



This 1970 Superbird was one of the cars shown at the Chrysler Nationals.

Chevy Silverado, GMC Sierra Pick Up New Makeup in Move to Refresh Popular Trucks

by Jim Stickford

Everything old is new again. GM is proving that old saying by releasing the first pictures of the 2016 Chevy Silverado and 2016 GMC Sierra, which will be coming out in the fall.

The redesign of the 2016 Silverado 1500 and Sierra is part of an aggressive strategy to build on the trucks' momentum, said GM spokesman Tom Wilkinson.

"We introduced the newly designed Silverado and Sierra in late 2012," Wilkinson said. "The vehicles went on sale in the spring of 2013.

"But we knew that Ford was doing interesting things with the

F-150 and that Ram was going to be coming out with new trucks, so we always planned to have a quick refresh schedule."

Even before the refresh, Wilkinson said, Chevy trucks are on a roll, with Chevrolet pickup sales up 32 percent so far this year. Chevrolet intends to strengthen this momentum with significant updates for the 2016 Silverado 1500 full-size pickup.

"The redesigned 2016 Silverado will build on Chevy trucks' legacy of dependability. It will feature a more muscular appearance and offer new customer-focused technologies," said Sandor Pizar, marketing director for Chevy Trucks.

"New front-end designs with bold horizontal elements, sculpted hoods and dramatic lighting reflect the strength and refinement that have helped make Silverado the fastest-growing full-size pickup brand this year."

Other changes for 2016 will include expanded use of 8-speed automatic transmissions, updated Chevy MyLink with support for Android Auto and Apple CarPlay, and additional safety technologies.

Wilkinson emphasized that the Silverado is only being refreshed, and that the work done is not a complete reengineering.

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Dodge Stealth, 2,500 Others Shown at Chrysler Nationals

The 2015 Woodward Dream Cruise is a few weeks away. The event is internationally known and open to cars of every make and model.

But if you're a Chrysler fan, the summer show you wanted to attend was the Chrysler Nationals car show held in Carlisle, Pa., on July 11.

The Chrysler Nationals, said Chrysler spokesman Dale Jewett, is an annual event dedicated to showing Chrysler vehicles pro-

duced over the decades. Next year's show will be the 25th. Because of the show's popularity, Jewett and a few other Fiat Chrysler people traveled to Pennsylvania to attend.

"More than 2,500 cars rolled into the Carlisle Fairgrounds for the Chrysler Nationals," said Jewett. "And regardless of which Mopar vehicle is your favorite, you found it here. We've seen

CONTINUED ON PAGE 2



2016 Chevy Silverado



2016 GMC Sierra

Manufacturers Who Display Their Wares At Auto Shows See Buyers in Showrooms

by Jim Stickford

Even in the digital age, the hands-on approach of interacting with the car-buying public via the auto show pays off.

That was the conclusion of a survey commissioned by the Auto Shows of North America (ASNA).

Lou Vitantonio, this year's ASNA chair and the man responsible for the Cleveland Auto Show, said that for many years, auto dealer groups in the United States have made the case that auto shows are an efficient way to interact and connect with the car-buying public. But ASNA wanted to rely on more than anecdotal evidence.

So, last year, the group commissioned Foresight Research to look at the question. Foresight, Vitantonio said, has been researching auto shows since 2006.

Foresight Research President Chris Stommel said the study – "The Power of Auto Shows" – produced some interesting numbers, including the fact that 57 percent of auto show attendees say they are in the market to buy a car or truck in the 12 months after visiting an auto show.

The survey also showed:

- 51 percent of attendees who purchased new vehicles after visiting a show said that the show influenced their decision.

- More than one third of attendees made brand list choices based on what they saw at an auto show. A third (32 percent) added brands to their consideration list. But that works both ways – 14 percent subtracted brands from their consideration

list based on what they saw at a show.

This, Stommel said, shows how important it is for auto manufacturers to make sure that their displays are top-notch and up-to-date.

Mark Schienberg, president of the New York International Auto Show, said that when he read the Foresight survey, one set of numbers really stuck out in his mind.

The fact that a quarter of those who attended an auto show communicated with six or more people about what they saw. They spread the word to non-show attendees.

What was also interesting, Schienberg said, was the fact that, according to the survey, 72 percent of visitors to a show said they plan to go to a manufactur-

er's Website and that 53 percent planned to visit a dealer showroom.

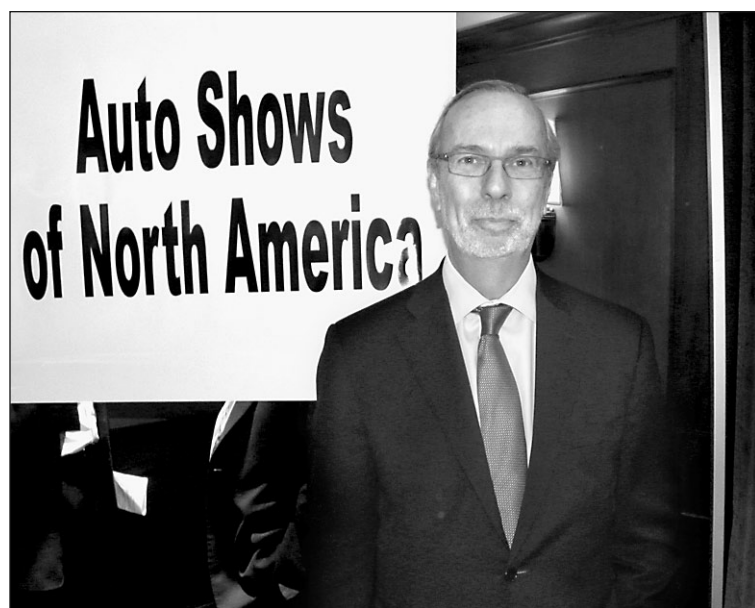
"We always said that markets align with shows," Vitantonio said.

"Dealers always said they get busier after a show, but we wanted conclusive evidence. And now we know that shows are highly effective in selling vehicles."

