

## After 1M Engines, Production Begins On New Global Ecotec

Endings and beginnings can sometimes be the same thing.

No sooner had employees at Flint Engine Operations reached one milestone – 1 million 1.4-liter engines produced – than transition began to production of a new global engine for the next-generation Chevrolet Cruze and Volt.

Flint Engine, which opened in 2002, is in the midst of a \$200-million upgrade that will see 1.4-liter engine production end this week and the new Ecotec small gas engine production start by year's end.

"Attaining one million engines produced is always an important milestone," said Terri Burden, Flint Engine plant manager. "But this is particularly special because it comes as we prepare to launch an engine that will be a key part of GM's global engine program for many years to come."

When production of the 1.4-liter engine began in Flint in early 2011 for the current Volt, Cruze and Chevrolet Sonic, the engine was already part of a venerable engine line that had global roots, said GM spokesman Tom Wickham.

The all-new Ecotec small gas engine, Wickham said, is a true

international effort and will be built in eight engine plants in six countries, including Flint, producing 2.5 million engines a year by 2017. To date, only the Volt (1.5 liter) and Cruze (1.4 liter turbo) have been announced as recipients of the Flint-built engine.

"One million engines! Our Local 599 members are proud of this accomplishment, as we built a superior quality 1.4-liter engine that has been a success for our customers, as was our tremendous 3800 engine," said Dave Aiken, UAW Local 599 chairman. "As we launch the Ecotec small gas engine our team is ready and able to build an engine that will also prove to be a leader in quality and performance for many years to come."

The launch of the Ecotec started shortly after the April 2013 investment announcement in the Flint plant, Wickham said. Following a similar path as their assembly plant colleagues, Flint Engine employees – both hourly and salaried – formed a launch team that would spend months working with GM engineers and employees in Michigan, Mexico and Japan.

"Flint is GM's first engine plant to embed its own hourly workers in the powertrain pre-production



GM worker Rand Werner at work at Flint Engine Operations.

process," said Jim Stack, operations launch manager at Flint Engine. "Having Flint employees working side by side with the engineers and pre-production teams allows us to streamline production processes and improve product quality before production begins in the plant."

At the same time, the launch team was working on the new engine, construction crews were installing new equipment and prepping the plant for the transition that will take place this fall.

When production of the 1.4-liter engine ended last week, the facility will begin undergoing the complete installation and testing of equipment with the first production engines heading to GM's Lordstown, Ohio, assembly plant

for the Chevrolet Cruze before the end of the year. Volt production will begin later in 2016, Wickham said.

Throughout the transition, Flint Engine will continue to produce the 3.6-liter engine for the Chevrolet Colorado and Traverse, GMC Canyon and Acadia and Buick Enclave. Employees who build that engine, which surpassed one million units in 2013, are represented by UAW Local 659.

Flint Engine Operations currently employs a total of 856 people. In 2009 GM spent \$250 to build 1.4L engines. In 2010, the company spent an additional \$138.3 million to expand production, and another \$84 was invested in 2011.

## Made-in-Detroit Impala Ready for Export to Korea

Made in Detroit, sold in Korea. Chevrolet began taking pre-orders in Korea in August for the Impala, the first time the brand is introducing a full-size sedan in the Korean market.

The Chevrolet Impala for Korea is assembled at General Motors' Detroit-Hamtramck Assembly plant, said GM spokesman Chad Lyons.

"It is truly a Detroit-made car that is being exported to Asia," said Lyons. "This is solely for the South Korean market. I think this an important moment for Chevrolet. For the first time, we're exporting an iconic 'American' car. Everyone, at one point in their lives has known someone with an Impala. Now it's being exported for the first time to Korea. The large-sized sedan is a very important segment in the Korean market."

GM makes cars all around the world, Lyons said. But in the past, models often did not cross borders. So it might be possible someone in Germany to know about a vehicle like Opel Adam, and that model to be unknown in North America.

Over the past few years, automakers across the world, in-

CONTINUED ON PAGE 3



Kevin Stuban shows off Sapa's rocker panel side sill in a Tesla car.

## Sapa Opens Detroit Office, Research Site

by Jim Stickford

Detroit's need to improve mileage and reduce CO2 emissions presents a golden opportunity for the companies that can help OEMs lightweight their vehicles. Which is why Sapa, a company known in this country for making building supplies, has opened up a tech center office in Detroit.

Tom Landry, senior marketing and public relations manager at Sapa, said the company's world headquarters is in Sweden and its first facility in the U.S. was

built in Portland, Ore. The company specializes in extruded aluminum and got its start here manufacturing building supplies.

But, Landry said, Sapa is branching out in what it manufactures and the need for OEMs to lightweight their vehicles has presented the company with the opportunity to greatly expand the amount of business it does with automakers. So the company officially opened its first Detroit office this month.

It just made sense, Landry said. Sapa was heavily involved in the development of aluminum

parts for the Ford F-150. And they are working with other OEM and Tier I suppliers to develop aluminum part for automobiles.

"I can tell you," Landry said at the Sapa office opening in Birmingham, "that this is the time to be in aluminum. We can provide our customers with custom metallurgy. The company that is able to come up with the right aluminum alloy that our customers need to be able to meet federal regulatory standards will prosper."

CONTINUED ON PAGE 8

## General Motors to Renovate, Restore Historic Factory Site

GM is investing in its future by investing in its past.

The historic Durant-Dort Factory One will be converted into an archive and research center as part of a renovation project connecting the site's rich manufacturing history with ongoing developments in the automotive industry, said GM spokesman Tom Wickham.

According to the Web site Michmarkers.com the factory was built in 1888 and "exemplifies the dramatic growth of the Flint Road Cart Company, which became the Durant-Dort Carriage Company. During the 1890s, Durant-Dort expanded its Blue Ribbon line to include Webster Vehicle farm wagons, the Victoria Vehicle Company's mail-order business and the Diamond Buggy Company. By 1900, Durant-Dort was the largest volume producer of horse-drawn vehicles in the United States. In 1906, its peak year, it employed 1,000 people and produced 56,000 vehicles."

General Motors, which owns

the former carriage factory near downtown Flint, will invest several million dollars to create a modern archive to house the automotive collection currently located

at nearby Kettering University, Wickham said. The archive and research center will occupy the first floor of the east wing of Factory One.

