# **Detroit Auto Scene**

#### "FIRST IN THE HEART OF DETROIT"

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## 2016 Camaro: Sleeker, Sportier and Skinnier

Sometimes things are ab- able ambient lighting feature. solutely worth the wait.

Camaro revealed May 16 "offers higher levels of performance, technology and refinement and is designed to maintain the sporty car segment leadership earned over the past five years," said GM spokesman Monte Doran.

The Gen Six Camaro provides a faster, more nimble driving experience, enabled by an all-new, lighter architecture and a broader powertrain range, Doran said. Six all-new powertrain combinations are offered, including a 2.0L Turbo, an all-new 3.6L V6 and the LT1 6.2L V8, which is SAE-certified at 455 horsepower and 455 lb-ft of torque – for the most powerful Camaro SS ever. Each engine is available with a six-speed manual or eight-speed automatic transmission.

Camaro's leaner, stiffer platform and slightly smaller dimensions are accentuated by a dramatic, sculpted exterior, Doran said. Meticulously tuned in the wind tunnel, the exterior contributes to performance through reduced aerodynamic lift for better handling while enhancing efficiency.

A driver-focused interior integrates class-leading control technologies, including a new Driver Mode Selector, configurable instrument cluster and a customiz-

"Redesigning the Camaro is The sixth-generation Chevrolet thrilling and challenging all at once, but the secret is to offer something more," said Mark Reuss, General Motors executive vice president of Product Development. "For Camaro enthusiasts, it retains iconic design cues and offers even more performance. For a new generation of buyers, the 2016 Camaro incorporates our most innovative engineering ideas with finely honed performance and leading design.'

> Only two parts, Doran said, carry over from the fifth-generation Camaro to the new Gen Six: the rear bowtie emblem and the SS badge.

> To make it not only the best Camaro ever, but one of the best performance cars available, Chevrolet focused on three pillars of development.

Performance:

• Vehicle mass has been reduced by 200 pounds or more, depending on the model, creating a more nimble, responsive driving experience.

• Most efficient Camaro ever, with a new 2.0L turbo SAE-certified at 275 hp and 295 lb-ft - and delivers more than 30 mpg on the highway (GM-estimated), and 0-60 mph acceleration well under 6 seconds.

• Efficient performance in a

new 3.6L V6 featuring direct injection, continuously variable valve timing and - for the first time - Active Fuel Management (cylinder deactivation), offering an SAE-certified 335 hp and 284 lb-ft of torque, for the highest specific output of any naturally aspirated V6 in the segment

• The most powerful Camaro SS ever, with a new 6.2L LT1 direct-injected Small Block V8 rated at 455 hp and 455 lb-ft of



CONTINUED ON PAGE 3 The sixth-generation Camaro has been introduced to the public.

## Chrysler Leads in 'Cool Cars' Under \$18,000

Its hard to define cool, but, Kelley Blue Book knows cool when it sees it.

Kelley Blue Book's KBB.com (www.kbb.com) named several vehicles from Ford, GM and Fiat Chrysler to the list of the 2015 "10 Coolest New Cars Under \$18,000." KBB named the Jeep Renegade, the Chevy Sonic, the Ford Fiesta and 2015 Fiat 500 to the list.

In its review of the 2015 Renegade, KBB editors wrote, "the 2015 Jeep Renegade is an all-new model from the iconic off-road brand. That alone would make the Renegade a big deal, but its importance goes beyond just be-

**CONTINUED ON PAGE 2** 

2015 Fiat 500

## **Record 34 Million Recalls for Takata Air Bag Defects**

Under pressure from U.S. safety regulators, Takata Corp. has agreed to declare 33.8 million air bags defective, a move that will double the number of cars and trucks included in what is now the largest auto recall in U.S. history.

The chemical that inflates the air bags can explode with too much force, blowing apart a metal inflator and sending shrapnel into the passenger compartment. The faulty inflators are responsible for six deaths and more than 100 injuries worldwide.

The agreement adds more than 18 million air bags to existing recalls, covering both the passenger and driver's side. The recalls of passenger-side air bags, previously limited to high-



Ford's Warriors in Pink have introduced The Good Day Project as part of their efforts to help bring more good days to those with breast cancer.



## Ford Sounds Call to Action in Fight Against Breast Cancer

its Warriors in Pink campaign this. launched on May 19 The Good Day Project - a call to action to ing awareness, and about motibring more good days to those living with breast cancer.

For more than two decades, Ford Warriors in Pink has been to empower people to take real committed to the fight and continues to inspire women to be proactive about their breast health, said Ford spokeswoman Anika Salceda-Wycoco. The Good Day Project takes the program a step further - encouraging people to step up and help those who are battling the disease.

"Most breast cancer patients characterize their days by 'good days' and 'bad days,'" said Tracy Magee, Ford Warriors in Pink brand manager. "While many people want to help, most are unsure of the best way to show

Ford Motor Company, through their support. We want to change

"Warriors in Pink is about drivvating people to help in the battle against breast cancer. With The Good Day Project, we hope action and help provide more good days to those living with the disease."

At the heart of the project are partnerships with Meal Train and Lyft to provide support services and resources that benefit those dealing with breast cancer and help make their day-to-day life easier, Magee said.

The nationwide partnership with Meal Train - an online platform for organizing family and friends to bring meals to loved ones fighting breast cancer - allows users to gain free access to

the premium service Meal Train Plus, Magee said. The service not only helps organize meal deliveries, but other household needs such as errand services and childcare.

"We are thrilled to be joining forces with Ford Warriors in Pink to simplify the giving process," said Michael Laramee, cofounder, Meal Train. "Our goal is to give users practical solutions that help provide the services they need on the days that are most helpful. Through this partnership, we hope to inspire more people to join the fight and grant small acts of kindness that lessen the burden for those living with the disease."

Alongside the support services made available through Meal Train, Warriors in Pink will work with Lyft to offer rides to and

from appointments for select patients undergoing treatment, Magee said. The ride-sharing service will be made available starting in June, and will roll out across 17 cities through select treatment centers.

"Reliable transportation to and from treatment is a common challenge for patients," said Kira Wampler, chief marketing officer, Lyft. "We are honored to be partnering with Ford Warriors in Pink to bring a dependable option to the many women seeking treatment this year.

"Together with Ford and Meal Train, we'll help bring awareness to the small things people can do to support women fighting this disease," added Wampler. "In the coming days, we'll share details

humidity states along the Gulf Coast, are now expanded nationwide by 10.2 million vehicles. A nationwide recall of driver's side air bags was expanded to include an additional 7.9 million vehicles.

