

## GM Loyalty Reaches Beyond Detroit Market

by Jim Stickford

General Motors CEO Mary Barra and GM leaders from around the globe thanked five loyal customers over the course of 48 hours in early May by surprising each of them with a free vehicle.

The events celebrated the global production of 500 million GM-branded vehicles – more than any automaker – and recognized customers who experienced milestones in their GM vehicles.

"We really wanted to do something different and really make the 500 million car celebration about our customers," said GM spokeswoman Carolyn Markey. "So to make that happen we looked at our customers around the world – divided into the five global regions where GM operates. That includes China, which is a very large market for us."

Markey said that GM contacted local dealers and marketing and sales people within the five regions to help come up with possible customers to honor.

"We had a criteria for picking the five winners," Markey said. "The first was that the customers conveyed a sense of loyalty for GM products. The second was that they represented an appreciation of a GM brand. The third was that the customers have conveyed how GM products



Supot Khwankoom and his family received a Chevrolet Colorado.

have energized their lives."

The customers are Trent Brining, a U.S. Army veteran and Purple Heart recipient who received an all-new 2016 Chevrolet Malibu at the May 4 global kick-off event at GM's Fairfax Assembly plant in Kansas City, Kan. The Malibu will be built there later this year.

Markey said that Brining met his wife thanks to his truck.

"She saw his truck in a parking lot and said to herself that she had to meet the man who owned

that vehicle," Markey said. "That's a pretty cool story."

Supot Khwankoom, a farmer from Thailand who saved to purchase his family's first vehicle, received a Chevrolet Colorado.

"Not only was this the first truck he bought," Markey said. "It was the first truck anyone in his family had bought. And this Colorado changed his life. It's like back in 1920 in the United

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## 2016 Vipers Proudly Wear 'Made in Detroit' Label

Tucked in a Detroit neighborhood south of the famed 8 Mile Road is the birthplace of one of the most exotic American supercars on the road today – the Dodge Viper.

The Conner Avenue Assembly Plant has been hand building the exclusive Dodge performance flagship since 1995, said Chrysler spokeswoman Jodi Tinson. Through 2014, more than 24,000 Vipers have rolled off the line of the nearly 400,000-square-foot facility under the watchful eyes and dedicated hands of 64 of the

most skilled auto workers in the industry. (Initially built at the New Mack Assembly Plant, approximately 30,000 Vipers have been built since it was introduced in 1992.)

"The motto of the Conner Avenue plant is 'dedicated people building dreams,'" said Doug Gouin, Conner Avenue Assembly plant manager, Fiat Chrysler. "The plant is filled with some of the most amazing car builders in the auto industry, building a ve-

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2015 Viper



Meritor employees welcome back from Afghanistan, a colleague.

## Meritor Salutes Military Vets

With Memorial Day just around the corner, it's a good time to contemplate what our veterans have done for our country and how we can help them.

Troy-based automotive supplier Meritor is doing more than thinking about helping veterans, it's actually helping them.

Vice president of Defense and Speciality – North America Tim Burns said that Meritor's commitment to veterans can be traced to the company's former chairman and CEO Chip McClure.

"Chip served in the Navy dur-

ing the 1960s," Burns said. "He felt that it was our civic duty to support and continue the benefits of employees who were called back to duty."

Burns said that many companies don't extend the benefits of employees while they're on active duty. So if an employee makes \$100,000 but is then called back to his Army Reserve unit, and only makes \$50,000 a year, Meritor will cover the difference between that employee's salary

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## Bill Ford to be Honored as Humanitarian

Steven Spielberg, founder of USC Shoah Foundation – The Institute for Visual History and Education, will present Bill Ford, executive chairman of Ford Motor Company, with the Institute's Ambassador for Humanity Award at the organization's annual gala in Detroit on Sept. 10, said Ford spokesman Karl Henkel.

Ford will be recognized for his leadership and corporate citizenship around education and community.

The event will also shine a light on the emerging partnership between USC Shoah Foundation and Ford to expand the Institute's IWitness educational platform in the Detroit area, Henkel said.

Mickey Shapiro, real estate developer and longstanding member of the Institute's Board of Councilors, is the event's co-chairman. The gala vice chairs and benefit committee will comprise leaders from the local community and from around the nation.

The September gala will provide the opportunity to highlight the Institute's global work in making the 53,000 audio-visual interviews with survivors and witnesses of the Holocaust and other genocides in its Visual History Archive a compelling voice for education and action said USC Shoah Foundation spokeswoman Anne Marie Stein.

USC Shoah Foundation has a long history in Michigan and with Ford Motor Company, which was the sole sponsor of the 1997 NBC broadcast of the Academy Award winning "Schindler's List," the film that inspired the establishment of the Institute, Stein said. The Institute collected 335 testimonies with Holocaust

survivors and witnesses in the Detroit area, with local videographers and interviewers specially trained for the job.

The Visual History Archive is also available on two campuses in Michigan, University of Michigan - Ann Arbor and University of Michigan - Flint, Stein said.

The event will also shine a light on the emerging partnership between USC Shoah Foundation and Ford Motor Company to expand the Institute's IWitness educational platform in the Detroit area, Stein said. IWitness brings the first-person stories of survivors and witnesses of genocide from the Institute's Visual History Archive to students via

multimedia-learning activities that are accessible via Macs, PCs, iPads, and tablet devices connected to the Internet.

Currently, 100 educators in Michigan – and over 6,500 globally – use IWitness, Stein said. In addition, more than 250 educators in Michigan, and over 15,000 nationally, have been trained on Echoes and Reflections, a multimedia Holocaust curriculum developed by the Institute and partners, the Anti-Defamation League and Yad Vashem.

A significant portion of the proceeds raised at the gala will remain in the region, where the

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Bill Ford will be thanked by Steven Spielberg this September.



