LLC Employee Advantage Purchase program sale prices and lease payments quoted. Just add tax, title, doc fee and destination charge. \*\* 24, 27, 30, 36 month Chrysler Group LLC employee leases. The amount due on all leases require amount due plus monthly tax, cap cost reduction tax, first payment, title, plate, doc fee and destination charge. Security deposit is waived on all lease payments. Lease payments are 10,000 miles per year. 20 cents per mile thru Ally or 25 cents thru Chrysler Capital for excess mileage. Customer must qualify for 1 or 5 tier credit approval. Payments subject to change due to lower approved credit tier. Banks may require to prove income and residency for credit approval. Customer is responsible for excess wear and tear. Total delivered price is the sum of the purchase price, plus doc fee, plate fee, sales tax, and secured finance charges over the term of the loan. All rebates and program money assigned back to dealer. All prices and lease payments are based on Chrysler Group LLC incentives thru the Great Lakes Business Center. Rebates on retail consumer cash, lease cash, lease loyalty, military, trade assist cash, finance bonus cash and all other Great Lakes offers will be applied. The dealer invoice amount is not a net factory price to dealer. Customers may not qualify for all offers, incentives, discounts or financing offers. See dealer for qualifications and complete details. Exclusive Huvaere new car cash coupon has been applied to all sale and lease payments in this ad. !! Chrysler Group LLC Employee Advantage 84 month buy at 3.49% A.P.R. with approved credit at tier 1. Vehicle sale prices include Chrysler Capital bonus cash-must finance thru Chrysler Capital. 200s lease payment includes mid-size segment conquest cash. \*Sale prices include lessee loyalty retail bonus cash, customer must qualify.

## APRIL LEASE SPECIAL! 174 Available!

**2015 Chrysler 300 AWD** #C5-30047 **LEASE FOR \$152\*\*** **24 Mos. \$1995 due**

**24 Mo 1 PAY LEASE \$4827\*\***

**2015 Chrysler 300 S** #C5-30038 **LEASE FOR \$137\*\*** **24 Mos. \$1995 due**

**24 Mo 1 PAY LEASE \$4673\*\***

**2015 Chrysler 300 S AWD** #C5-30040 **LEASE FOR \$139\*\*** **24 Mos. \$1995 due**

**24 Mo 1 PAY LEASE \$5171\*\***

**CHRYSLER**

### 2015 CHRYSLER 200 S AWD

**24 Mo 1 PAY LEASE \$3572\*\*** **LEASE FOR \$139\*\*** **24 Mos. \$600 due** **\$1500 HUVAERE BONUS CASH!** #C5-10351

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**2015 CTS 2.0L TURBO**  
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**2015 XTS FWD**  
 STANDARD COLLECTION



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- GM Quality Parts



## Lower Fuel Prices Help GM's First Quarter Truck Sales

DETROIT (AP) – First quarter profit at General Motors rose nearly eight times above a year ago as U.S. consumers spent big on pickups and SUVs and the company didn't have to set aside a huge stack of money to pay for recalls.

The Detroit automaker said it made \$945 million, as consumers got used to lower gasoline prices and decided to buy bigger vehicles. That's right in GM's sweet spot, with trucks such as the Chevrolet Silverado pickup and Cadillac Escalade large SUV. Profit margins on the trucks are sizeable, with analysts estimating that GM makes more than \$10,000 per vehicle.

In the U.S., where GM still makes most of its money, the company sold more than 198,000 pickups, the best first quarter for the vehicles in eight years, according to *Ward's Automotive*. The company also sold nearly 55,000 big SUVs, the best January-through-March period in seven years. It's cheaper to fuel a big vehicle. Gas prices have now been \$3 per gallon or lower for six months. Regular was around \$2.49 April 23, according to AAA, compared with \$3.67 a year ago.

The increased profit on trucks is "clearly a favorable tailwind," chief financial officer Chuck Stevens said, boosting GM's bottom line by \$500 million during the quarter.

For the quarter, the average price of a Chevy Tahoe SUV rose 8 percent to more than \$57,000, *Kelley Blue Book* said. Other truck-based SUVs saw similar or even larger increases.

Although pickup and SUV sales were strong, they were nowhere near the peaks of the previous decade. Pickup sales last quarter

were the best since 2007, when GM sold almost 243,000. Big truck-based SUV sales were the best since 2008 at nearly 107,000.

GM's profit amounted to 56 cents per share, compared with only \$125 million, or 6 cents per share a year ago. In last year's first quarter, a \$1.3 billion charge for an embarrassing series of recalls – including one for a deadly ignition switch problem – diluted the profit.

The company did take a one-time pretax charge of \$100 million to add to its compensation fund for victims of crashes caused by faulty ignition switches. It also incurred a \$400 million charge to cut operations in Russia. Excluding the one-time items, GM would have made 86 per share. That fell short of Wall Street expectations. Analysts polled by FactSet expected earnings of 95 cents per share. Revenue for the quarter fell nearly 5 percent to \$35.7 billion on weakness in foreign currencies and sales declines in South America and Russia.

The miss drove GM shares down 3.1 percent in premarket trading to \$36. Shares are up about 4 percent so far this year.

There were some other rough spots as well. GM's global sales rose only 2 percent for the quarter, and its U.S. passenger car sales were down nearly 19 percent at just under 92,000.

GM has now set aside \$550 million to pay victims of crashes caused by defective small-car ignition switches. So far compensation expert Kenneth Feinberg has deemed 87 deaths eligible for compensation, as well as 157 injuries. GM had previously set aside \$400 million, but said it could go as high as \$600 million.