"We know that owners are worried about their safety and the safety of their families," said Mark Rosekind, head of the National Highway Traffic Safety Administration, as he announced the agreement. "This is probably the most complex consumer safety recall in U.S. history."

Safety regulators sparred with Takata for the past year over the size of the recalls and the cause of the problem. For the most part, the air bag maker refused to declare the inflators defective and even questioned the

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### **Auburn Hills Firm Bets on New Oil Pump Technology**

Brose North America of Auburn Hills is significantly expanding its presence in the North American powertrain market, said company spokeswoman Anna Browarski.

Tightened government and industry regulations are requiring automakers to develop products that improve fuel efficiency and reduce CO2 emissions. Browarski said. As a result, Brose developed its electric Oil Pump (eOP) to deliver the economic benefits offered by a stop-start system without compromising performance desired by the North American consumer. Stop-start engine solutions are estimated to increase fuel economy by as much as 6 percent.

"Brose has truly emerged as a leader in transmission electrification. We used our product knowledge and grasp of market trends to create solutions that are flexible and quick to meet evolving customer needs," said Richard Illingworth, customer team director of DTA North America.



**Pietro Gorlier** 

### **Exec Changes at Fiat Chrysler**

Effective June 30, Pietro Gorlier is appointed Chief Operating Officer Components at Fiat Chrysler, reporting directly to the Chief Executive Officer Sergio Marchionne. Gorlier will also retain his current responsibilities as Head of Parts & Service (MOPAR) and member of the Group Executive Council.

## Fiat Chrysler Leads KBB's 'Cool Cars Under \$18,000' List

#### CONTINUED FROM PAGE 1

ing The Next New Thing. This baby Jeep is the brand's Next Big Thing. The Renegade marks Jeep's foray into the emerging subcompact crossover-SUV segment, where it competes with the also-new Honda HR-V, Mazda CX-3 and Chevrolet Trax. Like those vehicles, the Renegade is practical, efficient and offers surprising safety and tech features. Its small size makes it at home in crowded cities, and its sub-\$19,000 starting price is highly attractive. Where it stands apart is in the wild. With optional 4-wheel drive and the ability to tame terrain, the Renegade earns its Jeep badge.'

"We all know that the Jeep brand has a cool factor that distances it from most auto brands out there, and the new Jeep Renegade takes that and runs with it. Not only does it deliver a buffet of desirable Jeep attributes - unmistakable design, superior off-road credentials, intrinsic grittiness - but it delivers this in a package that is also sensible for everyday commuting. Renegade owners won't scale a mountain every day ... but they could."

KBB editors also had nice things to say about the 2015 Ford Fiesta. They wrote, "The 2015 Ford Fiesta is part of the elite segment of the subcompact market that includes the Honda Fit, Toyota Yaris and Chevrolet Sonic. Sailing into its last year before a full redesign, there aren't a lot of changes.

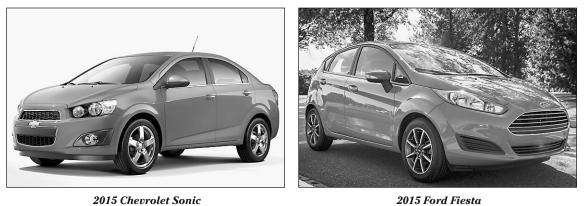
"That's OK, as we're smitten with its slick European looks, excellent fuel economy, and fun-todrive nature. Extroverts can opt for wild exterior and interior colors and trims, while the more practical can opt for the security of a 4-door's trunk, or the versatility of a 5-door's hatchback body."

Editors also had kind things to sav about the 2015 Sonic, writing "Chevrolet's 2015 Sonic subcompact sedan and hatchback are not the division's smallest cars (that accolade goes to the tiny Spark micro car), yet as the old saying goes, good things come in small packages. In the Sonic's case, those things include a roomy interior, excellent fuel economy and an affordable price tag. Every bit the equal of the Toyota Yaris and Ford Fiesta, the Sonic adds a bit more spice, with sporty handling and a turbocharged engine that delivers performance zippy\_ around town."

And KBB editors said that the

Fiat 500 was something of a surprise on this list. They wrote, 'Many didn't expect a small Italian subcompact to do well in the U.S., but the 2015 Fiat 500 coupe and soft-top cabriolet have confounded the critics. Smaller than the Mini Cooper and Ford Fiesta, the 500's primary attraction are its playful attitude, impressive list of colors and features, attractive price and good fuel economy

"Of course, those not interested in cute also have a friend in the 500, that being the performance-oriented Abarth model. Even environmentalists have a seat at the table, thanks to the all-electric Fiat 500e.



2015 Chevrolet Sonic

## Price Change Helps GM's Spark Catch on with the Public

by Ann M. Job For The Associated Press

It took a price cut to generate a run on Chevrolet's 2015 Spark EV, with savvy car buyers realizing the lower price and federal electric vehicle tax credit can make for a super deal.

Chevrolet lowered the starting retail price for the plucky subcompact electric car to \$25,995 last month, making it the lowestpriced 2015 electric car with two rows of seats offered in the U.S. by a major auto manufacturer. With the \$7,500 tax credit, the purchase price can wind up at just \$18,495 - akin to the price of a gasoline-powered small car like the Honda Fit EX.

There also are the savings the Spark provides: \$80 or more a month on gas, according to the manufacturer, because the car uses only electricity. Even buyers who would prefer to lease the Spark EV can get in on the deal with Chevrolet's \$139-a-month lease program that requires no down payment.

Now, the downside: It has a limited range of 82 miles on a full charge and can take seven hours to fully charge even with a 240volt charger.

two states - California and Oregon, with Maryland to be added this summer. Still, the appeal was quickly apparent as the Spark EV outsold the better-known and widely available Chevrolet Volt (starting retail price: \$35,170) in April. Total sales of Spark EVs in April were small, 920, but far more than the 97 sold in January and more than the 905 Volts sold in April.

The federal tax credit isn't directly taken off the purchase price of the Spark EV, but instead from a buyer's U.S. income taxes for the year the car is purchased. So, the tax credit generally won't be seen until next income tax season.

The Spark EV's starting manufacturer's retail price and destination charge include power windows and door locks, keyless start, cruise control, air conditioning and Chevy MyLink entertainment system.

The best-selling electric car in the United States last year - the larger compact Nissan Leaf – has a starting MSRP, including destination charge, of \$29,860 for a base S model. The Spark EV has a better gasoline-equivalent fuel economy rating than the Leaf - has an 84-mile range on a single charge, is available in more states than the Spark EV.

