



GM CEO Mary Barra, center, receives tour of GM Fairfax Assembly.

## GM Lauds 500 Million Cars

That's a lot of cars. GM's made half-billion vehicles over 106 years, and that equals billions in commerce, payroll, investments and infrastructure in communities all over the world. For customers, these vehicles played roles in weddings, family vacations, graduations, new businesses and countless milestones along life's journey, said GM spokeswoman Katie McBride.

Globally, more than 500 million

General Motors-branded vehicles have been built – the most of any automaker by far, McBride said, and the company is putting its customers at the center of the accomplishment.

GM CEO Mary Barra and GM North America and Global Chevrolet President Alan Batey celebrated the milestone May 4 with customers, employees and

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## 'Mopar Road Ready' a Hit for Teen Drivers

Safety sells. Just ask the parents who signed up their teens for Mopar's "Road Ready" driver safety course.

More than 190 teens gained valuable knowledge behind the wheel during four sold-out sessions of the "Mopar Road Ready" program, when it made its third 2015 stop on May 2 and 3 at Mopar World Headquarters in Center Line, said Fiat Chrysler spokeswoman Pat Caporali.

The program, sponsored by the Fiat Chrysler Foundation and

supported by Mopar, is designed to teach teens safe and defensive driving techniques. Metro Detroit "Mopar Road Ready" sessions filled up a week prior to the event, with a 200-plus wait list of teens and parents vying for open slots. Including stops earlier this year at Pomona, California, and Gainesville, Florida, more than 700 drivers — both teens and parents — have been educated and trained through the "Mopar Road Ready" program.

"We are extremely pleased by

the overwhelming community participation," said Pietro Gorlier, president and CEO – Mopar Brand Service, Parts and Customer Care. "Car accidents are the number one cause of death among teenagers, and this program provides young drivers – and parents – the chance to learn hands-on, highly valuable skills behind the wheel that can hopefully help them avoid an accident or even save their lives."

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A student driver receives expert training at Mopar's world headquarters in Center Line.



The press gets a look at the first Shelby GT350 model in 45 years.



Dave Pericak points out the GT350's two-piece cross-drilled iron rotors.

## Ford Mustang Shelby GT350 Returns; Set to Deliver with Power, Performance

by Jim Stickford

Ford's Performance Division is no joke. It makes money for the company and produces product that is both excellent and gets noticed by the car-driving public.

And Ford Performance's latest vehicle – a Ford Shelby GT350 Mustang – really delivers.

"We do believe in pushing the envelope," said Dave Pericak, director of Ford Performance. "It is something that we've always done and will continue to do. The new 350 will be made in Flat Rock and will go on sale this fall. Performance is part of the 350's DNA. This is the vehicle that jump started the pony wars of the late 1960s and has developed into the ultimate performance vehicle. When you take that vehi-

cle out on the track, when you really push the car, you will get to the point where you chicken out before the car reaches its limits. It's that powerful."

Jim Owens, Shelby marketing manager, said that the 350 has a storied history. It was first built in California in the late 1960s. The last California version was built in 1969. Then production moved to Michigan. The last Michigan 350 was built in 1970. He was glad to see that Ford was bringing the 350 back.

Eric Zinkosky, Vehicle Dynamics technical specialist for Ford, said that one "cool thing" about the development of the new Ford Shelby GT350 is that the company really came through in terms of resources.

"If I said I needed a better

brakes, then I got better brakes," Zinkosky said. "The real secret of making the car fast is the brakes."

Reducing unsprung mass is key to improving responsiveness, but a balance must be struck between taking mass out of a suspension and delivering truly capable braking performance, Zinkosky said.

The Shelby GT350 features the most track-credible brake system ever offered on a production Mustang, consisting of two-piece cross-drilled iron rotors with aluminum hats – the largest rotors Ford has ever put on a production Mustang.

Massive 394-millimeter front rotors and 380-millimeter rear ro-

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## LTU, Johnson Controls Do Battery Research, Testing

Johnson Controls is partnering with Lawrence Technological University (LTU) to test and develop advanced battery systems in vehicles aimed at helping automakers meet increasing fuel economy and emissions standards, said Johnson Controls spokeswoman Nicole Koremenos.

"The world's leading supplier of automotive batteries and one of the nation's top engineering schools will unveil the new Johnson Controls Vehicle Engineering Systems Lab, including a dynamometer, during a ceremony in the hub of America's auto industry on May 8," Koremenos said.

A dynamometer is used to test vehicles in different controlled driving environments and accelerates understanding of how best to manage battery energy and power transfer in the vehicle.

"The work we are doing with LTU is important because we can develop, optimize and validate battery systems inside the complete vehicle environment to meet our customers' future needs," said MaryAnn Wright, vice president of engineering and product development for Johnson Controls Power Solutions. "Johnson Controls is constantly investing in its applied research and development capabilities to stay ahead of the evolving needs of the auto industry and to remain a global leader in the battery business."

Wright said that Johnson Controls is a global multi-industrial company, and will use the lab to test its recently announced 12-

volt Lithium-ion battery in its prototype Advanced Start-Stop vehicle.

The technology can improve fuel economy and emissions by up to 8 percent. The company's 48-volt Micro Hybrid system, which gets up to 15 percent fuel economy, is also part of the research and development with LTU.

The partnership, which began in 2014, Wright said, also focuses on developing the next generation of engineers by involving them in the research projects and teaming them with LTU faculty and Johnson Controls technical experts.

"These partnerships provide a strong talent pipeline for scientists and engineers interested in careers that will shape the way we drive our vehicles and use natural resources," Wright said.

"The partnership with Johnson Controls is part of a broader effort by Lawrence Tech to respond proactively with innovative academic research programs to the needs of our corporate partners and students," said Virinder Moudgil, president of Lawrence Technological University.

