

GM's Trucks Pick Up a New Refreshed Look for 2016

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-

cused 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



2016 Chevy Silverado



2016 GMC Sierra

technologies.

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

The Sierra is also enjoying suc-

cess 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

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GM-UAW Contract Talks Begin on Pleasant Note – As Usual

by TOM KRISHER
AP Auto Writer

DETROIT (AP) – It was all smiles and optimism July 13 as the United Auto Workers union opened contract talks in an official handshake ceremony with General Motors.

But the glad-handing may not last long with both sides a long way apart on a number of financial issues.

GM and Ford want to cut labor costs that are \$8 to \$9 per hour higher than U.S. plants owned by

Honda and Toyota, while Fiat Chrysler wants to keep its costs stable. The union also wants pay raises for longtime workers, an end to lower pay for entry-level workers and new product guarantees that would create jobs at U.S. factories.

Despite the differences, union officials and GM executives said they were confident at a July 13 ceremony that they could negotiate a deal that will make both sides happy.

"A successful GM is good for shareholders, but it's also good

for employees," CEO Mary Barra said.

Yet workers also want pay increases and to "bridge the gap" between longtime workers who make \$29 per hour and entry-level workers who top out at \$19.28, UAW President Dennis Williams said.

"Some of them are not part of the middle class like they should be," he said of the lower-paid workers.

The union agreed to the lower-tier wages to help the companies as they were headed into finan-

cial problems in 2007. Hourly pay rates have been essentially frozen since 2005.

Although members want to do better, they also want job security, Williams said. Companies have talked about moving production to Mexico, especially in lower-margin small cars. Last week, Ford said it would stop making the compact Focus and C-Max hybrid at a factory in the Detroit suburb of Wayne.

Presumably the production

CONTINUED ON PAGE 2

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."

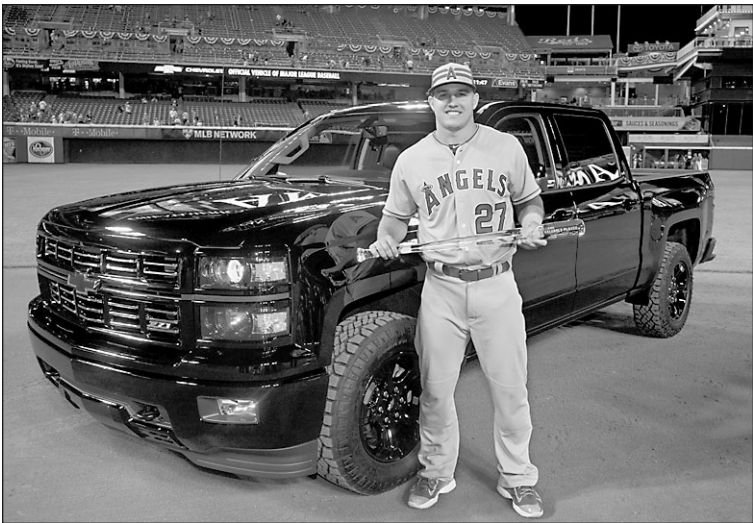
One way that OEMs are interacting with the public in a new way at shows, Vitantonio said, is through test-driving. Others use interactive computer systems or even games.

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

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Mark Schienberg



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

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 Convertible 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, which has been 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, offered more than 200 youth clinics, involving more than 5.2 million young people across America.

The Silverado Midnight Edition that Trout chose begins as a black Z71, and adds an all-black front end with body-colored grille, bumper, headlamp bezels, tow hooks and fog lamps; black side moldings and beltline moldings; 18-inch black painted alloy wheels; special Z71 badges on the doors and black Chevrolet bowties front and rear.

Tech Center News

31201 Chicago Road South
Warren, Michigan 48093

586-939-6800

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

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Lisa A. Torretta, operations
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GM is Recalling Nearly 200,000 Hummer SUVs

DETROIT (AP) – General Motors is recalling more than 196,000 Hummer SUVs worldwide because the ventilation fan motor controls can overheat and start a fire.

The recall, one of two announced July 8, covers the 2006 to 2010 Hummer H3 and the 2009 and 2010 H3T.

