# **Detroit Auto Scene**

"FIRST IN THE HEART OF DETROIT"

VOL. 83 NO. 27

JULY 13, 2015

## FCA's Sterling Stamping to See New \$166M Press Lines

than \$166 million in three new press lines at its Sterling Stamping Plant, located in Sterling Heights, to support increased product demand.

The new press lines - already under construction - are expected to begin production in the fourth quarter of 2015 and will reach full volume in the first half of 2016, said Fiat Chrysler spokeswoman Jodi Tinson.

The investment comes as the facility celebrates 50 years of producing body panels and assemblies for some of the automaker's most popular vehicles, like the Jeep Grand Cherokee and Ram Truck.

"In response to the increased demand for our products, it was crucial to make an investment where the manufacturing process starts," said Brian Harlow, vice president - Manufacturing. FCA - North America.

'As the company's second stamping plant investment in a year, this funding will allow the Sterling Stamping Plant to maintain the quality and speed necessary to continue supporting our manufacturing operations."

The investment includes the purchase and installation of two extra-large High Speed Servo Tandem press lines (each 180 inches) and one large Servo Procrease the number of stampings produced each day by nearly 75,000, or 20 million a year. Currently, Sterling Stamping produces 62 million stampings annually.

The new Servo Tandem Presses will improve reliability and maintainability, while at the same time reducing energy usage and increasing output rate. The

Fiat Chrysler is investing more In total, the three presses will in- press' servo drive allows for 100 percent programmable control and movement of the ram speed at any position in the press stroke, unlike a mechanical press that operates at a fixed speed.

The Tandem Press is multiple presses in line in series, under which a single die is positioned in each press to perform an incremental function to make the stamped part. A Progressive

Press is a single press with one slide in which a single die with an unlimited number of operations produces parts at a high speed directly from a single coil of steel.

Recognized as the largest stamping plant in the world, Sterling Stamping is one of six facilities in the FCA North American

CONTINUED ON PAGE 3



gressive press line, Harlow said. Employees working on Sterling Plant's door panels can expect quality help from new press lines.

#### New GM Cooling System an Aid **To Smartphones**

These days it's not enough to have a cool smartphone, you have to keep your smartphone cool.

While occasional smartphone overheating is normal, it can be disconcerting as it saps the phone's battery life and slows processing speeds. Industry-first technology coming soon to some Chevrolet models can help cool down this problem, said GM spokesman Chad Lyons.

Engineers regularly subject vehicles to the most extreme climates to ensure subsystems work properly, Lyons said. While testing a smartphone wireless charging feature, they noticed some smartphones would suspend charging or shut off altogether after only a few minutes in high temperatures inside a car's cabin

"The idea for the new cooling system came about when engineers noticed that on really hot days, the interior of a car can be hotter than the outside temperature," Lyons said. "So a phone that is using a lot of apps is giving off heat, and combine that with a high interior temperature, one can often end up with a smartphone that turns itself off

CONTINUED ON PAGE 2

#### **UAW-Automakers Contract Talks Begin This Week**

DETROIT (AP) - Contract talks between the Detroit automakers and the United Auto Workers union get under way this week.

Here are five contentious issues to watch as the talks head toward a Sept. 14 contract expiration date:

• PAY RAISES: Under the contract reached in 2011, top-tier workers swapped raises for profit-sharing. That kept total hourly labor costs, including benefits, relatively low for the three companies. Ford is highest at \$57 per hour, followed by GM at \$55 and Fiat Chrysler at \$47. The average of all foreign automakers with U.S. factories is \$47, according to the Center for Automotive Research.

Longtime "top tier" workers. who make about \$29.50 per hour plus benefits, want a pay raise after a decade without one. They have received healthy profitsharing checks – even Fiat Chrysler, the least profitable of the three, paid workers more \$9,000 since 2011, according to Labor and Economics Associates, a consulting firm. That's worth more than a 3 percent annual pay raise in each of the contract's four years. Nick Waun, who builds SUVs at a GM factory near Lansing, doubts workers will approve a contract without pay raises, but expects they'll lose some benefits in return. • NO MORE TIERS: Secondtier workers currently start at \$15.78 per hour and can get to \$19.28, about \$10 less than longtime workers. Many workers

## American Muscle Cars Are **Tearing Up the Sales Roads**

July holiday, Experian Automotive reviewed the resurgence of the American muscle car – six high-performance models that were born in the United States, said Experian spokeswoman Roslyn Whitehurst.

According to the study, Whitehurst said, new registrations of American muscle increased 35.4 percent over the previous nine years.

In terms of registration volume, the Ford Mustang took the top spot (77,000 new registrations), followed by the Chevrolet Camaro (66,000), the Dodge Charger (55,000), the Dodge Challenger (50,000), the Chevrolet Corvette (32,000) and the Dodge Viper (1,000).

In the spirit of the Fourth of which is a 101.8 percent increase over the next highest model.

In terms of leasing, the Charger was leased most often, with 12.3 percent of consumers choosing that financing option – a full 64 percent increase over the next model reviewed in the study.

The study also found that of the models that were purchased with a loan, the Charger and Challenger were the most likely to have been bought with extended terms.

Nearly 52.4 percent of consumers who purchased a Charger and 49.6 percent of consumers who purchased a Challenger had loan terms between 73 and 84 months.

Furthermore, Smith said, both models had the highest rates of borrowers in the subprime risk category, with 22.8 percent of consumers who purchased a Charger and 18.3 percent of those who purchased a Challenger having credit scores 600 or below. "With the Viper and the Corvette being on the higher end of the muscle cars reviewed, it's not that surprising that a higher percentage of consumers paid for them in cash," said Melinda Zabritski, Experian senior director of automotive finance. "Our findings show that those buyers had the highest credit scores (with the average a full 26 points higher than the other models), which could indicate that they have more disposable income."



2015 Chevrolet Corvette



"The love of the Mustang combined with the reintroduction of the Camaro, Challenger and Charger has sparked a resurgence of the muscle car," said Brad Smith, Experian's director of automotive statistics.

While the growing popularity might run contrary to conventional wisdom, consumers are continuing to show their appreciation for a part of American history and not steering away from raw horsepower to focus solely on fuel efficiency."

Purchasing patterns of American muscle cars also are interesting, Smith said. The study found that consumers who purchased a Corvette or a Viper were more likely to pay in cash than those buying one of the other four models.

Corvette and 34.5 percent of Viper buyers paid with cash,

"Alternatively, what was sur-As many as 40.3 percent of prising is the picture that

CONTINUED ON PAGE 10

2015 Dodge Charger



New Shelby GT350 Mustang

**CONTINUED ON PAGE 4** 

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#### JULY 13, 2015

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#### New GM Cooling System an Aid **To Smartphones**

CONTINUED FROM PAGE 1

to avoid overheating damage."