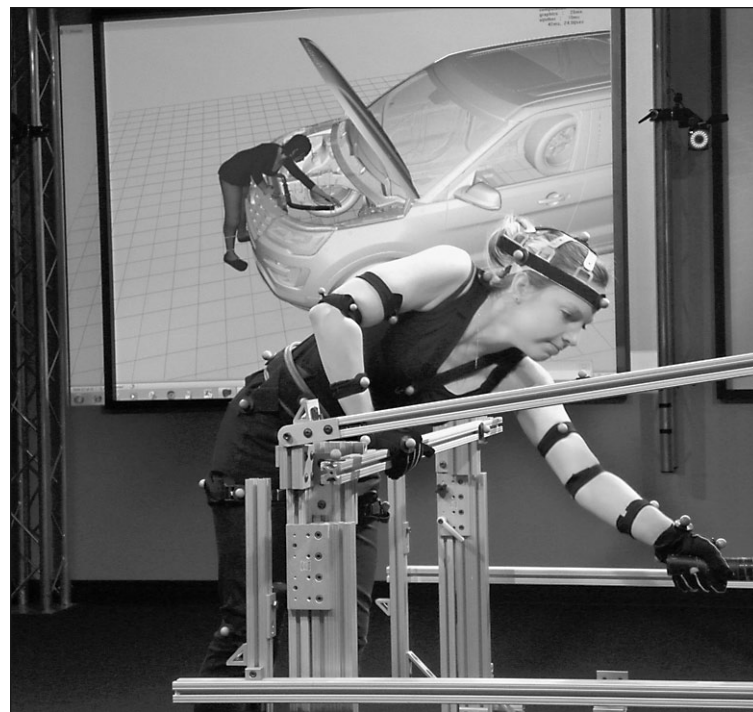
One way that OEMs are interacting with the public in a new way at shows, Vitantonio said, is through test-driving. Others use interactive computer systems or even games.

Erik Thomas manages Hyundai's auto shows and exhibits. He said the survey also

CONTINUED ON PAGE 8



Mark Schienberg



Ford ergonomics engineer Kali Gawinski demonstrates virtual tech.

Virtual Technology Launches A Brave New World at Ford

by Jim Stickford

What's done in the virtual world has real-life benefits in terms of productivity, employee safety and profits at Ford.

The company showed off its Virtual Manufacturing Technology to the media at a special demonstration in Dearborn on July 16.

Using virtual reality technology, Ford engineers have been able to reduce assembly line employee injury rates by 70 percent since 2003, said Janice Goral, chief engineer – Final Assembly Engineering.

"When we launched our virtual

manufacturing a decade ago, it allowed our ergonomists and engineers to do what they do best – use technology to improve manufacturing and get the best results in terms of quality and keeping our 'industrial athletes' safe."

"We refer to our assembly line employees as 'industrial athletes', due to the physical nature of the job," said Allison Stephens, technical leader for Assembly Ergonomics at Ford. "We have made data-driven decisions through ergonomics testing that has led to safer vehicle

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Dodge Stealth Among 2,500 at Chrysler Nationals

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plenty of classic Chargers, Challengers and Barracudas.

"But the show field also contains Neons, PT Cruisers, Durangos, Le Barons and more.

"You name it – it's here (yes, even a Dodge Stealth)."

One thing that has changed, Jewett said, since the show first had its start is the use of social media.

This year, Fiat Chrysler posted entries about the show on Facebook, Twitter, Youtube and Fiat Chrysler's own blog page.

"I urge people to go to Youtube and see the videos we posted," Jewett said. "You will see some really cool drone footage."

Mike Garland, media specialist for Carlisle Events – the organization that hosts the show – said that the event is called the "Chrysler Nationals" because it draws people from across the country and is a national, as opposed to regional, event.

"We should really call this show the 'Chrysler Internationals' now because we get people from not only across the country, but from around the world," Jewett said.

"We hold a number of car events here every year, but the Chrysler Nationals is truly the biggest one by far.

"This year's turnout was amazing."

Garland said that according to their records, total turnout – people, vehicles, vendors – was up 8 percent compared with last year.

"I really enjoyed seeing the 'forward-looking' Chryslers from the late 1950s and early 1960s that had that classic fins-and-chrome look," Garland said.

"And I loved seeing the Superbird/Daytona cars from 1970. There's never really been a car that looks that way before or since.

"One of our biggest draws was a 'barn find' Superbird. It was stored in someone's barn for years and someone found it and brought it to the show. It hasn't been restored yet, so we called it the 'dirty bird.'

"It's rare to have a barn find like the Superbird and many people wanted to see it before it was restored because it was so unusual."

Jewett said he saw a lot of amazing cars at the Chrysler Nationals.

"It's so hard to judge what was the 'best' car," Jewett said. "I mean anytime you see a Superbird or Daytona you can't help but rubberneck.

"But there were all those really cool late 1960s and early 1970s. I loved those station wagons from the period, too.

"But the real story of the Chrysler Nationals isn't the cars. It's the people and their love of Chrysler and Mopar products."

Marchionne and UAW Agree: Two-Tier Wages Must Go

DETROIT (AP) – Fiat Chrysler CEO Sergio Marchionne and United Auto Workers President Dennis Williams agree on at least one thing: getting rid of the two-tier wages for hourly workers in the company's U.S. plants.

Marchionne and Williams formally opened bargaining on a new four-year contract for FCA's 35,700 workers July 14. The current contract expires in September.

Among the major issues on the table is the tiered wage system in place at U.S. plants. The UAW agreed to allow lower pay for entry-level workers in 2007 when FCA – then Chrysler – General Motors and Ford were struggling. Entry-level workers now make up to \$19.28 per hour; longtime workers make \$29 per hour.

The disparity benefits FCA the most. Forty-five percent of FCA's U.S. hourly workers now make the lower wage because the company hired so many people after emerging from bankruptcy protection and joining Italian automaker Fiat SpA in 2009. Only around 20 percent of Ford and GM hourly workers make the lower wage.

Marchionne says people should get the same pay for the same work.

"We're going to try our darndest to try to close it up this time if we can," he said. "We owe it to our people. We need to design a career path for people who come into our business."

At the same time, he said, any agreement needs to keep FCA profitable. Williams agreed.

"We must be creative and we must be thoughtful. We still have to remain competitive and understand it's a global market," Williams said.