The company says the module that controls the heating and air conditioning blower motor speed can overheat when operated for a long time, melting nearby plastic and increasing the risk of a fire. The company reported three minor burns caused by the problem, but no crashes.

Dealers will replace the faulty module and wiring harness at no cost to owners.

GM says the recall covers about 165,000 Hummers in the U.S.

Also on July 8, GM said it's recalling about 51,000 subcompact cars in the U.S. and Canada because the radios can lock up and disable some warning chimes.

GM-UAW Contract Talks Have Begun

CONTINUED FROM PAGE 1

would be moved to Mexico with the plant getting a different product. Also, earlier this year, GM announced it would start building the Chevrolet Cruze compact in Mexico in addition to a factory in Lordstown, Ohio, east of Cleveland.

The union's contracts with GM, Ford and Fiat Chrysler expire Sept. 14. Talks with Fiat Chrysler opened on July 14, while Ford's talks officially begin this week.

Buy a Car Without Visiting a Dealership?

by Jim Stickford

It seems like a good idea, but there are hidden dangers that most people don't consider.

At least that's what Detroit Auto Dealers Association spokesman Max Muncey said when he heard about a survey stating that a majority of people are in favor of the Tesla manufacturer-direct model of selling cars.

According to Swapalease.com, an Ohio-based car lease marketplace, a survey they just released asked how interested consumers are to Tesla's manufacturer-direct model when car shopping.

According to the survey results, said Swapalease spokesman John Sternal, 67.4 percent of women and 75.0 percent of men are "all in favor of it."

Sternal said the online survey was presented to more than 2,500 consumers across the U.S. from May 10 to May 30, and the purpose was to find out if car shoppers are interested in buying or leasing a car directly from the manufacturer.

"Look, Tesla makes a great car," said Muncey, "but state auto dealer franchise laws were set up to protect the consumer. Take for example, if there is a recall. Dealerships have regular hours, the facilities to make the required adjustments and the people on hand to help customers get through the process so that it's most convenient for the driver."

Manufacturers don't have those kinds of resources set up to serve the consumer. Muncey said that if Tesla wants to sell cars in Michigan, they can do so tomorrow because there are plenty of smart dealers who would be glad to handle the company's product.

"It's easy for people to work with dealers to take care of problems," Muncey said.

"Your local franchise dealer is invested in his or her community and invested in building a relationship with customers over years.

"Michigan already has tens of thousands of people employed specifically to take care of new-car customers."

And, Muncey said, dealers give buyers choices and the competition helps keep prices down.

"Look, if someone wants to buy, say, a Chevy Malibu in metro Detroit, that person can check out four different dealerships to see which one will give the customer the deal that works best for that customer," Muncey

said.

"With Tesla, you get one 'store' and no price shopping."

Tesla has quickly grown in popularity for its feature-rich electric vehicles, Sternal said, yet its manufacturer-direct model has been a topic of much debate throughout the automotive industry. As a benchmark to the survey, 54.4 percent of women polled said they were familiar with Tesla's model compared with 77.3 percent of men, Sternal said.

Among the other key findings:

- When asked what would prompt consumers to go direct to the manufacturer for their next car purchase or lease, 50 percent of women said they

wouldn't mind avoiding the dealer negotiation process, compared with 46.5 percent of men. 33 percent of women and 31 percent of men feel they could get a better deal directly from the manufacturer.

- 50 percent of women also feel the direct model would work for all car and truck brands, both domestic and foreign, compared with 57 percent of men.
- 14 percent of women say they would still want to pick up their car at the dealer, compared with 26 percent of men. Also, 50 percent of women said they can do service and financing without the dealer, compared with only 38 percent of men.

"This survey clearly indicates

that there is a lot of room for improvement with the experience women currently have at the dealership," said Anne Fleming, president of Women-Drivers.com.

"While our surveys also indicate that this is improving, it may not be occurring fast enough."

Interestingly enough, Sternal said, only 12 percent of women said they would also shop for jewelry online, compared with 69 percent of men.

Also, 41 percent of women said they would buy or sell a home without a real estate agent, compared with 40 percent of men. Lastly, 46 percent of both men and women would purchase tickets to a sporting event online.

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Selena Acezedo works the assembly line at GM's Arlington (Texas) plant.