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## Delphi Develops Methods to Help Automakers

CONTINUED FROM PAGE 1

"We have what we call Racams," Brown said. "It's radar technology integrated with a camera that allows the vehicle to better determine what is around it. This allows the driver to operate the vehicle safer by alerting the driver to trouble and even directing the car away from danger. That last part depends on the OEM architecture in a particular vehicle."

Delphi is able to help OEMs with their green issues through better fuel injection technology, Brown said.

"This creates better fuel combustion," Brown said. "This works by having sophisticated oxygen sensors, the engine can optimize the oxygen mix to have the best fuel combustion. So the car makes the appropriate adjustments in combustion protocols, which gives better mileage and less CO2 production."

One of the paradoxes that comes with improving combustion is that because is less CO2 to measure, Brown said, improved CO2 detections sensors had to be developed.

"The federal government has set stricter emission standards," Brown said. "That means that OEMs have to have ways to measure just what gasses their vehicles are producing and they have to measure the quantities so they can demonstrate compliance with regulations."

That has required Delphi to develop better sensors to measure emissions components. And these improved sensors have allowed Delphi to develop systems that can better adjust the combustion process to maximize mileage and minimize emissions.

"An engine needs to determine if it is off spec," Brown said. "If its off spec, it then needs to be able to make the right adjustments so that it is operating at peak efficiency."

So basically, success builds on success. It's through improvements in technology that Delphi is able to help OEMs do what they have to do in a competitive market to meet ever stricter fuel and emissions standards, Brown said. Suppliers that can do that have a bright future in the automotive industry.

## Magna Invents New Aluminum Stamping Ways

CONTINUED FROM PAGE 1

powertrain. One way we were able to make our powertrain more efficient was by making it lighter through the use of an aluminum oil pan."

Magna created this oil pan through stamping techniques instead of casting techniques.

"Being able to stamp out the pans means that we were able to make them lighter than if we used casting techniques to create them," Zalewski said. "The new pans are lighter."

The reason why Magna hadn't used stamping techniques before, Zalewski said, is because stamping aluminum is hard.

"To be able to stamp out the oil pans, we had to create new stamping technology," Zalewski said. "That took about three years. To reduce the weight of the oil pans, going with aluminum was really the only option. It's reasonably price and has a great weight to strength ratio. The end result is that we are now able to manufacture an aluminum oil pan that is about three pounds lighter than one made of steel without sacrificing critical factors such as strength."



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All applicable rebates including lease/conquest offers have been deducted from sale price/purchase. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). Below GM Pricing only valid on certain models. Equinox, Tax and Traverse are 24 month leases. Volt is a 36 month lease. Silverado, Malibu, Cruze and Camaro are 36 month leases. All leases are 10k miles per year w/ approved S Tier credit w/ \$999 down at signing. Prices & payments are plus tax, title, and plate fees with acquisition fee up front. Refundable security deposit required on certain vehicles--to be determined by lender. For Silverado, must trade in '99 or newer model vehicle. GM Employee discount to everyone valid on certain models. \*\*\$3500 trade-in is valid on 2003 or newer vehicles with under 115k miles in drivable condition, no branded titles, less reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. \*\* Expiration Date - 4/30/15

See us for your GM employee purchases.

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All prices and payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM employee discount (unless otherwise stated). All leases are 10,000 miles per year with approved S Tier credit w/ \$999 down (unless otherwise noted). Must have lease loyalty and/or conquest. Must have closing competitive lease. For Sierra, must trade in '99 or newer model vehicle. Prices and payments are plus tax, title, plate fee w/ acquisition fee up front, refundable security deposit required on certain vehicles--to be determined by lender. GM employee discount to everyone valid on certain models. \*\*\$3,500 trade-in is valid on 2003 or newer vehicles w/ under 115k miles in drivable condition, no branded titles, reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. \*\* Exp date: 4/30/2015.

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All prices and payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM employee discount (unless otherwise stated). All leases are 10,000 miles per year with approved S Tier credit w/ \$999 down (unless otherwise noted). Must have lease loyalty and/or conquest. Must have closing competitive lease. For Sierra, must trade in '99 or newer model vehicle. Prices and payments are plus tax, title, plate fee w/ acquisition fee up front, refundable security deposit required on certain vehicles--to be determined by lender. GM employee discount to everyone valid on certain models. \*\*\$3,500 trade-in is valid on 2003 or newer vehicles w/ under 115k miles in drivable condition, no branded titles, reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. \*\* Exp date: 4/30/2015.



GM's Kokomo pumps capture heat to warm water for manufacturing.

## GM Honored by the EPA For Energy Savings

General Motors earned the U.S. Environmental Protection Agency's 2015 ENERGY STAR Partner of the Year award for Sustained Excellence for leadership in protecting the environment through superior energy efficiency. GM also received the ENERGY STAR Climate Communications award.

The ENERGY STAR Partner of the Year - Sustained Excellence award, said GM spokeswoman Sharon Basel, is the highest recognition a corporation can receive from the EPA.

This year marks GM's fourth such award for reducing greenhouse gas emissions by setting and achieving aggressive goals and employing innovative energy-efficiency approaches, Basel said.

**"GM is demonstrating a strong commitment to energy efficiency..."**  
— Gina McCarthy, EPA

"Achieving operational excellence in all we do extends to reducing the environmental impact of how we build our vehicles," said Greg Martin, GM executive director for sustainability. "We are leveraging our scale to conserve energy and resources throughout the manufacturing process."

GM joined ENERGY STAR as a partner in 1995, Basel said. Since then, the company has reduced energy intensity of its U.S. operations, or the amount of energy used per vehicle produced, by 40 percent. It has reduced carbon dioxide emission intensity 41 percent.

Combined, these savings are equivalent to the electricity used by 875,000 homes in one year and has allowed GM to avoid paying \$435 million in energy costs.