Meantime, the second bestselling electric car in 2014 was the Tesla Model S, which has a \$76,200 base retail price and a travel range of at least 240 miles on a single charge.

The Spark EV is not for everyone. The interior can seem spartan, even in the tested 2LT trim level.

Front and rear seats in were covered in a faux leather that felt like thick plastic, and the seats seemed smallish and had flat cushions.

Rear door entryways were small, too, as the rear wheel wells cut into the doorways. But rear-seat legroom and headroom are decent, and there's 23.4 cubic feet of cargo space when back seats are folded down.

The driver has a pull-down center arm rest, though there are no covered storage spots between the front seats and rear seats. All seat adjustments were manual in the test Spark EV.

The test Spark had good acceleration and merged well into traffic, thanks to a class-leading 327 foot-pounds of torque. Chevrolet

The Spark EV is sold only in 119 to 114. But the Leaf, which puts the 0-to-60-mph time at 7.2 seconds.

> The electric power steering gave the Spark EV a bit of a gokart feel, as response was decently quick. The tidy, 33.8-foot turning circle made U-turns a breeze, and the Spark's diminutive 12.2-foot length from bumper to bumper meant it could fit into curbside parking spots that SUVs and large sedans had to pass up.

The Spark EV, however, was easily buffeted by winds - and even a passing semi while sitting at a stoplight. The Spark weighs just 2,866 pounds.

The 7-inch display screen in the middle of the dashboard worked easily with a smartphone and was reminiscent of the screen and controls in the higher-priced Volt. There was no rearview camera, but 10 air bags are standard.

The Spark EV is designed as a city car and does best in short, non-highway trips. A nice feature in the configurable instrument cluster is it can show both high and low range for a trip, so a driver can adjust his or her driving style. There's a Sport mode in the Spark EV that adds more pep and response, but can reduce travel range.

Learn How To Get The Most From Your Retirement Savings

Gorlier will succeed Eugenio Razelli, who elected to leave the Group after several years of dedicated service, said Fiat Chrysler spokesman Gualberto Ranieri.

"We extend our sincere appreciation to Eugenio for his leadership and contribution to the organization" said Marchionne.

Gorlier is Head of Parts & Service (MOPAR) and has been a member of the Group Executive Council (GEC) since Sept. 1, 2011. Ranieri said.

He joined the Group in 1989 in lveco and held various positions in Logistics, After Sales, and Customer Care before joining the automobile business in 2006 in Network Development. He holds a Master of Economics from the University of Turin.



# **Detroit Auto Scene**

MAY 25, 2015

"FIRST IN THE HEART OF DETROIT SINCE 1933"

PAGE 3



The 2016 Camaro is all-new right down to its interior.

## **Chrysler Foundation Gives Grants for Black Farmers**

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\$100,000 grant to support scholarships for current and future African American farmers.

The National Black Farmers Association Scholarship program will provide scholarships up to \$5,000 to fund agriculturerelated study at an accredited two-year or four-year college, university or vocational-technical school, said Fiat Chrysler spokesman Kevin Frazier.

"We should accept nothing less than a world in which everyone has access to a safe, healthy and sufficient food supply," said Jody Trapasso, senior vice president - External Affairs. FCA North America and President of the FCA Foundation. "Our hope is that these scholarships provide farmers with the inspiration and knowledge to help this vision become a reality.'

"The National Black Farmers Association Scholarship program is a huge step in the right direction for the survival of America's black farmers," said John Boyd, Jr., president of the

The FCA Foundation given a National Black Farmers Association. "Educating black farmers provides an opportunity to increase and advance agricultural technology, which will be passed on as a vital part of our rich farming legacy to future generations. Scholarships to black farm families for agricultural programs of study will increase the number of young black farmers."

One hundred applications will be accepted. The application site will close when 100 applications have been received or on June 15. 2015, whichever occurs first.

The application site is scholarsapply.org/blackfarmersassociation.

Fiat Chrysler and its sister company, CNH Industrial, recently announced their support of the USA Pavilion at the upcoming world's fair in Milan from May through October 2015, Frazier said. Expo Milano 2015 is expected to draw close to 20 million visitors during its six months' worth of performances, meetings, conferences and gatherings

#### 2016 Camaro: Sleeker, Sportier and Skinnier CONTINUED FROM PAGE 1

aspirated V6 in the segment • The most powerful Camaro SS ever, with a new 6.2L LT1 direct-injected Small Block V8 rated at 455 hp and 455 lb-ft of torque.

• Magnetic Ride Control active suspension available on Camaro SS for the first time.

• With improved handling and performance, the Camaro SS delivers better lap times than the fifth-generation's track-focused Camaro 1LE package.

Technology:

• New Drive Mode Selector, which tailors up to eight vehicle attributes for four modes: Snow/Ice, Tour, Sport and - on SS models - Track settings.

• Segment-exclusive, Interior Spectrum Lighting that offers 24 different ambient lighting effects on the dash, door panels, and center console.

Design:

 More athletic-looking, sculptured exterior that complements the tighter. leaner architecture – and offers all-new, modern lighting signatures, including lightemitting diode (LED) technology.

· Greater emphasis on customer personalization with wider range of choices, including 10 exterior colors, five interior color combinations, lighting options and a full complement of dealeravailable accessories available at launch – including wheels, stripe packages and additional accessories.

• Aerodynamically optimized design that is the result of 350 hours of wind tunnel testing, reducing drag on LT models and improving downforce on SS.

• New, interior with shifter-focused center console, intuitive controls, flat-bottom steering wheel, and higher quality materials throughout.

• Unique control rings around the air vents used for temperature and fan speed adjustments, eliminating the need for conventional buttons.

"We have had the incredible opportunity to meet literally thousands of Gen 5 Camaro owners who provided direct feedback on what they loved about their car and what they wanted for the next-gen Camaro," said Al Oppenheiser, Camaro chief engineer. "As a result, the 2016 Camaro builds on what made the current Camaro such a success with more power, more agile handling and more technology. We expect it will set the new benchmark in the segment, and give a new generation a reason to fall in love with Camaro."

The Gen Six Camaro goes on sale later this year, offered in LT and SS models and will be built at Lansing Grand River Assembly.

The new Camaro enjoys lightweight architecture and chassis systems, Doran said.

Approximately 70 percent of the architectural components are unique to Camaro. Through extensive computer-aided engineering, structural rigidity was increased by 28 percent, while the body-in-white mass was reduced by 133 pounds.