GM's Trucks Pick Up New Refreshed Look for 2016

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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.

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GM Drops \$1.4B into Arlington Assembly

In its largest single plant investment in the U.S. this year, General Motors is earmarking \$1.4 billion for a range of improvements to its Arlington (Texas) Assembly Plant "to more competitively produce high-quality full-size SUVs," said GM spokesman Bill Grotz.

The investment allows the plant to be reconfigured with a new paint shop, body shop and general assembly area upgrades, Grotz said. Construction is expected to begin this summer and take approximately three years to complete. Production schedules for Chevrolet Tahoes and Suburbans, GMC Yukons and Yukon XLs and Cadillac Escalades will be unaffected by the construction.

"This super-sized investment reflects GM's commitment to our full-size SUV customers who expect nothing but the absolute best from us and their vehicles," said Cathy Clegg, GM North America Manufacturing and Labor Relations vice president.

"Today's investment will contribute to Arlington Assembly's winning tradition marked by strong customer focus, innovative thinking and teamwork."

Since 2011, GM has invested nearly \$2 billion in manufacturing improvements at Arlington Assembly, including today's announcement, the launch of the current full-size SUVs and a new stamping plant.

"I have seen firsthand the success that is possible for a city

when GM supports the communities where they work and live," said Arlington Mayor Jeff Williams.

"The city of Arlington has benefited tremendously from the strong business and foundational support from GM. This new investment in Arlington solidifies its continued stewardship and commitment to our community."

This has been a monumental year for the more than 60-year-old assembly plant, Grotz said. Arlington Assembly celebrated its 10 millionth vehicle build, hosted GM's Board of Directors and provided \$100,000 in GM Foundation grants to local community organizations.

Meanwhile, the UAW-GM team continues to work regular overtime in the only GM plant to make award-winning full-size SUVs for Chevrolet, GMC and Cadillac customers globally.

"By working together, the UAW and GM are making a difference in communities across the United States," said UAW vice president Cindy Estrada, who leads the union's GM Department. "These investments represent the power of our collaboration to create jobs and improve competitiveness, quality and our manufacturing base in this country."

"We're pleased with the customer demand for our large SUVs," Grotz said. "This is the only plant that produces them. The investment is really about upgrading the site. \$1.4 billion buys you some big-time up-

grades. But technology is always evolving and we care about providing our customers with the highest-quality cars and the best quality paint jobs."

This announcement is a part of the \$5.4 billion GM announced it would invest in U.S. manufacturing over the next three years, Grotz said.

Approximately \$4.5 billion of the \$5.4 billion has been identified, leaving about \$900 million to be announced by year-end.

Since June 2009, GM has announced U.S. facility investment of approximately \$17.8 billion. About \$12.4 billion of that has come since the 2011 UAW-GM National Agreement. In total, these investments have created 6,250 new jobs and secured the positions of approximately 20,700 others, Grotz said.

Medicare Talk at Warren Library

John Ranalli of Pinnacle Insurance Advisors will present a seminar on the basics of Medicare on Thursday, Aug. 13, at 6 p.m. at the Warren Civic Center Library. An overview of Parts A, B, C and D will be discussed, along with eligibility, enrollment periods and penalties. This will be followed by a Q&A session.

The annual Medicare enrollment period begins in October, said Warren librarian Jennifer Lund. Call 586-751-0770 for more information.

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Ford Models Now Offered in 3D Images

As the saying goes, seeing is believing.

And it's now possible to see a 3D-print of a Shelby GT350R at home.

Or if one prefers, to simply purchase an F-150 Raptor 3D digital image for a presentation.

How about both?

"3D printing at home is a growing trend, and it makes sense for us to offer our customers a chance to make their own 3D Ford models," said Mark Bentley, licensing manager, Ford Global Brand Licensing.

"At Ford, we're using 3D printing every day to rapidly prototype parts, and now we want to share that fun with our fans."

Ford fans can now download digital images for Ford vehicles at the first-ever, automaker-authorized one-stop online store

for 3D-printable vehicle files, Bentley said.

The Ford 3D Store, 3d.ford.com, allows customers to use advanced technology to make their own models of Ford vehicles of the size and material they desire, or simply opt to purchase a 3D digital file from a growing library of more than 1,000 Ford images.