GM plans to develop the second floor of the east wing into a flexible meeting area for GM,

CONTINUED ON PAGE 3



This rendering shows what the Durant-Dort Factory One site will look like after renovations are completed.

## Ford is Looking at Bringing Ranger to Wayne Assembly

(AP) DETROIT – Ford is making plans for a return to the small pickup truck market in the U.S. with a new version of the Ranger.

The company is negotiating with the United Auto Workers about making the truck at a factory in the Detroit suburb of Wayne, Michigan, a person briefed on the matter said Aug. 26.

A new small SUV that may be called the Bronco also is under discussion, said the person, who asked not to be identified because the talks are part of national contract negotiations and no agreement has been reached.

The Wayne factory, which Ford calls the Michigan Assembly Plant, employs more than 4,400 workers.

The 5-million-square-foot facility now makes the Focus com-

CONTINUED ON PAGE 8

## Tech Center News

31201 Chicago Road South  
Warren, Michigan 48093

586-939-6800

Contact us:

Info@TechCenterNews.com

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

William Springer II, publisher  
Lisa A. Torretta, operations  
Jim Stickford, news

Tech Center News is a trademark  
of Springer Publishing Co., Inc.

www.TechCenterNews.com

## Freudenberg Nok Names its Best Suppliers for '14

Freudenberg-NOK Sealing Technologies of Plymouth has named the recipients of its 2014 Supplier Excellence Achievement Level (SEAL) Awards.

The SEAL Awards, now in their eighth year, are divided into Gold, Silver and Bronze levels for chemical and metal suppliers.

To determine winners of each level, a supplier performance scorecard is used to rank each supplier in the areas of quality, delivery, cost management, technology and overall service to Freudenberg-NOK and its manufacturing sites, said company spokeswoman Cheryl Eberwein.

Winners of the 2014 SEAL Awards include Chemical Raw Material Suppliers:

- Gold: Solvay Specialty Polymers (Alpharetta, Ga.);
- Silver: Cabot Corporation (Franklin, La.);
- Bronze: Zeon Chemicals LP (Louisville, Ky.).

Metal & Metal Fabrication Suppliers:

- Gold: Elgiloy Specialty Metals - Hampshire Mill, (Hampshire, Ill.);
- Silver: New England Industries (Lebanon, N.H.);
- Bronze: Prospect Machine Products (Prospect, Conn.).

## Carhartt Opens Store in Detroit's Midtown Area

DETROIT (AP) – Carhartt, the company known for sturdy work coats and other clothing, is opening a store in Detroit.

Company officials and city dignitaries are gathering Aug. 27 in Detroit's Midtown area. The Carhartt store will be on Cass Avenue on the first floor of a building that is listed on the National Register of Historic Places.

It will be the 20th company-owned retail store for Carhartt, which is based in Dearborn. It has been making clothes in the U.S. for 125 years.

**FOR  
LEASE**  
3 1/2 miles from the  
Tech Center

Completely Updated!

3 Bedroom Brick Ranch,  
Granite Countertops,  
Finished Basement,  
2 Car Attached Garage  
All On A Quite Cul-de-sac

**Call Bill**  
**586.246.8297**

# Silicon Valley, Detroit Team Up on Autonomous Vehicles

by DEE-ANN DURBIN  
AP Auto Writer

PALO ALTO, California (AP) – The office has all the trappings of a high-tech startup. There's a giant beanbag in the foyer and erasable, white board walls for brainstorming. Someone's pet dog lounges happily on the sunny balcony.

Welcome to the Palo Alto home of the Ford Motor Co., six miles from the headquarters of Google.

Meanwhile, in a squat, industrial building in suburban Detroit, a short drive from Ford's headquarters, workers are busy building a small fleet of driverless cars.

The company behind them? Google.

The convergence of cars and computers is blurring the traditional geographical boundaries of both industries. Silicon Valley is dotted with research labs opened by automakers and suppliers, who are racing to develop high-tech infotainment systems and autonomous cars. Tech companies – looking to grow and sensing an industry that's ripe for disruption – are heading to Detroit to better understand the auto industry and get their software embedded in cars.

The result is both heated competition and unprecedented co-operation between two industries that rarely spoke to each other five years ago.

"It's a cross-pollination. We're educating both sides," says Niall Berkerey, who runs the Detroit office of Telenav, a Sunnyvale, Calif.-based firm that makes navigation software.

There's also plenty of employee poaching. Apple recently hired Fiat Chrysler's former quality chief. Ride-sharing service Uber snagged 40 researchers and

scientists from Carnegie Mellon's Pittsburgh robotics lab. Tesla's head of vehicle development used to work at Apple.

For years the fast-paced tech industry showed little respect for the plodding car industry. Google and Palo Alto-based Tesla, with its high-tech electric sedans, convinced many to give the industry another look. The average car now processes more than 4,200 signals – from the engine and transmission to the backup camera to the radio – using 40 electronic control units, according to Boston Consulting Group. Those units can contain up to 100 million lines of computer code, more than in a fighter jet. The average number of control units has climbed from 30 in 2007; some luxury cars have as many as 100.

"People think it's shiny Silicon Valley versus grungy Detroit, but that's garbage," says Chris Urmsen, who leads Google's self-driving car program. "If you look at the complexity of a vehicle, it's an engineering marvel."

Dragos Maciucă, a former Apple engineer who's now the technical director of Ford's Palo Alto research lab, says he's seeing a new excitement about the auto industry in Silicon Valley. For one thing, cars provide a palpable sense of accomplishment for software engineers.

"If you work at Google or Yahoo, it's hard to point out, 'Well, I wrote that piece of code.' It's really hard to be excited about it or show your kids," Maciucă he says. "In the auto industry, you can go, 'See that button? The stuff that's behind it, I worked on that.'"

But cocky tech companies have had to adapt to the tough standards of the auto industry, which requires technology to work perfectly, for years, in all

kinds of conditions. Maciucă spends much of his time educating software and app developers about the industry's needs.

"Silicon Valley goes toward this model of a minimum viable product. It's easy to throw things out there and try them and see if they work," Maciucă says. "We can't do that."

Santa Clara, California-based Nvidia was best known for making chips for computer games before it got into the car business. Now, it makes the computer processors that power Tesla's 17-inch touchscreen dashboard and Audi's experimental self-driving cars, among other products. It had to develop new manufacturing techniques and higher levels of certification for the auto business, such as tests to make sure its computer chips would still work in subzero temperatures, says Danny Shapiro, Nvidia's senior director of automotive.