Most smartphones have builtin thermal protection features to protect battery life, but that protection - which can cause the phone to pause charging or turn off until it has cooled down - is inconvenient for customers on the road who rely on their smartphones for streaming music, navigation or receiving phone calls, Lyons said.

Chevrolet is addressing this with a system called Active Phone Cooling in several vehicles, including the 2016 Impala and Malibu equipped with available wireless charging. No other automotive manufacturer offers a similar solution for in-vehicle smartphone cooling, said Lyons.

An air vent connected directly to the car's air conditioning and ventilation system is directed to the charging bin where the phone rests for wireless charging, sending cool air to help lower the phone's temperature. Active Phone Cooling operates only when the HVAC system is on.

"Over time, regular overheating can do permanent damage to the lithium ion batteries that power our smartphones. I always recommend keeping your phone in a cool, ventilated place, where it can stay at a comfortable room temperature, whether it's charging or discharging," said Jeffrey Van Camp, deputy editor of Digital Trends.

Several factors can cause or worsen overheating in smartphones like heavy strain on the

> "Simplicity offers the most elegant solution to a problem."

> > - Dan Lascu, Impala Engineer

**GM** Vehicle Design Sees Employees as All in the Family

It would be a stretch to call the development of GM vehicles a family affair.

But, on the other hand, it wouldn't be totally inaccurate, either.

Roman Lys went from carving his own childhood toys from wood in Poland - out of necessity - to creating intricate vehicle exterior feature lines in clay as a master sculptor in the Buick design studio.

His son, Robert Lys, is a lead sculptor in another brand studio at GM, and doesn't believe the fatherson career connection is mere coincidence. Another son, Daniel, also is a sculptor in GM Design.

"I was fortunate to learn from my father, and to also be able to study in a formal setting," said Robert Lys, who joined his father at General Motors in 2003. "You have to be born with some talent, then take it to another level through school and training."

The Lys family is one of several within Buick where children have followed their fathers into a vehicle design career.

Experts in academia and elsewhere have tackled the nature vs. nurture question for generations through studies and scholarly papers. Like Robert Lys, most agree that when it comes to creativity, it's probably both.

"It is most likely that designers are designers because of both environmental and genetic factors," said Kelly Klump, Ph.D, a professor of psychology at Michigan State University in East Lansing.

"They were genetically given abilities and raised in a family where they get to see firsthand from their parents what they do, what the workday is, and how they get involved.'

In a survey conducted last year by Fast Company magazine, a quarter of the publication's list of Most Creative People in Business credited their parents for focusing their creative abilities. But 73 percent said creativity can be learned and a full third of those polled said their creativity was self-taught, a result of their own inquisitiveness and desire to create something new.

Liz Wetzel, director of Buick in-

#### **NBIA Honors OU** Incubator Services

The Oakland University Incubator (OU INC) has been recognized for helping foreign companies do business in the U.S.

The National Business Incubation Association recently added OU INC to its list of approved Soft Landings programs, a designation held by just 17 business incubators in the United States and 12 business incubators internationally, said Brian Bierley, OU director of Media Relations. The NBIA is the world's largest association of business incubation professionals, with more than 900 member organizations. As an NBIA member, OU INC met the required qualifications based on its ability to successfully serve foreign business clients. Some of the services OU INC offers to foreign clients include experienced staff to assist foreign companies both on a technical and business growth basis, Bierley said, as well as a large network of partners that specialize in the types of assistance that are unique to foreign companies establishing a U.S. presence OU INC, Bierley said, also offers access to faculty and student resources to assist the companies as well as access to funding tools as they apply to the companies, and affordable space and support for business and technology development.



Roman Lys (right) and son Robert work on a clay model at the GM Tech Center in Warren.

terior design, was in charge of the interior designs for the awardwinning Buick Avenir concept and Buick Cascada convertible. She has nearly 30 years of experience at GM Design, was the company's first female vehicle design chief and is the fourth generation in her family with a career in the automotive industry.

'Growing up, weekends were spent as a family at car rallies and racetracks," said Wetzel, who credits her father, Jay, a retired GM vice president and engineer, as a creative leadership influence. Wetzel's grandfather worked for Chrysler and her great-grandfather was a tool-and-die maker for the Hudson Motor Co.

Wetzel enrolled at the University of Michigan to study art and design, but decided to pursue automotive design following a tour of the GM Design Center, arranged by her dad.

"Everything about it – from the airbrushed renderings of future

August 1, 2015, 2 PM

Easter Seals Michigan

models and sketches on the tables to the full-size clay models was captivating. Even the smell of the clay was enticing.'

Sculptor Matt Brancheau, who joined the Buick studio three years ago to support the Buick Enclave SUV and the Avenir concept, doesn't have to look very far to name his source of inspiration: It was his father Gary, a metal model maker.

"He is a true artist at what he does," said Brancheau, whose mother Roberta is an artist. His sister Rita designs convertible tops for a competitor. All the cool cars he worked on - the attention to detail - was truly a 'wow' factor growing up."

Ed Welburn, vice president of GM Design, also credits his dad for his decision to attend Howard University's College of Fine Arts, where he studied sculpture and product design.

Welburn joined GM in 1972 and a year later was working in the Buick Exterior studio on cars such as the Buick Riviera and Park Avenue.

"My father owned an auto body repair shop in Philadelphia and I would draw cars all the time," said Welburn. "When there was no paper around, I would take a book from the bookshelves and I would draw on the first page.

"If it weren't for the fact that he owned that business, I don't know that I would have been as interested in cars as I am."

As for Roman and Robert Lys, they're working hard to promote the nurture aspect of creativity. Together, they've worked with more than 700 students from Detroit's College for Creative Studies during the past 12 years, teaching them the basics of sculpting and instilling in them the patience and attention to detail that's necessary in such a precise, creative environment. Many of their students have joined GM as designers.

"We have one goal, which is to create beautiful cars," said Robert Lys.



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device's data and graphics processors, high ambient temperatures or simply charging the device, Van Camp said. The problem can be worse inside vehicles during hot weather. Heat is trapped inside a vehicle during hot days causing cabin temperatures to soar much higher than outside temperatures.

"Innovation doesn't mean reinventing the wheel," said Impala engineer Dan Lascu. "Sometimes simplicity offers the most elegant solution to a problem."

After pairing their compatible phones with the available MyLink radio, Impala and Malibu customers can access phone features such as streaming music or making phone calls through steering wheel controls or voice commands, Van Camp said.

Active Phone Cooling will also be available in the 2016 Chevrolet Volt and Cruze equipped with available wireless charging.

"This designation is a significant achievement for OU INC. said OU INC Executive Director Amy Butler.