In their quest to make the 2016 Camaro as lean as possible, engineers and designers evaluated every aspect of its architecture already the most mass-efficient ever created by GM - and supporting elements, saving grams here and pounds there that contributes to the car's lower curb weight. As a result, the total curb weight for Camaro has been reduced by more than 200 pounds. Significant weight savings came from using an aluminum instrument panel frame instead of steel, which saved 9.2 pounds. The use of lightweight components, including aluminum front suspension links and steel rear suspension links with lightening holes, in the new five-link rear suspension system contributed to a 26-pound reduction in the overall suspension weight. With this architecture and more powerful engines, the Gen Six Camaro SS delivers better lap times than the fifth-generation's track-focused Camaro 1LE package.

"The driving experience is significantly different," said Aaron Link, lead development engineer. "Immediately, you will notice how much lighter and more nimble the Camaro feels. That feeling increases when you drive the Camaro harder - it brakes more powerfully, dives into corners quicker, and accelerates faster than ever."

The Camaro features a new, multi-link MacPherson strut front suspension with Camaro-specific geometry, Doran said. The double-pivot design provides a precise feeling of control, including more linear and communicative feel from the quick-ratio electric power steering system. At the rear, a new five-link independent suspension yields outstanding wheel control and reduces "squat" during acceleration.

"From every angle, you'll never mistake this for anything but a Camaro," said Tom Peters, design director. "We've taken that iconic design and amplified its proportions to reflect a more dynamic driving experience - like the T-shirt on a muscular physique.'



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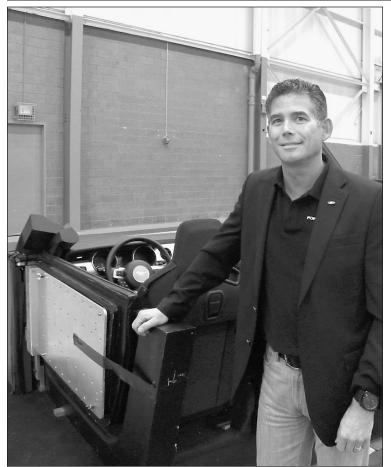
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Michael Arbaugh of Ford talked about the value of academic guidance.

# **Big 3 Looks for Next Generation of Automobile Designers**

GM's Greg Cummings with students Tyler Trout (left) and Anthony Theut.

by Jim Stickford

The auto industry is always looking for a few good men and women with the skills to create the next great car. Which is why representatives from Ford, Fiat Chrysler and GM were at the 2015 Automotive Design and Engineering Career Expo, which was held at Macomb Community College on May 20 and 21.

The Expo got its start back in 2006 when Harry Istok – a teacher in the Utica Community School System – and GM Design Sculpting manager Greg Cummings first set up a special display showing off just what car designers do.

As the years went on, Ford and Fiat Chrysler also sent vehicles and people to talk about car design to what became an annual event.

This year, for the first time, the expo was held at MCC's Warren campus.

"Harry Istok and Greg Cummings approached us and asked if they could hold their event here," said Robert Feldmaier, director of the Center for Advanced Automotive Technology at MCC. "I said yes. The center is funded is one of 42 advanced technical centers, or ATC, across the country. ATCs receive their funding from the National Science Foundation. Some are for things like marine biology or agriculture. We are automotive and our purpose is to help educate the next generation of automotive technicians. So the expo is something perfect for us. And, at the very least having it in our expo center puts a roof over people's heads. They've been lucky in the past with weather, but this year it's been cold outside." Feldmaier said that by connecting with high school and middle school students today, they can be made aware of their education options and learn just what schools like MCC and the Center for Creative Studies can do for them in the future. Cummings said that he's been involved with the expo long enough that he's been able to hire a couple of students who visited it in the early years. "I also keep in touch with some students who are now in college," Cummings said. "That's one of the main goals I have keeping in touch with students and guiding them to an automotive career that they and their parents might not even be aware of.'

Gabrielle Schulte, a public relations spokeswoman for Fiat Chrysler, said Fiat Chrysler supports efforts like the expo because it's important.

"I think it's a very big deal, connecting with middle school and high school students," Schulte said. "We want them to become aware of their options before they wander off to college. We want them to explore their options and put them on a path to automotive design."

Joe Dehner, head of Ram and Mopar Design, spoke to students at the expo. He said that one question he always gets from students is can a car designer make a living?

"I tell them that someone with a four-year degree can make about \$65,000 right out of school," Dehner said. "So, yes it's possible to make a good living making art and using your art skills. We turn simple sketches into design programs that cost hundreds of millions of dollars. I know people who put our renderings up on the walls of their living rooms. We have an impact and their is real enthusiasm for what we do."

And, Dehner said, it's important for Chrysler to be at events like the expo.

The toughest nut to crack," Dehner said, "is outreach, staying in touch with students. We're doing better, especially with the local students who are in our backyard. There are two great schools for automotive design right here in metro Detroit -Lawrence Tech and the Center for Creative Studies. But I also keep in touch with students from out of the region. I get emails and requests at random from people all over the country. I am 'penpaling' with a kid in Arizona who's very interested in automotive design as a career."



Chrysler's Joe Dehner shows off a model of the Dodge Viper.

But there was a plus side to that, Arbaugh said. All that extra engineering learning has come in handy in coming up with designs that better take into account limits set engineering requirements.

Quran Buchanan, an electronic

the skills he learned at the school have served him well.

"I've worked at Ford for 22 years," Buchanan said. "And in all that time, I've never been laid off. Getting my degree from MCC has given me 'critical' skills."

Buchanan said he was glad to

them on their programs and how they can help students get the skills they need to get a good job in the auto industry.

"There are a lot of good jobs in the auto industry," Istok said. "We put this expo on to tell students what they are and how

Michael Arbaugh, chief designer at Ford, said events like the exno matter because it can save students a lot of time.

Arbaugh graduated from Grosse Pointe High School in 1982. He wanted to be an auto designer, but his counselors at high school and college didn't always know the best way for him to achieve his goal.

So, Arbaugh said, his education wasn't as focused on auto design as it might have been. He went to Michigan State and it took him about seven years to learn what he needed for auto design because he was more focused on engineering than he needed to be.

to students, telling them that he it gave him the chance to meet skills they need to get those got his degree from MCC and that with teachers there and advise jobs.'

math modeler at Ford also spoke come to the MCC event because they can go about and get the

## **Justice Department Indicts Auto Supplier**

A Detroit federal grand jury returned a one-count indictment against two executives of a Japanese automotive parts manufacturer for their participation in a conspiracy to fix prices and rig bids of automotive parts, the Department of Justice announced today.