Both Marchionne and Williams hinted that profit-sharing bonuses – which have totaled \$9,000 for FCA hourly workers over the life of the current contract – will remain. Williams said any agreement needs to ensure that members make a middle-class wage but with "flexible and variable pay."

Both Williams and Marchionne also said they would consider it a personal failure if the companies aren't able to reach an agreement and workers strike.

"We are committed to do the hard work to get an agreement that our members can truly be proud of, but also the company feels good about," Williams said.

FCA is seeing strong demand for its Jeep SUVs and Ram pickups. The company's U.S. revenue rose 10 percent in the first quarter as FCA sold more vehicles and charged higher prices. FCA's

U.S. sales were up 6.1 percent in the first six months of this year, faster than the industry average.

Still, the company has struggled to rein in costs. FCA's operating margin for its U.S. operations is 3.3 percent, compared with 6.7 percent at Ford and 8.8 percent at GM.

Marchionne has been pushing

for consolidation in the auto industry to cut skyrocketing product development costs. Earlier this year, he estimated FCA could save \$2.7 billion to \$5 billion annually by co-developing parts like engines and transmissions with another automaker. So far, no automaker has taken the bait.

Marchionne said July 14 that

consolidation would only happen with the consent of the UAW and would not necessitate factory layoffs.

"We would only embrace or engage in a discussion of this caliber if we felt comfortable it would be effective and beneficial to the combined workforce," he said.

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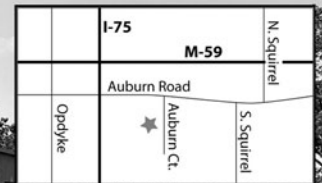
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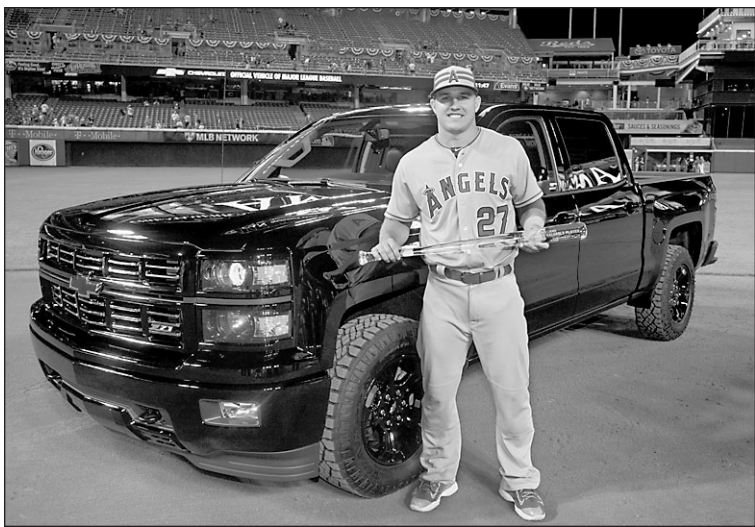
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MVP Trout chose the Silverado work truck. He picked a Stingray in 2014.

GM's Trucks Pick Up Refreshed New Look

CONTINUED FROM PAGE 1

The Sierra is also enjoying success with the public, said GM spokesman Brian Goebel.

"GMC's best-selling truck has great momentum coming off its best June since 2006 and 12 consecutive months of year-over-year sales gains," Goebel said.

He noted that with exterior styling as its top reason for purchase, the new Sierra truck adds key design elements: LED "C-shaped" signature daytime running lights and LED headlights; new front fascia and grilles for each trim level; new LED fog lamps; new bumpers; and new "C-shaped" LED taillights. The new Sierra will be available in the fourth quarter of this year, with

additional details and information on the new model released in the coming months.

But the biggest change to the trucks is the addition of Apple Car Play and Android Auto technologies, said Wilkinson.

"It's interesting," Wilkinson said. "Since many truck buyers are older and male, we originally thought that they might not want the newest tech. Well, it turns out that however conservative truck buyers may or may not be in their lives, they are definitely not conservative when it comes to technology."

Wilkinson said that what their surveys show is that many truck owners use their vehicles for work or for going on vacation, having the latest tech like OnStar

are important.

"We think that there is a real demand for the latest tech," Wilkinson said. "That's why GM has been aggressive in rolling it out and why it's part of the 2016 Silverado refresh. People are adopting technology in their regular lives and come to expect it in their motor vehicles."

Wilkinson said that the Silverado, like the Sierra, has proven popular with the public. Since the introduction of the new Silverado 1500 in the spring of 2013, Silverado sales have grown by double digits, on a percentage basis, each year. Through June of this year, Silverado sales are up 14.6 percent. Chevrolet also sold 41,575 midsize Colorados during the same period.

All-Star Trout Snags Silverado

Los Angeles Angels baseball player Mike Trout must really like Chevrolet vehicles.

For the second year in a row, he was named Major League Baseball's Most Valuable Player in the All-Star game.

As the 2014 MLB All-Star Game MVP, he chose a Corvette Stingray as his prize.

This year, he picked a Chevrolet Silverado Midnight Edition during the MVP award ceremony presented by Chevrolet at Great American Ball Park in Cincinnati on July 14.

Chevrolet gave Trout, who hit a home run on the fourth pitch of the game and scored another run in the American League's 6-3 victory, his choice between the sixth-generation Camaro Con-

vertible and a Silverado Midnight Edition, said GM spokeswoman Cristi Vazquez.

This was Trout's second consecutive All-Star MVP award.

"Mike's on-field performance was All-Star caliber and worthy of one of Chevrolet's All-Stars," said Brian Sweeney, U.S. vice president of Chevrolet, the Official Vehicle of Major League Baseball since 2005.

"Chevrolet also encourages future All-Stars through our more than 1,500 dealers who support Chevy Youth Baseball."

In its 10th year, Chevy Youth Baseball has helped raise more than \$18 million to aid local teams, involving more than 5.2 million young people across America.

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Virtual Technology Launches A Brave New World at Ford

CONTINUED FROM PAGE 1

production processes and resulted in greater protection for our employees.”

Stephens said that prior to the adoption of virtual manufacturing technology, Ford engineers spent a lot of time trying to figure out the best ways to put a car together. But they didn't have the best tools to measure how people working the production line would actually move when putting a vehicle together.