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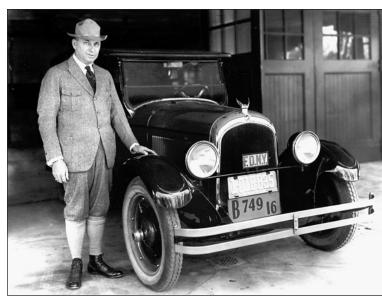
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# **Detroit Auto Scene**

JULY 13, 2015

"FIRST IN THE HEART OF DETROIT SINCE 1933"

PAGE 3



Walter P. Chrysler and 1924 Chrysler Six

## Walter P. Chrysler Gave Up **Railroad Life for Automotive**

officially celebrating its 90th anniversary with the introduction of three special edition vehicles, the company's history actually began earlier than 1925.

In 1911, after several years in the railroad industry, Walter P. Chrysler joined the Buick Motor Company, then the Willys-Overland Motor Company.

In 1921, he left Willys and bought a controlling interest in the ailing Maxwell Motor Company, which he then - in 1925 phased out and absorbed it into his new firm, the Chrysler Corporation.

According to the official Chrysler history, "Walter P. Chrysler was raised at the intersection of prairie life and locomotives where his early fascinations with machinery and engineering would influence his work ethic, career path and ultimate rise in the automotive industry.

'Chrysler was a self-taught, intuitive engineer and self-made man. His hands-on work in the railroad industry gave him the foundation to be a reliable, efficient and skilled laborer at Buick where he worked his way up to president of the company.

Walter P. Chrysler was recognized as the 'go-to guy' whether on the assembly line or in his ex-

While the Chrysler brand is ecutive office and surrounded himself with creative and innovative teams who strived to produce cars that blended style, performance and affordability."

In 1928, Chrysler was named Time Magazine's "Man of the Year." Time went on to write that Chrysler's years at GM proved profitable.

According to the company's official history, "Chrysler teamed up with three ex-Studebaker engineers - Fred Zeder, Owen Skelton and Carl Breer - to design a revolutionary new car. They defined what the products of the Chrysler brand would be - affordable 'luxury' vehicles known for innovative, top-flight engineering.'

Company records state that the first "Chrysler" was the 1924 Chrysler Six, an "all-new" car priced at \$1,565 that featured two significant innovations - a light, powerful, high-compression six-cylinder engine and the first-time four-wheel hydraulic brakes were standard on a passenger car.

The well-equipped Chrysler Six also featured aluminum pistons, replaceable oil and air filters, full-pressure lubrication, tubular front axles, shock absorbers and indirect interior lighting.

## **Sterling Stamping Plant Will** See New \$166M Press Lines

CONTINUED FROM PAGE 1

sive Presses and three Blankers -

## **Chrysler to Produce 90th Anniversary Models**

to celebrate the creation of an automotive brand is by putting out special-edition vehicles commemorating that anniversary.

And that's just what Chrysler has done.

Chrysler was founded in 1925 by Walter P. Chrysler, and it was his commitment to the public that Chrysler would deliver consumers a product with quality, beauty, speed, comfort, style and power, all at a low price.

And for the past 90 years, this has been the Chrysler brand's mission, said Fiat Chrysler spokeswoman Angela Bianchi.

2015 is the Chrysler brand's 90th year and to celebrate, Bianchi said, the brand is producing limited-edition 90th Anniversary models that offer more standard equipment and value for customers.

"Ninety years ago, Walter P. Chrysler laid the foundation for a philosophy that still works today craftsmanship, beautiful design, innovation and technology, all at an affordable price," said Al Gardner - president and CEO of the Chrysler brand.

"Those traits still resonate today in both the products – the Chrysler 200 mid-size sedan, 300

It's only logical. The best way full-size sedan and Town & Coun- ing wheel, power four-way driver try minivan - and with consumers. Chrysler brand sales are up almost 20 percent this year, which is a great foundation for the brand heading into the next 90 years.

One of the special vehicles will be the Chrysler 200 Limited, available in the 90th Anniversary Edition package and available in the third quarter, Bianchi said.

The special-edition package reflects the tenets of the Chrysler brand - a car that is packed with features that customers value, at a price they appreciate, Gardner said.

In addition to the standard features on the 2016 Chrysler 200 Limited model, including highway fuel economy of up to 36 miles per gallon, the 90th Anniversary Package adds an 8.4inch touchscreen radio with Uconnect Access and SiriusXM radio, a power sunroof, a Convenience Group, front floor mats with the Chrysler Anniversary logo and a unique Chrysler Anniversary screen logo on the 8.4-inch touchscreen.

The Convenience Group includes a one-year SiriusXM Radio, body-color power heated mirrors, leather-wrapped steerlumbar adjust, power eight-way driver seat and sun visors with illuminating vanity mirrors

Gardner said a Chrysler 300 90th Anniversary Edition also will be offered. The 2016 Chrysler 300 90th Anniversary Edition adds even more technology with the innovative Uconnect 8.4AN with the segment's largest 8.4-inch touchscreen dis-3-D GPS navigation, play, AM/FM/HD radio, SiriusXM radio, Bluetooth, UConnect Access, plus SiriusXM Traffic and SiriusXM Travel Link.

The package also includes the segment's largest dual-pane sunroof and HomeLink universal transceiver. And, to make sure this Chrysler 300 is unique, commemorative 90th Anniversary Edition appointments include a startup splash screen logo and premium floor mats with embroidered logo.

Gardner said that in addition to its 292-horsepower 3.6-liter Pentastar V6 engine with "classexclusive" TorqueFlite eightspeed automatic transmission, the 2016 Chrysler 300 90th Anniversary Edition is available with the segment's "most technologically advanced" AWD system.



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family that stamps and sub-assembles parts from sheet metal, including hoods, roofs, liftgates, side apertures, fenders and floor pans, Tinson said. Those parts are then shipped to several of the company's U.S., Mexican and Canadian facilities to be welded and assembled together.

Sterling Stamping's first parts were produced in January 1965. The plant is currently home to nearly 2,300 employees, Tinson said.

"Fifty years of pride, honor and commitment make Sterling Stamping employees among the best in the business," said Lance Schwartz, plant manager - Sterling Stamping, FCA US. "With this investment, we will continue to support the Company by providing the framework for the vehicles our customers love to drive."

Tinson said Sterling Stamping currently has 17 lines of major Stamping Presses, three Progres-

coil fed press that shears or trims aluminum or steel coil into individual blanks (rectangular cutoffs or special shapes) that are stacked and used in forming our stampings, as run in individual stamping press lines. - ranging from 400 to 4,000 ton capacity, totaling 89 presses. These presses supply Sterling Stamping's internal sub-assembly weld-

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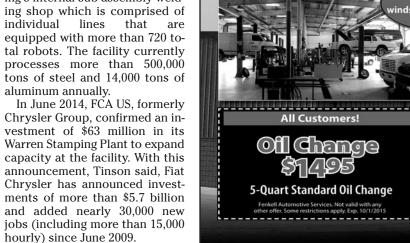
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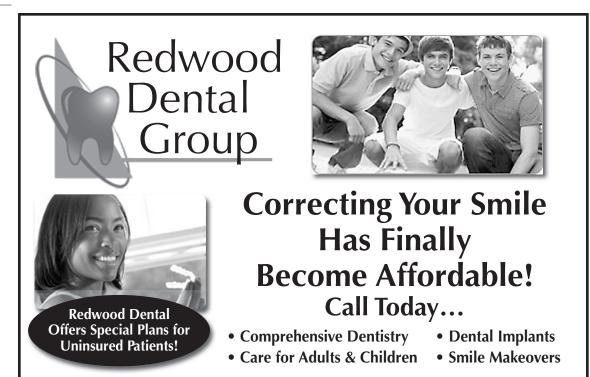
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## **Car Thieves Beware! OnStar is On Duty**

Things just got a little more difficult for car thieves.