According to the press release issued by the U.S. Justice Department, the indictment, filed on May 21 in the U.S. District Court for the Eastern District of Michigan, charges Norio Teranishi, formerly of NGK Spark Plug Co. Ltd., and Hisashi Nakanishi of NGK Spark Plug, with conspiring to fix the prices of spark plugs, standard oxygen sensors, and air fuel ratio sensors, sold to Daimler-Chrysler AG, Ford Motor Compa-

ny, Fuji Heavy Industries (Subaru), General Motors Company, Honda Motor Company Ltd., Nissan Motor Co. Ltd., Toyota Motor Corporation, and certain of their U.S. subsidiaries.

Teranishi is the former General Manager of Sales and Vice-Head of the Automotive Component Group at NGK Spark Plug. During the alleged conspiracy, Nakanishi served as the Managing Director of NGK Spark Plug Europe. "As a result of Antitrust Division's automotive parts investigation, more than 50 individuals have been held accountable for corrupting the competitive process in this important global market," said Deputy Assistant Attorney General Brent Snyder of the Antitrust Division's Criminal

Enforcement Program. "The Antitrust Division will continue to vigorously prosecute those individuals who engaged in criminal antitrust violations in this vital market."

The indictment is the result of an ongoing federal antitrust investigation into price fixing, bid rigging and other anticompetitive conduct in the automotive parts industry, which is being conducted by the Antitrust Division's criminal enforcement sections and the FBI.

Teranishi and Nakanishi are charged with price fixing and bid rigging in violation of the Sherman Act, which carries a maximum penalty of 10 years in prison and a \$1 million criminal fine for individuals.

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## Dodge Charger Wins at Atlanta National Dragway

Following up on his title win at the NHRA Spring Nationals in Houston three weeks ago, Don Schumacher Racing (DSR) pilot Ron Capps drove his new 2015 Dodge Charger R/T to a runnerup finish at this weekend's NHRA Southern Nationals at Atlanta Dragway on May 17.

The DSR team has put at least one of their four 2015 Mopar Dodge Charger R/T Funny Car entries into the championship round of eliminations at six of seven events this season thus far, and Capps has been in four of them, come away with two wins, and following May 17's runner-up result, retains the Funny Car points lead with a 21 points over teammate and defending NHRA Funny Car world champion, Matt Hagan.

"Sure, we want to want; we expect to win," said Capps of the 44th runner-up finish of his career with the loss to title winner Tim Wilkerson. "But when you take a step back and look to see, it was a great weekend for our Dodge. It was a great team effort with great job by (Crew Chief Rahn) Tobler and all the guys. This was much like when we looked at the (elimination) ladders before we won at Gainesville (Fla.) and Houston this year and the guys we had to beat were some of the best out here.'

Capps and his crew qualified ninth as they worked to overcome problems through qualifying. To get to the final elimination round, Capps defeated Alexis DeJoria and No. 1 qualifier Cruz Pedregon before facing No.4 seed Hagan. The teammates were just one point apart heading into their semifinal match-up with the advantage to Capps with lane choice.

## Google Unveils Latest Version of Self-Driving Car

MOUNTAIN VIEW, Calif. (AP) – The latest version of Google's self-driving car – a pod-like twoseater that needs no gas pedal or steering wheel – will make its debut on public roads this summer, a significant step in the technology giant's mission to have driverless cars available to consumers in the next five years.

This prototype is the first vehicle built from scratch for the purpose of self-driving, Google says.

It looks like a Smart car with a shiny black bowler hat to hide its sensors, and it can drive, brake and recognize road hazards without human intervention.

It has more capabilities than



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the prototype Google introduced last May, which was so rudimentary it had fake headlights.

The new pod isn't designed for a long trip, or a joyride. It lacks air bags and other federally required safety features, so it can't go more than 25 miles per hour. It's electric, and has to be recharged after 80 miles. And the pod can only drive in areas that have been thoroughly mapped by Google.

At first, it will likely even have a steering wheel and gas pedal \_ current California regulations require them. Those regulations also require a driver to be able to take back control of the car at any time. But Google is lobbying for more flexible regulations.

Google will initially build and test 25 pods, mostly in neighborhoods surrounding its Mountain View headquarters.

It will eventually build between 50 and 100, and will broaden testing to sites that are hillier and rainier.

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#### fective ignition switches and Toyota's recalls of 10 million vehi-

Rosekind said the agency and auto industry are still trying to determine precisely what is causing Takata's inflators to explode, but action needed to be taken immediately.

Takata's air bags use ammonium nitrate to inflate in a crash. But the chemical, which can be used to make bombs, is volatile. So far, testing has found that airborne moisture can get into the inflators and cause the ammonium nitrate to burn hotter than it should, Rosekind said.

He urged car owners who get recall notices in the mail should immediately make an appointment to get their cars fixed. Owners can key in their vehicle identification number at https://vinrcl.safercar.gov/vin/ to see if their car is part of the recall. The number is stamped on the dashboard near the driver's side windshield and also can be found on state auto registration documents.

It may take weeks before all the identification numbers are

## **Takata Recalls Hit 34 Million**

#### CONTINUED FROM PAGE 1

agency's authority to order it to conduct a recall.

Takata and 11 automakers that use its air bags, including Honda Motor Co. and Toyota Motor Corp., will have to sort out which vehicles are covered by the expanded recalls. NHTSA said the number of affected air bags could climb.

Before Takata, the largest recall in U.S. history was in 1980 when Ford Motor Co. had to fix 21 million cars and trucks with automatic transmissions that could slip into reverse. The Takata recall dwarfs last year's highly publicized recall of 2.6 million General Motors small cars for decles for problems with unintended acceleration.

entered into the database.

On Feb. 20, NHTSA began fining Takata \$14,000 per day for failing to fully cooperate in the investigation.

That fine accrued to more than \$1.2 million before it was suspended Tuesday due to Takata's cooperation, NHTSA officials said. Other civil penalties are still possible, they said.

Still, it likely will be months or longer before Takata and other companies can manufacture all the needed replacement inflators. Inflators will be allocated to older cars and to high-humidity areas first, where people are most at risk, the agency said. The expansion will cost Takata millions of dollars.

Takata CEO Shigehisa Takada said in a statement that the action is a "clear path" to restoring the trust of automakers and drivers

"We are committed to continuing to work closely with NHTSA and our automaker customers to do everything we can to advance the safety of drivers," he said.