The EPA cited these GM achievements in 2014:

- Reduced energy intensity by 6 percent globally.
- Expanded Energy OnStar to GM powertrain facilities. Energy OnStar is the company's system

tracking 2.5 million energy data points per minute and providing real-time monitoring of energy per unit produced and facility heating and cooling systems.

- Invested \$34 million in more than 30 facilities for energy efficiency, water and carbon reduction projects, each with a return on investment of less than two years.
- Collaborated with utility companies on energy projects and funding.
- Eliminated the use of coal at Wentzville, Mo., and Detroit-Hamtramck, assembly plants.
- Remained the global leader of the ENERGY STAR Challenge for Industry with 70 GM facility achievers, resulting in \$196 million in energy costs avoided and 1.8 million metric tons of carbon dioxide emissions reduced, equivalent to adding 378,947 passenger vehicles without a greenhouse gas impact.

"Through its sustained participation with ENERGY STAR, General Motors is helping Americans save money, save energy, and do their part to reduce our nation's greenhouse gas emissions that fuel climate change," said EPA administrator Gina McCarthy. "General Motors is demonstrating a strong commitment to energy efficiency and to preserving a healthy planet for future generations."

General Motors earned ENERGY STAR Partner of the Year - Climate Communications for its commitment to educating employees, customers and other stakeholders about the importance of energy efficiency and the impacts of climate change, McCarthy said.

Specifically, the EPA recognized these communications initiatives:

- Published energy and climate-related posts on its environmental blog, making up more than half of the editorial content in 2014.
- Engaged college students as well as professors, non-governmental organizations and environmental leaders in a social media conversation via #CleanEnergyU as part of the voluntary Chevrolet Clean Energy Campus Campaign.
- Participated in energy efficiency discussions throughout the year, including a plenary session at the recent Clinton Global Initiative event during Climate Week.

## Fiat Launches New Version of Classic 500

Just in time for the spring and summer top-down driving season, Fiat has introduced the new Fiat 500 1957 Edition Cabrio.

The Fiat brand continues to celebrate the "storied past of the historic Nuova 500," said Fiat Chrysler spokeswoman Angela Bianchi, with the addition of a cabrio version of the popular Fiat 500 1957 Edition, which was introduced in 2014.

The Fiat 500c 1957 Edition features a premium dual-layer power-operated cloth top – a contemporary solution to the famous canvas roof on the original Cinquecento – designed to deliver "all-season driving pleasure with the top up or down." Bianchi said.

"We continue to expand the Fiat lineup," said Jason Stoicevich, head of Fiat Brand for North America. "The Fiat 500 1957 Edition celebrates the spirit of the original 1957 Nuova 500, and with the arrival of a cabrio version, we are adding open-air fun to the iconic Italian-designed Fiat 500 1957 Edition."

Pricing for the limited-production model starts at \$24,700 U.S. MSRP, Stoicevich said, just \$1,900 more than a base Fiat 500c Lounge. The Fiat 500c 1957 Edition is available for orders now and will arrive at studios this spring.

Stoicevich said that with just the push of a button, the Fiat 500c 1957 Edition's power-operated cloth top retracts up to the rear spoiler during speeds up to a best-in-class 60 mph (a midway point may be chosen by pressing the button anytime between). Press the roof button again, and the roof will neatly fold all the way open and tuck neatly behind the rear head restraints (up to 50 mph).

The power cloth top offers even more technology. When the liftgate is opened for trunk access, the power-operated cloth top automatically retracts back to the rear-spoiler position to avoid any obstruction.

Now available as either a hatchback or a cabrio, the 2015

Fiat 500 1957 Edition includes a sport-tuned suspension for improved handling, 16-inch forged aluminum wheels with a retro body-color design, throwback "FIAT" badging and a premium Marrone (brown) and Avorio (ivory) leather interior, Bianchi said. The model is available in three classic exterior colors: Bianco (white), Verde Chiaro (light green) and exclusive Celeste (celestial blue).

Stoicevich said there's a "romance about Italian cars, brands, fashion and design that make goods from this artisan nation among the most coveted around the globe. Since 1957, the Fiat 500 has embodied all four, empowering the Cinquecento to become one of the most iconic automobiles of all time."

Bianchi said the special edition is based on the Fiat 500 Lounge model, and the 1957 Edition enhances its iconic silhouette with a vintage look, thanks to classic exterior colors for this limited-edition Cinquecento, including Bianco (white), Verde Chiaro (light green) or Celeste (celestial blue).

The Fiat 500 1957 Edition features the innovative 1.4-liter MultiAir engine and C514 five-speed manual transmission, delivering an EPA estimated 31 miles per gallon (mpg) city and 40 mpg highway, Bianchi said. The 1957 Edition includes a driver-selectable "Sport" mode on the instrument panel, Bianchi said, to unleash a more aggressive throttle map. Additionally, an optional

six-speed automatic transmission with driver-selectable gear changes is also available. In Sport mode, the automatic transmission offers a more aggressive shift schedule and throttle map for improved engine responsiveness.

The Nuova 500 was the fruit of a strategy designed to develop and revamp Fiat's product range, embarked upon by the company during World War II. Stoicevich said. While the city of Turin was still being targeted by Allied air raids, and the company's Mirafiori offices were occupied by German troops, Vittorio Valletta, Fiat Managing Director and later company Chairman (after the death of Fiat's founder Giovanni Agnelli), asked Dante Giacosa to start thinking of new cars that could go into production after the war.

The result would be the Cinquecento, an automobile that delivered on its mission to provide efficient and affordable mobility during Italy's period of rebuilding and economic recovery.