Chevrolet has created a new OnStar service called Theft Alarm Notification.

This is an enhancement to the existing Stolen Vehicle Assistance service allowing OnStar subscribers to receive a real-time alert when the vehicle's alarm sounds. The service will be available to eligible subscribers later this summer.

The Theft Alarm Notification feature is another enhancement to OnStar's existing security features, which include Remote Ignition Block and Stolen Vehicle Slowdown. With Theft Alarm Notification, OnStar subscribers can opt in to receive an alert through text, email or phone if a theft attempt triggers their vehicle's alarm system and the alarm sounds.

"Prompt response and quick awareness of theft situations give customers a greater chance to recover stolen property," said Sandor Piszar, director of Chevrolet Truck Marketing. "By leveraging the connection that OnStar provides, Chevrolet owners can remain in contact with their vehicle, even when it is out of sight.'

If a properly equipped Chevrolet is stolen, OnStar advisors will work with local authorities and use GPS technology to pinpoint the vehicle's location. In certain models, if the conditions are safe, advisors can send a signal to slow down the vehicle, aiding police officers in its recovery and preventing a potential highspeed chase.

This new app is just part of the larger theft protection that On-Star provides its subscribers, said GM spokeswoman Deana Alicea.

Other features available on Chevrolet's full-size Tahoe and



OnStar can now warn subscribers of vehicle thefts as they happen.

Suburban LT and LTZ SUVs include glass breakage sensors, interior motion sensors and an inclination/tilt sensor. Each sound an alarm if the vehicle is lifted off the ground, a break-in is attempted, or if motion is detected within the vehicle when the alarm is armed.

The Theft Alarm Notification feature is included within On-Star's Stolen Vehicle Assistance service and is available to subscribers with the Security or Guidance package and a compatible vehicle.

Most 2014 model year and newer Chevrolet vehicles are equipped to offer Theft Alarm Notification.

Subscribers can confirm if their vehicle is compatible here or by speaking with an OnStar advisor

"OnStar offers a lot of services

that basically take thieves out of the equation," Alicea said.

"For example, we have a program that can slow a car down by 10 mph increments, which really helps in police chases.

"If a car is stolen, there are ways OnStar can track the vehicle so that police can recover it quickly.

"It's up to customers how they want to be notified," Alicea said. "Once they get a message, they can take the appropriate steps to contact the police.

"But we urge people not to run to their cars to try to confront a thief. That can be dangerous."

The Theft Alarm Vehicle Assistance service comes at no extra cost to OnStar subscribers who use either the Guidance or Security packages, Alicea said. That really helps a customer get their vehicles back quickly.

**OnStar Goes to Market in Europe with Opel, Vauxhall** 

GM's OnStar service is coming nection, emergency services and to Europe. Starting in the fall, buyers of Opels and Vauxhall vehicles in Europe will have the option of subscribing to OnStar services, said GM spokeswoman Deana Alicea.

While OnStar first made its debut in the United States 19 years ago, Alicea said, infrastructure issues prevented the service from being offered in Europe until now.

"We will be launching OnStar in 13 countries and it will be available in seven different languages," Alicea said. "When On-Star was first launched in the U.S., GM worked with several different wireless service providers such as Verizon and that made OnStar very influential in helping launch nationwide networks.'

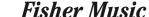
The Europe of today is very similar to the U.S. in the 1990s, Alicea said. There are a lot of networks, but they don't go everywhere. GM has worked hard to help connect the networks so that a Vauxhall driver that purchases a car in Great Britain can

smartphone remote control.

Vauxhall/Opel OnStar will be available in the UK from launch, as well as 13 other markets across Europe, including Austria, Belgium, France, Germany, Ireland, Italy, Luxemburg, Netherlands, Poland, Portugal, Spain and Switzerland. The European service center will be in Luton, Bedfordshire, England.

"With OnStar, Vauxhall is bringing the latest connectivity technology to a wider audience," said Tim Tozer, Vauxhall's chairman and managing director. "OnStar will make driving safer as well as offering new innovations in infotainment and telematics. And best of all, the system will be free to customers for the first year of ownership.'

"OnStar is a staple of people's motoring lives in North America, China and Mexico and is now taken for granted by those who own GM products," said Jon Hyde, director, GM Global Expansion.





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drive that vehicle to Germany without losing service.

"What's great about OnStar in Europe," Alicea said, "is that the service travels with the car. So that British Vauxhall owner who goes to Germany doesn't have to worry about roaming charges."

Vauxhall previewed OnStar at the Geneva Motor Show in March, showcasing its comprehensive package, which includes a high-speed 4G LTE mobile network, emergency response notification and stolen-vehicle tracker, Alicea said.

Opel and Vauxhall OnStar will be offered on selected vehicles starting in the fall of 2015.

Globally, OnStar is the leading provider of connected safety and security solutions, value-added mobility services and advanced information technology in the automobile industry, Alicea said. It connects around seven million customers in the United States, Canada, China and Mexico with features including 4G LTE con-

### **Center Receives** Added \$15 Million

DETROIT (AP) - The Max M. & Marjorie S. Fisher Music Center will be the name of the Detroit Symphony Orchestra's home.

Earlier named The Max M. Fisher Music Center, the Detroit Free Press reported on July 9 the update to the facility known as "The Max" comes as \$15 million in new and recent gifts is announced from the Fisher family.

In all, the newspaper says the family's giving for programming, endowment and capital needs has reached \$25 million. Family members also provide annual operating support.

The late philanthropist Max Fisher provided the lead \$10 million bequest to expand the impact of the Detroit Symphony Orchestra with an office building and Orchestra Hall addition that opened in 2003.

# **Detroit Three Labor Negotiations Expected to be 'Difficult'**

day before hundreds of United Auto Workers delegates gathered to set strategy for contract talks with the Detroit Three, General Motors sent them a not-so-subtle message

GM announced a \$350 million investment in a Mexican factory to build the Chevrolet Cruze compact car, currently built for all of North America at a sprawling plant in Lordstown, Ohio, east of Cleveland.

At Lordstown and 11 other GM assembly plants scattered across the U.S., some workers feared their jobs could be moving south. Others sensed pre-contract posturing. "If they moved a lot of stuff to Mexico, it would ruin the partnership with the union," said Nick Waun, a worker at an SUV plant outside Lansing.