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Warren, Michigan 48093

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

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## Honda Recalls Continue with Takata Airbags

TOKYO (AP) – Honda Motor Co. recalled an additional 4.89 million vehicles around the world May 14 for a new type of problem in Takata air bag inflators, for which Japanese rivals Toyota and Nissan have already carried out recalls.

Honda also announced a global recall for 47,800 Acura and other model vehicles for a defect in the radar system designed to make cars safer to drive by stopping automatically a crash.

With Thursday’s announcement, the recalls over the Takata Corp. air bag inflator problems have ballooned to 19.6 million vehicles for Honda.

On May 13, Toyota Motor Corp. and Honda Motor Co. expanded their Takata-related recalls by 6.5 million vehicles, to take care of the new problem.

In the latest problem, a leak can happen while the vehicle is in use, causing a rupture, and the air bag could explode, according to Honda. Earlier recalls were for exploding air bag inflators that stemmed from defects during production of the air bags. The cause of the defect has been pinpointed. Automakers, Takata and NHTSA are investigating.

No North American vehicles are affected by the latest Honda recall. Some 1.72 million vehicles, for the 2004 - 2008 models years, were recalled in Japan.

## Toyota, Mazda Enter into New Partnership

TOKYO (AP) – Toyota Motor Corp. and Japanese rival Mazda are expanding their partnership to a long-term one focusing on technologies in the areas of safety and fuel efficiency.

Toyota President Akio Toyoda and Mazda Motor Corp. President Masamichi Kogai shook hands at a Tokyo hotel on May 13, both smiling and decked out in dark suits and red ties.

The companies are setting up a joint committee to figure out how best to work together. Both sides said the goal was to have their engineers work together on product development.

“It’s more an engagement,” Toyoda said, responding to comparisons to the event as a wedding. The companies aren’t taking stakes in each other.

Toyoda expressed interest in Hiroshima-based Mazda’s fuel-efficient technology for gasoline engines and diesel vehicles called Skyactive.

But neither immediately went into specifics, such as whether Toyota would license Mazda to use its new green technology, such as fuel cells, which runs on the energy created when hydrogen combines with oxygen in the air to form water.

Toyota already provides hybrid technology to Mazda. Mazda also makes compact cars for Toyota at its Mexico plant.



1994 Ford Explorer- first generation



2016 Ford Explorer

# Ford Goes Platinum to Recognize 25 Years of Explorer

The Ford Explorer is celebrating 25 years not by going gold, but by going platinum.

Building on 25 years of innovation and sales leadership, a new Ford Explorer is on its way with even more smart technology, a new 2.3-liter EcoBoost engine and a new Platinum series, said Ford spokesman William Mattiace.

“Explorer helped define how the world thinks about SUVs,” said Raj Nair, Ford group vice president and chief technical officer, Global Product Development. “Explorer is the centerpiece of Ford’s global utility vehicle lineup because it delivers an ideal combination of form and function.

“And with well over 7 million already sold, nearly everyone has an Explorer story.”

Introduced in 1990 as a 1991 model, Mattiace said the Explorer featured generous interior space customers were looking for, and was engineered specifically for people seeking adventure for their families and a way to express their individuality. For a quarter century, Explorer has reigned as America’s best-selling SUV.

The new Platinum series further elevates the full-size SUV in look and feel, with changes to both the Explorer exterior and interior, Mattiace said.

“Bringing Explorer Platinum to market is a natural extension of the Explorer lineup – giving our customers even more of what they want,” said Matt Zuehlk, Ford Explorer brand manager. “There’s a market for more up-

scale SUVs, as 90 percent of today’s Explorer Sport buyers purchase the most expensive package available. That’s a strong signal customers are ready for Platinum.”

From new multicontour front seats wrapped in Nirvana leather with micro-perforation, to special quilted stitching used throughout, advanced standard technologies and the powerful 3.5-liter EcoBoost V6 engine, Platinum elevates Explorer in ways customers can see and feel.

“Platinum is the ultimate expression of refinement,” said Christopher Svensson, Ford design director, The Americas. “This is the most premium, high-quality interior we’ve ever offered on a Ford vehicle.”

The interior incorporates brushed-aluminum and satin-finished ash wood in multi-piece appliques on door panels and the instrument panel. The wood-trimmed, leather-wrapped and heated steering wheel includes unique stitching that matches the stitching used throughout the interior.

The new Explorer Platinum will be the first Ford vehicle to get an all-new 500-watt Sony Audio System with Live Acoustics and Clear Phase technology, Mattiace said.

Explorer Platinum also gets standard advanced technology features including enhanced active park assist, lane-keeping system and rain-sensing wipers.

Ford Explorer is built in North America at Chicago Assembly Plant, as well as in Venezuela and Russia. It is sold in markets across the globe. Ford exported

more than 56,000 Explorers from the United States last year and plans to export even more in 2015, Mattiace said.

“Customers love Explorer, and they expect it to continue to lead the way in innovation, performance and fun,” said Arie Groeneveld, chief engineer for the new Explorer.

“That’s the challenge we embraced when we set out to build the best SUV in the world.”

And, Groeneveld said, more innovation equals greater performance, more fun. Even more smart technology – that’s what customers will get with the new Ford Explorer. It offers more technolo-

gies than previous models, features that enhance the driving experience. New technologies available in the 2016 Explorer include:

- Front and rear cameras with washers: Both have wide-angle lenses and come equipped with a washer – a class-exclusive, segment-first feature.

- Enhanced active park assist with perpendicular park assist, park-out assist and semi-automatic parallel parking: The system uses ultrasonic sensors and electric power-assisted steering to help drivers with parallel parking and perpendicular parking maneuvers.

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## GM Tech Center to Receive \$1 Billion in Site Upgrades

by Jim Stickford

The place of the future – the GM Tech Center in Warren – is heading back to the future.