On July 4, 1957, the hatchback marked the rebirth of Fiat and its product range, Stoicevich said. Exactly 3,893,294 examples of the historic Cinquecento were built between 1957 and 1975, helping to provide an attainable car for Italians and numerous other Europeans.

After 18 years of production, the last Fiat Nuova 500 was built on August 4, 1975, at the SicilFiat plant in Termini Imerese (Palermo, Sicily).



Fiat Special Edition

## Ford Makes Splash at Shanghai Car Show

SHANGHAI (AP) – Ford showed off its new Taurus and Nissan unveiled a midsize sedan and a SUV designed for China last week at the Shanghai Auto Show that highlighted rising competition from lower-priced Chinese auto brands.

Competition in China is intensifying as economic growth slows and more manufacturers pile into the world's biggest auto market by number of vehicles sold. Global automakers are spending heavily to appeal to Chinese tastes and local brands are rolling out lower-cost version of SUVs and other popular vehicles.

Ford Motor Co. used the Shanghai show for the global debut of its latest Taurus, reflecting the event's rapid rise to become one of the global industry's most important showcases. General Motors Co., Mercedes Benz and other global brands also unveiled new models or versions modified for China.

Features on the Taurus include massage units in the back seat. That is aimed at buyers who have drivers and ride in back – a market niche that increasingly is driving automakers to design bigger, more comfortable rear seats.

"This new car represents everything you can expect in the growing portfolio of Ford vehicles in China," said Marin Burela, a vice president of Ford's joint venture with Chinese brand Chang'an.

The show highlighted the resurgence of Chinese automakers following two tough years spent losing market share to foreign

rivals. Local competitors have spent heavily to roll out new models that are drawing buyers with lower prices at a time when China's economic growth is slowing.

Brands including SUV producer Great Wall Motor and Geely Holding, owner of Sweden's Volvo Cars, reported first-quarter sales gains of up to 70 percent. That helped to boost their market share so far this year to 43 percent from last year's 38 percent, according to LMC Automotive.

For global brands including Volkswagen AG, sales were flat or even declined due to their emphasis on higher-priced brands for which growth was in low to mid-single digits. That was a sobering development for automakers that are counting on China to drive future revenue.

"Market growth has come to a halt for international brands," said Bernstein Research in a report.

On Monday, Great Wall debuted its H6 Coupe and showed its H8, the latest in a series of SUVs that have helped to transform the company into one of China's most successful auto brands. The company has said it hopes to sell 10,000 units of each of the two new vehicles per month.

SUVs, popular with Chinese drivers who value their image of safety in the country's chaotic traffic, accounted for 26 percent of all passenger vehicles sold in the first quarter, the highest proportion of any major market.

"We predict that this year will be an SUV feeding frenzy," said

Ola Kallenius, head of marketing for Mercedes Benz, which unveiled an SUV Coupe concept on Sunday.

The abrupt deceleration in China's economic growth has dragged down auto sales growth and prompted buyers to shift to lower-priced models.

Economic growth slowed to 7 percent in the first three months of this year, its lowest quarterly expansion since the aftermath of the 2008 global crisis. That still is higher than the low single-digit growth forecast for the United States and Europe this year, but well below China's peak of 14.2 percent in 2007.

The deceleration to what Chinese leaders term the "new normal" of slower but more sustainable growth has cooled corporate profits and the real estate industry. The ruling Communist Party is pressing companies to boost wages in an effort to promote growth driven by consumer spending instead of trade and investment.

"This is driving sales growth in this (lower-priced) segment," said Dietmar Voggenreiter, president of Audi China.

Nissan Motor Co. unveiled the Lannia, a midsize sedan designed for Chinese buyers. The company, which has made China a pillar of its global turnaround strategy, calls the Lannia its first offering for the country's "youth generation."

For the SUV market, Nissan unveiled its Murano hybrid. GM, Ford, BMW, Ford's Lincoln luxury brand and other automakers also displayed SUVs, many of them offering hybrid-electric versions.





2015 Chevrolet  
Spark EV

## Spark EV Sees Lower MSRP

It's a good idea when one thinks about it. Being green shouldn't mean having to spend more money.

And so Chevrolet has set the Spark EV 1LT's new manufacturer's suggested retail price beginning at \$25,995.

Depending on an individual's tax situation, the Spark EV is eligible for federal tax credit up to \$7,500, said GM spokeswoman Annalisa Bluhm.

Currently available at select Chevrolet dealers throughout California and Oregon, select Chevrolet dealers in Maryland will have Spark EV's available beginning in mid-2015.

"Chevrolet is committed to making EV driving more accessible, affordable and fun" said Steve Majoros, director of Chevrolet Car and Crossover Marketing. "The Spark EV is already the most efficient – and one of the most affordable – EVs you can buy. 2015 Spark EV customers will benefit from an impressive blend of technology, capability and low cost of ownership, now at an even more impressive price."

Compared to the average new gas-powered vehicle, the Spark EV can save drivers, on average, about \$83 per month in fuel costs according to EPA assess-

ments based on 24 mpg highway for an average vehicle and 12 cents per kWh of electricity cost, Majoros said. More details are available at fueleconomy.gov.

More than 90 percent of Spark EV owners are trading in a non-GM nameplate or adding a new car to the household, Bluhm said.

"The Chevrolet Spark EV is helping us reach new buyers in critical markets like Los Angeles," said Majoros. "Spark EV owners recognize the car as an opportunity to drive an all-electric vehicle that fits their budget and lifestyle."

The Spark EV features a combined city/highway EPA estimated range of 82 miles when fully charged and an EPA-estimated combined city/highway 119 MPGe fuel economy equivalent, Majoros said.