"We are helping these corporate partners develop market-based solutions while providing students with real-world experiences and skills."

Johnson Controls serves customers in more than 150 countries, Wright said.

In 2015, Wright said, *Corporate Responsibility Magazine* recognized Johnson Controls as the #14 company in its annual '100 Best Corporate Citizens' list.

## Detroit Auto Scene

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

William Springer II, publisher  
Lisa A. Torretta, operations  
Jim Stickford, news

Detroit Auto Scene is a registered  
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## Fairfax Site Gets Investment as Part of GM Plan

The latest piece of GM's investment plan fell into place on May 4, when the public learned that the Fairfax Assembly plant in Kansas City, Kan., will receive \$174 million in investments and upgrades.

This follows on the heels of an announcement made in April in which GM executives said the company has a three-year plan that calls for a total of \$5.4 billion to be invested in facilities around the world. The first three sites to be named were in Michigan.

The announcement of the Fairfax investment was made by GM CEO Mary Barra. Chevrolet Malibu and Buick LaCrosse are assembled at the site.

The General Motors Fairfax Assembly Plant has been producing vehicles in the Kansas City area since 1945, said General Motors spokeswoman Crystal Kennedy. Fairfax Assembly was the first industrial facility to operate as a dual purpose manufacturer, producing both automobiles and jet fighters in the same building.

The present facility, constructed in 1985, has received numerous awards including North American Car of the Year (2008) for the Chevrolet Malibu, Kennedy said. Malibu also led the midsize segment in the 2015 J.D. Power U.S. Vehicle Dependability Study and 2014 J.D. Power U.S. Initial Quality Study.

Both the Malibu and Buick LaCrosse have earned top safety ratings (five stars) from the National Highway Traffic Safety Administration. Since 2003, General Motors has announced nearly \$2.7 billion in investments that have helped make it the largest employer in the Kansas City Metro area.

The workforce is represented by UAW Local 31 and manufactures the Buick LaCrosse and LaCrosse eAssist, along with the Chevrolet Malibu 2.5L, Malibu Eco and Malibu Turbo, Kennedy said.

Fairfax Assembly operates on three shifts and produces one vehicle every 58 seconds, Kennedy said. Since 1945, more than 12 million vehicles have been built at Fairfax.

Recent Major Investments at Fairfax:

- 2015 – Equipment and technology, including a simulator to test and address effects of road conditions on customers' ride and handling experiences, to support the all-new Malibu, \$174 million.
- 2013 – All-new paint shop and press upgrade, \$600 million.
- 2011 – LaCrosse eAssist and related upgrades, \$20 million.
- 2010 – Gen-8 Malibu, \$136 million.
- 2009 – Launched all-new Buick LaCrosse, \$158 million.
- 2007 – Launched all-new Chevy Malibu, \$208 million.
- 2006 – Launched all-new Saturn Aura, \$651 million.
- 2003 – Launched all-new Chevy Malibu, \$722 million.

# GM Honors Veteran as Part of 500 Million Celebration

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dealers at the Fairfax (Kansas) Assembly plant, and surprised Iraqi war veteran Trent Brining with a "key" to a 2016 Chevrolet Malibu. Production of the mid-size sedan begins at the plant later this year.

Brining, a retired Army corporal and Purple Heart recipient, was seriously injured in 2005 after being struck by a rocket-propelled grenade while patrolling a suburb of Baghdad, and has undergone 23 surgeries to his arms and legs. The grandson of a Purple Heart recipient, McBride said Brining is one of five customers who, within a two-day period, were notified that they were receiving a new, regionally built GM-branded vehicle.

Brining is from Overland Park, Kan. and his 2008 Chevrolet Silverado actually helped Brining meet his wife, Samantha, McBride said. He is now a financial relationship specialist for a local credit union; they have a 17-month-old son.

Barra on May 4 also announced that in the third week of May, all U.S. GM salaried and represented employees and retirees can share a one-time Customer Appreciation Discount. The discount can be combined with other incentives.

"During 2015, we expect to sell more than 1,000 new vehicles per hour, 24 hours per day," said Barra. "This adds up to nearly 10 million vehicles, the most in our history. I look at this extraordinary volume as 10 million oppor-

tunities to prove what kind of company we are and to say thank you."

Batey, at the same time, announced GM will invest \$174 million in the Fairfax plant for new equipment and technology to support production of the 2016 Malibu and improve customer satisfaction. One enhancement – a "Shake and Rattle" booth – simulates any road condition a customer might experience – and identifies sources of noise so they can be fixed.

"Every element of the 2016 Chevrolet Malibu was designed to give our customers a beautiful and high-quality sedan with technologies that will make their lives easier and safer," said Batey. "It will all come together here at Fairfax, and the men and women who work here can hardly wait to get started."

In the week prior, GM announced it will invest \$5.4 billion over three years to build the next generations of future vehicles in the U.S., including \$783.5 million in three facilities in the state of Michigan and the \$174 million announced today.

Since June 2009, GM has announced U.S. facility investments of approximately \$16.8 billion. About \$11.4 billion of that has come since the 2011 UAW-GM National Agreement. In total, these investments have created 3,650 new jobs and secured the positions of about 20,700 others.

Globally since 2009, GM has announced facility investments totaling about \$36.7 billion. This includes the U.S. facility investments plus \$5.75 billion in Mexico, \$1.5 billion in Canada and \$12.7 billion in other global regions outside GM North America.

## VW Management Shake Up

FRANKFURT, Germany (AP) – Volkswagen's CEO said the company is tackling its problems in the wake of a leadership struggle and promised progress on lowering costs and raising profitability.

Martin Winterkorn said the company's new assembly technology was being deployed on more and more models and would bring lower costs and more production flexibility.