Bentley said that, according to Juniper research, sales of desk-top 3D printers will exceed 1 million units by 2018, from an estimated 44,000 sold annually in 2014.

Available 3D-printed Ford models include the new Ford GT, F-150 Raptor, Shelby GT350R, Focus ST and Fiesta ST.

Printed models and digital files for additional Ford vehicles will be available at a later date.

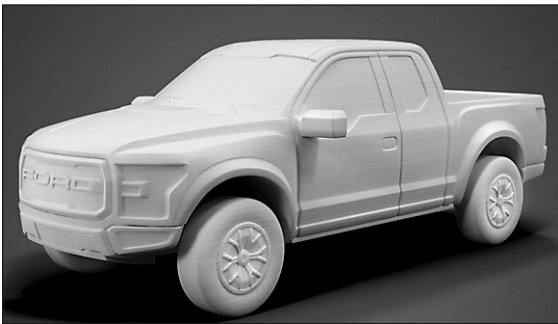
3D-printed models available to order are 1/32nd scale in plastic, but purchasing a digital image allows users to have a Ford model 3D-printed to the scale they choose.

They also can have the model made of the material they choose, either from their own printer or from an outside source.

Professional 3D printers can create a model in materials ranging from soft plastics to sandstone and even various metals.

TurboSquid, a leader in marketing 3D image files commonly used in video games, built the new site for Ford and will provide order fulfillment.

"TurboSquid already allows customers to purchase more than 1,000 unique, licensed digital images of Ford products ranging from the Model T to the all-



3-D Rendering of F-150

new Ford GT," said Bentley.

"We're at the forefront of licensing 3D automotive images, and it made sense that TurboSquid help us complete that connection to the consumer."

When a buyer purchases a

model or digital image, he or she must register with the site and agree that the item will not be used commercially, Bentley said.

Visit 3d.ford.com to see the available 3D digital images and 3D-printed models.



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

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 produced 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 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 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 – peo-

ple, vehicles, vendors – was up 8 percent compared to 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."

Free Concerts at Anton Art Center

The Anton Art Center is sponsoring a jazz concert on Thursday, July 30 at 7 p.m. Saxophonist Larry Smith and the RJ Spangler Trio Live will provide the music.

The event is free and open to the public through support from the National Endowment for the Arts, the Michigan Council for the Arts and Cultural Affairs and the Jazz Federation of Musicians.

The Center is also sponsoring The Beatles Forever, a Short Story with Music on Friday, Aug. 7 at 7 p.m. St. Clair Shores poet laureate M.L. Liebler and musicians Charlie Palazzola, Max Beardsley and LouDLou will perform 28 Beatles songs.

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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.

VSA's 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



2015 GMC Canyon

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 rating. 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

**2015 F-150**

2015 Dodge Challenger

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. "It's their favorite F-150 ever."

The image shows the Reliance One logo, which consists of the company name in a bold, sans-serif font with a swoosh over the 'O' in 'ONE'. Below the name is the tagline 'SOLVING STAFFING CHALLENGES' in a smaller, all-caps font. Underneath that is the slogan 'Providing you the right people at the right time!' in an italicized font. Below the slogan is the text 'Supplier of Design, Engineering, and Information Technology Professionals' in a bold, sans-serif font. In the center is the MMSDC logo, which is a stylized circular emblem with the text 'MMSDC Michigan Minority Supplier Development Council' to its right. Below the MMSDC logo is the text 'WE BUILD TEAMS' in a bold, sans-serif font, followed by the phone number '248-922-4500' and the website 'www.reliance-one.com'. At the bottom, there are two columns of contact information: 'Auburn Hills' with '1700 Harmon Road, Suite One' and 'Auburn Hills, Michigan 48326', and 'Bingham Farms' with '32500 Telegraph Road, Suite 202' and 'Bingham Farms, Michigan 48025'.

Electrical Engineer Asks Feds to Investigate Toyota

DETROIT (AP) – An electrical engineer with a doctorate degree from Stanford University has asked U.S. safety regulators to investigate low-speed unintended acceleration in Toyota and Lexus automobiles.