Posturing or not, the talks, which open this month, are expected to be the toughest in recent memory. For the first time in more than a decade, the companies are healthy and making billions in profits. The union says it sacrificed in previous contracts and workers now deserve pay raises. GM and Ford contend that labor costs are already higher than at Honda or Toyota, putting them at a disadvantage.

The steady march of auto jobs to low-wage Mexico is one of many contentious issues. But much of the bargaining will focus on pay.

Many workers want to scrap a two-tier wage system created seven years ago to help the companies cut costs when they were

#### **UAW-Automakers Contract Talks Begin This Week**

CONTINUED FROM PAGE 1

want to see Tier 2 eliminated, but the companies say it keeps them competitive.

The union will want to cap the percentage of Tier 2 workers. Currently, Fiat Chrysler is about 45 percent second-tier, while GM and Ford are around 20 percent. Kristen Dziczek, head of the labor and industry group at CAR, predicts the sides will settle on an eight-year period for secondtier workers to advance to Tier 1 pay

 MEXICO/JOB SECURITY: GM and Ford have each announced plans to build more cars or parts in Mexico, where auto production has more than doubled in the past 10 years. In order to protect jobs in the U.S., where sales are leveling off, the UAW likely will bargain for new cars and trucks to be made at U.S. factories. But the union will have to compromise, perhaps by paying more for health care or giv-

LORDSTOWN, Ohio (AP) - The losing billions. A "second-tier" wage for new hires now tops out at \$19.28 per hour, about \$10 less than what longtime workers earn. That means new hires make 35 percent less for doing the same work.

GM and Ford say they need to cut total labor costs. Ford pays about \$57 per hour in wages and benefits, \$8 to \$9 higher than Honda and Toyota pay at U.S. plants. Chrysler, with labor costs about equal to Toyota, doesn't want expenses to grow.

One place for savings might be health care. UAW workers pay relatively little toward what is a huge and growing cost to the automakers.

Back in the 1970s, the talks set wages for 1.5 million UAW members and were the benchmark for blue-collar America. The negotiations now cover only 140,000 workers, but still set the bar for those in the auto parts, agricultural and heavy equipment businesses

UAW President Dennis Williams finds himself in a difficult - if not impossible - position. He likely will need to score pay raises to get a contract ratified, and he also wants to create more U.S. jobs. But he can't risk hurting the Detroit companies'

competitiveness. Already he's suggested the creation of a giant health care pool with the companies and retirees who now get benefits through a union-managed trust. With 600,000 people in the trust alone, the pool could get lower prices for health services, Williams said.

Caught in the middle are 4,150 workers in Lordstown, who are busy making early versions of a new Cruze. Workers in Mexico cost the car companies only \$8 per hour, according to CAR.

"You're always worried for time. In 2011, it was barred from your members' job security, point blank," says Glenn Johnson, a Lordstown UAW local president. "I believe it's going to be a very difficult set of negotiations."

But Johnson is confident both sides can compromise. He figures GM won't mess with the success and quality of the Cruze, which gave GM a foothold in the smallcar market that it lacked for decades.

If both sides play hardball, the union has more weapons this striking at GM or Chrysler under terms of their government bailouts.

Analysts say a likely strike target would be Fiat Chrysler's giant transmission complex in Kokomo, Ind. A work stoppage there would bring nearly all Chrysler factories to a halt in a day or two.

"Nobody wants to go on strike," said Rick Smith, a worker at the complex for 17 years. "But I think everybody is willing to should the need arise.'





ing up pay raises.

• HEALTH CARE: The union says its workers pay 6 percent of their health care costs. The companies contend that is more generous than the national average of 28 percent.

But health care for active workers historically has been untouchable in negotiations. UAW President Dennis Williams has proposed a giant health-care pool with the companies and a 600,000-member union retiree health care trust to get volume discounts from insurers and providers. Companies want to shrink the number of providers to get better prices.

• THE ULTIMATE WEAPON: In 2011. the UAW couldn't strike GM or Fiat Chrysler under the terms of their government bailouts. Now, a strike can be held at all three companies. The union has rebuilt its depleted strike fund. Williams says the union is ready to strike but doesn't foresee one.



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#### Dodge Vehicle Powers DSR to Racing Victory

Don Schumacher Racing (DSR) driver Jack Beckman earned a hard-fought win on July 5 aboard his Infinite Hero 2015 Dodge Charger R/T at the ninth annual Summit Racing Equipment National Hot Rod Association (NHRA) Nationals. It was his third victory of the season after posting national wins at Charlotte and Topeka, and it also marked the ninth title for the 2015 Mopar Dodge Charger R/T since it was introduced to competition this season following a year of development.

Beckman, who had qualified 11th, put his first-round opponent, 16-time NHRA world champion John Force, on the trailer, and then did the same to Force's teammate Robert Hight to advance to the semifinals. He then defeated Tim Wilkerson to advance to the final round, his fourth of the season, against Courtney Force. Beckman initially trailed until half-track then took advantage of his opponent's loss of traction to speed by and turn on the win light for his 18th career victory.

"We tore up those Camaros, didn't we," said Beckman, who defeated all three vehicles belonging to his team's rival, John Force Racing, to boost DSR's 20-11 win-loss record versus JFR."I think the folks at Mopar are going to be really happy with me. There's a rivalry. You've got competing auto manufacturers and you've got the two biggest Funny Car teams out here battling. The fact that we were able to get it done with that Mopar and beat two other brands makes it a fantastic day for this team."

#### Hellcats Jump at Viewers in New TV Commercials

Few new vehicles have generated as much excitement and anticipation as the 2015 Dodge Charger SRT Hellcat and Challenger SRT Hellcat, and now Dodge is capturing the energy of these two vehicles, as well as the Dodge Viper GTS, in two new spots that debuted on the large and small screen in early July, said Dodge spokeswoman Eileen Wunderlich.

The 90-second "Predators" spot began airing in select movie theaters across the country July 3. Both the 30- and 90second "Predators" ads ran on major entertainment and sports cable networks beginning the week of July 5 – including A&E, Bravo, Discovery, Velocity, TBS, TNT and National Geographic. In addition, the 30-second "Predators" spot aired on a giant screen at Times Square on

July 6, and will play during the Major League Baseball All-Star Game broadcast on Tuesday, July 14. "The Challenger and Charger Hellcats and Dodge Viper are

helicats and bodge viper are halo vehicles – they make bold statements about the attitude and personality of the full Dodge lineup," said Olivier Francois, chief marketing officer, FCA – Global. "The high-energy driving and aggressively shot images in 'Predators,' matched with a haunting soundtrack, leave little doubt in anyone's mind that Dodge is America's mainstream performance brand."