"We do know that we have work to do in this large global group, and have started doing it some time ago," Winterkorn said in his report to shareholders at the company's annual meeting May 5 in Hanover, Germany.

The meeting opened days after the resignation of board chairman Ferdinand Piech, who lost a power struggle with other board members over Winterkorn. Piech, 78, had made a critical remark about Winterkorn in an interview, but his stance was rejected by other board members. Piech's family and relatives – descendants of Porsche founder Ferdinand Porsche – own 51 percent of Volkswagen through a holding company.

Piech did not say exactly what his problem was with Winterkorn, 67. But the company has struggled to raise low profitability at its core VW brand and to reverse falling market share in the United States. His departure leaves open how the company will solve those problems.

Acting Chairman Berthold Huber, former head of the IG Metall industrial workers union, said the search for a new chairman would not be rushed.

Winterkorn said the company was gradually introducing its

new modular production technology, which enables more flexible sharing of parts to save money. Winterkorn said the new modular platform would be expanded to the production of 2.7 million vehicles this year, saying it was "only gradually having an impact" on company's finances.

Piech served as a product development executive at VW's luxury division Audi and is credited with reviving Volkswagen's fortunes with a renewed focus on making cars with better quality and technology.

Winterkorn said Volkswagen was a "fundamentally sound, well-positioned company" but reiterated a cautious outlook for the year, saying there were "large question marks hanging over 2015" due to economic and political uncertainty. He said the outlook for a moderate increase in sales and profit margins between 5.5 percent and 6.5 percent.

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## FCA US Leads in Environment, Health and Safety

Fiat Chrysler has achieved a significant milestone by having the most manufacturing facilities certified in both Occupational Health and Safety Assessment Series (OHSAS) 18001:2007 and International Organization for Standardization (ISO) 50001:2011 of any North American automotive company, said Chrysler spokeswoman Valerie Oehmke.

Thirty-one facilities across the U.S., Canada and Mexico were evaluated in less than 24 months by an accredited, third-party certification body, Oehmke said. Recognized internationally, OHSAS 18001 focuses on worker health and safety, and ISO 50001 focuses on energy management and conservation.

"FCA US is proud to lead the automotive industry in North America with these health, safety and energy certifications," said Greg Rose, director - Environment, Health & Safety (EHS), FCA North America. "This is a significant achievement that would not have been possible without the continued support, dedication and hard work of our plant employees."

In 2013, the Fiat Chrysler Sustainability Plan established a company-wide goal to certify plants operating in 2012 to both OHSAS 18001 and ISO 50001 standards by December 2014, Rose said. Through a collaborative effort, the corporate EHS and energy groups worked with cross-functional teams at the plants to develop a systematic approach to achieving this goal by integrating the Company's manufacturing methodology, World Class Manufacturing (WCM).

WCM is a comprehensive operating system covering every aspect of manufacturing with a focus on reducing waste, increasing productivity, and improving quality and safety in a systematic and organized way, Oehmke said. It also engages the workforce to provide and implement suggestions on how to improve their jobs and their plants.

The WCM methodology is organized into pillars, allowing for greater focus on and coordination in specific areas of manufacturing, Oehmke said. The energy, environment and safety pillars support the Company's efforts toward achieving its sustainability goals, as well as an integrated path toward ISO and OHSAS certification. WCM and ISO/OHSAS work together to help the plants eliminate workplace injuries and reduce company-wide energy use.



Chrysler's efforts to "green" sites like SHAP have been recognized.

age, the ultimate objective of all programs. As a result of these efforts, Fiat Chrysler manufacturing facilities in North America reduced injuries by 33 percent and energy consumption per vehicle by 8 percent in the program's first year.

In order to sustain these certi-

fications, each Fiat Chrysler facility now conducts annual audits and is re-certified every three years by an external registrar, Oehmke said.

There are teams in place at each facility to ensure the benefits achieved by these standards are maintained.

"Our facilities are able to sustain the ISO and OHSAS certifications because employees are using consistent practices to maintain the standards in production and non-production capacities," said Rose. "By changing how employees view their workplace, we increase the probability of a long-term commitment to these standards."

OHSAS 18001 is an international standard with requirements for developing an occupational health and safety management system, helping organizations control health and safety risks while improving performance, Oehmke said.

ISO 50001 includes globally recognized requirements for developing an energy management system, which is crucial in improving energy performance and reducing greenhouse gas emissions.

## State Provides Scrap Tire Project Funding

LANSING, Mich. (AP) - Michigan is awarding \$2.8 million in grants to help develop new markets for scrap tires.

The state Department of Environmental Quality says the funding announced May 7 is for road projects involving rubber-modified asphalt in construction and repairs to existing Michigan roadways; research projects; and equipment projects.

Among the recipients, Michigan State University is getting grants of about \$333,000 and \$300,000 for research. Funding for equipment includes \$500,000 for Remold Products, \$350,000 for Cobalt Holdings and \$300,000 for Environmental Rubber.

A number of communities are getting funding, including \$150,000 for Bay County.

## BorgWarner Delivers Tech

The first dual-clutch transmission (DCT) for class 6 and 7 medium-duty trucks in North America is powered by BorgWarner's DualTronic clutch module. BorgWarner's fuel-efficient technology helps Eaton's new Procision 7-speed DCT improve fuel economy 8 to 10 percent compared with similarly equipped vehicles with torque converter automatic transmissions, BorgWarner spokeswoman Erika Nielsen.

Designed to deliver the fuel efficiency of a manual gearbox combined with the convenience and smooth shifting of a fully automatic transmission, BorgWarner's DualTronic clutch module features advanced high-energy wet friction materials for responsive shifting, dynamic perform-

ance and robust durability.