That resulted in less than ideal manufacturing methods, he said. And that meant that when developing the manufacturing protocols for new vehicles, a lot of real-world prototypes had to be built. That took time and a lot of money.

Computer Assisted Design (CAD) programs that have been developed in the past few years have allowed Ford engineers to create “virtual” vehicles using virtual parts without having to build expensive real-world prototypes, Stephens said.

Virtual manufacturing experts at Ford use the following tools:

- Full-body motion capture provides data on how an employee uses his or her body to move and complete tasks. Through more than 52 motion-capture markers placed on an employee's arms, back, legs and torso, ergonomists can record more than 5,000 data points to evaluate muscle strength and weakness, joint strain and body imbalance. Similar technology is used across professional sports to improve athletes' techniques and help them avoid injury.
- 3D printing is used by an ergonomist to validate hand clearance in the vehicle assembly process in those instances in which virtual simulation yields unclear results. Employees with various hand sizes use the 3D-printed model to test how tight the space will be in vehicle assembly – which helps to drive better production decisions.
- Immersive virtual reality uses a 23-camera motion-capture system and head-mounted display to virtually immerse an employee in a future workstation. Then, the employee's movements are evaluated to determine task feasibility and proficiency.

By having parts existing in a virtual world and having 3D technology that allows “industrial athletes” to work in a virtual environment, problems are discovered early.

All too often, Stephens said, issues would come fairly late in the production process. These problems would be costly to fix and threaten production timetables.

Marty Smets, a Ford ergonomics engineer, said that Ford use of motion-capture technology to actually see how “industrial athletes” work on a vehicle has allowed Ford to develop the most efficient and safest ways to build vehicles.

Instead of building an entire car, Ford engineers now build a simple frame that the “industrial athlete” works around, Smets said.

The person in the motion capture suit has special goggles that show him or her the virtual environment in which they are navigating.

The results of this technology speak for themselves, Goral said.

There has been a 70 percent reduction in employee injuries, a 90 percent reduction in ergonomic issues and a 75 percent reduction in the time employees are away from work.

The 3D printing technology comes into play when, during the testing process, “industrial athletes” have to interact with physical parts. Now it's possible to “print” the specific parts as needed. This is much faster than the old days, when costly prototype parts had to be made, Smets said.

Stephens said this technology has allowed Ford to learn what it's been doing right and what it's been doing wrong.

“We've created a real feedback loop and the development process has become really nimble,” Stephens said.

Ford's virtual lab is based in Dearborn, but the results are shared with production facilities around the world.

Smets said that building a lab and moving from site to site is difficult.

It's just easier to have one location and modern communications technology makes sharing the data easy, he said. And since during the development process of a new vehicle, it's often not known where that vehicle will be assembled until late in the process, having one lab in Dearborn is the most practical situation.

Smets said that Ford also learned the importance of bringing the “industrial athletes” who actually do the work on the line into the development process early on is the best way to go.

Product specialist Jaye Perry works on the Ford F-150. She said her time in the virtual lab was very helpful to both the design engineers and the people on the line.

“I've been around at Ford since before the adoption of virtual technology,” Perry said.

“I can tell you that sometimes the parts were fine and sometimes they weren't.

“When they weren't, we'd sometimes wait weeks for them to get right. Now that time is reduced in many cases to a few hours.”

“Technology is always evolving, and the latest technology allows us to work with colleagues around the world,” Goral said. “We've been able to bring manufacturing and product engineering together.

“That allows us to get ‘hands on’ even before a part design is finished.”

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Domestics Earn Vehicle Satisfaction Awards

by Jim Stickford

Can't get no satisfaction? Then you must not be driving a Jeep Grand Cherokee, a Dodge Challenger, a Ford F-150 or a GMC Acadia, according to marketing firm AutoPacific.

These were just some of the vehicles that were identified as the most satisfying vehicles on the market by AutoPacific in the organization's 19th annual Vehicle Satisfaction Awards (VSA).

AutoPacific released its list on July 8. GMC was tops in the "Highest Satisfaction Mainstream Brand" category. The Corvette won the "Sports Car" category, while the Dodge Challenger won the "Sporty Car" segment.

The Ford F-150 took the "Light Duty Pickup" segment, while the Dearborn automaker's Ford Super Duty won the "Heavy Duty Pickup" category. The Chevy Tahoe won the "Large SUV" segment and the GMC Canyon took the "Compact Pickup" category. "Mid-Size SUV" went to the Jeep Grand Cherokee, and the Buick Enclave was tops in the "Luxury Crossover SUV" category. The GMC Acadia was the winner in the "Large Crossover SUV" segment.

VSAs are based on the responses of more than 66,000 owners of new 2015 model year vehicles, said George Peterson, president of AutoPacific. The survey objectively measures owner satisfaction through 50 separate attributes ranging from interior comfort and convenience to fuel economy and performance.

These are industry benchmarks for measuring how satisfied an owner is with his/her new vehicle.

"In many cases, an extremely satisfying vehicle is not the car or truck that has the best absolute build quality or the best safety rating," said Peterson. "VSAs look at the big picture, which includes owners' experiences with their vehicle's quality and safety, but also goes deeper into the heart of the ownership experience."

Buick spokeswoman Lauren Indiveri said the Enclave is one of Buick's best sellers and that they were pleased to be named in the AutoPacific VSAs.

"We are excited to be on that list," Indiveri said, "but we're really not that surprised. The Enclave has won awards in the past and the feedback we've received from our customers has told us that we have a popular vehicle on our hands."

GMC spokesman Brian Goebel said that earning a VSA for the Canyon "confirms what we've always said about the Canyon, which is that the truck redefines the mid-size pickup market segment."

"It's really the only premium mid-size out there today and our customers certainly agree that it's a great vehicle."

Fiat Chrysler spokesman Berj Alexanian said the company was pleased that two of its vehicles made the AutoPacific list.

He noted that the Dodge Challenger was totally updated for the 2015 model year with a new

standard eight-speed transmission, all-new interior, exterior updates and new safety technologies.

Alexanian also said the 2015 Jeep Grand Cherokee "completely redefines the premium SUV, delivering customers an array of innovative advanced technologies for driver safety and passenger enjoyment. The vehicle is widely known for its outstanding on-road driving dynamics and quietness, thanks in part to its front and rear independent suspension."