General Motors will invest \$1 billion in its Warren Technical Center campus, creating approximately 2,600 new jobs to support future business growth at the National Historic Landmark site, said Mark Reuss, GM executive vice president, Global Product Development and Purchasing and Supply Chain, at the announcement ceremony held at the Tech Center's VEC building on May 14.

Among those attending the announcement were Gov. Rick Snyder, Macomb County chief executive Mark Hackel and Warren Mayor Jim Fouts.

The multiyear project, which is driving new construction on the campus, significant renovations of some existing facilities and expansion of some operations, begins this month with work continuing through 2018, Reuss said.

"This is an investment in our people who work at the Tech Center because it is positioning the company for long-term growth by enabling new levels of innovation and collaboration into our workplace," said Reuss. "We will transform this campus into a collaborative workplace of choice for our current team and future talent."

Under current plans, the investment will create approximately 2,600 new GM salaried jobs in core areas like product engineering, IT and design, all areas critical to support future business growth. GM's Warren Technical Center is currently home to more than 19,000 employees.

Investment highlights include:

- Construction of new Design studios;
- Construction of a parking deck for Design employees;
- Rebuilding and renovating some existing R&D facilities;
- Construction of a multi-story IT building adjacent to the current Michigan IT Innovation Center and a new parking deck for Innovation Center employees;
- Construction to accommodate additional testing areas at the Advanced Energy Center;
- Extensive office upgrades including new carpet, paint, furniture, reconfiguration of miscellaneous work areas in most Tech Center buildings, improving the work environment for all campus functions, including the Vehicle Engineering Center or VEC.

In addition, GM previously announced \$139.5 million for body shop and stamping facility upgrades at its Warren Pre-Production Operations, part of a \$5.4 billion investment in U.S. plants announced April 30.

"This is great news for Warren, the region and our state – it soundly demonstrates GM's commitment to Michigan and our talented workforce, providing key jobs and career opportunities for today and tomorrow," said Gov. Rick Snyder. "This is why we've focused so hard on creating the competitive economic climate for this kind of investment in our state that will keep our comeback going strong, making Michigan the place to live, work, do business, and play."

Said Warren Mayor Jim Fouts: "I am very excited about the investment in the GM Tech Center

in Warren, which means more jobs and new revenue for police and fire services. This growth has already resulted in proposals for new investments in our downtown, which is directly across the street from the Tech Center."

Initial construction on the 326-acre Tech Center began in 1949, and it opened in 1956. The campus was designed by world-renowned architect Eero Saarinen and landscape architect Thomas Church.

It was named a National Historic Landmark in 2014 by the Department of the Interior and the National Park Service. Fourteen years earlier, in 2000, the campus was listed on the National Register of Historic Places.

In 1986, the American Institute of Architects honored the Tech Center as the most outstanding architectural project of its era, Reuss said..

He added that GM's facilities group has done a good job of preparing the plan and that there "won't be a part of the Tech Center that won't be touched."

Reuss said that the Tech Center, once a modern facility that determined what was state-of-the-art, had fallen behind the times because GM had wanted to save money.

"For the last two decades, GM put off a lot of work at the Tech Center," Reuss said. But now is the time to really invent the future."

Many of the buildings need to update their interiors, Reuss said, and GM is also changing the way it designs vehicles around the world. Improvements to the Tech Center will allow the company to develop global architectures, making the Warren site key for GM's worldwide operations.

When asked about the impact that the 2014 flood had on the Tech Center, Reuss said that while GM had been planning improvements to the Tech Center before the August flood, that event really pushed the need for improvements forward.

"Not all the repairs have been done, even now," Reuss said. "We have a lot of HVAC that is not working well. A lot of the Design



Mark Reuss shows off modernization plans for the Tech Center.

Center was hit. We have tunnels that connect all the buildings and they were hit hard as well. The boilers in a lot of the buildings date back to the 1950s. A lot of the infrastructure has been neglected and is decrepit."

Reuss said that what really needed to be fixed was made clear after the flood. But that happened at a time when GM was contemplating the Tech Center's future.

"We were asking ourselves what needed to be done to the facilities, from research and devel-

opment to design, so that it could operate for the next 15 or 20 years," Reuss said.

Reuss said, when asked, that yes, GM does need to be able to attract the best talent in the high-tech world.

The company does have good relations with companies like Google and Apple, as well as universities in Canada.

Having a state-of-the-art Tech Center will certainly helps General Motors to position the company as a place to go for players in the high-tech world, Reuss said.

## GM Customer Loyalty Reaches Beyond Detroit

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own motorvehicles. That first car or truck really changed the lives of the Americans who purchased them. It's the same for Mr. Khwankoom, only it happened now."

• Anna Katharina Dionysius, whose Opel Astra was totaled in a collision, received a Zafira Tourer fresh off the line. She calls the designers and engineers of her Astra her "heroes" for designing a car that allowed her to survive the crash.

• Da Shuo, an entrepreneur from China known for his "Purple Bullet" – a peach-and-purple-painted Chevrolet Cruze that inspired his customization business. His personalized fleet will expand with the addition of a new Chevrolet Trax.

"He had a traditional job, but quit it to start his own business, and in the process became an Internet sensation in China," Markey said.

• Amandio Palhares and Joselle Pinheiro, avid travelers from Brazil who traveled nine months in their Chevrolet truck across 16 countries from Brazil to Alaska.

They received a Chevrolet Cruze to inspire another cross-continent journey.

The recipients, Markey said, had faith in GM products and that faith was rewarded.

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# 2016 Vipers Proudly Wear ‘Made in Detroit’ Label

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hicle that most people can only aspire to. The workers here are craftspeople, committed to delivering the best quality vehicle possible to our customers. Some of them are Viper owners themselves, so the job becomes very personal. They know they are keepers of the Viper legacy.”