"Proven in the passenger car market, BorgWarner's DualTronic clutch modules will now provide improved fuel economy and performance for the commercial vehicle market. These are important benefits for businesses that rely on trucks to deliver goods every day," said Robin Kendrick, President and General Manager, BorgWarner Transmission Systems. "We are pleased to contribute BorgWarner's extensive expertise in dual-clutch technology and high-energy wet friction materials for Eaton's first DCT for commercial trucks."

BorgWarner worked closely with Eaton to jointly develop DCT technology specifically for commercial vehicles, Nielsen said.

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## Mopar Teen Safe Driving Course A Hit with Parents

CONTINUED FROM PAGE 1

"Mopar Road Ready" trains and educates teenage drivers between the ages of 15-19 with a learner's or driver's license and at least 30 hours of driving experience, Caporali said. The program was developed in collaboration with the National Hot Rod Association (NHRA) Motorsports Museum and B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe), two nationally recognized nonprofit 501(c)(3) organizations dedicated to promoting safe and responsible driving.

Participants are immersed in a proven curriculum taught by high-caliber instructors from the B.R.A.K.E.S. organization, Caporali said. A 3:1 student-to-instructor ratio allows for quality time with each teen. Participation in the training program includes a companion experience for a parent or adult guardian, who also actively takes part.

"Mopar Road Ready" sessions provide a brief classroom review of core driving topics, including proper seat positioning, hand positioning and basic vehicle dynamics. Advanced behind-the-wheel training takes teens through a variety of on-track courses to hone their skills, including accident avoidance (slalom), distraction, panic stop, wheel drop and wet skid pad.

## Four Inductees Named to Auto Hall of Fame

Four individuals who moved the world forward through their contributions to the global automotive industry will be inducted into the Automotive Hall of Fame at the 2015 Induction & Awards Gala Ceremony in Detroit on Thursday, July 23.

The 2015 Automotive Hall of Fame on May 7 named the inductees. They are Elwood Haynes, (1857-1925), co-founder of the Haynes-Apperson Automobile Company (1898-1925); Luca di Montezemolo, former Chairman of Ferrari S.p.A.; Roger Penske, founder and Chairman of Penske Corporation; and Ratan N. Tata, founder and Chairman Emeritus of Tata Sons.

The Automotive Hall of Fame will also honor Rodney O'Neal, former CEO and President, Delphi Automotive PLC, as its 2015 Industry Leader of the Year, said Hall of Fame spokeswoman Melissa Bunker.

"We are pleased to honor four individuals whose entrepreneurial spirit helped create today's global automotive industry," William R. Chapin, president of the Automotive Hall of Fame, said. "Each made their unique vision a reality through tenacity and creativity. It is the story of the automotive industry from the beginning and the Automotive Hall of Fame is proud to share that story."

Considered the single greatest honor in the automotive industry, induction into the Automotive Hall of Fame is reserved for those who have made a significant impact on the automotive industry, Chapin said.

Inductees are recognized for their individual achievements, innovations, and historic contributions.

The Induction & Awards Gala Ceremony takes place at 6 p.m. on Thursday, July 23 at the Detroit Marriott at the Renaissance Center.

The Induction & Awards Gala Ceremony will include remarks by A.J. Baime, author of "The Arsenal of Democracy" and "Go Like Hell."

## Surf's Up for Jeep Brand As It Sponsors League Tour

Jeeps have been hitting the beach since Guadalcanal and D-Day, which makes the partnership between Fiat Chrysler's Jeep brand and the World Surf League a natural.

The Jeep brand and the World Surf League (WSL) have entered into a first-of-its-kind partnership that will make the Jeep brand the official and exclusive global automotive partner of the WSL and the naming rights partner to the WSL Jeep Leaders Tour Rankings for men and women, said Fiat Chrysler spokeswoman Diane Morgan. This fully integrated, multi-year partnership will see the global automotive company tap into the unparalleled adventure, competitive drama and athleticism of surfing's greatest stage.

"As the first-ever exclusive automotive partner of the WSL, this unique collaboration allows us to engage with a culture that embraces the very same philosophy, beliefs and attitude of the Jeep brand on a global platform," said Olivier Francois, chief marketing officer, Fiat Chrysler - Global. "Together with the WSL, we are able to connect with an adventurous, athletic, influential and increasingly digital fan base of over 120 million through on-site beach activations and live online streaming of worldwide surfing events across countries including Brazil, Australia, France, China, Japan and the United States, making this the Jeep brand's first truly authentic global partnership."

"This is a fantastic opportunity for the Jeep brand to partner with WSL, a global organization with similar values to ours - freedom, expression and creativity. This sport embodies the passion we have for breaking personal boundaries and making the most out of every day," said Mike Manley, president and CEO - Jeep Brand. "The World Surf League represents a community closely

aligned to ours and I believe our partnership is a natural fit. I am very excited for the opportunity to be involved in the resurgence of an amazing sport."

"The WSL is a sport built on the back of the pioneering, progressive and innovative spirit and it is this common DNA that we share with the iconic Jeep brand," said Paul Speaker, WSL CEO. "Coming off a record-setting 2014, the sport of professional surfing has never been in a stronger position, in and out of the water. We are humbled and gratified that a brand with the unparalleled heritage and authenticity of Jeep shares our vision for the WSL."

"When we started our search for a global automotive partner, there was one brand alone at the top of our list, Jeep," said Mark Noonan, WSL chief commercial officer. "Together we will showcase the world's greatest surfers like never before to our rapidly growing digital-first millennial audience around the globe."

The Jeep brand's association with sports is longstanding, Morgan said. Ongoing partnerships include Juventus, USA Basketball, and for 12 years Jeep has been the automotive sponsor of ESPN Winter X Games.



The Jeep brand has entered into an alliance with the World Surf League to sponsor this year's tour.