Unlike most competitors, the Spark EV's battery system is capable of handling multiple compatible DC Fast Charges daily, Majoros said. Charging can also be completed in less than seven hours using a dedicated 240V charge. A 120V charge cord set comes standard. Charging can be managed and monitored remotely using the Spark EV's smart phone application, provided by OnStar.

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# Ford F-150 Loses Weight, Keeps Strength

The new Ford F-150 SuperCrew has earned the government's highest possible crash safety rating.

This adds to the F-150's strengths as the toughest, smartest, most capable F-150 ever, said Ford spokesman Mike Levine.

Thanks to 31 new safety-related innovations developed by the Ford truck team, the 2015 F-150 SuperCrew has earned a five-star Overall Vehicle Score in the National Highway Traffic Safety Administration's New Car Assessment Program.

"The five-star safety rating is a terrific example of One Ford collaboration and innovation," said Raj Nair, Ford group vice president, Global Product Development. "Our truck team worked together for years to deliver this accomplishment, using an unprecedented combination of advanced materials throughout the all-new F-150.

The 2015 model is engineered to be the safest F-150 ever, which matters to customers who depend on this truck to not only get the job done, but also get them safely home."

F-150's improved performance is enabled by up to a 700-pound weight savings through the use of high-strength steel in the frame; high-strength, military-grade, aluminum alloy in the

body; and smart engineering, Nair said.

A cross-functional group comprised of Ford truck product development veterans and researchers worked to precisely optimize vehicle weight savings and manufacturing design to deliver improved durability, capability, fuel economy and crashworthiness, Nair said.

The team created and patented new structures, materials and joining methods that were tested virtually with supercomputer simulations, then retested in Ford's advanced laboratories to engineer the safest F-150 ever.

The F-150 team started engineering the truck with supercomputers before the first units were ever even crash-tested in a lab.

Engineers developed digital safety models with nearly 1.4 million separate elements to examine how even the smallest parts of the truck would perform in a crash situation, Nair said.

Safety starts with the truck's signature, fully boxed frame – the backbone of the all-new F-150. Engineers added an extra cross-member and increased the use of high-strength steel to improve stiffness, durability and safety – while helping reduce the frame's weight by up to 60 pounds.

"The team had to invent new ways to manage crash energy, because advanced materials like

high-strength steel behave differently," said Matt Niesluchowski, Ford truck safety manager. "We found that changing certain shapes led to a weight reduction, while also improving crash performance."

Safety engineers developed a patented 12-corner front crush horn to dissipate more energy in a front impact, Nair said. The uniquely shaped structure helps manage crash forces so the frame buckles predictably to keep those forces away from occupants in the cabin.

This is just one of the 31 new safety-related innovations the team developed to make the truck safer in the event of a crash.

Ford's advanced research and safety teams worked together to engineer F-150's high-strength, military-grade, aluminum-alloy body structure to manage what happens to the body in the event of a crash, Nair said.

The truck's cab features hydroformed roof rails that constitute a cage-like structure around the doors, extruded roof bows to provide lateral strength across the top of the cab, and extruded rocker rails near the bottom to reinforce lower body strength.

How various parts of the truck were joined also yielded safety improvements. In many cases, welding was not the most effective



The 2015 F-150's frame contributes to its safety rating.

way to join parts, so the team developed and patented methods to connect parts using high-strength adhesives. This resulted in structural strength equal to or greater than traditional welds.

New to F-150 is an advanced restraint system that includes an adaptive steering column that adjusts energy management depending on occupant size and safety belt usage, Nair said. The system includes dual-stage airbags and side-curtain airbags.

The all-new F-150 offers the following safety features:

- Safety belt pretensioners added to the belt anchor side that further tighten the lap belt around front seat occupants, keeping them in a more secure spot early in the event of a crash.
- Curve Control, a technology that will slow the vehicle when it senses the truck is going too fast for a particular curve.
- Available inflatable rear safety belts for SuperCrew – a segment-first feature.

## GM's Barra – No FCA Merger

DETROIT (AP) – General Motors CEO Mary Barra is dismissing any talk of a possible merger with Fiat Chrysler Automobiles.

Barra tells analysts on a conference call that the company is focused on making its business more efficient and taking full advantage of its global size. She says GM won't consider anything that would distract from those efforts.

Fiat Chrysler CEO Sergio Marchionne recently floated the idea of merging with GM or another global automaker. He is a proponent of industry consolidation and says only the biggest automakers will survive.

Barra says other automakers might want to consolidate, but GM is focused on its plan. That includes leading the industry in new mobility technologies.

## Ford and Sony Team Up On Explorer's Sound System

The new Ford Explorer Platinum features an exclusive Sony audio system with two industry-first technologies – Live Acoustics and Clear Phase.

As a standard feature for the new Ford Explorer Platinum edition, which goes on sale this summer, this marks the first time high-end Sony home audio technology has been used in a vehicle. Live Acoustics and Clear Phase technologies bring realistic concert-quality sound to the new Explorer, said Ford spokesman Mark Schirmer.

"Explorer is about pushing boundaries," says Matt Zuehlk, Ford Explorer brand manager, "and authentic high-end home theater sound isn't just for the living room anymore. The new Platinum series gives customers everything – including a sound system that will knock your socks off."

Explorer has reigned as America's top-selling midsize SUV for 25 consecutive years – marking a quarter century for the vehicle as a leader both in the segment and in its technology offerings, Schirmer said.

To develop the proprietary Live Acoustics algorithm, Sony engineers, led by Giro Shiraishi, also a concertmaster at the Sony Philharmonic Orchestra, visited great halls in Amsterdam, Berlin and Vienna, and installed microphones to measure their precise acoustic qualities, Schirmer said. Shiraishi, who began taking violin lessons at age four and has been passionate about sound ever since, wanted to re-create the concert hall experience for Sony's high-end home audio products.