"We don't build Hellcats or Vipers for high volume, we build them as brand positioning statements," said Tim Kuniskis, president and CEO, Dodge and SRT brands, FCA US. "These vehicles may be a small percentage of our overall sales, but they send a very strong message about the brand personality and attitude."

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## New Exhaust Control Can Change Vroom into VROOOM

of Marketing for the Plymouthbase Roush Performance, said that it's often important for the buyers of high-performance cars that their vehicles be seen AND heard.

To that end, Manfredi said, the company had designed and manufactured a customizable variable exhaust control for "infinite sound possibilities."

"Active Exhaust is the first and only aftermarket variable exhaust control that lets 2015 Roush Mustang drivers calibrate their vehicle's sound themselves directly from an Apple device," said Gary Jurick, president of Roush Performance.

Basically, Manfredi said, an owner of a 2015 Roush Mustang with the proper trim package can control how his or her engine sounds at the turn of a dial

Active Exhaust is available for 2015 Mustangs outfitted with Roush Quad Tip exhaust, including all Roush Stage 1, Stage 2 and Stage 3 Mustangs.

This powerful "smart system' reads running conditions over the vehicle's onboard diagnostic data bus and makes adjustments on valve opening and closing positions depending upon the mode selected, said Justin Schroeder, developer of Vehicle Connectivity at Roush.

Active Exhaust comes with three pre-loaded exhaust modes and one custom exhaust mode:

 TOURING routes all exhaust gases through the mufflers, keeping output decibels at their absolute minimum.

• SPORT provides more exhaust noise at low accelerator openings and low vehicle speeds, and then closes the

Don Manfredi, vice president valves during normal city driving. This setting is more aggressive than Touring, yet still street legal.

• TRACK keeps the internal muffler bypass fully open at all times when the engine is running for a free-flowing, unrestricted tone. Designed for the track, this mode is not street legal.

• CUSTOM allows unlimited tuning of unique exhaust sounds with volume and tone alterations based on accelerator position and vehicle speed.

"Drivers can select between the neighborhood-friendly touring option for quiet morning startups and switch to sport to open up when the driving becomes more spirited," said Jurick.

"Other systems lack smart controls or suffer from premature valve failure. Our original equipment-grade valve offers a system far superior to simple electronic cutouts."

Schroeder said the system was developed right here in Michigan

"Apple has a pretty streamlined process for developing and approving apps for the Apple iOS," Schroeder said.

"The idea started with our director of Engineering Erin Dmytrow, who then handed the project off to our development people."

Manfredi said this ability to personalize an engine's sound holds a great attraction with aftermarket people because they love to "individualize" their cars. And while the system costs \$2,800 retail, it's considerably cheaper than having to purchase three or four different engine sound systems. It's also a lot easier to use.







### Ford 'Camps' Teach Teens Safe Driving

driving is still in session.

This summer, more than 1,500 teens will attend free camps across six states where they will learn important safe driving tips that are not always taught in driver's education, such as how to handle a vehicle on slippery pavement or react to a deer or other animal in their path.

Teens attending the Ford Driving Skills for Life (DSFL) hands-on camps will also learn the dangers of impaired driving through the use of a special suit and goggles that mimic how being under the influence of alcohol or drugs slows movements, reduces coordination and blurs vision.

This first-ever Ford DSFL summer tour for teens – as well as their parents – began on July 7 in Fargo, N.D., said Ford spokeswoman Kelli Felker.

Through July and August, the tour will also visit Iowa, Nebraska, South Dakota, Wisconsin and Wvoming.

"Our program is focused on providing young and inexperienced drivers with the training and tools they need to stay safe behind the wheel," said Jim Graham, manager, Ford Driving Skills for Life.

We are excited to bring this program to these states for the first time as we look to provide an extra step in the learning process for new drivers.'

Graham said that classes like these are important because they really fill a gap in teens' driver's education.

"People send teens to all kinds of camps," Graham said. "Tennis camp, swim camp. I got the idea of setting up a program where parents could send teens to driving camp.

Automobile accidents are the leading cause of death among American teenagers. There are a

really learn at driver's education. Our camp teaches advanced driving techniques."

Graham said that studies have consistently shown that teens lack skills in four areas:

• Vehicle Handling;

• Hazardous Road Conditions Recognition:

- Speed Management;
- Space Management.

"We take it a step further, and teach about driver distraction,' Graham said. "That includes looking at your smartphone. We also look at impaired driving and work with police officers to make students aware of these problems."

In partnership with the Governors Highway Safety Association (GHSA), the summer camps are being held at a time of year when teens run a higher risk of driving accidents as they travel for jobs and other activities.

Summer is an especially risky time for teen drivers," said Jonathan Adkins, GHSA executive director. "More teen drivingrelated deaths tend to occur in June, July and August than any other month.

"So it's particularly timely that Ford Driving Skills for Life is taking its show on the road, hitting six states during the heart of this dangerous driving season."

Motor vehicle crashes continue to be the leading cause of American death among teenagers. According to the CDC, Graham said, teen drivers are three times more likely than more experienced drivers to be in a fatal crash, and drinking any alcohol greatly increases this risk.

Based on a 2012 study by the CDC, the six states participating in the summer tour ranked among the highest percentage of high school teens ages 16 years

School may be out, but safe lot of things young drivers don't or older who said they drink and drive.

"Parents aren't really aware of the impact they have on their children and their children's driving habits," Graham said.

Ford DSFL was established in 2003 by Ford Motor Company Fund, GHSA and a panel of safety experts with the mission of teaching newly licensed drivers the necessary skills for safer driving, and the importance of making good decisions while on the road.

By the end of 2015, DSFL will have conducted hands-on training in all 50 states since the program first began.

Graham said he has held these classes in Michigan for the past few years and thought it would be a good idea to take the show on the road.

The six camp locations were picked for a couple of reasons. First, these places aren't usually

#### **BorgWarner Earns Quality Award**

BorgWarner's manufacturing plant in Seneca, S.C., has been presented with an Excellence in Quality Award from Honda North America.

The award recognized outstanding product quality in 2014. Since 2002, BorgWarner's facility in Seneca has earned 12 supplier awards from Honda, including seven awards for quality, four for delivery and one for engineering innovation.

We are very pleased to receive this award, which confirms not only our dedication to providing high-quality products but our long-standing relationship with Honda," said Dr. Stefan Demmerle, president and general manager, BorgWarner Torq-Transfer Systems.



Teen students learn driving safety at Ford "camps" in six states.

the first place people think of "These places aren't New York

or Los Angeles," Graham said.

"But they are large enough to when doing something like this. have media that can cover the events and create some visibility within the larger community.



2016 Chevrolet Malibu

## **Chevy Malibu a Product of** Weight Reduction Program

Lose a pound here and a and-handling reflexes. pound there, and soon it adds up to some real weight loss. Just look at the 2016 Chevy Malibu.