The brand's partnership with the WSL is the first partnership that reaches across the world, Morgan said, with events in countries and locations including Brazil, China, Japan, Australia, France, Spain, Fiji and the United States.

The Jeep brand will use its frontrunner status to infuse professional surfing's most sought-after properties, including sponsorship of the Tour Leaderboard and the yellow Leader Jersey. In

addition to on-site activations as the ultimate surf vehicle and specialized content offerings, Jeep will award two vehicles to the 2015 WSL Men and Women Champions come end of year and has signed on as the title sponsor for the WSL Longboard Championships in China.

The Jeep brand partnership with the World Surf League will be featured on its own unique page on jeep.com, Morgan said. There, consumers will be able to

explore content from the most recent events, including the tour leaderboard and the holder of the coveted yellow jersey worn by the current tour points leader. Surf content, including an interactive schedule of upcoming WSL Championship Tour events and a gallery of top videos and photos, will show off some of the mind-blowing action. The page can be found at jeep.com/wsl on desktop and m.jeep.com/wsl for mobile.

## OU Professor Honored for Great Teaching

Oakland University's Barbara Oakley recently won two awards from the American Society of Engineering Education (ASEE) for her outstanding work at the school.

Dr. Oakley is this year's recipient of the Chester F. Carlson Award, which honors innovation in engineering education, and the Theo L. Pikington Award for exemplary work in bioengineering education, said OU spokesman Brian Bierley.

The awards are a testament to Dr. Oakley's passion for helping students understand and appreciate the field of engineering, Bierley said. Throughout her career, she has worked to make the subject accessible to all students, including those without an engineering background. She created a course at Oakland University called "How Things Work," which helps non-engineering students understand basic engineering concepts.

The course drew praise from the National Science Foundation at the 2007 Technological Literacy of Undergraduates Workshop held at the National Academy of Engineering, Bierley said. Oakley has also received Oakland University's Teaching Excellence Award, OU's top teaching award for tenured faculty, and was a featured speaker at Oakland's 2014 TEDx Conference. She earned her Ph.D. in systems engineering from Oakland in 1998 and has distinguished herself as a great educator amongst students and colleagues.



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## Faster Electric Automobile Charge Times on the Way

Electric vehicle charge time matters, so most battery and plug-in hybrid electric vehicle (PHEV) manufacturers in Europe and the United States (US) have been adopting onboard chargers with a power output between 3 to 3.7 kilowatts (kW), according to a study done by Frost & Sullivan, an international consulting firm that analyzes industries and advises customers on planning.

Now, EV manufacturers are moving towards onboard chargers with a power output greater than 6.6 kW to reduce charging time, said Frost & Sullivan spokeswoman Katja Feick. While high-end PHEVs are contributing to this trend, lower-end models in this segment are still using 3.7 kW onboard chargers. Consequently, onboard chargers with power ratings between 3 to 3.7 kW are expected to remain dominant, accounting for 62 percent of sales even in 2020.

New analysis from Frost & Sullivan, Strategic Analysis of the US and European Onboard Chargers Market finds that sale volumes of onboard chargers stood at 304,683 units in 2014 and estimates this to reach 2,235,937 units in 2020, Feick said.

More than 15 major companies supply onboard chargers globally, with Lear Corporation and Panasonic in key positions as suppliers for Chevrolet Volt and Nissan Leaf – the top-selling EVs in Europe and North America, Feick said.

All these companies offer isolated chargers and many including Brusa and Panasonic are investing in R&D to introduce non-isolated chargers.

“Currently, over 60 percent of components required to make onboard chargers are being out-

sourced due to high in-house manufacturing costs,” said Frost & Sullivan Automotive & Transportation senior research analyst Prajyot Sathe. “Tier I suppliers in Europe and the US have mainly been sourcing components such as electromagnetic interference filters, power factor controllers (PFCs), and direct current (DC)-DC converters from tier II suppliers.”

While most suppliers have the expertise to manufacture components in-house, they have refrained from doing so due to low demand for onboard chargers, Sathe said.

Suppliers must, however, begin to manufacture DC-DC converters and PFCs themselves, as these components account for the maximum cost of onboard chargers and contribute to higher prices.

“To cope with the current scenario, major vehicle original equipment manufacturers (OEMs) such as Daimler are expected to adopt the component sharing strategy, which will drive production volumes and reduce the cost of components,” said Sathe.

“Another strategy vehicle OEMs could consider is entering strategic alliances to pool the technical expertise of partners and decrease manufacturing costs.”

By way of high-volume manufacturing and strategic partnerships, onboard charger suppliers in Europe and the US will be able to lower the price of their products, Sathe said.

While the current price of an onboard charger ranges from \$130 to \$230 per kW, prices are likely to fall by 20 to 25 percent within 2020.

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## General Motors Offers Military Discounts to Vets

In honor of those who have served in the U.S. military, GM is offering a special deal.

From May 1 to June 30, 2015, all active, reserve, retired and veteran military – regardless of separation date – can receive the GM Military Discount on eligible Chevrolet, Buick and GMC vehicles, said GM spokeswoman Leslie Warnke.

More than 40,000 active and veteran service members took advantage of the GM Military Discount last year, Warnke said, and GM is again offering the most comprehensive military pricing program of any automaker to all 22 million active and veteran service members from all branches: U.S. Air Force, Army, Navy, Marines, National Guard and Coast Guard – and their spouses – during May and June.

“GM has supported the U.S. military for 100 years and we continue to be their strong allies,” said Steve Hill, GM vice president of U.S. sales and service. “This discount is just one way we’re thanking the men and women who’ve served our country.”

First offered in 2008, the GM Military Discount Program features pricing below the Manufacturer’s Suggested Retail Price for eligible vehicles. The expanded eligibility makes it the most comprehensive military purchase program in the auto industry through June 30.