In a statement to media after hearing that two of its trucks won their categories, Ford Motor Company stated that 2015 F-150 is best-in-class in towing, payload and EPA-estimated gasoline fuel economy.

The truck also earned the government's top five-star crash rat-



2015 Dodge Challenger

ing. The Super Duty is best-in-class in diesel horsepower and standard torque.

"We always like to win awards from third parties," said Ford spokesman Mike Levine.

"But we're most proud when our customers are happy with

our products and the AutoPacific VSA proves that."

Levine said that earned the highest score for a truck.

"Our customers who have gotten the new F-150 are just in love with the truck," Levine said. "Its their favorite F-150 ever."

Jeep Gets 'Retained Value' Nod from Edmunds.com

Edmunds.com has named the 2015 Jeep Wrangler, Dodge Challenger and Ram ProMaster winners of its 2015 Best Retained Value Awards.

The three Fiat Chrysler vehicles, said Fiat Chrysler spokeswoman Gabrielle Schulte, earned awards in the following categories:

- 2015 Jeep Wrangler – Mid-size Traditional SUV;
- 2015 Dodge Challenger – Entry Sports Car;
- 2015 Ram ProMaster – Large Commercial Van.

The Edmunds.com Best Retained Value Awards recognize brands and new car models that have the highest projected residual values after five years based on their average True Market Value (TMV) price when sold new, Schulte said.

"A vehicle is expected to hold its value well when it is deemed likely to be desirable to a future buyer," stated Jessica Caldwell, Director of Industry Analysis for Edmunds.com.

"The Jeep Wrangler, Dodge Challenger and Ram ProMaster each has a lot of appeal in the marketplace both new and used, so it's no surprise that they have earned this meaningful accolade."

On its Web site, Edmunds

wrote of the 2015 Challenger, "Paying homage to the past while still being fully up to date is a pretty tough feat, yet the 2015 Dodge Challenger manages to do just that . . . the Challenger is modern with its keyless ignition, infotainment system and eight-speed automatic transmission, the latter allowing a big coupe with a near-500-hp V8 to earn a 25 mpg highway rating."

Edmunds editors also had nice things to say about the Jeep Wrangler. They wrote that the Wrangler's foibles – old-school solid axles, standard crank windows, a soft top difficult to put up – are what make the Wrangler fun to drive and are actually indicative of an incredibly honest, back-to-basics off-roader.

"Of course, the Wrangler also looks pretty cool and can dive headlong into places where few other vehicles dare tread," the editors wrote. "Plus, what other new car allows you to remove not only the roof, but the doors and windshield as well? The answer is, none."

Of the ProMaster, editors wrote that these days U.S. automakers look to adopt the best ideas from their worldwide markets, and that's what Fiat Chrysler did with the ProMaster.

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<p>2015 CHRYSLER 200 S</p> <p>#CS-10478</p> <p>LEASE FOR \$99**</p> <p>36 Mos. \$1895 due</p>	<p>2015 CHRYSLER 200 S AWD</p> <p>#CS-10419</p> <p>LEASE FOR \$118**</p> <p>36 Mos. \$1995 due</p>
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<p>2015 JEEP CHEROKEE LATITUDE</p> <p>#J5-70205</p> <p>LEASE FOR \$109**</p> <p>24 Mos. \$1095 due</p>	<p>2015 JEEP CHEROKEE LATITUDE 4X4</p> <p>#J5-70313</p> <p>LEASE FOR \$131**</p> <p>24 Mos. \$1095 due</p>	<p>2015 CHEROKEE LIMITED 4X4</p> <p>#J5-70095</p> <p>LEASE FOR \$166**</p> <p>24 Mos. \$1995 due</p>
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SALE PRICE **\$17,607** **\$20,590** **\$26,349**

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<p>2015 RAM CREW CAB 4X4 OUTDOORSMAN</p> <p>24 Mo 1 PAY LEASE \$2983**</p> <p>LEASE FOR \$122**</p> <p>24 Mos. \$400 due</p> <p>5.7L Hemi</p> <p>#D5-11114</p>
<p>2015 RAM 1500 CREW CAB 4X4 BIG HORN</p> <p>24 Mo 1 PAY LEASE \$2940**</p> <p>LEASE FOR \$105**</p> <p>24 Mos. \$400 due</p> <p>5.7L Hemi</p> <p>#D5-10835</p>
<p>2015 RAM 1500 CREW CAB 4X4 BIG HORN</p> <p>24 Mo 1 PAY LEASE \$3699**</p> <p>LEASE FOR \$108**</p> <p>24 Mos. \$700 due</p> <p>3.0L Ecodiesel</p> <p>#D5-10885</p>
<p>2015 RAM 1500 CREW CAB 4X4 LARAMIE</p> <p>24 Mo 1 PAY LEASE \$5299**</p> <p>LEASE FOR \$149**</p> <p>24 Mos. \$1995 due</p> <p>Lowest Lease Payments</p> <p>#D5-10406</p>

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<p>2015 Dodge Journey R/T</p> <p>#D5-00377</p> <p>LEASE FOR \$108**</p> <p>24 Mos. \$700 due</p>	<p>BEST LEASE DEALS ARE AT DICK HUVAERE'S!</p>	<p>2015 Dodge Journey R/T AWD</p> <p>#D5-00473</p> <p>LEASE FOR \$108**</p> <p>24 Mos. \$1300 due</p>
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24 Mo 1 PAY LEASE **\$3236****

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<p>2015 JOURNEY SXT AWD</p> <p>#D5-00141</p> <p>SALE PRICE \$19,264</p>	<p>2015 JOURNEY SXT</p> <p>#D5-00172</p> <p>SALE PRICE \$17,642</p>	<p>2015 JOURNEY SE AWD</p> <p>#D5-00168</p> <p>SALE PRICE \$20,363</p>
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<p>2015 DURANGO SXT AWD</p> <p>#D5-30016</p> <p>LEASE FOR \$183**</p> <p>24 Mos. \$1995 due</p>	<p>2015 DURANGO LIMITED AWD</p> <p>#D5-30010</p> <p>LEASE FOR \$229**</p> <p>24 Mos. \$1995 due</p>
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\$1500 HUVAERE BONUS CASH!