The future of Conner was uncertain when the former Chrysler Group idled the nearly 50-year-old plant in 2010, Tinson said. After a two-year hibernation and a new lease on life, the plant reopened in 2012 to build the new fifth generation Viper. Everything was refurbished and improved, from the lobby, where a historical Viper timeline hangs, to the 14 restrooms and the shop floor, which is now hospital-clean, bright and more organized to increase the efficiency of each operation.

With all of the improvements, the Conner Avenue Assembly Plant looks like a modern, state-of-the-art facility, even though it bows to its original coach builder philosophy, Tinson said. After nearly 23 years in production, the plant still maintains the handcrafted build process that added to the mystique of the original Viper. All of the operators were specially selected to meticulously assemble each component with complete attention to detail and quality. For every member of the Viper team, it is truly a labor of love.

“There is a sense of pride about being part of the Viper team,” said Greg Rinehart, a Team Leader who has been with Viper since 1994. “Every vehicle that leaves this plant is like one of our children. Each owner becomes part of our family. We were grateful when they decided to bring Viper back and gave us the opportunity to be part of the future.”

The unique character of the Viper means a unique approach to building it, Tinson said. Compared to a regular assembly plant where a vehicle rolls off the line every minute, a Viper cycles down the line every 146 minutes. As a result, each operator is completing 150 elements or tasks in a single cycle. This is equivalent to what 100 people would do in a plant like the Company’s Jefferson North Assembly Plant, where the Jeep Grand Cherokee and Dodge Durango are built just down the road and which produces more than 300,000 vehicles each year.

There are three main build areas inside the Conner Avenue plant – the chassis line, the en-

gine line and the final line.

The Dodge Viper begins to take shape on the chassis line. The frame is shipped to Conner from an outside supplier in Kentucky to begin its 10-day journey down the assembly line.

With a nod to modern production techniques and a focus on quality, Conner installed its first robots on the floor when production relaunched in 2012, Tinson said. The five robots that make up the Net Form & Pierce cell move the frame in and out five times during one cycle, punching holes and creating 50 features in the Viper frame to establish the dimensional environment to hang panels, such as the hood, deck lids, doors and fenders.

The robots then measure 65 vision points to ensure the accuracy of the installation points for other components. Drag strip lights indicate what stage of the process the frame is in. At the conclusion of the cycle, the frame exits the cell and has the instrument panel mounted, which is built up onsite.

Operators install all of the components that make the Viper run, like front and rear suspension, rear brakes, exhaust, fuel tank and the V10 engine.

The Viper V10 engine is also hand built at Conner in six stations, Tinson said, along with its all-important pistons. Prior to 2012, pistons for the previous generation Viper came already assembled from Chrysler’s Saultillo, Mexico, Engine Plant. To ensure the maximum performance quality of each engine, all V10s are now 100 percent dyno tested before finding a home in a vehicle.

“The V10 engine is one of the hallmarks of the Viper, so it is critical that its performance can support the legacy,” said Gouin. “Moving the piston build to Conner and dyno testing every engine allows for better quality control, which is important when you’re building an American supercar like this.”

The last stop on the chassis line before moving to the final line is the roll test, where each vehicle is tested up to 90 mph. Conner also repurposed the rolls previously used for Prowler, but needed to make the rolls pit nine feet longer and five feet wider in order to accommodate cars with cladding.

Once the rolling chassis and its V10 engine are validated in the rolls station, it heads to the final line, where body panels, seats, window glass, and other interior and exterior components come together in sequence to form that easily recognizable and



Chrysler’s newest edition of the Viper is made at the company’s Connor Avenue Assembly facility.

timeless Viper shape.

To ensure the Viper has been built to its exacting standards, each vehicle is put through the new Vision Cell to measure 120 points along the body to verify the precision of the fit and finish.

Following a final electrical check, and buff and polish under special lights to make the paint gleam, the Viper heads to the covered shipping area where it will be loaded onto covered carriers for delivery to its anxious new owner.

Like most Fiat Chrysler assembly plants, Conner also has a state-of-the-art Metrology Center, equipped with upgraded CMM capabilities and a Quality Assurance Fixture, to verify and maintain the dimensional quality of the Viper. Tinson said.

The entire facility was upgraded with WiFi three years ago to support the use of RF (radio frequency) reporting tools through-

out. These portable tools are used to assemble the car and help verify that the right torque is used in each assembly operation. Having wireless tools eliminates possible trip hazards and reduces maintenance costs.

“Because the workforce here has embraced the WCM methodology, they have ensured that the highest quality vehicles in the industry are built at Conner,” said Gouin.

The painting process of a Viper body is also unique. All Vipers are painted at Prefix Coatings in Auburn Hills, which has been in business for more than 30 years. Each vehicle is hand painted by skilled craftsmen hired for their reputation for painting show cars and custom cars.

For each Viper, Prefix paints 20 parts, which are spread over two racks and kept together to ensure color harmony. It takes from 145-160 man hours to prep, paint

and finish the body panels. The panels spend about two weeks in the Prefix plant, from the time they arrive to when they are shipped to Conner.

At the suggestion of an employee, the plant turned more than 4,900 square feet of its green space into a produce garden that includes cucumbers, peas, tomatoes, watermelons, pumpkins, cantaloupe, green peppers and beans. The plant has partnered with Operation Get Down, a non-profit, community-based agency serving the east side of Detroit since 1971, for the past four years to support those in need in the community. The plant has donated more than 1,500 pounds of fresh produce plus more than 2,200 pounds of non-perishable food items each year.

“While the Viper put this plant on the map, it is the people that make it come alive,” said Gouin. “Their passion for the customer,

## FCA Offers Scholarships for Dealer Employees

Employees of Chrysler, Jeep, Dodge, Ram and Fiat dealerships will have the unique opportunity to earn a no-cost, no-debt college degree through Strayer University’s Degrees@Work program, developed in collaboration with Fiat Chrysler.