For their part, the automakers are learning that rolling out cars that remain static for years until the next model comes out is no longer practical. At the insistence of tech companies such as Telenav and Nvidia, they're learning to make cars with navigation, infotainment and other features that can be constantly updated. Mercedes-Benz, Tesla, Toyota, BMW, and others can now update vehicle software wirelessly to fix problems or add more capability

Shapiro says the cost-conscious auto industry has had to learn to spend a little more – maybe \$10 to \$20 per car – on computer hardware. Automakers would often go with the cheapest option but then spend even more fixing bugs, or be forced to replace processors that didn't have enough power to add updates.

Nvidia now has eight permanent engineers at various automakers in Michigan.

"We've helped them adopt more of a computer industry mindset, which is not to reinvent what they're doing every five to seven years," Shapiro says.

Even with that new spirit of collaboration, automakers and tech companies also use their local labs to do a little spying.

Frankie James, a former NASA researcher who now runs General Motors' Palo Alto office, says spotting trends and potential threats is one of the most important parts of her job. Her team alerted GM to the car-sharing trend, for example, and the automaker invested \$3 million in Relay Rides in 2011.

Now, she's watching companies that could potentially disrupt the auto business, such as Google and Apple. Google has promised a self-driving car within five years, and Apple has hired people from Tesla, Ford and other car companies for its own top-secret project.

"We need to say, 'OK, if we think Apple is going to build something like this because they've got this vision of the future,' if we take that same vision of the future, what can we do? How can we continue to play?" James says.

The tech industry is also watching its back. Telenav is making a new navigation system for the 2016 Tacoma pickup and other Toyota vehicles, but Apple and Google are also vying for the car's dashboard with their CarPlay and Android Auto systems, which give drivers access to certain smartphone apps.

Telenav's Berkery says automotive accounts for 70 percent of its business, up from just 10 percent when it opened its 10-person Detroit office four years ago. Its success in Detroit led to new offices in Berlin, Shanghai and Tokyo.

ATTN:  
GENERAL MOTORS  
EMPLOYEES!

*You're invited!*

## Engineering a Successful Retirement

Join us for a 45-minute informative discussion on tips, techniques and strategies to get the most out of your GM Retirement Savings Plan.

Our nuts and bolts presentation answers:

- Effective ways to maximize post retirement tax free\* distribution without giving up current year tax deductibility.
- Effective positioning for a potential slow down in U.S. stock market returns.
- Construct a satellite strategy centered around your RSP.
- And more!

**All attendees will be offered a complimentary retirement stress test.**



### A Nationally Recognized Professional in Retirement Wealth Planning

For over 30 years, James B. Kruzan, CFP®, CPRC® has developed a vast knowledge and insight into the changing retirement landscape. Working closely with "automotive folk," Kruzan has built one of the largest retirement wealth focused practices in Michigan.\*\* Articles about Kruzan have appeared in Forbes, BusinessWeek, Kiplinger's, Wall Street Journal and New York Times.

\*Unless certain criteria are met, Roth IRA owners must be 59 1/2 or older and have held the account for five years before tax-free withdrawals are permitted.\*\*Based on assets under management and number of clients served. Investing involves risk and you may incur a profit or loss regardless of strategy selected. Past performance may not be indicative of future results.

**KAYDAN**  
WEALTH MANAGEMENT  
*An Independent Firm*

329 W. Silver Lake Road, Fenton, MI 48430 | 2701 Cambridge Ct. Ste. 412, Auburn Hills, MI 48326 | Ph. 810.593.1624 | Fax: 810.593.1643  
KaydanWealthManagement.com

Securities offered through Raymond James Financial Services, Inc., member FINRA/SIPC.

## Made-in-Detroit Impala to Be Exported to South Korea

CONTINUED FROM PAGE 1

cluding GM, have been concentrating on building global cars that transcend borders.

So being a global means offering ‘American’ vehicles like the Impala to markets outside North America.

“We are thrilled to have the iconic flagship sedan complete Chevrolet’s passenger car portfolio in Korea,” said Sergio Rocha, president and CEO of GM Korea. “We are confident that its bold styling, comfort, safety, powerful performance and technology will make it a leader in the highly competitive upper-medium sedan segment.”

To meet an array of customer needs, the Impala will be offered in Korea with two engine choices: a 2.5L SIDI L4 engine and a 3.6L SIDI V6 engine, Rocha said. Korea-only

convenience features include power folding side mirrors, an electronic toll collecting system, fuel-fill cap locking, rain-sensing wipers, a unique cluster, standard navigation, a unique antenna, a 220V power outlet, rear audio controls and rear heated seats.

In order to meet customer demand and maximize the flexibility of GM’s manufacturing operations, this next-generation Chevrolet Impala will be built for the Korean market the Detroit-Hamtramck Assembly Plant, Lyons said.

The Impala is based on GM’s Epsilon II platform, which had its debut in 2002, and was originally based on architecture first developed by Opel. According to the Web site “GM Authority” the second-generation Epsilon platform, Epsilon II, made its debut in 2008 with the 2008 Opel Insignia



2016 Chevrolet Impala

range. Like Epsilon I, Epsilon II was developed in GM’s Opel division in Rüsselsheim, Germany and was available in regular and extended wheelbase configurations. Other vehicles that currently use this platform are the Cadillac XTS and the Buick LaCrosse.

The 2016 Impala will include Apple CarPlay capability, which takes the iPhone features and

puts them on the vehicle’s display in a smart, simple manner. This allows drivers to make calls, send and receive messages and listen to music right from the touchscreen or by voice via Siri. Apple CarPlay supported apps include Phone, Messages, Maps, Music and compatible third-party apps. A full list of those apps can be found at [apple.com/ios/carplay](http://apple.com/ios/carplay).

## General Motors to Renovate, Restore Historic Factory Site

CONTINUED FROM PAGE 1

community and educational groups to conduct STEM-related classes, seminars and, potentially, research. The high-bay area in the west wing of the facility will be renovated to house classic vehicles and other artifacts from Flint’s carriage-building era.

“Factory One truly is the epicenter of the automotive industry and, as such, it makes sense to create a world-class archive where anybody can learn how carriage builders in Flint launched the global auto industry,” said Mark Reuss, GM executive vice president of Global Product Development, Purchasing and Supply Chain.