Chicago Good to Mopar Hot Rod Racing Team

Chicago is Mopar's kind of town after earning a pair of national title wins at the 18th annual Lucas Oil Route 66 National Hot Rod Association (NHRA) Nationals at Route 66 Raceway, thanks to victories by Allen Johnson in the Pro Stock class and Tommy Johnson Jr. in the Funny Car category on July 12.

"All of us at Mopar are very proud of Allen Johnson and Tommy Johnson Jr. for doubling up today with their wins at Chicago," said Pietro Gorlier, president and CEO - Mopar Brand Service, Parts and Customer Care, FCA.

"We're very pleased to see both the Dodge Dart and the new 2015 Mopar Dodge Charger R/T in the winner's circle yet again. A lot of time, investment and hard work went into designing and building these two vehicles and we're very pleased at the success they have shown in such competitive fields."

For both drivers (they are unrelated), it was their first trip to the winner's circle this season and their first national titles earned at the Chicagoland track.

Allen Johnson's Pro Stock win was the 25th of his career, and came as a relief after flirting with two recent runner-up finishes, a difficult first-half of the season, and finally brought an end to the nearly year-long drought since his last victory at the 2014 Mopar Mile High Nationals.

"I had confidence coming into Chicago but this will give us even more confidence for the western swing and namely the Mopar Mile High Nationals," said Allen Johnson.

Marchionne Praises UAW in Labor Talks

Fiat Chrysler and the UAW officially opened negotiations July 14 on a new collective bargaining agreement for its 39,000 represented employees with a ceremonial handshake at the UAW-Chrysler National Training Center in Detroit.

Fiat Chrysler chairman and CEO Sergio Marchionne and FCA North America Vice President - Employee Relations Glenn Shagen were joined by UAW President Dennis Williams and UAW Vice President Norwood Jewell, along with more than 30 members of the bargaining team, to mark the occasion.

"FCA US and the UAW have a long standing partnership that has a proven track record of being able to overcome challenges when faced with adversity," said Marchionne. "There is a great deal of mutual respect between us, and I am confident that we have the right leadership and the right teams in place to negotiate a long-term, responsible agreement."

As the two sides met in 2011, the company was in the process of recovering from a painful restructuring, said Fiat Chrysler spokeswoman Jodi Tinson. The 2011 agreement allowed the company to rebuild and grow. As a result, the company has invested more than \$5.7 billion in its U.S. facilities and hired nearly 15,000 hourly employees.

"Our UAW members are an integral part of the success of FCA US, and they need to participate in the economic well-being of the company," said Marchionne. "It is important that we effectively come up with a compensation plan that allows union members to participate in the profit generation based on performance, while allowing us to maintain a competitive cost structure in a downturn."

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General Motors Officials Meet Kid Rock Over Flag

DETROIT (AP) – General Motors officials met July 17 with the leader of an activist group demanding the automaker cut financial ties with Kid Rock over the musician's use of the Confederate battle flag, a discussion that both sides appeared optimistic about.

Neither GM nor the Rev. Charles Williams II gave details about the meeting, but their comments indicated that some sort of resolution seemed possible.

"Because we have had some dialogue that seems promising, we are continuing to meet — but we are not backing off," said Williams, president of the National Action Network Detroit chapter.

The group has protested Kid Rock's use of the flag. The musician's publicist told the *Detroit Free Press* that he last used the flag on tour more than five years ago.

Two weeks ago, Kid Rock emphatically dismissed critics' concerns.

Williams said he couldn't say whether Kid Rock was still using the flag in performances, but had concerns that he appears with the flag on social media.

The flag's use has spurred protests since last month's killing of nine black worshippers at a church in Charleston, South Carolina.

The white man charged in the slayings had posed with the flag in photos that were posted online before the attack that police say was motivated by racial hatred.

The flag was removed two weeks ago from the South Carolina Statehouse.

Kid Rock, born Robert Ritchie,

lives in suburban Detroit. He is known for dabbling in a variety of musical styles, from hip-hop and hard rock to country and Southern rock.

The Detroit branch of the National Association for the Advancement of Colored People honored him at its 2011 fundraising dinner for his philanthropy in and around the city.

That honor, his publicist Nick Stern told the *Free Press*, cemented the musician's decision not to perform onstage with the Confederate flag.

"They're protesting something he's not even doing," Stern told the newspaper.

The *Associated Press* sent a message July 16 seeking comment from Stern.

He said Kid Rock hadn't featured a Confederate flag in concert for more than a year before being honored in 2011 by the National Association for the Advancement of Colored People branch in Detroit.

That night, Stern said, Kid Rock quietly decided he would stop using the Confederate flag onstage.

"That was the impetus," Stern said. "Since then, he's never flown it again."

General Motors spokesman Patrick Morrissey told *The Associated Press* earlier last week that the only flag on stage during Rock's Chevy-sponsored summer concert tour "is the American flag."

"We had a very constructive conversation with Rev. Williams today and we plan to continue the dialogue going forward," Morrissey said July 16. "Chevrolet plans to continue its sponsorship of Kid Rock's summer concert series."

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Auto Show Visitors Also Visit Showrooms

CONTINUED FROM PAGE 1

confirms what they thought at Hyundai.

"So the question for us as a manufacturer becomes, 'How can we improve the experience for attendees?'" Thomas said.

Thomas was asked what his company would do in the future to enhance the attendee experience. He replied that along with ride and drives, they are looking at technology that help give someone a sense of driving while sitting in a parked car.

"Remember, at its core, this is 'edutainment,'" Thomas said. "We want to inform people about our vehicles and we will use anything that is fun."

The effectiveness of ride-and-drives was also brought up. Stommel said that the information gathered by Foresight show

that ride-and-drives increase attendee "dwell" time at auto shows.

"When you increase dwell time, at a show, it connects the attendee with the brand to a larger degree and that's good," Stommel said.

The question of smaller auto shows came up. Vitantonio said that in the U.S., there are four big auto shows and one of them was the North American International Auto Show. He comes from a smaller market - Cleveland - and there is less press coverage, but that doesn't mean the show is less important in terms of selling cars.