Fiat Chrysler is the only company in the automotive industry to offer the program, said Fiat Chrysler spokesman Ralph Kisiel.

The new Degrees@Work program will enable employees of participating dealerships to earn no-cost college degrees, Kisiel said, and help Fiat Chrysler dealerships attract top talent, improve the skills of existing employees, and significantly increase employee retention.

“Many of our dealers have expressed concern over the availability of talent to fill open positions due to business growth and turnover in their stores, especially in metro markets,” said Al Gardner, head of Dealer Network Development, and president & CEO of the Chrysler Brand. “Our goal is to position our dealer network as the ‘employers of choice.’ Our collaboration with Strayer demonstrates our focus

on building our dealers’ hard-working employees’ skillsets to help them perform at an optimal level while also investing in their long-term success.”

FCA US is launching this initiative in collaboration with Strayer University, an accredited university offering associate’s, bachelor’s, and master’s degrees to all Fiat Chrysler dealership employees, Kisiel said. Strayer University is a postsecondary institution with a more than 120-year history educating working adult students at campus locations across the country and online.

The first phase of the Degrees@Work program is being launched to Fiat Chrysler dealers in its Southeast Business Center with up to 356 Chrysler, Jeep, Dodge, Ram and FIAT dealerships. FCA US dealerships in Florida, Georgia, South Carolina, North Carolina, Alabama and Tennessee may now offer their employees the opportunity to enroll in online and on-campus degree programs for summer and fall terms from Strayer University, which is accredited by the Middle States Commission on Higher Education.

“FCA US is a true innovator for

taking concrete steps towards reimagining the way education and business work together,” said Karl McDonnell, CEO of Strayer Education, which owns Strayer University. “We are proud to partner with an organization that is tackling national issues of college affordability and the skills gap head on. FCA US is creating new ways of learning that work for both the employer and the employee – skills are developed that immediately drive measurable results and employees are given a pathway to a college degree without debt.”

The program was developed based in part on input from dealers and their employees, Kisiel said. Depending on the selected program of study, courses will range from business administration and accounting to education, information systems, and other areas. Courses will be offered online with 24/7 access for employee flexibility around work schedules, as well as at Strayer’s campus locations throughout the United States. Credit will be offered to dealers’ employees for training and work experience to accelerate completion of a degree program.

## Viper Pricing Very Friendly

Viper enthusiasts with the need for ultimate handling, performance and road course domination, as well as the ability to drive their Viper home from the track, can now place their orders for the fastest street-legal Viper track car ever.

The Dodge brand has announced pricing and opened order banks for the recently introduced 2016 Dodge Viper ACR, said Fiat Chrysler spokeswoman Kristin Starnes.

Unveiled recently at the revamped Conner Avenue Assembly Plant in Detroit, the American Club Racer model of the iconic, hand-built American supercar will have a starting U.S. Manufacturer’s Suggested Retail Price (MSRP) of \$117,895 (excluding destination and gas guzzler tax), Starnes said.

“Bringing our street-legal Dodge Viper ACR back is going to arm our track enthusiasts with the ultimate weapon to dominate

road courses across the country,” said Tim Kuniskis, President and CEO – Dodge and SRT Brands, – North America. “This is without a doubt the best Viper ACR ever. The latest in aerodynamic, braking and tire technology will ensure its legendary performance reputation around the world.”

Originally introduced in 1999 and last available for the 2010 model year, the Viper ACR has a long-standing legacy as the ultimate street-legal track car for club racing. The new 2016 model honors that performance legacy with significant aerodynamic and suspension upgrades, new Carbon Ceramic brakes with six-piston calipers and high-performance tires specifically designed for ACR.

Production of the 2016 Dodge Viper ACR will begin in third quarter 2015 at the Conner Avenue Assembly Plant. Vehicles the streets shortly after that.









## GM Sees a 'Green' Future for the Company

It's often been said that the future presents electrifying possibilities. For GM, that is the literal truth.

"General Motors' just-released sustainability report chronicles efforts by the company's 216,000 employees to live out GM's newly defined purpose and values by earning customer loyalty, applying meaningful technology advances and improving the communities where it does business," said GM spokeswoman Sharon Basel.

These actions – led by CEO Mary Barra – further drive sustainability into the company's culture through building safer and smarter vehicles with less environmental impact, Basel said.

"GM will take a leading role in the auto industry's transformation as it undergoes an unprecedented period of change," said Bob Ferguson, senior vice president, GM Global Public Policy. "From GM's labs to its assembly lines, our people are driving the world to a better place through improved mobility."

The company believes the future is electric, with billions of investment to support an all-in-house approach to the development and manufacturing of electrified vehicles, Ferguson said. It now counts 180,834 on the road in the U. S. – up from 153,034 in 2013.

Chevrolet is helping make EVs more mainstream by:

- Expanding sales of the Spark EV to Maryland, which has a strong infrastructure.
- Committing to produce an electric family vehicle for all 50 states that will go 200 miles on a charge and cost roughly \$30,000.
- Designing the second-generation Volt arriving at dealerships this fall with a lower price than the original.
- Announcing a hybrid version of the Malibu that is expected to get a combined 47 city/highway MPG.

Additionally, Basel said, Cadillac announced plans for a plug-in hybrid of its range-topping Cadillac CT6 and Buick offers e-Assist light electrification technology on its LaCrosse and Regal.

GM's efforts extend to responsible manufacturing practices. In 2014, the company ended use of coal as an energy source in its North America plants and continues to invest in renewable energy around the world, Basel said. It now uses 105 megawatts of renewables – up from 66 MW last year – and will exceed its 125 MW commitment in 2016 with a new wind project. GM recently added four solar arrays, expanded landfill gas use at facilities in Orion Township, and Fort Wayne, Ind., and uses process steam generated from municipal waste at its Detroit-Hamtramck plant.