Gopal Raghavan of Thousand Oaks, Calif., filed a petition with the National Highway Traffic Safety Administration alleging that his 2009 Lexus ES350 luxury sedan surged suddenly in a parking lot, crashing into some bushes and smashing the front of the car. The agency says in documents posted July 13 that it will review the petition and decide whether to open an investigation.

It's the latest in a string of claims that Toyota vehicles can accelerate on their own dating to 2009. Complaints have brought investigations and recalls totaling 10 million vehicles as well as multiple lawsuits and a \$1.2 billion penalty for hiding information from NHTSA.

The recalls were for mechanical problems – faulty brakes, sticky gas pedals and floor mats that could trap the accelerator. But although Toyota has denied it has problems with electronic throttle controls, allegations of problems have lingered.

Raghavan, who wrote that he works in the semiconductor industry, alleges that the Lexus engine suddenly started roaring while his wife was driving in a

parking lot in February, even though she didn't press the gas pedal. He provided event data recorder information from his and two other vehicles showing that the accelerator position didn't change, but the engine revolutions per minute surged. All three vehicles were traveling 3.7 miles per hour when the surge occurred.

In Raghavan's case, the event data recorder showed the gas pedal position sensor didn't change, but the engine revolutions per minute doubled 1.6 seconds before the crash, from 400 to 800. No one was hurt in the crash, and his wife shut off the ignition, Raghavan wrote.

Toyota inspected the car and determined that there was no evidence of a manufacturing or design defect, according to his letter.

Toyota spokeswoman Cindy Knight said the company would cooperate in any NHTSA inquiry, but declined further comment.

Raghavan wrote that a witness confirmed that the engine surged, and that Toyota dismisses such claims with improper analysis.

"It appears that the accelerator is either calculating an incorrect accelerator value or receiving a noise spike on the accelerator sensor," he wrote, asking NHTSA to do a more detailed analysis of the cars' hardware and software.



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Virtual Technology Launches 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 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. 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 Aided 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 most safe ways to build vehicles.

Instead of building an entire car, Ford engineers now build a simple frame that industrial athlete works around, Smets said. The person in the motion capture suit where special goggles that show him or her the virtual environment in which they are navigating.

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

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



Ford ergonomics engineer Kali Gawinski demonstrates virtual tech.

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 share 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. 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.

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General Motors Hires Deputy General Counsel

General Motors, on July 16, appointed Jill Sutton as Corporate Secretary and Deputy General Counsel for Corporate, Finance and Strategic Transactions, effective immediately. She will report to Craig Glidden, executive vice president and general counsel. Before joining GM, Sutton, 43, was executive v.p., general counsel and corporate secretary of Tim Hortons, Inc.,

"Jill is a highly accomplished executive, having served as the general counsel and corporate secretary of a publicly traded company, and she has helped lead significant corporate transactions, including the Tim Hortons IPO and its eventual sale to Burger King," said Glidden.

Sutton was also corporate counsel at Wendy's International, Inc. and practiced corporate and health care law for Squire Sanders LLP and Eastman & Smith Ltd. She holds a Juris Doctor degree, a Master of Health Administration degree, and a Bachelor of Arts degree, all from Ohio State University. Sutton has been admitted to the bar in Canada as a barrister and solicitor.

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Fisher Farm Cattle Moved To ‘General Motors Valley’

The question of how the bloodlines of Hereford cattle in rural Virginia got improved actually has an automotive answer.

It all began in 1951 when GM executive Cyrus Osborn purchased farm property in Warm Springs, Va., near the West Virginia border.

Osborn was born in Dayton, Ohio, and started working for GM in 1921 after receiving a degree in mechanical engineering.

He held a number of posts at the company, eventually becoming a vice president of the company in 1943. He retired from GM in 1962.

According to Franz “Dutch” Von Schilling, a realtor who worked in Bath County, Va., where Warm Springs is located, Osborn convinced a colleague from GM – Harold Dice – to move to the area in the 1960s.

Dice was a vice president and general manager of the Allison Division of GM in Indianapolis. He was born in 1905 and grew up in Veedersburg, Ind., which is farming country. He joined GM in 1929 after graduating from the University of Illinois.