"We've seen manufacturers expand their efforts at the smaller shows," Vitantonio said. "It's made a difference."

Thomas said auto shows are a good way for people to get to

know a brand and in Hyundai's case, putting effort into the smaller shows was a way to let the public know that the company was in the U.S. market in a big way and that people appreciate the effort companies put in shows in smaller markets.

Vitantonio said that's why it pays off for OEMs to work with dealer groups that put on shows and it's a good way to combine different advertising efforts.

Schienberg said that he's spoken with many young people "who are into their smartphones" and one thing he's learned is they communicate with friends about what they see.

"The future is bright for auto shows," Schienberg said. "Now the auto show is more than just a week-long event that takes place inside four walls."

The question of the value of concept cars at auto shows was raised. Vitantonio said that there are auto shows every week and there are a limited number of concept cars to go around.

"I'm not sure concept cars drive additional people to the shows," Vitantonio said. "The studies I've seen indicate that people at shows want to experience what's in the showroom right now."

Thomas said he believes concept cars are important at a show because it gives people the chance to see what's coming down the road.

"I do see concept cars as a draw," Thomas said. "People want to see what the new curve lines that are coming in a couple of years."

Schienberg said that the numbers he's seen show that 50 percent of people at an auto show want to see concept cars.

"A good concept car helps make an auto show fun," Schienberg said. "They are part of a good display and I am surprised by how much a good or bad display can add or subtract a brand from a buyer's checklist. I was also surprised to learn that many people prepare themselves before going to an auto show by visiting a manufacturer's Website. A concept car can be a nice surprise."

Chrysler Issues Improvements to Vehicle Software

Fiat Chrysler has released a Technical Service Bulletin (TSB) for a software update that offers customers improved vehicle electronic security and communications system enhancements.

As part of its ongoing software security and quality efforts, FCA has an Embedded System Quality Engineering team dedicated to designing and implementing software best practices, said Fiat Chrysler spokeswoman Alyse Tadjewski.

The team's responsibilities include development and implementation of cybersecurity standards for all vehicle content, including on-board and remote services.

Similar to a smartphone or tablet, Tadjewski said, vehicle software can require updates for improved security protection to reduce the potential risk of unauthorized and unlawful access to vehicle systems.

This update, provided at no cost to customers, includes Uconnect improvements introduced in the 2015 model year. Customers can either download and install this particular update themselves or, if preferred, their dealer can complete this one-time update at no cost to customers.

Customers with questions may call Vehicle Care at 1-877-855-8400.

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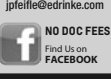
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Engineering Firm to Test V2X Technologies at Mcity

Northville-based IAV Automotive Engineering, Inc., an engineering services firm, is now an Affiliate Member of the Mobility Transformation Center (MTC) at the University of Michigan.

Through this partnership, IAV is enhancing its commitment to promoting automated and connected vehicle technologies in Michigan, granting \$150,000 to MTC over three years, said IAV spokeswoman Brittney Popa.

In addition to the monetary investment, IAV will begin testing V2X technologies with its recently updated demo vehicle, featuring its Highly Automated Driving (HAD) technology at Mcity, a controlled environment within MTC that simulates a city atmosphere for testing purposes.

As the next developmental step for its demo vehicle, which incorporates a mid-range radar, front camera, front lidar and V2X communication, the company will utilize its MTC partnership to increase technological capabilities, Popa said.

During this testing phase, IAV will focus on enhancing automated and connected features such as automated cruise control, lane centering, automatic braking, environmental awareness of vehicles and more.

"As connected vehicle technologies become more advanced, Michigan is emerging at the forefront of these developments in the industry. This partnership with MTC is a unique opportunity to invest in the future of our industry," said Andy Ridgway, president of IAV Region Americas.

"We are proud of IAV's contri-

butions to the field and how our team has utilized extensive engineering expertise and curiosity to expand on these technologies, and look forward to continuing our work helping automakers reach the next step toward automated and connected driving."

IAV's presence at Mcity, Popa said, showcases the company's "increasing capability to integrate even more complex automated and connected driving technologies, including sensors and V2X systems, regardless of supplier components."

IAV's modular architecture exemplifies vehicle integration, allowing the modification of any recent production vehicle for use as a developmental platform.

"From automated driving to V2X communication, the industry as we know it is rapidly changing. These vehicle systems are no longer just an option for our industry, and IAV is rising to the challenge," said Martin Richter, vice president of Vehicle Systems at IAV.

"We are focused on developing technologies for our customers to truly excel in the V2X field both now and in the future."

Later this month, Popa said a grand opening event at MTC will showcase the Mcity initiative, with the HAD vehicle on site.

Through its involvement with MTC and other local organizations, including its sponsorship of the EcoCAR 3, participation in SAE World Congress activities and a partnership with MICHauto, IAV continues to invest in the growth of connected vehicle technologies and the automotive industry as a whole.



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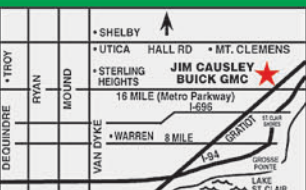
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R.E. Olds Museum To Stage Auto, Bike Show July 25

The 2015 R.E. Olds Museum Car Capital Auto & Bike Show is scheduled for Saturday, July 25, in downtown Lansing, by the Michigan State Capitol building.

Event chair Joel Shooks said the museum has been putting on the car show for a couple of decades.

"But in 2013, they revamped the show in a big way," Shooks said. "It was brought to downtown Lansing and this year there is a \$6,000 awards budget. We have also hired 20 professional judges to review the cars and motorcycles that will be entered into the show. We've really tried to make it an event for downtown Lansing."

The show is sponsored by the R.E. Olds Museum, which was named after R.E. Olds, founder of the Oldsmobile brand, Shooks said.

"This year we will have 73 automobile categories and 17 motorcycle categories that will be judged," Shooks said. "There will be all kinds of vehicles, ranging from cars built a hundred years ago to modern vehicles. But the real star of the show will be a 1936 Indy car that was driven by longtime Indy driver Russell Snowberger. That vehicle was worth more than \$1 million before it was restored. It's a car real car buffs will love to see"

Shooks said the show is free to the public but there will be a fee for people wishing to enter their vehicles into any contests. The cost for a car is \$25 pre-registered, \$30 the day of the show. For motorcycles, it's \$15 pre-registered and \$20 the day of the show.