According to a statement released by NHTSA late last year, the following Detroit automaker vehicles have been recalled because of Takata airbag problems:

- 2003 2008 Dodge Ram 1500;
- 2005 2008 Dodge Ram 2500;
- 2006 2008 Dodge Ram 3500; 2006- 2008 Dodge Ram 4500;
- 2008 Dodge Ram 5500;
- 2005 2008 Dodge Durango;
- 2005 2008 Dodge Dakota;
- 2005 2008 Chrysler 300;
- 2007 2008 Chrysler Aspen;
- 2004 Ford Ranger;
- 2005 2006 Ford GT;
- 2005 2007 Ford Mustang; 2003 - 2005 Pontiac Vibe;
- 2005 Saab 9-2X.

This is a partial list and the NHTSA has stated that more vehicles will be named in the upcoming weeks.



proof of current GM Lease. CTS must show proof of ownership or lease of 2003 or newer Cadillac CTX. MRSP's: ATS \$38,240, ATS Coupe \$41,440, CTS \$48,340. XTS \$45,595, Escalade \$82,245, SRX \$38,600. Due at signing ATS \$1,809, ATS Coupe \$2,219, CTS \$3,119, XTS \$2,679, Escalade \$4,869, SRX \$339. See dealer for details. Take delivery by 5/31/2015.



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- GM Quality Parts
- Certified Service

## **Full Throttle Restores Classic for Raffle**

Grace Centers of Hope, one of southeast Michigan's oldest and largest homeless shelters, is selling tickets for a chance to win a classic 1956 Oldsmobile Holiday Four-Door Hardtop during its annual Charity Car Raffle.

A total of 5,000 tickets will be available for purchase for a chance to win the white and turquoise restored car that is valued at \$25,000. Tickets are \$25 each with proceeds supporting the nonprofit's One-Year Life Skills Program for homeless men and women, said Schmitz.

"Many of the men and women we serve lack the skills, education, hope, spirituality and confidence to empower their own success," said Grace Centers of Hope CEO Pastor Kent W. Clark. "Our programs help return people to mainstream society with the tools necessary to gain a better foothold on life. That is why fundraising events like our charity car raffle are so important because the monies raised support programs that positively change individuals' lives."

The car was given a complete frame off restoration and mostly kept in its original condition with just a few exceptions. They include a modern Chevy 350ci fuel injection V8 with a turbo 350-auto transmission, a dual circuit brake master and cylinder booster system, upgraded front disc brakes, and mag wheels to give the car a more aggressive stance, Schmitz said. The car's interior was completely refurbished in an impressive blend of new and old that includes an original style with modern materials.

It took more than three years and 5,500 volunteer hours to bring the car to its current condition. Full Throttle, a group of roughly 45 members of the Troybased Kensington Community

#### Tebis America Launches New Software System

Tebis America, a Troy-based software company specializing in CAD/CAM systems for design and manufacturing servicing the tool, die, mold, aerospace and automotive manufacturing industries, has announced the launch of its newest version 4.0 software.

The new release, said Tebis spokesman Ed Szykula, features a new visual design, intuitive access to the functions through self-explanatory icons and more feedback for the operator all without sacrificing tried and proven features.

"Our goal was to offer our customers a new user interface that provides excellent possibilities for interaction and is highly functional, as well as easy to work with. We're confident that Church, took on the job to overhaul the Oldsmobile. The group takes in, repairs and then donates vehicles to people in need within the church. It also provides free repairs to church member's cars and undertakes long restoration projects to benefit local charities.

"We are so very grateful to Full Throttle for their time and expertise on this project," said Clark. "This year's raffle would not have been possible without their help and the wonderful generosity of the anonymous church member who donated this beautiful car to benefit Grace Centers of Hope."

The drawing for the 1956 Oldsmobile Holiday Four-Door Hardtop will take place on Friday, Sept. 25 at the "Night of Hope" fundraiser at the Reserve, 325 S. Eaton, Birmingham. The event, which will be held from 6:30 p.m. to 10 p.m. and will feature a strolling dinner, live music, dancing and a silent auction. Tickets for "Night of Hope" are \$85 and will benefit the Children's Program at Grace Centers of Hope. Charity Car Raffle ticket holders do not need to be present to win.

The Oldsmobile also will be on display and tickets available for purchase at a number of events throughout the summer. For more information on the car, or to purchase a ticket for the Charity Car Raffle or Night of Hope fundraiser, visit www.gracecentersofhope.org or call 1-855-HELP-GCH. The purchase of a Charity Car Raffle ticket does not qualify as an eligible tax deduction.

Grace Centers of Hope provides a comprehensive range of programs and services to help in-



This classic Olds will be raffled off to raise money for Grace Centers.

dividuals and families overcome issues of homelessness, addiction, neglect, physical abuse, poverty and spiritual emptiness. One hundred percent of the nonprofit's revenues are generated through private support,

fundraising initiatives and its four thrift stores. Last year, Grace Centers of Hope provided more than 45,000 nights of stay for men, women and children who sought help from the nonprofit organization.



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we have succeeded," said David Klotz, CEO of Tebis America.

The user interface features color blending of modern colors as well as an updated typography that characterize the interface's appearance. The familiar Tebis blue will continue to be used in the future to highlight the selected functions. Klotz said. The dark color scheme used for the display is designed to optimize daily work on the monitor, be easy on the eyes, and facilitate individuals' work, thanks to improved contrasts.

The status bar has been considerably reduced to provide maximized space for graphics, while the dialog design has been revised and adapted to align with verified knowledge and experience regarding ergonomics.

The new interface provides users with considerably more feedback than the previous version, Klotz said. Tebis Version 4.0 is expected to launch this summer.

MAY 25, 2015

# **Traverse Tells its Passengers to Buckle Up**

There's no excuse not to buckle up.

So you're running late to get the kids to soccer practice. You properly buckle them in the second row of your Chevrolet Traverse, jump into the driver seat, turn the ignition and pull away. Then you hear it. That unmistakable bing-bing chime reminding YOU to buckle up. There's a very good reason for the sound, said GM spokeswoman Rebecca White. It saves lives.

May 18 marked Michigan's 15th year as a state where failure to wear a safety belt is reason enough alone to be pulled over by law enforcement.

To commemorate the primary safety belt law and kick off a new year of safety belt enforcement efforts, Chevrolet is teaming up with the National Highway Traffic Safety Administration and the Michigan Office of Highway Safety Planning to support the Click It or Ticket campaign and will display the Click It or Ticket logo on the General Motors Renaissance Center office and hotel complex towers, White said.

In addition, OnStar advisors will remind drivers at the end of non-emergency calls to buckle up. The fine for failing to wear safety belt in the front seat can be as high as \$65 in some parts of Michigan.

Since Michigan's primary safety belt law was enacted 15 years ago, safety belt use has increased - it's currently about 93 percent - and crash fatalities have decreased about 35 percent, White said.