Engineers developing the 2016 Chevrolet Malibu put the new midsize sedan on a strength-training program, making it sweat out a pound here and a gram there, in a quest to make it more fuel-efficient, stronger and safer.

The result is a new Malibu that's nearly 300 pounds lighter than the current model - an achievement that not only gives it the segment's lightest base curb weight, but also contributes to an estimated 48 mpg in city driving for the hybrid model and 37 mpg highway for the 1.5L turbo base engine, said Malibu's Chief Engineer Jesse Ortega.

A lighter curb weight will also improve ride and handling, he said.

"Imagine you've got a 300pound lineman riding on the roof of your car and he decides to jump off - you're going to notice a change in performance immediately," said Ortega.

'That's what we've done with the 2016 Malibu, with the mass savings spread throughout the vehicle, providing greater overall balance, a more responsive and agile driving experience and lower fuel consumption.

"The Malibu team was chal-

which employed sophisticated modeling programs to simulate dozens of design iterations that indicated the most strategic

placement for high-strength steel elements such as the pillars and rockers – all while maintaining higher targets for strength, stiffness and crashworthiness.

Development of the Malibu's

structure is the result of exten-

sive computational analysis,

"The analysis took the guesswork out of the Malibu's development, allowing the chassis to be developed with the just-right level of structural components," said Amir Sewani, structural engineer.

"After the structure was determined, we started looking at all the components that are attached to it, evaluating where they could be optimized for lower weight.'

They came up with these areas:

• Greater use of aluminum. Light and strong, the incorporation of more aluminum in the 2016 Malibu contributes significantly to its lower weight.

Examples include an aluminum hood that is 5.6 pounds lighter than the current model's aluminum hood, and aluminum suspension knuckles and chassis components, as well as lighter mounts. · Streamlined instrument panel assembly and lighter power accessories. New power window regulators collectively save 4.2 pounds - a 34 percent reduction over the current model, while another 2.2 pounds was saved by reducing the complexity of components within the instrument panel. • Lighter leather seats and other soft materials. The Malibu's available leather seats are collectively 40.6 pounds lighter than the current model. Additionally, about 1.5 pounds was saved with new trunk liner material and another 1.1 pounds was shaved with new, proprietary interior carpet material that also is more durable than the current model's. • A lighter engine. The 2016 Malibu's new, standard 1.5L turbo engine is 86 pounds lighter than the current model's standard 2.5L engine, while delivering comparable performance.



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e of the most notes-saving achieveing to Ortega:

• Leaner, stronger body structure. More than a third of the 2016 Malibu's mass savings - approximately 120 pounds – comes from its new body structure, which features greater use of high-strength steels, enabling the use of thinner components in some areas, while delivering comparable or better crash performance.

The stronger-yet-lighter structure is also stiffer than the current model, which allowed suspension components to be tuned more precisely. Engineers had less body flex for which to account, contributing to the new Malibu's sharper ride-

## **Oakland University Names Education Dean**

Jon Margerum-Leys, Ph.D., has been appointed to the position of dean of Oakland's School of Education and Human Services (SEHS). Margerum-Leys began his duties on July 1.

Margerum-Leys joins Oakland from California Polytechnic State University at San Luis Obispo, where he was dean of the School of Education

He brings to Oakland University more than a decade of expertise in academic administration and nearly three decades of scholarship in educational media, technology and teaching at the K-12 level, said Oakland University Senior Vice President for Academic Affairs and Provost James Lentini.

"Dr. Margerum-Leys brings to Oakland a strong record as an administrator, teacher educator, educational researcher, K-12 classroom teacher and educational technologist," Lentini said. "He is a collaborative leader with a commitment to diversity, teacher preparedness and developing new programs.

"We believe that his technological expertise will provide invaluable insight into and a practical approach toward an evolving education landscape - advancing Oakland's teacher education programs and reputation within and beyond the region."

Margerum-Leys has been committed to developing new academic initiatives, Lentini said, such as an anticipated master's degree in curriculum and instruction and a bilingual certificate for

#### **Estate Changing** To Reflect Times When the Fords Lived in the House

GROSSE POINTE SHORES, Mich. (AP) - The Edsel & Eleanor Ford House in suburban Detroit has begun a series of long-term upgrades to restore the estate's historical elements and enhance the experience for visitors.

The changes will allow people to see the 1920s Grosse Pointe Shores mansion and the estate more in the way members of the Ford family did when they lived there. And officials are considering building a new administration building so the staff wing of the mansion that was converted for offices can be restored.

Major electrical upgrades and a new stormwater management system are among the first projects completed. A bridge has been built to connect Bird Island to the rest of the property after opening a channel between Lake St. Clair and Ford Cove.

"As we plan for the future, we are taking this opportunity to replace aging systems with stateof-the-art, more efficient svs-

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teachers at Cal Poly, and to partnerships that benefit the larger community.

In a prior role as associate dean of students and curriculum at Eastern Michigan University, he oversaw an Autism Collaborative Center funded by more than \$1 million in Michigan legislature appropriations.

Lentini said that diversity is important to Margerum-Leys, whose K-12 teaching experience includes an area of small town poverty in Claremont, N.H., and a predominantly Latino community of Santa Maria, Calif.

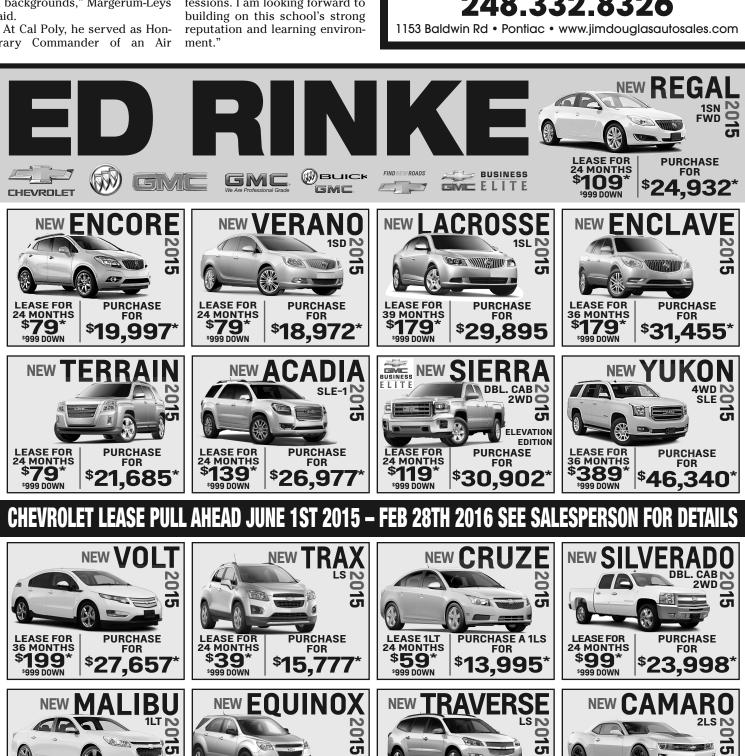
"I'm a veteran of the U.S. Army and have benefitted from working with Americans across socioeconomic, race, class and regional backgrounds," Margerum-Leys said.

orary Commander of an Air

Force unit as a means to reach a more diverse group of potential teachers, Lentini said. Upon moving to California, he studied Spanish in an attempt to reach out to the Latino community, and served as a guest graduation speaker for a Latino group that sought to help parents understand how to get their students through high school and into college.