"We've had bad weather the last couple of years," Shooks said. "Last year, there were 272 vehicles entered. This year we are hoping to get that number over 300."

For more information on the R.E. Olds Museum Car Capital Auto & Bike Show, go to joelshooks.com.

Judge Asked to Reduce Damages

BAINBRIDGE, Ga. (AP) - A Georgia judge asked attorneys for more information July 14 before he rules on a motion by Fiat Chrysler to dismiss a \$150 million judgment that found the company responsible for the faulty placement of a gas tank that led to the 2012 death of a 4-year-old boy.

Chrysler attorneys asked DeCATUR County Superior Court Judge J. Kevin Chason to either dismiss the jury verdict or reduce the damages.

A 12-person jury found Chrysler negligent and asked for \$120 million for wrongful death and \$30 million in pain and suffering following a seven-day trial in this rural southwestern Georgia community in early spring.

Thomas Dupree, the attorney representing FCA in the July 14 hearing, called the judgment "completely tainted" and so excessive "as to shock the judicial conscience."

Dupree said a judgment of \$5 million - \$4 million for a wrongful death and \$1 million for pain and suffering - would be more in line with court-approved judgments in similar Georgia cases.

"Astronomically beyond anything that has ever been approved or upheld before," Dupree argued. "There is absolutely no basis in Georgia law for this amount."

Jim Butler Jr., the attorney for the parents of the victim, Remington Walden, told Chason that \$40 million for the wrongful death and \$10 million for pain and suffering seemed fair.

NHTSA Looking into Another Air Bag Producer's Issues

DETROIT (AP) – The problem of exploding air bags could be widening beyond Japanese manufacturer Takata Corp.

U.S. safety regulators are investigating inflators made by ARC Automotive Inc. that went into about 420,000 older Fiat Chrysler Town and Country minivans and another 70,000 Kia Optima midsize sedans.

The probe, revealed in documents posted July 14 by the National Highway Traffic Safety Administration, comes just weeks after Takata agreed to recall 33.8 million inflators in the U.S. in the largest automotive recall in American history. At least eight people have been killed worldwide by flying shrapnel from Takata inflators, and more than 100 injured.

The safety agency said it received a complaint in December about a 2009 incident in a 2002 Chrysler minivan but determined it was an isolated case involving an ARC driver's side inflator. Then in June, Kia told the agency about a lawsuit involving a 2004 Optima with an ARC driver's side inflator, so the agency decided to open an investigation. Both cases are the only known incidents involving ARC inflators in vehicles made by either automaker.

"At the present time, it is unknown if there is a common root cause in these incidents," NHTSA investigators wrote in the documents. "(The agency) is opening this investigation in order to collect all known facts from the involved suppliers and vehicle manufacturers."

The agency said two people were hurt in the incidents but no one was killed.

Fiat Chrysler spokesman Eric Mayne said the company is cooperating with the investigation and it no longer uses the inflators that are being investigated. Messages were left before business hours seeking comment from ARC and Kia.

NHTSA said in documents that ARC makes inflators that are used by other companies in their air bag systems. The inflators use an inert gas to fill the air bag which is supplemented by an ammonium nitrate-based propellant. A preliminary analysis of the Chrysler minivan system showed that the path for the inflator gas to exit the inflator may have been blocked by an unknown object, the document said.

In the Takata cases, ammonium nitrate is the main propellant, and it can become unstable over time when exposed to high humidity and temperatures. The chemical can burn too fast and blow apart a metal inflator canister. Automakers, NHTSA and

Takata are trying to find exactly what causes the malfunctions.

Documents show that the Chrysler minivan incident happened on Jan. 29, 2009, in Ohio. A man complained to NHTSA that his wife was injured by flying air bag shrapnel when the minivan collided with a snowmobile while she was turning into their driveway and the air bag deployed. "Most of the shrapnel went into her chest, with the air bag plate breaking apart, striking her in the chin, breaking her jaw in three places," wrote the man, who was not identified in the documents. "If it hadn't been for a great ambulance crew, she would have bled to death."

According to NHTSA, ARC made inflators for Delphi Corp. air bags that were sold to Kia and used in Optimas, and it made inflators for Key Safety Systems air bags sold to Chrysler and used in minivans.

Delphi said in a statement that it will respond to any NHTSA inquiries in the investigation. ARC inflators were used in some of its air bag assemblies before the company sold its air bag business in 2010, the statement said. Messages were left for Key. According to NHTSA, ARC made inflators for Delphi Corp. air bags that were sold to Kia and used in Optimas, and it made inflators for Key Safety Systems air bags sold to Chrysler and used in minivans.

Delphi said in a statement that it will respond to any NHTSA inquiries in the investigation. ARC inflators were used in some of its air bag assemblies before the company sold its air bag business in 2010, the statement said. Key said it would support the investigation.

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Ford to Build the New Continental In Flat Rock

DETROIT (AP) – A Michigan assembly plant will build the revived Lincoln Continental sedan.

Ford Motor Co. said July 15 that Flat Rock Assembly in suburban Detroit will build the Continental, which goes on sale sometime next year.

The 28-year-old Flat Rock plant builds the Ford Mustang sports car and the Ford Fusion sedan. It has 3,000 factory workers on two shifts. Ford says it doesn't plan to hire more workers for the Continental line. The company wouldn't say when production will begin.

Ford said in April that the Continental would return next year after a 14-year hiatus. They were made at Michigan's Wixom Assembly Plant from 1958 to 2002. That plant closed in 2007.

*See dealer for details. All prices and payments are figured with GM employee or family member. GMC/Buick payments and prices are quoted with Buick/GMC lease loyalty, are eligible for this incentive. Payments calculated with 10,000 miles per year with approved S or A tier credit or tier S 1 and 2 – model specific. Security deposit only if required by lender. Payments are plus tax, licence, doc fee, cvr fee. Offers are transferable to individuals residing in same household. Low APR in lieu of some rebates. Pictures may not represent actual vehicles. Expires 7/31/15.

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