The discount can be combined with most other current incentives. Current USAA Insurance members are also eligible for an additional \$750 discount. Eligible customers must take delivery by June 30, 2015.

GM Chief Diversity Officer and retired U.S. Navy Capt. Ken Barrett said the GM Military Discount recognizes and demonstrates appreciation for those who have served.

“Our support also includes significant employment and training opportunities for our currently transitioning military and philanthropic support for organizations dedicated to serving those who have sacrificed so much,” Barrett said.

Learn more at this at the Web sites [gmmilitarydiscount.com](http://gmmilitarydiscount.com) and [ChevySalutes.com](http://ChevySalutes.com).

## U.S. Government Pushes Chrysler Investigation

DETROIT (AP) – The United States government is reopening an investigation into Jeep and Dodge sun visors after reports that some caught fire even after a recall repair.

Fiat Chrysler Automobiles recalled 895,000 2011-2014 Jeep Grand Cherokees and Dodge Durangos worldwide last summer after a government investigation found that a short in the vanity lamp wiring could cause visors to burn.

Fiat Chrysler has been adding a plastic part to the visor to properly guide the wires to take care of the problem.

Fiat Chrysler said the defect was only present in SUVs that were incorrectly reassembled after previous repairs.

But on May 5, the National Highway Traffic Safety Administration said it has reopened its investigation after receiving eight reports that visors caught fire even after the recall repair.

No crashes or injuries related to the issue have been reported to the National Highway Traffic Safety Administration so far.

Fiat Chrysler says it’s cooperating with the government on the investigation, said Fiat Chrysler officials.

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# GM Fund Donates \$100,000 to Aid Nepal

In the wake of the 7.8 magnitude earthquake that struck Nepal, the General Motors Foundation is providing grants totaling \$100,000 to American Red Cross and World Food Program USA. Funds will aid emergency management officials with recovery relief efforts in the recently devastated region.

In addition, General Motors International will donate \$50,000 to the India Prime Minister Relief Fund, for relief efforts directly supporting Nepal's most immediate needs, said General Motors Foundation president Vivian Pickard.

"The sense of purpose to move quickly and answer the call to help when disaster strikes is embedded in General Motors and its Foundation," Pickard said. "We extend our condolences to the thousands of families and com-

munities impacted by this devastating earthquake.

"We hope that by partnering with these organizations we can do our part to help bring some measure of comfort during these difficult times."

GM has also set up global employee donation portals for those that wish to contribute funds to the Red Cross or World Food Program efforts, Pickard said.

Earlier this year, the GM Foundation committed \$50,000 to Habitat for Humanity's 2015 Jimmy & Rosalynn Carter Work Project, which is set to take place in the Majheri Patan community near Pokhara, Nepal in November.

Habitat for Humanity is committed to realigning the project to vital rebuilding needs in the country.

Since 2004, the General Motors Foundation has provided approximately \$8.6 million to global disaster relief efforts.

Included in this amount is \$7.5 million in financial support to the Red Cross through the Disaster Responder Program to help communities prepare and respond in the event of emergency situations.

Additionally, General Motors employees across the country have donated hundreds of volunteer hours collecting and distributing emergency supplies and providing blood donations and funds where needed, Pickard said.

Anyone interested in providing support to the disaster relief efforts can visit [www.redcross.org](http://www.redcross.org) or [www.wfp.org](http://www.wfp.org) for more information on how one can help with relief efforts.



The New Ford Shelby 350GT Mustang hits the road this fall.

# Shelby 350GT Returns With Power and Performance

CONTINUED FROM PAGE 1

another 1.9 pounds of weight.

The Shelby Mustang features all-new aluminum front knuckle, hub and bearing assemblies that are stiffer and lighter than the standard parts, Wirth said. Rigid bushings are fitted to the control arms and subframes for improved steering feedback. Heavy-duty bearings are added for increased lateral stiffness. Front and rear antiroll bars are increased in diameter for improved body control. In an example of obsession to detail, one side of the rear suspension features a new counter-wound rear spring and matching rear control arm so the left and right sides are mirror images – perfecting wheel motion.

The star of the Shelby GT350 suspension is the first-ever Ford application of continuously variable MagneRide dampers, Wirth said. The dampers are filled with a hydraulic fluid impregnated with iron particles. When an electric current is passed through the fluid, near-instantaneous adjustment of the suspension performance can be made. With wheel position sensors monitoring motion thousands of times per second combined with other vehicle data, changes can be made to each corner every 7 milliseconds for optimum handling performance.

Tireless calibration and tuning has resulted in an integrated driver control software which monitors wheel position, steering angle, damper temperature, signal quality, vehicle position and much more. This advanced software rides on top of the car's drive modes and provides a degree of suspension performance never before seen in a production Mustang. This system is not just designed to make the car handle better, but to instill greater confidence in even the best driver, Wirth said.

"The horsepower wars between the Detroit automakers are on again," Pericak said. "And Ford is partaking in all of that. But at the end of the day, the winner is the consumer. We make each other better."

"When we started working on this car, we wanted to build the best possible Mustang for the places we most love to drive – challenging back roads with a variety of corners and elevation changes, and at the track on weekends," said Raj Nair, Ford group vice president, Global Product Development. "Every change we made to this car was driven by the functional requirements of a powerful, responsive powerplant, nimble, precise handling and huge stopping power."

The big question, Pericak said, "is 'where do we go from here?'" "We can all do horsepower," Pericak said. "The key to getting the most out of your car is performance. Is the vehicle able to take all that power and harness it so it can be used by the driver. That's what we went for – usable performance. And I think the GT350 delivers that in spades."

tors are a floating-type and are pin-driven to the aluminum hats to greatly reduce heat transfer to the bearings. These rotors are clamped by six-piston fixed Brembo calipers with integrated caliper bridges at the front and four-piston units at the rear. Dedicated ducting assists in cooling the brakes front and rear for maximum performance.