Dice would stay with GM for the rest of his working career, retiring from the company in 1967, as stated in his obituary.

According to Von Schilling, Dice was convinced by Osborn that Bath County was the place

to retire to. He had purchased a small cattle farm.

Dice’s foreman, Kenny Robertson, is still alive. He said “Mr. Dice” had been raised in farm country growing up, so retiring to a farm was like going home.

Robertson said that he was referred to Dice by Osborn.

As to how two GM executives from Indiana and Ohio ended up buying farms in Bath County, Va., GM historian Christo Datini said it might have something to do with the fact that beginning in the 1930s, GM would hold conferences at the Greenbrier resort in nearby White Sulphur Springs, W. Va.

“It wouldn’t be a stretch to think that a number of executives became fond of this area and purchased land after they retired from GM,” Datini said.

Osborn died in 1968, about a year after Dice moved to the area. His farm, Mill Run, is still in operation.

Von Schilling said that even though Dice died in 1973, he is still remembered by the local farmers for what he did with improving the local Hereford cattle breeds.

Robertson said that around 1970 Dice purchased several head of cattle from the herd of Edward Fisher, one of the original seven Fisher brothers. It was



Harold Dice

Fisher’s family that founded Fisher body.

Ed Fisher was born in 1891 and died in 1972. During his life, he maintained cattle farms. According to an Associated Press story in 1955, his 2,500-acre farm, home to about 600 head of Hereford cattle, was sold to make way for Ford’s proving ground in Romeo. Fisher then purchased a 1,000-acre spread for his cattle in Livingston County, near Brighton. Both farms were named Hi-Point.

“Harold Dice died in 1973,” Von Schilling said. “But he is still fondly remembered by the farmers of Bath and Highland counties in Virginia for what he did to



Kenny Robertson recalls how GM exec Harold Dice bred cattle.

improve the genetics of the local Hereford cattle.”

Von Schilling said bringing in prize Herefords to upgrade local bloodlines was something Dice did for local farmers and it wasn’t something he did for himself.

It was a generous act that is still remembered to this day, Von Schilling said.

“He didn’t have to do that,” Von Schilling said. “We still have a number of small working farms in the two counties. I think, in total, there are only 5,000 people in Bath County and 3,000 people in Highland County.”

Von Schilling said Osborn’s property crosses the line that separates the two counties.

And, Von Schilling said, some people referred to the part of U.S. 220 that is adjacent to their properties as “General Motors Valley.”

“But that was a long time ago,” Von Schilling said. “You’d have to find an old codger like me who remembers that.”

And that’s how two retired GM executives used cattle bred in Michigan by one of the Fisher brothers of Fisher Body to improve the blood lines of Hereford cattle in rural Virginia.

2015 Summer Car Cruising Going Strong

The summer car show season is in full swing. Over the next few weeks, there will be car shows every weekend aimed at every taste in cars, both classic and new.

On Friday, July 24, the Concours d’Elegance of America begins. It will be held at the St. John’s Inn in Plymouth. To learn more about the event, go to the Website concoursusa.org.

On Saturday, Aug. 1, the Motor City Heat Meet takes place on

Avante Drive in Wixom beginning at 8 a.m.

There will also be a car show in which 11 different classes of vehicles will be judged. Money raised will go to the Leukemia & Lymphoma Society. Go to detroitcamaroclub.com to learn more about the event.

On Saturday, Aug. 8, the Heavenly Cruz Car Show takes place in Brighton starting at 10 a.m. Sponsored by the Knights of Columbus, proceeds from the

event will go toward the organization’s local charity work. Go to heavenlycruz.com to learn more.

The Cruisin’ Hines 2015 Car Show is set for Sunday, Aug. 23. The cruise route follows along the historical Hines cruise circuit used by hot rodders in the past. This year there will be no entry to the cruise route at Ann Arbor Trail, Merriman Road or Outer Drive.

To learn more about the cruise go to cruisinhines.com.



Walter P. Chrysler and 1924 Chrysler Six

Walter P. Chrysler Gave Up Railroad Life for Automotive

While the Chrysler brand is 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

executive 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.

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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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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.

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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."

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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.

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Now looking for experienced salespeople to join our team!

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