GM purchased Factory One in 2013 and has invested approximately \$3 million to repair the exterior of the building and install new windows and doors.

The investment also covered the construction of a fence around the GM-owned parking lot across Water Street, Wickham said.

The next phase of the project, which is still being finalized, is expected to cost several million dollars and will include the installation of a new roof. Smith-GroupJJR in Ann Arbor is the architect on the project and has experience in historic renovation projects as well as creating modern archives.

Once plans are finalized and a general contractor is selected, work on the archive and other interior projects could begin in early 2016 with the project completed in 2017.

“The beautiful restoration of Factory One as a centerpiece of Carriage Town and downtown Flint provides us with an amazing opportunity to partner with GM and to provide these iconic historical treasures with the vibrant, innovative display they so richly deserve,” said Kettering University President Dr. Robert K. McMahan.

“Housing these collections at Factory One provides greater accessibility to the public, history enthusiasts and educational institutions, making the amazing shared history of GM, Kettering and the automotive industry in Flint available to new generations.”

The investment in Factory One is the latest in a series of investments that GM is making in Flint,

Wickham said. On Aug. 4 General Motors announced plans to invest \$877 million to build a new body shop at Flint Assembly, raising total investments to \$2.5 billion in Flint during the last six years.

Earlier this year, GM an-

nounced a donation of \$2 million to Kettering to create a powertrain laboratory and the GM Foundation committed \$2 million by 2019 for the creation of an automotive proving ground for Kettering students.

In addition to renovating Fac-

tory One, GM is financially supporting the Durant-Dort Carriage Company office building across the street.

“This project is more than preserving our past,” Reuss said. “It is about telling the story of pioneers in manufacturing, visionaries, risk takers and innovators and how they helped build a global industry and continue to inspire people today.”

## Club GM to Offer Discounted Tickets For the Renaissance Festival

Good news for fans of the 15th century. Club GM is offering discount prices to this year’s Renaissance Festival.

The annual celebration of all things knightly is being held at 12600 Dixie Highway in Holly every weekend between now and Oct. 4. General admission tickets are normally \$10.50 for children and \$18.95 for adults. But those purchasing their tickets through Club GM will pay \$15

for adults and \$8 for children.

Tickets will be available at Club GM’s stores at the VEC building at the Tech Center and at GM Powertrain’s Global HQ.

Those who work at the Milford Proving Ground should reach Beth Cichon, [beth.chicho@gm.com](mailto:beth.chicho@gm.com). Renaissance Center employees may contact either Brandi Goodson, [brandi.goodson@gm.com](mailto:brandi.goodson@gm.com); or Marva Leverett, [marva.leverett@gm.com](mailto:marva.leverett@gm.com).

### Arlington Manor Apartments Welcomes GM Expansion to Warren.

- Spacious one & two bedroom
- Short & long term leases
- Kitchens including:
  - built-in microwave, dishwasher & frost free refrigerators
- Central air and heating.
- Washers & dryers in each building.
- 11x15 foot storage unit



Conveniently located 2 mile East of the GM Tech Center

Leasing Hours  
M-F 9-5:30  
Sat 10-4  
Sun 12-4

**Arlington Manor Apartments**  
31250 Schoenherr • Warren, MI  
**586-294-6220**

Ask for  
Chris or  
Jody

**FIRST CHOICE**

**DELUXE OIL CHANGE SPECIAL**  
Up To 5 Qts. Of Oil Lube & Filter  
No Disposal Fee  
**\$23<sup>36</sup>**  
Valvoline  
Includes topping off fluids 8-31-15

**MUFFLER & BRAKE SERVICE**  
23252 VAN DYKE  
3 Blocks North of 9 Mile  
HOURS: Mon.-Fri. 7:30am-5pm; Sat.-Closed  
WARREN • 586-757-7203

**MUFFLER, EXTENSION PIPE & TAIL PIPE**  
Most FWD Cars **10% Off**  
In-store offer ends 8-31-15

**BRAKE SPECIAL**  
**\$199<sup>95</sup>**  
• Front Metallic Disc Brake Pads  
• 2 New Front Rotors  
• Labor Included  
Most F.W.D. U.S. Cars • In-store offer ends 8-31-15

**Check Our Price on Tune Ups, Water Pumps, Heater Cores & Other Repairs**

**MAKE US YOUR FIRST CHOICE**

## Reading Program Looking for Adult Volunteers

Macomb Literacy Partners (MLP) is looking for some volunteers to help adults learn to read and write better, or to learn English as a second language.

The organization, which was founded in 1984, has helped more than 5,400 adults in Macomb County.

Tutors and students work on weekly lessons at libraries throughout the county. Volunteers will work with one student during a two-hour session at a time that’s convenient for the tutor.

Macomb Literacy Partners provides all the training, support and materials needed to be a successful tutor. MLP is looking especially looking for tutor who can operate in Warren and Sterling Heights.

To learn more about volunteering as a reading tutor, call 586-286-2750.

Banquet Facility

*Royalty House*

Proudly Family Owned for 40 Years

Seating Accommodations for 80-1200

*“Experience the Elegance with Royalty”*

**(586) 264-8400**

[www.royaltyhouse.com](http://www.royaltyhouse.com) • [royalty@royaltyhouse.com](mailto:royalty@royaltyhouse.com)

## NEW! PRODUCT DEVELOPMENT —DIGITAL SCULPTING

### DESIGN FROM ART TO PART!



### Earn an Associate of Applied Science Degree or Certificate

- The ONLY such two-year associate degree program offered by a community college in Michigan!
- Prepare for an exciting, in-demand, well-paying career in many industries from car to movie making.

Visit or call today!

[www.macomb.edu/productdevelopment](http://www.macomb.edu/productdevelopment)  
**586.445.7473**



**Macomb Community College**

Education • Enrichment • Economic Development

Discover. Connect. Advance.™

# J.D. Power Study Discovers Generational Differences in Approach to Car Technology

A J.D. Power study of drivers and their relationships with automotive technology showed some surprising generational differences in how tech is perceived.

This is important, said Kristin Kolodge, executive director of driver interaction & HMI research at J.D. Power, because automakers are investing billions of dollars to put technologies in their cars and light trucks that are not being used by many of the owners of those vehicles. At least that is the conclusion of the the J.D. Power 2015 Driver Interactive Vehicle Experience (DrIVE) Report.

The 2015 DrIVE Report measures driver experiences with in-vehicle technology features during the first 90 days of ownership.