"Our goal is the safety of our customers," said Jeff Boyer, vice president, GM Global Vehicle Safety.

"With vehicles like the madein-Michigan Chevrolet Traverse



Forward Collision Alert, Lane Departure Warning and the industry's first Front Center Air Bag we prove that safety is of the utmost importance to us, both in our state and around the world."

The Traverse received a 5-star Overall Vehicle Score for safety, the highest awarded in NHTSA's New Car Assessment Program. Its industry-first Front Center Air Bag provides protection for both the driver and front passenger in the event of a side-impact collision.

"But the safety belt is the primary restraint for occupant protection," Boyer said, noting that if the first belt reminder is ignored, the cycle will repeat two more times.

"The reminder chime may be seen as a repetitive indication to buckle up, and we're OK with that because that's what it's designed to do."

According to the Insurance Institute for Highway Safety, safety belts saved an estimated 345 lives in Michigan in 2013, the most recent data available, White said.

For drivers and front-seat passengers, using a lap and shoulder belt reduces the risk of fatal injury by 60 percent in an SUV, van or pickup, and by 45 percent in a car

"Efforts to increase seat belt use in Michigan have been successful due in large part to the support of our traffic safety partners," said Michael L. Prince, director of the Michigan Office of Highway Safety Planning. "We thank General Motors for the company's steadfast commitment to encouraging drivers and passengers to buckle up."

General Motors is responsible for many improvements to the safety belt.White said.

Today, in the event of a crash, front safety belt pretensioners can help reduce slack in the seat belt.

Safety belt load limiters, combined with frontal airbags, can help limit the belt's force on the occupant's chest. And dynamic locking latch-plates may help also improve lower torso restraint and reduce force to the occupant's chest.

Since November 2014, Chevrolet Cruze vehicles sold to fleet customers offer the Seat Belt Assurance System, which won't allow the car to drive until seat belts are fastened.

## **GM Becomes Custodian of Cemetery in Hamtramck**

HAMTRAMCK, Michigan (AP) -Beth Olem Cemetery is like many aging, final resting places, with assorted tombstones in varying condition, sizes and styles, encircled by a brick wall and iron gate.

Yet surrounding it on all sides is an unusual neighbor: a massive automotive plant.

The serene, green oasis is enveloped by the steel and concrete structures and grounds of General Motors Co.'s Detroit Hamtramck Plant, which makes Chevrolet Volts, Cadillacs and other cars. To maintain plant security, public access to the cemetery is limited to a couple of days a year - typically Sundays nearest to the Jewish holidays of Rosh Hashanah and Passover and some special requests. This year, the opening around Passover was postponed a month until this past Sunday,

grave of her great-grandfather, Chlavno Cantor, who died in 1909. The connection was made through her daughter, Olivia Brodsky, who was working on a college genealogy project, then confirmed by an elderly male cousin.

"He said it was in the Cadillac plant," said Susan Brodsky, standing next to the headstone that read "Cantor" in English and the rest in Yiddish. "At first, I'm sitting there going like, 'Where? Where? What is he talking about?' Then I started Googling `old Jewish cemeteries in Detroit' and it was pretty obvious. ... This was it."

The cemetery's existence isn't widely known, but those searching online can find some information. Local historic and Jewish organizations as well as a weekly Jewish publication occasionally write about it, and some learned



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when a couple of dozen people showed up.

The 2.2-acre, 1,100-grave Jewish cemetery with burials ranging from the late 1860s to the late 1940s, has survived through historical quirks. The biggest was an agreement ironed out about 35 years ago to preserve the cemetery when GM got Michigan Supreme Court approval of its contentious bid to demolish roughly 1,500 homes and businesses, several churches and a hospital so it could build a new plant.

Visitors who clear GM security and drive about a mile around the plant are welcomed by an iron arch with partly rusted letters that reads, "BETHOLEM CEMETERY.'

Given the passage of time and infrequent access, cemetery officials say visitors with no connection to the deceased outnumber descendants. Still, Sunday's guests included Susan Brodsky, who saw for the first time the

about the cemetery opening from those websites and social media.

In the early 1860s, members of what's now called Congregation Shaarev Zedek secured the burial ground, according to a 1992 article published by the Jewish Historical Society of Michigan. Beth Olem's bucolic setting soon gained industrial neighbors as the auto industry ascended at the turn of the 20th century. The Jewish community moved in subsequent decades, and the cemetery had fewer burials as other cemeteries opened.

Ralph Zuckman is executive director of Shaarey Zedek's Clover Hill Park Cemetery, a suburban Detroit cemetery overseeing Beth Olem, which is also spelled Beth Olam and means "house of the universe." He said the synagogue shared oversight with other congregations in the 1980s but assumed full responsibility when it came time to negotiate with General Motors.

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## GM's Green Factory Builds Green Car – Chevy Spark EV

Creating a green car goes be- its Baltimore plant by achieving a yond just building a vehicle. It extends down to even how that vehicle is built.

Chevrolet recently began selling the Spark EV to Maryland commuters able to take advantage of the state's robust charging infrastructure. Now the car's electric motor and drive unit are being manufactured in Maryland under a rooftop solar array in a newly LEED-certified building, said GM spokeswoman Sharon Basel.

The greening of the General Motors Baltimore Operations complex included the addition of 580 kilowatts of solar to the roof of its e-Motor building. Together, Basel said, with a 1.23-megawatt solar array on its grounds, 6 percent of the facility's electricity comes from renewable sources. Maryland-based Empower Energies installed the solar system.

The U.S. Green Building Council certified the building as LEED Silver for environmental upgrades such as the solar array, installing light-emitting diode, or LED, exterior lighting and using compact fluorescent lighting in production areas.

Employee efforts to further reduce the building's carbon footprint, Basel said, led to its surpassing the voluntary U.S. Environmental Protection Agency's ENERGY STAR Challenge for Industry, which requires a 10 percent reduction in energy intensity within five years. Baltimore joins 70 achievers in GM, which is the global leader of the challenge.

"Improving the energy efficiency of our nation's plants and buildings is critical to protecting our environment," said Jean Lupinacci, acting director of EPA's Climate Protection Partnerships Division. "GM is addressing this in 15.5 percent reduction in energy intensity and is leading the way by making the buildings where we work, play and learn more efficient.'

Greg Martin, executive director of Global Public Policy, said the company views its sustainability activity as a way to improve the communities where it does business.

"We believe reducing our environmental footprint is good for the climate and good for our business," said Martin. "Wherever we can, we are reducing our energy use, powering our plants with renewable energy and conserving resources.'