"OU's School of Education and Human Services has an outstanding reputation - it touches the lives of thousands of learners of all ages and in every part of the world," Margerum-Leys said.

"The students, alumni and faculty enhance their communities and shape the future of their professions. I am looking forward to





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tems, and to restore the landscape to the period when Eleanor and Edsel called the estate home," Kathleen Mullins, president and CEO of the Ford House, said in a statement.

Edsel Ford was the son of auto pioneer Henry Ford. The estate was designed by landscape architect Jens Jensen and architect Albert Kahn.

To improve the ecological health of Ford Cove, the new stormwater management system drains runoff into landscape elements that filter water before it enters Lake St. Clair. The changes to Bird Island, a peninsula created by the Fords and Jensen to attract migratory birds, allow water to circulate with the aim of curbing problems posed by stagnant water, such as algae blooms.

A free event on June 8 was open to the public to mark the completion of the first improvements, including the reopening of Bird Island.



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## American Muscle Cars Are Tearing Up Sales Roads

emerged around Challenger and Charger buyers. With so many of those buyers falling into the subprime category and such a high percentage taking out longer loans, these consumers were probably offered higher interest rates, which motivated them to find ways to help keep their payments low."

From a regional perspective, Smith said, Texas was the biggest supporter of American muscle, with Texans being 79 percent more likely to buy these cars than consumers in other areas. The next highest-ranking states were Oklahoma (75 percent), Louisiana (67 percent), New Mexico (63 percent) and Nevada (53 percent).

On the other end of the spectrum, Smith said, Vermonters were the least likely to buy an American muscle car, indexing 70 percent less likely to purchase. The other states that shied away from the high-performance vehicles include Maine (68 percent), Massachusetts (67 percent), Connecticut (61 percent) and New Hampshire (59 percent).

"Given the regional disparity between the top and bottom states for muscle-car preference, one could deduce that weather played a significant role in the buying process," said Smith.

"While I am confident that there are people in those states that have love for American muscle cars, the slippery winter roads of the Northeast and the rear-wheel drive of muscle cars does not make for a safe combination."

American muscle car buyers also were found to be most likely male, Smith said, indexing 21 percent more likely to buy than females.

Additionally, their age is more likely to be under 40 than the general population (11 percent more likely), and individuals earning less than \$100,000 per year are 7 percent more likely to buy.

#### Takata Airbags Force Another Honda Recall

TOKYO (AP) – The recalls at Honda Motor Co. over defective Takata air bags have grown by another 4.5 million vehicles, raising the tally at the Japanese automaker to 24.5 million.

Tokyo-based Honda said July 9 the latest recall affects 1.63 million vehicles in Japan, but none in North America. It declined to give a regional breakdown until regulators in affected nations

were notified. The recall spans 17 models.

The recall is for the problem announced previously with air bag inflators on the driver's side that can kick in with too much force. But the manufacturing period was extended to 2007 through 2011, from the previous 2004 through 2006. Honda has been the automaker hardest hit by the recalls. The cause of the latest recall was unknown.

Honda has also recalled vehicles for Takata Corp. air bag inflators that can explode because of a defect.

"We apologize deeply for the great problems we have caused our customers," Honda said in a statement that called the recall a precautionary measure. "We will continue to investigate the cause of the air bag problem."

At least eight people have been killed and 100 injured by the air bags, which can explode with too much force and spew shrapnel into the vehicle.

## Which Came First?... The EV Or the EV Charging Station?

by Jim Stickford

It's the old "chicken and the egg" problem.

People won't buy electric vehicles (EVs) until there is the infrastructure out there to support them. And businesses won't put in the infrastructure until they know there are enough EVs out there to justify the expense.

But Warren-based Bosch Automotive Service Solutions has developed a charging system that costs less than \$10,000, making it much more affordable for businesses to put in the infrastructure needed for EVs to operate.

Meghan Chamberlain, an account manager for Bosch's Electric Vehicle Solutions, said the Power DC fast charger's cost makes a difference when businesses are deciding to put in chargers.

"Some fast chargers can cost as much as \$50,000 to purchase," Chamberlain said. "Our price of \$9,995 is an important part of the introduction of the Bosch DC Fast Charger.

"We want to assure customers that they will have an affordable charging option. In the past, many businesses have been hesitant to put in charging infrastructure because they weren't sure they would have enough customers to make getting a system worthwhile."

The DC, or Direct Current, Fast Charger offers other advantages besides price, Chamberlain said, noting that the charger is ChargePoint network-enabled, allowing electric vehicle drivers to access the stations using the system with a ChargePoint card and determine station availability in real-time.

The DC charger – in contrast to the Alternate Current (AC)based Level 2 charging stations widely available – supply power directly to a vehicle's battery, resulting in a faster charge, Chamberlain said. AC stations supply power into a vehicle's onboard charging system, which must then be converted into DC power to charge the vehicle's battery.

Bosch's Power DCPlus is significantly smaller than available DC fast chargers, which results in lower installation costs and the flexibility of wall or pedestalmount configurations. It requires a 480V 3-phase input with 24kW output to charge compatible EVs to 80 percent in less than 30 minutes. The station is 31" high x 19" wide x 12" deep, weighing less than 150 pounds, and features a rugged indoor/outdoor-rated IP54 enclosure.

Reducing the price of a charging system makes deciding to get one easier, Chamberlain said. The DC Fast Charger is designed for commercial use. It works on a 440-volt line, which the average home doesn't have. The DC Fast Charger was designed for public settings where people get in and out quickly, Chamberlain said, and where people frequent the locations on a regular basis. "Our charger takes about 30 minutes to charge a vehicle up to 80 percent," Chamberlain said. "That makes it ideal for businesses where people will get in and out fairly quickly. For example, super markets. People don't park at a super market all day. Stores like Target or Kmart are also good locations to install such a charger.' Even coffee houses where customers might stay for an hour would make good locations for the DC Fast Charger, Chamberlain said.



vidual business," Chamberlain said. "A supermarket or a coffee house might not charge any money because management knows that if someone is spending more than 30 minutes at their business, then they will cover the cost of the charge through purchases."

Other businesses might want to charge the three or four dollars it takes to charge an EV, Chamberlain said.

Bosch began work on the DC Fast Charger in the spring of 2014, Chamberlain said. The company worked with BMW to make the system happen. It is for sale right now.

Zoo





"As to the question of what it will cost people who charge their vehicles at a business's charging station, well, that's up to the indi-



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