GM's 122 landfill-free facilities inspired an aspirational goal to become the first automaker with all manufacturing sites sending zero waste to landfill. These waste management efforts help to curb climate change, Basel said. The company's recycling and reuse efforts in 2014 – 2.5 million metric tons – avoided more than 10 million metric tons of CO2-equivalent emissions, which more than offset its worldwide manufacturing emissions.

Progress against other 2020 global manufacturing commitments with a 2010 baseline includes:

- Reducing water intensity by 11 percent toward a goal of 15 percent.
- Reducing energy and carbon intensity by 11 percent each toward a goal of 20 percent.
- Reducing total waste 23 per-

cent and establishing a new target of 40 percent.

GM is partnering with organizations to address systemic sustainability challenges facing the industry. Collaborations during the last year include:

- Calling for policymakers and businesses to seize the economic opportunity of tackling climate change and supporting clean energy policies through ongoing support of the Ceres Business for Innovative Climate and Energy Policy Climate Declaration.
- Joining World Resources Institute, World Wildlife Fund and a consortium of companies in establishing the Renewable Energy Buyers' Principles to make procuring renewables easier for all companies.
- Becoming a founding member of the Business Renewables Center that aims to double U.S.



Green vehicles like this 2016 Volt will play a greater role in GM's future.

capacity of wind and solar energy by 2025.

• Partnering with U.S. Business Council for Sustainable Development on building reuse networks where one organization's waste can be an input for another

company, entrepreneur or artist.

Working with suppliers to review opportunities to reduce their carbon and water footprints through the CDP Action Exchange, Basel said.

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## Achates Power Opens Up Metro Detroit Office

Achates Power, Inc., a developer of improved internal combustion engines, opened its Midwest Operations in metro Detroit in April to satisfy the demands of new customer contracts and rapid growth. Achates Power's engine allows OEMs to achieve stringent current and future fuel efficiency and emissions standards, which include, EPA 2010, Euro 6 and Tier III/LEV 3, among others, without additional cost or complexity.

The new 4,000 square foot customer application engineering facility leased by Achates is located in Farmington Hills. John Major has been hired as Regional Vice President, Midwest Operations to oversee the growth at the new facility.



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## 2015 Sonic Receives Top Safety Score – IIHS

The midyear 2015 Chevrolet Sonic has been named a 2015 Top Safety Pick by the Insurance Institute for Highway Safety.

"Customer safety is of utmost importance to Chevrolet, across all segments" said Jeff Boyer, vice president, General Motors Global Vehicle Safety. "The Sonic receiving this designation is a testament to that focus."

The Sonic's improvements in the Small Overlap Front Crash Protection Test – due to changes in the front-end structure, door sill and door pillar for the midyear 2015 model – were enough to give it a "good" rating, said GM spokeswoman Annalisa Bluhm.

The "good" rating is the IIHS' highest possible rating in each test. In addition to the Small Overlap Test, good ratings in the moderate overlap front, side, roof strength and head restraint tests fulfilled the requirements needed to receive the Top Safety Pick designation for Sonic vehicles built after February 2015.

"The last time the Sonic was tested, it only received a 'marginal' safety rating," said IIHS spokesman Russ Rader. "Good" is our best safety rating. That is followed by 'acceptable,' 'marginal' and 'poor.'"

Rader said that the last Sonic tested by IIHS using the Small Overlap Front Crash Protection Test was the 2013 version of the vehicle.

"GM came out with a new version of the Sonic that had improvements made to it, and they asked us to test the new vehicles and we did, this time giving it a 'good' rating," Rader said. "But I must emphasize that the 'good' rating only applies to Sonics made after February of 2015."

"With good ratings across the board in all five IIHS crashworthiness evaluations, the improved



2015 Chevrolet Sonic

Sonic delivers a high level of protection among small cars in the most common kinds of crashes," said IIHS President Adrian Lund.

The Sonic is the only car in its class to feature 10 standard airbags, including knee air bags for the driver and front passenger. Sensors throughout the vehicle determine how many air bags deploy depending on a given crash, Bluhm said.

In a crash, Sonic's strong body structure is designed to absorb crash energy and provide a protective "safety cage" around occupants. More than 60 percent of the body structure is composed of advanced steels.

Sonic also actively works to avoid crashes with two available safety features, Bluhm said. Forward Collision Alert provides alerts to help the driver avoid crashing into a vehicle they are following that is moving or has come to a stop. It also lets the driver know if they are following a vehicle ahead much too closely. Lane Departure Warning provides alerts to help drivers avoid crashes due to unintentionally drifting out of their lane when their turn signal is not activated.

"The bottom line is that safety

sells," Rader said. "Automakers know this, and they understand the research that has gone into setting up the tests and they have been good at making changes in their vehicles that result in higher test scores. No one wants to be the maker of a car that finishes at the bottom of a major safety test."

## MSED Plans June Golf Fundraiser

On Friday, June 19, the Marketing & Sales Executives of Detroit (MSED) will host its annual golf outing at Shenandoah Country Club, located at 5600 Walnut Lake Road in West Bloomfield, to benefit college scholarships.

The golf outing begins with a shotgun start at 9 a.m. and is followed by cocktails at 2:15 p.m.

Proceeds from the golf outing go toward scholarships that are awarded to juniors and seniors majoring in marketing and sales at local universities. Since 2002, MSED has provided more than \$85,000 toward scholarships. For more information, contact Meeting Coordinators at 248-643-6590 or visit [www.msedetroit.org](http://www.msedetroit.org).