Maryland Energy Administration recognized Baltimore Operations with its Game Changer award for a smart microgrid charging technology created and managed in partnership with TimberRock Energy Solutions and On-Star, Basel said. A solar array and solar EV charging canopy traps the power of the sun to create energy, which is used to charge the facility's fleet of Chevrolet Volts or stored in an integrated storage system that can support the grid.

"We believe the future is electric, and strive to ensure our manufacturing process reflects the clean efficiency of these vehicles," said plant manager Bill Tiger. We're always looking for better ways to power our future.'

The facility supports community-based organizations committed advancing environmental to awareness and education. Employees mentor local students in watershed quality and improvement projects and Baltimore Operations maintains a wildlife habitat certified by the Wildlife Habitat Council.











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MAY 25, 2015



## **Old-Fashioned Shopping Comes to 12 & Van Dyke**

by Jim Stickford

Tom Petzold doesn't want to build the little shop on the corner, he wants to build a modern, pedestrian-friendly shopping plaza on the corner – of 12 Mile and Van Dyke in Warren.

Petzold in the president of Petzold Enterprises, a Harper Woods-based business that operates retail, commercial and residential properties in Michigan and the eastern United States. Among the properties they manage are the Belmont Shopping Center and Westborn Mall in metro Detroit.

There's an expression," Petzold said. "'Build it and they will come.' We at Petzold Enterprises believe that to be true. The first shopping plaza at the corner of 12 Mile and Van Dyke was built in 1960."

But in the years since Tech Plaza first opened, a lot happened, Petzold said.

He can't say why the previous owners of the site didn't invest in modernizing the facilities, but he did say that in order to stay competitive and keep up with the times, such sites require continued investment.

"We are in the process of replacing all the infrastructure at the shopping plaza," Petzold said. "That includes putting in new water works and building a sub-base for the asphalt."

Petzold also said that all the old buildings in the shopping plaza are rebuilt from the inside out

that use more expensive, better looking materials than what is used for many shopping plazas.

"I want to make Tech Plaza Shopping Center a destination place for people in the neighbor-

hood," Petzold said. "I really feel that this corner is the best intersection in all of Warren to have a shopping center, and I am always surprised that a city the size of Warren doesn't really have a shopping district that all the residents can go to.'

And part of making the plaza a retail destination location is having it look better than the average shopping plaza. So Petzold said that the shop exteriors, which should be completed by this August, use materials like steel, brick and stone, rather than cheaper materials used at other plazas.

"I also want to make sure that the Tech Plaza name is kept,' Petzold said. "The Tech Plaza, after all, has a long history with the community, and we want to build on that. That's why we've made sure that the 'Tech Plaza' name will be able to be seen from 12 Mile."

Petzold is in the process of negotiating leases with prospective tenants. He said in his business it's smart not to make any announcements until the contracts are signed.

"I'd like a mix of larger and smaller stores as well as restaurants," Petzold said. "I'd really like to have a nice, sit-down fancy restaurant that is locally owned, as well as locally owned stores.'

Petzold believes that part of what makes a successful local shopping center is a healthy mix of national and local businesses.

He credits his architect, Ben That includes new exteriors Tiseo of Tiseo Architects in Livonia and his builder, Steve Visconti of NSC Construction Services out of Bloomfield Hills, for coming up with and putting into effect a striking shopping center design that will be pedestrian



Developer Tom Petzold is in the midst of upgrading the Tech Plaza Shopping Center at 12 Mile and Van Dyke.



Once the upgrades are completed, the shopping center should look like this rendering.

friendly once construction is complete.

In addition to the main shopping plaza, which will be about 118,000 square feet, Petzold is also building another building on the property, this one will be about 23,000 square feet. He's also left room for more an office

building if the demand is there.

"Right now, we have three tenants," Petzold said. "H&R Block, who was already there. A Marshall's store and a Red Olive restaurant

'They're a local operation with a few places around Detroit." Petzold said people can expect

to see businesses opening up, starting late this year or early next year. And, Petzold said, all the investments in upgrading the plaza are being made without any government incentives, tax breaks or support.

"We're very proud of that fact," Petzold said.

## Fight Against Breast Cancer Finds Strong Ally in Ford

#### CONTINUED FROM PAGE 1

on how to donate a free Lyft ride to a patient in need - simply by showing your support."

In addition to the partnerships with Meal Train and Lyft, Magee said Ford Warriors in Pink has created new ideas, tips and tools as part of The Good Day Project to help people carry out simple acts that bring about more good days

Additional details and resources can be found at www.fordcares.com. These include:

• A free postcard mailing service launching in June; visitors can customize a message that Warriors in Pink will send to their loved ones.

Breast Center in Los Angeles, surprising more than 50 cancer patients with a touching performance.

For more than 20 years, Magee said Ford has worked to advance the conversation around breast cancer - inspiring the next generation of warriors in the fight, while continuing to fuel the spirit of those living with breast cancer

To date, Ford has contributed more than \$128 million to the cause

Ford also continues its commitment to the Models of Courage program, Magee said, working with 20 real-life warriors - women and men who have coped with breast cancer in inspiring ways - to help spread the

# Catch Detroit Auto Scene when you're on the go.



 A list of books of encouragement selected by those who loved one's fight. have had experience with breast cancer.

• Spotify playlist with songs that encourage and empower.

• Advice from Warriors in Pink Models of Courage members on how to get through the hard days of treatment, along with inspiring ways to celebrate the good days.

• Information from the four charity partners of Ford Warriors in Pink – The Pink Fund, Susan G. Komen, Dr. Susan Love Research Foundation and Young Survival Coalition.

• An opportunity to win various "good day" experiences from flowers to relaxing spa treatments and even a grand prize of an all-new Ford Mustang.

Supporting The Good Day Project is singer and songwriter Andy Grammer, whose mother died from breast cancer six years ago, Magee said. Grammer recently joined Warriors in Pink in a visit to The Margie Petersen

word that good days matter in a

The Models of Courage will share their stories throughout the year at national and community events, as well as in Warriors in Pink communications - instilling hope and helping others face their battles, Magee said. People are encouraged to join the conversation and share personal stories and insights on social media using the hashtag #More-GoodDays.

This month, Ford is introducing the 2015 Warriors in Pink collection of apparel and accessories.

The Warriors in Pink collection provides an opportunity to raise funds for breast cancer research and aid in developing resources that are vital to providing more good days to those dealing with breast cancer.

For more on Ford Warriors in Pink and to view the full 2015 accessories and apparel collection, please visit www.fordcares.com.

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