"These cars can be driven by any driver on any track in the world – with virtually no fade," remarks Brent Clark, vehicle dynamics supervisor.

And as long as you're going to have new brakes, why not have new wheels and tires to help improve performance, Clark said.

Shelby GT350 makes use of extra-stiff 19.0-inch cast aluminum-alloy wheels – 10.5 inches wide in front, 11.0 inches in the rear – clad in Michelin Pilot Super Sport tires with GT350-specific sidewall construction, tread face and compound. The custom tires are designed to deliver maximum grip on the road or for weekend track days.

The Shelby GT350 raises the standard even further, Pericak said. It wears carbon fiber wheels, making Ford the first major automaker to introduce this innovative wheel technology. The hand-laid wheels are 19.0 inches in diameter – 11.0 inches wide at the front and 11.5 inches at the rear, each fitted with custom formulated Michelin Pilot Sport Cup 2 tires. Combined, these wheels eliminate approximately 50 pounds of unsprung weight compared to the aluminum-alloy wheels and Michelin Pilot Super Sport tires on Shelby GT350.

Handling is the performance playground of Shelby GT350, and the car's suspension is heavily revised to maximize cornering performance.

And adding to the performance of the GT350 is a newly-designed chassis, said Adam Wirth, Ford Chassis - Hydraulic Steering technician.

The new platform is the strongest in the history of the Mustang brand, with torsional stiffness increased 28 percent over the previous model, Wirth said. That stiff structure ensures the suspension geometry remains consistent even under the loading caused by hard driving. Shelby GT350 takes that philosophy further – with added bracing to increase overall stiffness.

A new lightweight aluminum tower brace connects the shock towers and firewall, and improves front end stiffness. When a lower hood was called for to improve aerodynamic performance, Ford Performance re-engineered the grille opening reinforcement with a carbon fiber composite structure that is 24 percent lighter than the base Mustang while maintaining the stiffness of steel, Wirth said.

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# Continental: Electric Autos Have Public Image Problem

Electric cars have a special "green" image among drivers in the U.S., but so far they barely evoke any emotions, and this is a problem when trying to get the public to accept and even purchase these vehicles.

At least that is what a recent Continental Mobility study concludes, said Continental spokeswoman Mary Arraf.

The company's study states that a clear majority of respondents see fully electric-driven vehicles as environmentally friendly (71 percent), Arraf said.

But the perception of image factors that play a key role in the purchase decision is low, such as driving pleasure (31 percent), attractive design (38 percent), and sportiness (27 percent).

In addition to the higher purchase price compared to conventional vehicles, the unbalanced image dampens drivers' expectations as to when they will actually purchase such a vehicle.

For the Mobility Study, the international automotive supplier Continental had the market and social research institute infas conduct a representative survey of drivers in the U.S. and Germany, and a qualitative survey in France, Japan, and China, Arraf said.

The Mobility Study was also supported by interviews with experts in the automotive industry and supplemental research.

Compared to the 2011 Continental Mobility Study, significantly fewer drivers in all age groups expect to use a fully electric car in the medium term (four to 10 years), Arraf said.

The expectation figures fell from 33 percent to 24 percent among those 16 to 30 years old, and from 31 percent to 21 per-

cent among those 31 to 59 years old.

The reluctant attitude amongst drivers 60 and over – of all the groups, a population segment featuring an affinity for cars as well as high-purchasing power – decreased from 46 percent to 21 percent.

At the same time, there was a strong increase over the past three years in the number of drivers in all age groups who would switch to an electric car only if vehicles with internal combustion engines were no longer available (16 to 30 years old: from 2 percent to 12 percent; 31 to 59 years old: from 1 percent to 14 percent).

The increase has been particularly strong in the group of 60 years and older (from 2 percent to 26 percent).

"After several booming years, the purely electric car is currently facing image problems," said Jose Avila, Continental executive board member and head of the Powertrain division, commenting on the findings of the study.

However, with hybridization – the combination of ultra-modern combustion engines with electric motors – he sees a solution.

"Increasing hybridization, including 48-Volt technology, will clear the way for electromobility," Avila said.

"It allows a reasonable cost/benefit ratio and gives drivers their first experience with electromobility."

The degree of electrification should be aligned to the car and the driving profile, Arraf said. With innovative solutions Continental is making future powertrain systems environmentally friendly and affordable, all under the motto "Clean Power."

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## Corvette to Produce New Z06 Racer Limited Edition

Chevrolet today introduced the 2016 Corvette Z06 C7.R Edition – a road-going, track-capable homage to the Corvette Racing C7.R racecars. It's offered in Corvette Racing's signature yellow livery – or black – with coordinated exterior and interior accents.

Only 500 examples of the C7.R Edition will be built and all will include the Z07 Performance Package with carbon ceramic brakes, as well as a specially serialized vehicle identification number, said GM spokesman Monte Doran. They go on sale later this year.

"Corvette Racing's legacy and technology were significant influences on the development of the Corvette Z06 and the new C7.R Edition honors the direct link between the racecar and the production model," said Harlan Charles, Corvette product and marketing manager.

"It also advances Chevrolet's plan to offer special-edition models that offer a unique, personal ownership experiences, which become important parts of Corvette's legacy."