The report finds that at least 20 percent of new-vehicle owners have never used 16 of the 33 technology features measured, Kolodge said. The five features owners most commonly report that they “never use” are in-vehicle concierge (43 percent); mobile routers (38 percent); automatic parking systems (35 percent); head-up display (33 percent); and built-in apps (32 percent).

There are 14 technology features that 20 percent or more of owners do not want in their next vehicle, including Apple CarPlay and Google Android Auto, in-vehicle concierge services and in-vehicle voice texting. Among Gen Y1, the number of features

unwanted by at least 20 percent of owners increases to 23, specifically technologies related to entertainment and connectivity systems.

“In many cases, owners simply prefer to use their smartphone or tablet because it meets their needs; they’re familiar with the device and it’s accurate,” said Kolodge.

“In-vehicle connectivity technology that’s not used results in millions of dollars of lost value for both consumers and the manufacturers.”

Kolodge said that n J.D. Power’s “avoiders” study, one of the top 10 reasons people said that they wouldn’t buy a particular car is because it lacked technology. But drilling down deeper, the report showed some interesting variances among the generations.

“We are seeing a Gen Y paradigm shift,” Kolodge said. “Our study showed that they wanted the least amount of tech. They were happy to have their phones, which they are already paying for, handle a lot of the load. They’re happy to save money that way.”

So younger people, Kolodge said, are happy to use the telephone, texting, directions services and music options built into their smart phones.

Older generations, on the other hand, are more receptive to having this tech built into their cars. Kolodge calls this a paradigm shift as how “we think of

how different age groups think about technology.”

Among all owners, Kolodge said, the most frequently cited reasons for not wanting a specific technology feature in their next vehicle are “did not find it useful” in their current vehicle and the technology “came as part of a package on my current vehicle and I did not want it.”

In addition, owners who say their dealer did not explain the feature have a higher likelihood of never using the technology. Furthermore, features that are not activated when the vehicle is delivered often result in the owner not even knowing they have the technology in their new vehicle.

Kolodge noted that the technologies owners most often want are those that enhance the driving experience and safety, which are only available as a built-in feature rather than via an external device. In-vehicle technologies that most owners do want include vehicle health diagnostics, blind-spot warning and detection, and adaptive cruise control.

“The first 30 days are critical. That first-time experience with the technology is the make-it-or-break-it stage,” said Kolodge. “Automakers need to get it right the first time, or owners will simply use their own mobile device instead of the in-vehicle technology.”

Because the first few weeks of ownership are so critical, dealerships play the most important role in helping owners get off to a



Generations view car and smartphone tech differently.

good start with the technology in their vehicle, Kolodge said.

“While dealers are expected to play a key role in explaining the technology to consumers, the onus should be on automakers to design the technology to be intuitive for consumers,” said Kolodge. “Automakers also need to explain the technology to dealership staff and train them on how to demonstrate it to owners.”

This is important, Kolodge said because “we’re beginning to see the notion amongst people that there is never too much technology in a car.”

Kolodge said the most popular technology that is used across the generations is tech that aids in things like collision avoidance and heads-up driving.

Use of in-vehicle technologies has implications beyond the auto industry, Kolodge said. For example, the insurance industry is closely tracking automotive technology for safety and financial purposes.

Insurers are concerned that difficult-to-use technology may distract drivers and cause an ac-

cident. Using smartphones instead of in-vehicle technology also creates safety issues. Additionally, in-vehicle technology can significantly increase claims costs for vehicles damaged in an accident.

“While some technologies, such as lane-departure warning, are making vehicles safer, the insurance industry is very concerned about the driver-distracted hazards caused by some of the other technologies,” said Chip Lackey, senior director of the insurance practice at J.D. Power.

“In addition, technology drives up the repair and replacement costs. A slight bumper scrape that would normally cost a few hundred dollars to repair can catapult a claim into thousands of dollars when a park assist camera or other sensors are damaged.”

The 2015 Driver Interactive Vehicle Experience (DrIVE) Report is based on responses from more than 4,200 vehicle owners and lessees after 90 days of ownership. The report was fielded in April through June 2015.

## FCA Pushes Brands with Musical Alliances

Call it FCTV. Fiat Chrysler has entered into a collaboration with several music producers to integrate Fiat Chrysler vehicles into music videos performed by a variety of artists.

The ongoing collaboration between Fiat Chrysler and New York and Hollywood’s top music labels has pushed the automaker’s presence in official YouTube music videos to a record 2.5 billion views and climbing, said Olivier Francois, chief marketing officer, FCA – Global. This summer served up one of its most successful partnerships – between Atlantic Records and Universal Pictures – with the official music video “See You Again” (Wiz Khalifa ft. Charlie Puth) as part of the “Furious 7: Original Motion Picture Soundtrack.” The music video, which includes the Dodge brand’s Dodge Charger and Dodge Challenger, has surged this summer to become the top viewed video of 2015 globally, amassing more than 860,500,000 views since its debut this past April.

“We want to lead, we want to innovate – it’s our culture at FCA,” said Francois. “Music is one of the strongest ways we have to authentically align a brand with the relevance of a moment and open up a dialogue with Millennials. Our strengths rest not just in the relationships we’ve forged with the labels, studios and artists, but also in our agility, which enables us to quickly satisfy production timelines, and the diversity of our FCA portfolio, which allows us to place our vehicle line-up in a manner that is credible to the viewer and true to each brand. Reaching more than 2 billion views is a significant feat – it’s like the viewing equivalent of 20 Super Bowls.”

“See You Again” stats on YouTube:

- “See You Again” is the top viewed video of 2015 globally to date.
- Top viewed Warner Music Group video of all-time (since reporting started) globally.
- More than 2.5 billion minutes watched of “See You Again” globally on YouTube.
- “See You Again” shared over 4.25 million times.
- “See You Again” “liked” over 6.25 million times.
- “See You Again” added to playlists over 4 million times.

As part of the company’s ties to both the music and film industries, Francois said the Chrysler brand most recently teamed up with Interscope Records for the official red band trailer with Dr. Dre and Ice Cube introduction for the current box office blockbuster “Straight Outta Compton”.

Recent collaborations also include Fiat Chrysler teaming up with Universal Music Group’s Interscope Records and KIDinaKORNER for the X Ambassadors for the launch of the Jeep brand’s new 2015 Jeep Renegade, in addition to Interscope Records for a one-time-only television experience during the 2014 American Music Awards (AMAs).