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**\$156\***  
+ Tax with \$0 Down w/Lease Conquest

**\$199\***  
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\*See dealer for details. All Rebates/Incentives have been deducted from sale price/payment and are subject to change by manufacturer without notice. GM Employee discount required unless otherwise noted. All leases include GM Lease Loyalty or Lease Conquest. To qualify for Lease Conquest you must have a NON-GM Lease in the household that terminates within 365 days. All lease payments are based on 10,000 miles per year. 1st payment, tax, title and plate fee due at signing on all leases. All programs expires 06/01/2015.

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5.7L HEMI V8, 8 SPEED AUTOMATIC TRANSMISSION, CLASS IV TOW HITCH, HEATED SEATS, HEATED STEERING WHEEL, REMOTE START, 10 WAY POWER SEAT, REAR CAMERA, REAR PARK ASSIST, UCONNECT 8.4 RADIO WITH NAVIGATION, 20" ALUMINUM WHEELS, SPRAY-IN BEDLINER, 32 GALLON FUEL TANK AND MUCH MORE.

EMPLOYEE	EVERYONE ELSE
\$213* 24 MOS.	\$264* 24 MOS.
PURCHASE PRICE \$35,350*	PURCHASE PRICE \$36,588*

2015 DODGE JOURNEY R/T



#FT674572

HEATED LEATHER SEATS, REMOTE START, HEATED STEERING WHEEL, THIRD ROW SEAT, DUAL-ZONE AUTO TEMPERATURE CONTROL, 8.4" TOUCHSCREEN DISPLAY, REMOTE USB PORT, 19" ALUMINUM WHEELS AND MUCH MORE.

EMPLOYEE	EVERYONE ELSE
\$156* 24 MOS.	\$186* 24 MOS.
PURCHASE PRICE \$23,464*	PURCHASE PRICE \$24,191*

2015 JEEP PATRIOT HIGH ALTITUDE 4X4



#FD290364

LEATHER SEATS & SUNROOF  
4 WHEEL DRIVE, HEATED LEATHER SEATS, POWER SUNROOF, POWER SEAT, 6 SPEED AUTOMATIC TRANSMISSION WITH AUTOSTICK, UCONNECT VOICE COMMAND WITH BLUETOOTH, SATELLITE RADIO, USB PORT AND MUCH MORE.

EMPLOYEE	EVERYONE ELSE
\$169* 24 MOS.	\$191* 24 MOS.
PURCHASE PRICE \$20,271*	PURCHASE PRICE \$20,810*

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Jeep

DODGE

RAM

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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

\*Purchase prices are plus tax, title, plate, CVR, destination and doc fee. Lease payments are plus tax. ACQUISITION FEE IS INCLUDED IN PAYMENTS. Amount due at lease signing includes 1st month payment, 6% tax on rebates, CVR, doc, license plate, title and destination fees. Leases include 10,000 miles per year. Advertised payments based on Tier 1 credit approval. Must qualify for security deposit waiver. "Everyone else" prices and payments include returning lessee incentive (see dealer for eligibility requirements). Pricing for Michigan residents only. Pricing subject to manufacturer program changes. Pictures may not represent actual vehicle. Vehicles subject to prior sale. Prices good through 06/01/2015 unless manufacturer changes programs.

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DEMO 2015 BUICK VERANO

POWER SEAT, FORWARD COLLISION ALERT, HEATED SEATS, LANE DEPARTURE WARNING, REAR PARK ASSIST, SIDE BLIND ZONE ALERT, REAR CROSS TRAFFIC DETECTION, 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.

EMPLOYEE	FRIENDS & FAMILY
24 MO. LEASE \$33*	24 MO. LEASE \$74*
PRICE \$20,123*	PRICE \$21,085*



Stk# F4130599

NEW 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# F6359770

EMPLOYEE	FRIENDS & FAMILY
24 MO. LEASE \$99*	24 MO. LEASE \$141*
PRICE \$22,863*	PRICE \$23,873*

DEMO 2015 GMC Acadia SLE-2

ALL WHEEL DRIVE, 7 PASSENGER SEATING WITH 2ND ROW CAPTAIN'S CHAIRS, HEATED SEATS, ROOF RACK RAILS, POWER LIFTGATE, INTELLILINK RADIO, POWER SEAT, REMOTE START, REAR CAMERA, REAR PARK ASSIST, BLUETOOTH, ONSTAR WITH TURN BY TURN NAVIGATION, SATELLITE RADIO AND MUCH MORE.



Stk# FJ229471

EMPLOYEE	FRIENDS & FAMILY
24 MO. LEASE \$158*	24 MO. LEASE \$221*
PRICE \$31,035*	PRICE \$32,517*

NEW 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# FB134091

EMPLOYEE	FRIENDS & FAMILY
24 MO. LEASE \$127*	24 MO. LEASE \$166*
PRICE \$21,072*	PRICE \$21,997*

NEW 2015 Buick Regal Premium

4G LTE WI-FI HOTSPOT, HEATED LEATHER SEATS, POWER FRONT SEATS, HEATED STEERING WHEEL, PASSIVE ENTRY, PUSH BUTTON START, REAR PARK ASSIST, REMOTE START, 110 VOLT OUTLET, 259 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# F9188220

EMPLOYEE	FRIENDS & FAMILY
24 MO. LEASE \$93*	24 MO. LEASE \$176*
PRICE \$28,269*	PRICE \$28,999*

DEMO 2015 Buick Lacrosse Leather Group

HEATED LEATHER SEATS, POWER SUNROOF, PUSH-BUTTON START, REMOTE START, MEMORY SEATS & MIRRORS, REAR PARK ASSIST, 4G LTE WI-FI HOTSPOT, REAR CAMERA, INTELLILINK RADIO, BLUETOOTH, USB PORT, ONSTAR WITH TURN BY TURN NAVIGATION, SATELLITE RADIO, POWER SEATS, DUAL ZONE AUTOMATIC CLIMATE CONTROL, SATELLITE RADIO, 18" ALUMINUM WHEELS AND MUCH MORE.