"This technology was previously available only in our high-end home audio systems – we've now applied the algorithm of Live Acoustics to Ford Explorer Platinum's audio system to transform the listening experience to

be among the finest in the world," says Shiraishi.

Sony engineers spent more than 100 hours tuning the audio system in the new Explorer with one goal in mind – to provide Platinum driver and passengers with the finest audio experience on the road, Schirmer said.

At the core of the system are 12 high-power speakers in 10 carefully selected locations – plus an all-new Class D amplifier to deliver a lossless power source that drives speaker output without straining.

Combined, the 12 speakers are capable of a maximum 500 watts. The speakers are optimized for sensitivity – including the center and surround speakers, a subwoofer with an 8-inch enclosure for tight and full base tones, and door woofers and chrome tweeters with translucent grilles to preserve sound integrity and complement the upscale Platinum interior.

Even the system's speaker coils are unique – square coils instead of the more traditional round ones – resulting in greater efficiency and heat dispersion.

When music is recorded, is live or in a studio, the best sound engineers always take care to establish a full sound stage. In other words, they make sure each instrument occupies specific areas in the "space" in front of the listener.

In the context of a vehicle, imagine occupants are listening to a live concert with instruments strategically placed in distinctive and acoustically correct "zones" on the vehicle's dashboard.

Ford Explorer is built at Chicago Assembly Plant, as well as in Venezuela and Russia. It is sold in more than 100 markets across the globe.

Ford expects to export 56,000 Explorers from the United States this year alone, Schirmer said.

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PRICE	\$15,543*	PRICE	\$15,795*
ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS		ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS	
PURCHASE PRICE \$19,392*		PURCHASE PRICE \$19,453*	

### 2014 CHRYSLER 300C JOHN VARVATOS LIMITED EDITION

HEATED & VENTILATED LEATHER SEATS, DUAL PANE PANORAMIC SUNROOF, NAVIGATION SYSTEM, REAR CAMERA, BLUETOOTH STREAMING AUDIO, MEMORY SEATS & MIRRORS, REMOTE START, 20" TITANIUM PAINTED ALUMINUM WHEELS AND MUCH MORE

#FH241833

EMPLOYEE		EVERYONE	
24 MO. LEASE	\$223*	36 MO. LEASE	\$288*
PRICE	\$181*	PRICE	\$256*
ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS		ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS	
PURCHASE PRICE \$29,489*		PURCHASE PRICE \$31,296*	

### 2015 1500 BIG HORN CREW CAB 4X4

HEMI V8, 20" CHROME WHEELS

5.7L HEMI V8, 8 SPEED AUTOMATIC TRANSMISSION, HEATED SEATS, HEATED STEERING WHEEL, 8.4 UCONNECT RADIO, REAR CAMERA, REAR PARK ASSIST, CLASS V RECEIVER HITCH, LOCKING TAILGATE, THEFT DETERRANT, ANTI-SPIN REAR DIFFERENTIAL, ANTI-LOCK BRAKES AND MUCH MORE.

#FG596847

EMPLOYEE		EVERYONE	
24 MO. LEASE	\$227*	36 MO. LEASE	\$254*
PRICE	\$185*	PRICE	\$212*
ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS		ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS	
PURCHASE PRICE \$32,629*		PURCHASE PRICE \$33,273*	

### 2015 DODGE JOURNEY R/T

LEATHER SEATS, HEATED SEATS, HEATED STEERING WHEEL, REMOTE START, THIRD ROW SEAT, 8.4 UCONNECT RADIO, 19" ALUMINUM WHEELS AND MUCH MORE

#FT669262

EMPLOYEE		EVERYONE	
24 MO. LEASE	\$170.78*	36 MO. LEASE	\$184.21*
PRICE	\$129.13*	PRICE	\$142.56*
ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS		ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS	
PURCHASE PRICE \$22,609*		PURCHASE PRICE \$23,831*	

### 2015 JEEP PATRIOT HIGH ALTITUDE 4X4

SUNROOF AND LEATHER SEATS

4 WHEEL DRIVE, HIGH ALTITUDE PKG, LEATHER SEATS, HEATED SEATS, POWER SUNROOF, REMOTE START, 40 GB HARD DRIVE, POWER SEAT AND MUCH MORE

#FD308237

EMPLOYEE		EVERYONE	
24 MO. LEASE	\$198.96*	36 MO. LEASE	\$198.96*
PRICE	\$165.53*	PRICE	\$165.53*
ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS		ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS	
PURCHASE PRICE \$19,943*		PURCHASE PRICE \$19,943*	

## RAY LAETHEM

### MOTOR VILLAGE

18001 Mack Ave.  
1 Mile South of St. John Hospital  
GROSSE POINTE  
**888-376-4495**  
www.RayLaethem.com

**HOURS**

Monday	9:00am - 9:00pm
Tuesday	9:00am - 6:00pm
Wednesday	9:00am - 6:00pm
Thursday	9:00am - 9:00pm
Friday	9:00am - 6:00pm
Saturday	10:00am - 3:00pm
Sunday	Closed