Their single “Renegades” has been the #1 song at alternative radio for the last 11 weeks in a row. “Renegades” rise to #1 at Alternative radio marks the quickest trip to the top for a group’s first entry on the survey since Fastball flew to No. 1 (also in eight weeks) with “The Way” in 1998.

Under its partnerships with Warner Music Group, Universal Music Group and Sony Music, and their respective labels/divisions, the company has collaborated with the music world’s biggest recording stars across genres to organically feature vehicles in music videos, including:

- Jason Aldean (Ram brand/Broken Bow Records).
- Arianna ft. Pitbull (FIAT brand/Sony Music).
- Easton Corbin (Ram brand/UMG).
- Motley Crue (Dodge brand/Eleven Seven Music).
- Jason Derulo (Jeep brand/WMG).
- Dr. Dre - Kush ft. Snoop Dogg, Akon (Dodge brand/Interscope Records).
- Echosmith (Jeep brand/WMG).
- Eminem ft. Sia (Dodge brand/Interscope Records).
- Galantis (FIAT brand/Atlantic Records)
- Ariana Grande (FIAT brand/Republic Records).
- Inna ft. Pitbull (FIAT brand/WMG).
- Michael Jackson (Jeep brand/Epic Records).
- Carly Rae Jepsen (FIAT brand/Interscope Records).
- Miranda Lambert (Ram brand/Sony Music).
- Meghan Trainor ft. John Legend (FIAT brand/Epic Records).
- Jennifer Lopez (FIAT brand/Island Def Jam).
- Phillip Phillips (Ram brand/Interscope Records).
- Charlie Puth - Marvin Gaye ft. Meghan Trainor (FIAT brand/WMG).
- Nate Ruess (FIAT brand/Atlantic Records).

**FREE**  
Stone Chip Repair  
with most insurance companies

**Fenkel Automotive/Truck Glass Replacement Repair Center**

*Windshield Replacement And Auto Glass Tinting.*

• Approved and accepted by all major insurance companies.  
• Same day service • Free shuttle service

6699 Chicago Road (between Mound & Van Dyke)  
**568.276.1700**  
www.fenkell.com!

midasdetroit.com

Trust the Midas Touch.®

Warren • 32601 Van Dyke • 586-939-7470

Save on oil changes

**OIL CHANGE PLUS \$19.99**

INCLUDES TIRE ROTATION

• Oil and filter change  
• Courtesy Check including visual brake check, battery, air filter, fluid, belts, and hoses  
• 4 wheel tire rotation

**\$5 OFF SERVICES OVER \$50**

**\$10 OFF SERVICES OVER \$100**

**\$20 OFF SERVICES OVER \$200**

• Brakes • Belts  
• Exhaust • Hoses  
• Suspension • Headlamps  
• Wheel Alignments • Bulbs and More

Save on maintenance

Most vehicles. Up to 5 quarts of conventional oil. High mileage, synthetic, synthetic blend oils and cartridge oil filters extra. Plus shop fee up to 10% where permitted of non-discounted retail price, not to exceed \$35. Plus applicable tax. No cash value. Not valid with other offers. At participating Midas locations, with coupon. Expires: 09-30-15

Excludes tax. Excludes tires, batteries and oil changes. Discount off regular price. Consumer pays all tax. Most vehicles. Plus shop fee up to 10% where permitted of non-discounted retail price, not to exceed \$35. No cash value. Not valid with other offers. At participating Midas locations, with coupon. Expires: 09-30-15

# GM Cleans Up Toledo Plant

Toledo Transmission – a General Motors facility that sends no waste to landfills and is home to Ohio’s largest rooftop solar array – is being recognized by the Ohio Environmental Protection Agency for setting a high standard of environmental stewardship.

GM earned the Encouraging Environmental Excellence (E3) Gold-level Award based on ongoing initiatives that reduce the plant’s carbon footprint, said GM spokesman Kevin Nadrowski.

“GM is a leader in environmental stewardship,” said Ohio EPA Director Craig W. Butler. “GM’s efforts are conserving energy and water, improving Ohio’s air quality and, by making the plant more efficient, benefitting the company financially. Indeed, good environmental policy is good economic policy.”

The state recognized Toledo Transmission for the following actions:

- Recycling, reusing or converting to energy all waste from daily operations.
- Meeting the U.S. EPA ENERGY STAR Challenge for Industry by reducing energy intensity by 27 percent in three years.
- Replacing 3,900 lighting fixtures with 3,600 energy-efficient T8 fluorescent and LED lights, using motion sensors in the warehouse to further conserve energy.
- Using renewable landfill gas to power 19 percent of the facility’s energy needs and a 1.8Mw solar array to provide 3 percent of its electricity.
- Changing a machined parts cleaner solution to one that performed at room temperature, saving water and energy.
- Earning Wildlife at Work certification from the Wildlife Habitat Council for a habitat program that attracts a variety of animals and pollinators.

• Mentoring youth on water quality and how their everyday actions impact local rivers and streams through the GM GREEN partnership.

Last year, the National Pollution Prevention Roundtable recognized the plant and its 2,000-plus employees with an award for its track record in pollution prevention and sustainability, Nadrowski said.

“This is our community and we believe in being good neighbors,” said Joe Choate, plant manager. “Our people go to work with a sustainability mindset, providing us with innovative ways to build transmissions with less environmental impact.”

The facility manufactures six-speed and eight-speed automatic transmissions for cars, crossover vehicles, light-duty trucks, and SUVs.

# Wrangler is Popemobile

VATICAN CITY (AP) – Pope Francis will show his rugged side when he greets the public from a specially outfitted Jeep Wrangler during his upcoming U.S. visit.

The Vatican on Aug. 21 confirmed that Pope Francis will be ferried about in a Jeep Wrangler similar to the one used in Ecuador in July.

Fiat Chrysler, the maker of Jeep, is not disclosing the configuration of the popemobile, and the Vatican said it is already in the hands of the Secret Service and won’t be on view before the pope’s Sept. 22-27 U.S. visit.

The Wrangler used by the pope in Ecuador had a glass-front roof with open sides for greater proximity to his flock than past popemobiles.



# Redwood Dental Group



Redwood Dental Offers Special Plans for Uninsured Patients!