Stk# FF163192

EMPLOYEE	FRIENDS & FAMILY
24 MO. LEASE \$199*	39 MO. LEASE \$239*
PRICE \$30,991*	PRICE \$31,406*

NEW 2015 GMC Yukon 4WD

4 WHEEL DRIVE, 4G LTE WI-FI HOTSPOT, POWER REAR LIFTGATE, POWER ADJUSTABLE PEDALS, AUTO-DIMMING REARVIEW MIRROR, UNIVERSAL HOME REMOTE, FRONT & REAR PARK ASSIST, REAR CAMERA, LANE DEPARTURE WARNING, FORWARD COLLISION ALERT, SAFETY ALERT SEAT, RAIN SENSING WIPERS, REMOTE START, BOSE PREMIUM SOUND SYSTEM, INTELLILINK RADIO, ONSTAR WITH TURN BY TURN NAVIGATION AND MUCH MORE.



Stk# FR665507

EMPLOYEE	FRIENDS & FAMILY
39 MO. LEASE \$489*	39 MO. LEASE \$540*
PRICE \$47,204*	PRICE \$49,133*

NEW 2015 GMC Sierra SLE Double Cab

5.3L V8 ENGINE, HEATED SEATS, POWER ADJUSTABLE PEDALS, REAR PARK ASSIST, REAR CAMERA, POWER SLIDING REAR WINDOW/TRAILER PKG, LOOKING REAR DIFFERENTIAL, POWER SEAT, REMOTE START, FOG LAMPS, REAR DEFROST, 110 VOLT POWER OUTLET, DUAL-ZONE AUTOMATIC CLIMATE CONTROL, 20" ULTRA BRIGHT WHEELS, 4G LTE WI-FI HOTSPOT, AND MUCH MORE.



Stk# FZ212807

EMPLOYEE	FRIENDS & FAMILY
39 MO. LEASE \$231*	39 MO. LEASE \$270*
PRICE \$34,505*	PRICE \$35,999*

DEMO 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# FJ173908

EMPLOYEE	FRIENDS & FAMILY
24 MO. LEASE \$164*	24 MO. LEASE \$227*
PRICE \$31,097*	PRICE \$32,582*

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\*Prices are plus tax, title, plate, CVR and doc fee. Lease payments are plus tax. Amount due at lease signing includes \$995 down payment, 1st month payment, 6% tax on rebates and down payment, CVR, doc, license plate, title and acquisition fees. 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 or Buick/GMC conquest incentive (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 06/01/2015 unless manufacturer changes programs.







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New 2014 CHRYSLER  
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New 2014 CHRYSLER  
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COUNTRY  
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AS LOW AS SALE PRICE  
**\$24,789\*\***



New 2014 DODGE  
**CHARGER  
R/T**  
MSRP \$33,185  
AS LOW AS  
SALE PRICE  
**\$24,698\*\***



New 2014 JEEP  
**CHEROKEE  
SPORT**  
MSRP \$24,185  
AS LOW AS  
SALE PRICE  
**\$16,981\*\***

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**\$2000**  
PALACE EXCLUSIVE  
NEW CAR CASH

In stock vehicles only. Must present coupon. Prior sales excluded. One coupon per purchase or lease. Not valid with \$2000 Palace Trade-In Cash. Must be at MSRP. Not applicable with EP, Friends & Family and Supplier. See dealer for details. Valid thru 5/30/15.

ONLY AT MILOSCH'S!  
CLIP THIS COUPON TO SAVE

**\$2000**  
PALACE EXCLUSIVE  
TRADE-IN CASH

In stock vehicles only. Must present coupon. Prior sales excluded. One coupon per purchase or lease. Not valid with \$2000 Palace Trade-In Cash. Must be at MSRP. Not applicable with EP, Friends & Family and Supplier. See dealer for details. Valid thru 5/30/15.



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New 2015 CHRYSLER  
**200 LIMITED**



27 MONTH LEASE  
**\$119\*** /mo. **SALE PRICE  
\$18,927\***

New 2015 DODGE  
**DART SXT**



27 MONTH LEASE  
**\$99\*** /mo. **EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$3,326\***

New 2015 JEEP  
**PATRIOT LATITUDE  
4X4**



27 MONTH LEASE  
**\$139\*** /mo. **EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$3,894\***

New 2015 RAM  
**1500 LARAMIE  
4X4**



CREW CAB  
27 MONTH LEASE  
**\$299\*** /mo. **EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$4,988\***

New 2015 DODGE  
**CHARGER R/T**



27 MONTH LEASE  
**\$199\*** /mo. **EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$3,988\***

New 2015 CHRYSLER  
**300 S**



27 MONTH LEASE  
**\$239\*** /mo. **EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$4,987\***

New 2015 DODGE  
**JOURNEY R/T**



27 MONTH LEASE  
**\$159\*** /mo. **EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$3,987\***

New 2015 JEEP  
**CHEROKEE LATITUDE  
4X4**



27 MONTH LEASE  
**\$199\*** /mo. **EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$3,987\***

New 2015 CHRYSLER  
**TOWN & COUNTRY  
TOURING  
L**



27 MONTH LEASE  
**\$199\*** /mo. **EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$4,287\***

New 2015 RAM  
**BIG HORN CREW CAB  
4X4**



27 MONTH LEASE  
**\$199\*** /mo. **EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$3,987\***

New 2015 JEEP  
**GRAND CHEROKEE  
LAREDO  
4x4**



27 MONTH LEASE  
**\$259\*** /mo. **SALE PRICE  
\$27,760\***

INTRODUCING...  
The Brand New 2015 JEEP  
**RENEGADE**



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**\$299\*** /mo. **EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$4,988\***

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**PALACE**  
CHRYSLER DODGE JEEP RAM



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