\*Plus tax, title, plate, CVR and doc fee. First payment also due up front on lease. Acquisition and destination fees are INCLUDED in lease payments. Purchase prices are plus tax, title, plate, CVR, destination and doc fees. Lease payments calculated with 10,000 miles per year. Prices and payments include military discount. Everyone lease payments include conquest or returning lessee incentive (see dealer for eligibility requirements). All rebates to dealer. Must qualify for security deposit waiver. Pricing for Michigan residents only. Pricing subject to manufacturer program changes. Pictures may not represent actual vehicle. Vehicles subject to prior sale. Prices and payments are good through 05/04/2015 unless manufacturer changes programs. \*\* Grand prize - 1 winner will receive a gift basket and a 41 game season ticket package for 2. First prize - 1 winner will receive a 41 game season ticket package for 2. Second prize - 3 winners will each receive a 27 game season ticket package for 2. Contest entry is made by filling out entry blank in person at Ray Laethem Chrysler Dodge Jeep Ram located at 18001 Mack Avenue in Detroit, MI. No faxed, mailed or emailed entries will be accepted. Odds of winning depend on total number of entries. Must be 18 years of age or older to enter. One entry person. One winner per household. No purchase necessary to enter. Employees of Ray Laethem Motor Village and their immediate families are not eligible. Contest ends at 9:00 PM on May 4, 2015. Drawing to be held at Ray Laethem Chrysler Dodge Jeep Ram on May 5, 2015 at 5:00 PM. Winner need not be present to win.

# RAY LAETHEM

## MOTOR VILLAGE

### SIGN AND DRIVE SALES EVENT PLUS MAJOR LEAGUE TICKET GIVEAWAY

### COME IN TO REGISTER TO WIN ONE OF FIVE BASEBALL SEASON TICKET PACKAGES\*\*

\$0 DOWN PAYMENT

**NO FIRST PAYMENT, NO SECURITY DEPOSIT. \$2,000 BELOW EMPLOYEE PRICE ON NEW REGAL AND VERANO.**

### 2015 BUICK VERANO

4G LTE WI-FI HOTSPOT, REAR CAMERA, REMOTE START, INTELLILINK RADIO, BLUETOOTH, SATELLITE RADIO, DUAL-ZONE AUTOMATIC CLIMATE CONTROL, 10 AIR BAGS, ONSTAR WITH TURN BY TURN NAVIGATION AND MUCH MORE.

ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS

EMPLOYEE		EVERYONE	
24 MO. LEASE	\$135*	24 MO. LEASE	\$155*
PRICE	\$17,491*	PRICE	\$19,231*

Stk# F4148384

### 2015 GMC Terrain

32 MPG (HIGHWAY), 4G LTE WI-FI HOTSPOT, REAR CAMERA, COLOR TOUCH-SCREEN RADIO, SATELLITE RADIO, BLUETOOTH, FOG LAMPS, REMOTE KEYLESS ENTRY, 17" ALLOY WHEELS AND MUCH MORE. Stk# F6303124

ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS

EMPLOYEE		EVERYONE	
24 MO. LEASE	\$195*	39 MO. LEASE	\$234*
PRICE	\$22,977*	PRICE	\$23,992*

### 2015 GMC Acadia

8 PASSENGER SEATING, REAR CAMERA, REAR PARK ASSIST, BLUETOOTH, COLOR TOUCH-SCREEN RADIO, ONSTAR WITH TURN BY TURN NAVIGATION, SATELLITE RADIO AND MUCH MORE. Stk# FJ212172

ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS

EMPLOYEE		EVERYONE	
39 MO. LEASE	\$271*	39 MO. LEASE	\$306*
PRICE	\$29,044*	PRICE	\$30,353*

### 2015 Buick Encore

4G LTE WI-FI HOTSPOT, REAR CAMERA, POWER SEAT, INTELLILINK RADIO, BLUETOOTH, 10 AIR BAGS, ONSTAR WITH TURN BY TURN NAVIGATION, SATELLITE RADIO AND MUCH MORE. Stk# FB083478

ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS

BELOW EMPLOYEE PRICE		EVERYONE	
24 MO. LEASE	\$239*	24 MO. LEASE	\$263*
PRICE	\$23,919*	PRICE	\$24,963*

### 2015 Buick Regal

4G LTE WI-FI HOTSPOT, HEATED LEATHER SEATS, 250 HP TURBO ENGINE, REAR CAMERA, INTELLILINK RADIO, BLUETOOTH, SATELLITE RADIO, ONSTAR WITH TURN BY TURN NAVIGATION, 18" ALLOY WHEELS, POWER SEAT AND MUCH MORE. Stk# F9181868

ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS

BELOW EMPLOYEE PRICE		EVERYONE	
24 MO. LEASE	\$184*	24 MO. LEASE	\$211*
PRICE	\$23,999*	PRICE	\$25,459*

### 2015 Buick Lacrosse

4G LTE WI-FI HOTSPOT, REAR CAMERA, INTELLILINK RADIO, BLUETOOTH, USB PORT, ONSTAR WITH TURN BY TURN NAVIGATION, SATELLITE RADIO, POWER SEAT, DUAL ZONE AUTOMATIC CLIMATE CONTROL, UNIVERSAL HOME REMOTE, SATELLITE RADIO, 18" ALUMINUM WHEELS AND MUCH MORE. Stk# FF162999

ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS

EMPLOYEE		EVERYONE	
39 MO. LEASE	\$309*	39 MO. LEASE	\$309*
PRICE	\$29,810*	PRICE	\$30,323*

### 2015 GMC Yukon SLE 4WD

4 WHEEL DRIVE, 4G LTE WI-FI HOTSPOT, 20" POLISHED WHEELS, POWER REAR LIFTGATE, POWER ADJUSTABLE PEDALS, AUTO-DIMMING REARVIEW MIRROR, UNIVERSAL HOME REMOTE, FRONT & REAR PARK ASSIST, REAR CAMERA, RAIN SENSING WIPERS, REMOTE START, BOSE PREMIUM SOUND SYSTEM, INTELLILINK RADIO, ONSTAR WITH TURN BY TURN NAVIGATION AND MUCH MORE. Stk# FR571512

ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS

EMPLOYEE		EVERYONE	
39 MO. LEASE	\$462*	39 MO. LEASE	\$514*
PRICE	\$46,509*	PRICE	\$48,419*

### 2015 GMC Sierra SLE Double Cab

4G LTE WI-FI HOTSPOT, TRAILERING PKG, LOCKING REAR DIFFERENTIAL, INTELLILINK RADIO, BLUETOOTH, DUAL-ZONE AUTOMATIC CLIMATE CONTROL, REAR PARK ASSIST, POWER SLIDING REAR WINDOW, ONSTAR WITH TURN BY TURN NAVIGATION, POWER ADJUSTABLE PEDALS, REMOTE STARTER, REAR DEFROSTER AND MUCH MORE. Stk# FZ212850

ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS

EMPLOYEE		EVERYONE	
39 MO. LEASE	\$247*	39 MO. LEASE	\$278*
PRICE	\$29,954*	PRICE	\$30,513*

### 2015 Buick Enclave

7 PASSENGER SEATING, REMOTE START, REAR CAMERA, REAR PARK ASSIST, POWER LIFTGATE, TRI-ZONE AUTOMATIC CLIMATE CONTROL, INTELLILINK RADIO, SATELLITE RADIO, BLUETOOTH, POWER SEATS, HEATED MIRRORS AND MUCH MORE. Stk# FJ166062

ACQUISITION & DESTINATION FEES INCLUDED IN ALL PAYMENTS

EMPLOYEE		EVERYONE	
36 MO. LEASE	\$322*	36 MO. LEASE	\$339*
PRICE	\$34,323*	PRICE	\$34,855*

## RAY LAETHEM

### MOTOR VILLAGE

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\*Purchase prices are plus tax, title, plate, CVR and doc fee. ACQUISITION FEE AND DESTINATION ARE INCLUDED IN PRICES AND PAYMENTS. Lease payments are plus tax, 6% tax on rebates plus CVR, doc, license plate and title fees due at lease signing. Leases include 10,000 miles per year. Advertised payments based on Tier 1 credit approval. Must qualify for security deposit waiver. Prices and payments include Buick/GMC lease loyalty (see dealer for eligibility requirements). Pricing for Michigan residents only. Pricing subject to GM program changes. Pictures may not represent actual vehicle. Vehicles subject to prior sale. Prices good through 04/30/2015 unless manufacturer changes programs. \*\* Grand prize - 1 winner will receive a gift basket and a 41 game season ticket package for 2. First prize - 1 winner will receive a 41 game season ticket package for 2. Second prize - 3 winners will each receive a 27 game season ticket package for 2. Contest entry is made by filling out entry blank in person at Ray Laethem Buick GMC located at 17677 Mack Avenue in Detroit, MI. No faxed, mailed or emailed entries will be accepted. Odds of winning depend on total number of entries. Must be 18 years of age or older to enter. One entry person. One winner per household. No purchase necessary to enter. Employees of Ray Laethem Motor Village and their immediate families are not eligible. Contest ends at 9:00 PM on May 4, 2015. Drawing to be held at Ray Laethem Buick GMC on May 5, 2015 at 5:00 PM. Winner need not be present to win.



2015  
AWARD SEASON EVENT  
CHRYSLER DODGE Jeep

2015 JEEP RENEGADE

ALL  
NEW

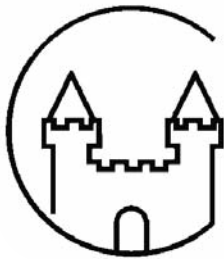
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\$19,981\*

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\$1,000 Below Employee pricing\*

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PALACE

CHRYSLER DODGE Jeep RAM

EMPLOYEE PRICING FOR EVERYONE!\*

2015 CHRYSLER  
TOWN & COUNTRY  
TOURING  
L



27 MO. LEASE ONLY  
\$169\*  
mo.

EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$3987\*

2015 CHRYSLER  
300 S



27 MO. LEASE  
\$179\*  
mo.

EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$4385\*

2015 RAM  
CREW CAB 4X4  
BIG HORN



SALE PRICE  
\$29,388\*  
MSRP \$42,760

27 MO. LEASE ONLY  
\$149\*  
mo.

EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$3887\*

2015 CHRYSLER  
200 S



MSRP \$26,565

24 MO. LEASE ONLY  
\$99\*  
mo.

EMPLOYEE 1 PAY 24 MONTH  
LEASE STARTING FROM  
\$4987\*

2015 JEEP  
GRAND CHEROKEE  
LAREDO  
4X4



27 MO. LEASE ONLY  
\$259\*  
mo.

SALE PRICE  
\$27,760\*

36 MO. LEASE ONLY  
\$195\*  
mo.

ALL NEW 2015  
DODGE JOURNEY  
RT



24 MO. LEASE ONLY  
\$149\*  
mo.

EMPLOYEE 1 PAY 24 MONTH  
LEASE STARTING FROM  
\$3827\*

2014 DODGE  
CHARGER R/T  
AWD



27 MO. LEASE ONLY  
\$189\*  
mo.

EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$4188\*

\*We make car buying fun at Milosch's Palace. Please call to schedule an appointment for a demonstration drive. All rebates to dealer. Deals apply to stock units only. Must be a Chrysler employee. \$1995 down, plus destination, taxes, title, plates. Must be Chrysler Employee. \$500 Military and TDM included. Lease calculated at 10,000 miles per year. Vehicle shown not actual vehicle. WAC. See dealer for details. \*\*Lease and prepay examples are plus destination, taxes, title, plates, \$0 sec. deposit required. Includes Conquest Trade-in and must be Chrysler Employee. Programs subject to change. +On select models. See dealer for details. Expiration date is 4/30/15.

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