# Correcting Your Smile Has Finally Become Affordable! Call Today...

- Comprehensive Dentistry
- Dental Implants
- Care for Adults & Children
- Smile Makeovers

Invisalign As Low As **\$143** Per Month  
Call for Details. Expires 9-1-15

**\$100 OFF** TREATMENT PLAN OVER \$500  
For New Patients Only. Cannot be combined with any other offer. Call for Details. Expires 9-1-15

DENTAL IMPLANTS As Low As **\$100** Per Month

– One Office For All Your Dental Needs! –

MADISON HEIGHTS  
255 W. 13 Mile Rd.  
Madison Heights, MI 48071  
(248) 583-9888

WARREN  
13403 E 13 Mile Rd  
Warren, MI 48088  
(586) 979-2800

ST. CLAIR SHORES  
22646 Nine Mile Road  
St. Clair Shores, MI 48080  
(586) 778-4151

SHELBY TOWNSHIP  
45720 Schoenherr Rd.  
Shelby Township, MI 48315  
(586) 566-1600

TROY  
111 East Long Lake Road  
Troy, MI 48085  
(248) 879-2300

WESTLAND  
37380 Glenwood Road  
Westland, MI 48186  
(734) 722-5130

Visit our website [redwooddental.com](http://redwooddental.com)

# Wally Edgar



2015 TRAX  
**\$88\*** PER MONTH  
24 MONTHS 10K LEASE  
\$999 DOWN



2015 IMPALA  
**\$177\*** PER MONTH  
36 MONTHS 10K LEASE  
\$999 DOWN



2015 VOLT  
**\$178\*** PER MONTH  
36 MONTHS 10K LEASE  
\$999 DOWN

FIND NEW ROADS / LOCATED RIGHT OFF I-75 ON M-24

**Wally Edgar**  
1-866-906-0279

3805 LAPEER RD., LAKE ORION jchaiser@wallyedgar.com

Located right off I-75 on M-24, 2 minutes N. of the Palace of Auburn Hills

SALES HOURS:  
MONDAY - THURSDAY 8 AM - 8 PM • FRIDAY 8 AM - 6 PM  
SATURDAY 9 AM - 3 PM • SUNDAY CLOSED

\*Lease payment examples for Impala and Trax at GM Employee Discount Price plus tax, title, plate, first month payment and doc fees due at signing. Zero security deposit. All rebates including GM Competitive Lease Conquest private offer assigned to dealer. Lease payment for the Volt at GM Employee Discount Price plus tax, title, plate, zero security deposit, first month payment and doc. fees due at signing with all rebates including Volt Loyalty Private Offer assigned to dealer. Lessee responsible for excess wear and tear as well as exceeded contracted mileage. Prices subject to change due to advertising deadlines. See dealer for details.

We guarantee the lowest price or it's free!

THANKS for making **buff whelan chevrolet** #1 in the COUNTRY for June  
**586-274-0396**

OVER 1,000 New Chevrolets in Stock!  
WE GUARANTEE THE LOWEST PRICES OR IT'S FREE

# 2015 TRAVERSE 1LT



0% APR FOR 72 MO

Stk.# 54480

Style & Technology Pkg, 20" Alum. Wheels  
7 Passenger Seating, Heated Front Seats  
Remote Start & More...

24 Month Lease/10,000 Miles  
WAS \$36,315  
**SALE PRICE \$28,250\*** | **\$218\*** MO

w/Lease Conquest OR Lease Loyalty  
NO SECURITY DEPOSIT REQUIRED

\*See dealer for details. All Rebates/Incentives have been deducted from sale price/payment and are subject to change by manufacturer without notice. GM Employee discount required unless otherwise noted. All leases include GM Lease Loyalty or Lease Conquest. To qualify for Lease Conquest you must have a NON-GM Lease in the household that terminates within 365 days. All lease payments are based on 10,000 miles per year. 1st payment, tax, title and plate fee due at signing on all leases. All programs expires 08/31/2015

Free shuttle service to home, office or shopping.  
**buff whelan chevrolet**  
WHERE THE DEALS MAKE THE DIFFERENCE, EVERY DAY SINCE 1970!  
Van Dyke • South of 18 Mile • Sterling Heights



Jeff Caul  
**586-274-0396**  
PEP QUOTES BY PHONE OR EMAIL:  
JEFF CAUL AT JCAUL@BUFFWHELAN.COM



CONVENIENT HOURS:  
Mon. & Thurs.  
8:30 am – 9 pm  
Tues., Wed., Fri.  
8:30 am – 6:30 pm

We guarantee the lowest price or it's free!

# 2015 SILVERADO LT 4X4



0% APR FOR 72 MO  
WAS \$41,150  
**SALE PRICE \$31,490\***  
Stk.# 54646

ALL STAR EDITION, Power Window & Locks  
7" Touch Screen Radio, Trailer Tow, Remote Start  
Alum. Wheels, Back Up Camera & More...

24 Month Lease/10,000 Miles  
**\$138\*** MO | **\$178\*** MO  
\$999 Down | \$0 Down  
w/Lease Conquest OR Lease Loyalty  
NO SECURITY DEPOSIT REQUIRED

# 2015 EQUINOX 1LT



0% APR FOR 72 MO

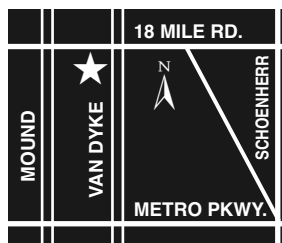
Stk.# 53376

7" Touch Screen, OnStar/XM Satellite Radio  
MYLink Touch Screen Radio, Remote Keyless Entry  
Rear Vision Camera, Alum. Wheels & More...

24 Month Lease/10,000 Miles  
WAS \$27,045  
**SALE PRICE \$19,990\*** | **\$118\*** MO

\$0 Down w/Lease Conquest  
OR \$999 Down w/Lease Loyalty  
NO SECURITY DEPOSIT REQUIRED

FIND NEW ROADS



# Ford Arts, Beats and Eats Set for Sept. 4-7

As Labor Day Weekend approaches, that means one thing – getting ready for the Ford Arts, Beats & Eats festival.

The event is celebrating its 18th year, said spokesman Jeff Corey. It is returning to the streets of Royal Oak from Sept. 4-7.

Officially called the Ford Arts, Beats & Eats presented by Soaring Eagle Casino & Resort, Corey said that it will entertain thousands of visitors from across the region with its outstanding music line-up, arts programming, varied selection of food.