Here is a complete list of content and unique features for the 2016 Corvette Z06 C7.R Edition:

- Offered on coupe and convertible models with 3LZ trim;

- Available in Corvette Racing Yellow Tintcoat (new for 2016) or Black exterior colors;

- C7.R Edition graphics package;

- Z07 Performance Package with Brembo carbon ceramic brakes and Michelin PS Cup 2 tires;

- Yellow brake calipers;

- Black wheels with yellow accent strip and Corvette Racing-logo center caps;

- Visible carbon fiber ground effects package;

- New visible carbon fiber hood section;

- Grilles and vents finished in Spectra Gray Metallic;

- Jet Black leather interior with sueded microfiber accents on the instrument panel and doors;

- Sueded microfiber-trimmed Competition Sport Seat, steering wheel and shifter;

- Yellow contrast stitching throughout the interior;

- Carbon fiber interior trim package (high-gloss);

- Corvette Racing sill plates;

- Numbered C7.R Edition interior plaque showing the build number, starting with VIN 700001;

- Special indoor car cover with C7.R graphics.



The 2016 'Vette Z06 C7.R Edition pays homage to Corvette's long racing history.

The Z07 Performance Package includes Brembo carbon ceramic-matrix brake rotors that improve braking performance and contribute to greater handling through reduced unsprung weight, Doran said. The Z07 package also includes adjustable front and rear aero components for unprecedented aerodynamic downforce and Michelin Pilot Super Sport Cup 2 tires for enhanced grip.

"The Z07 Performance Package enhances overall performance to make the Corvette Z06

one of the most track-capable cars you can buy off the dealership floor and still drive it to work every day," said Charles. "Combined with the 650-horsepower supercharged LT4 engine, true aerodynamic downforce and performance technologies such as Magnetic Ride Control,

Performance Traction Management and an electronic limited slip differential, the Corvette Z06 C7.R Edition offers capability matched only by an elite fraternity of the world's supercars and special-edition exclusivity that is sure to make it an instant collector's item."

## Ford Aims for Strong Profit

DEARBORN, Mich. (AP) – Ford's net income fell in the first quarter, hurt by lower sales of key vehicles like the F-150 pickup and a stronger U.S. dollar.

But the Dearborn automaker says the picture should improve as the year progresses, and it's still aiming for a full-year pretax profit of \$8.5 to \$9.5 billion, up from \$6.3 billion in 2014.

"We feel we are very much on track to that breakthrough year we talked about," Chief Financial Officer Bob Shanks said April 28.

Ford's net income fell 6.6 percent to \$924 million in the January-March period. First-quarter earnings of 23 cents per share compared with earnings of 25 cents per share in the same quarter a year ago.

The results fell short of Wall Street's expectations. Analysts surveyed by FactSet forecast earnings of 26 cents per share.

One reason for the miss: Analysts forecast a tax rate of 29 percent for the quarter, but Ford's actual rate was 34 percent. That difference was worth about 2 cents per share.

Revenue fell by 5 percent, or \$2 billion, to \$33.9 billion. That also fell short of forecasts of \$34.3 billion.

Ford shares dropped 5 cents to \$15.86 in midday trading.

Shanks said 70 percent of the drop in revenue — or around \$1.4 billion — was related to the strong U.S. currency. The dollar has climbed 8 percent so far this year against the euro and other major currencies. The week before Ford's financial statement, General Motors Co. said that currency exchange cost it \$1.8 billion in first-quarter revenue.

Ford's global sales fell 1 percent to 1.6 million. Sales rose in Asia and Europe but fell in North America, South America and the Middle East and Africa.

Ford said the continuing launch of its new F-150 pickup, which went on sale late last year, hurt North American sales because dealers don't yet have a full inventory. Two plants make the F-150, in Michigan and Missouri, but only the Michigan plant was fully operational in the first quarter after a longer than usual changeover to make the truck's body out of aluminum instead of steel. Ford's Kansas City plant started making the new truck on March 13.

Shanks said F-150 sales were down 40 percent for the quarter, or about 60,000 vehicles, and dealers aren't expected to have normal levels of trucks on their lots until this summer. Sales of

the Ford Edge SUV were also down significantly — about 15,000 vehicles — as the company changed over to the new model.

North American pretax profit fell 11 percent to \$1.3 billion. Shanks said normal inventories of the F-150 and Edge, which are two of its most profitable vehicles, could have improved pretax profits by \$1 billion and raised the region's operating margin from 6.5 percent for to more than 10 percent for the quarter.

Ford raised its guidance for full-year North American margins to 8.5 percent to 9.5 percent, up from 8 percent to 9 percent.

The company is struggling to sell small cars in the U.S., China and elsewhere; last month, it cut a shift at the Michigan plant that makes the Focus because of weak sales. But the upshot is that consumers are gravitating to SUVs, and Ford has several new or updated utilities going on sale this year.

## Ford Recalls 390k Fiestas, MKZs Over Bad Latch

DETROIT (AP) – Ford is recalling about 390,000 cars because the doors may not latch properly and could open while the cars are in motion.

The recall covers certain 2012 through 2014 Ford Fiestas, and 2013 and 2014 Ford Fusion and Lincoln MKZ cars that were made in Mexico.

The automaker said April 24 that a part in the door latch spring assembly can break, causing the latch to fail. If that happens, it's possible a door could fly open while the cars are being driven.

Ford Motor Co. said two people suffered sore shoulders from doors bouncing back after they were closed. There's also a report of one accident when an unlatched door opened and hit another car in a parking lot.

Dealers will replace all four door latches at no cost to customers.

The U.S. National Highway Traffic Safety Administration began investigating Fiesta door latches in September after getting 61 complaints about the doors. A dozen people complained that a door opened while the cars were in motion.

NHTSA Administrator Mark Rosekind said in a statement that Ford took a step to protect its customers in response to the investigation, which "demonstrated a clear risk to safety."

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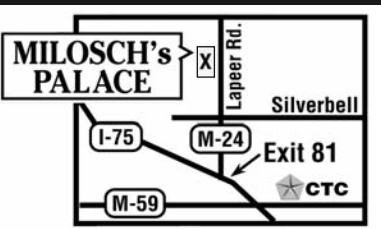


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