And, Corey said, this year there are a number of new attractions. Ford Arts, Beats & Eats has also assembled some of the country’s best musical acts and a lineup of local acts to the area that will perform on nine music stages, with more than 200 national and local bands on the festival bill.

Among the national recording artists to perform on the Michigan Lottery National Stage includes country star Kip Moore, emerging alternative rock bands Neon Trees and Young the Giant, as well as renowned rock groups Cheap Trick and The Guess Who, and legendary hip-hop act Salt-N-Pepa.

Highlighting the local band lineup are Stewart Francke, Big Pappa & The Machine, Sean Forbes, Lori Flynn, Kaleido and Your Generation in Concert featuring Fifty Amp Fuse on the Michigan Lottery National Stage; Paul Lamb and the Detroit Break-down, Orbitsuns, Rio and the Rockabilly Revival, and Cold Tone Harvest.

With more than 50 Metro Detroit area restaurants to choose from, Corey said Ford Arts, Beats & Eats will offer a full “palate” of healthy and delicious edible options, Corey said. The lineup includes some new eclectic favorites including Café Muse,

KouZina, and Salad Sensations at Somerset Collection.

Other restaurants scheduled to participate offer something for every taste, include bozii, Gaucho Brazilian Steakhouse, Peking House, and cool ice cream treats from Eskimo Jack’s and newcomer Treat Dreams of Ferndale.

Corey said the Juried Fine Art Show again will be a highlight of the festival, with top artists from across the continent vying for cash awards totaling \$7,500. It will showcase original art in a variety of media, including ceramics, digital art, drawing, fabric/fiber/leather, glass, graphics/printmaking, jewelry, metal, mixed media 2D, mixed media 3D, painting, photography, sculpture, and wood. Artists will come from all over North America, including Canada and Mexico, to display, share and sell their work. Festival patrons have the opportunity to explore the works of more than 135 artists.

The Children’s Hospital of Michigan, part of the Detroit Medical Center (DMC), is proud to return as presenting sponsor of the Kids Zone. Guaranteed to attract youngsters with fun, interactive programming throughout the four days of the festival, activities in the Kids Zone begin at 11 a.m. each day.

Youngsters will have an opportunity to get “physical” with two new programs taking place on the on the Oakland County Kids Stage. Children’s Hospital of Michigan Kids’ Rock Out Street Team will get things moving on Friday, Saturday and Sunday from Noon - 3 p.m. with free interactive entertainment that will include hit music, games, and prizes for the entire family, Corey said.

Total Health Care Fun Fit Kids by Life Time Fitness features a combination of fun and fitness with top instructors from Life

Time Fitness who have modified their unique cross training program, C9, with an array of activities for kids. Activities include push-ups, squats, plank holds, jumping jacks, windmills, reverse lunges, crunches and cross ski jumps. The modified version will challenge kids as they work their upper and lower bodies followed by a cardio burst and a cool down/stretch period. All participants will receive complimentary water from Aquafina.

On Saturday morning, Sept. 5, Corey said the streets of Royal Oak will be filled with hundreds of runners for the Priority Health Move to the Beats 5K/10K Walk/Run Presented by Life Time Fitness. The run will again benefit non-profits Rock CF and the Life Time Foundation. Registration information is available at [www.artsbeatseats.com/priority-health-5k-10k/](http://www.artsbeatseats.com/priority-health-5k-10k/). In addition to getting a little exercise and helping a good cause, registrants receive freebies including a Tech Shirt and two free admissions to the festival.

Also returning this year is the Priority Health Zumbathon Celebration which will transform the Michigan State Lottery Stage into a red-hot, exhilarating dance fitness explosion on Saturday, September 5 from 11 a.m.-12:30 p.m.

Advance registration is \$7 and day-of registration is \$10. For more information, please visit [www.artsbeatseats.com/priority-health-zumbathon](http://www.artsbeatseats.com/priority-health-zumbathon).

Priority Health will also bring back its Healthy Options for the 2015 festival. Just look for the Healthy Options logo on each food vendor sign for healthy items that are on the menus of local restaurants and eateries participating in Ford Arts, Beats & Eats. Confirmed restaurant participants include Mr. B’s, Café Muse and Monty’s Beef.

# General Motors’ Lawyers Reject Some Ignition Claims

by TOM KRISHER  
AP Auto Writer

DETROIT (AP) – Lawyers hired to compensate victims of General Motors’ faulty ignition switches have finished determining which claims are eligible, rejecting 91 percent of them.

The compensation fund led by lawyer Kenneth Feinberg approved 399 of the 4,343 claims filed and rejected 3,944.

Camille Biros, deputy administrator of the fund, said Aug. 24 that the claims that were rejected “couldn’t support any connection to the ignition switch.”

For example, she said, claims were submitted for cars that weren’t part of the recall for faulty ignition switches in older compacts such as the Chevrolet Cobalt.

In some of the other cases, the air bags inflated in the crash, an indication that the ignition switches were not at fault, Biros said.

Last year GM recalled 2.6 million small cars because the ignition switches could slip out of the run position, causing the cars to unexpectedly stall, disabling the air bags and power steering and brakes.

The fund has made offers in 124 death cases and 275 injury crashes. Of those, 325 were accepted, eight rejected and 65 haven’t decided.

Two injury claims were added to the eligible list in the past week.

Families of those who died will get at least \$1 million. GM has set aside \$625 million to compensate people.

GM said in a second-quarter filing with securities regulators that it had paid \$280 million to compensate ignition switch crash victims and their families as of July 17.

The company said it faces 181 wrongful death or injury lawsuits due to recalled vehicles in the U.S. and Canada.



A vehicle getting the cold treatment at Chrysler CTC facility.

# FCA Testing Runs Hot ’n Cold – Under One Climatic Roof

Where in North America can you go from testing the 4x4 capabilities of a 2015 Jeep Renegade Trailhawk at minus 40 degrees with snow whipping by at 100 mph, to baking a Renegade Limited just a few steps away at 130 degrees?

Answer: The Chrysler Technology Center (CTC) at the Fiat Chrysler headquarters in Auburn Hills.

Fiat Chrysler is using its new 4x4 dynamometer at Chrslyer Technology Center to bring another industry-leading capability in house.

The existing drive cell that houses the new dyno can be chilled to 40 below zero and create wind speeds up to 100 mph, said Fiat Chrysler spokesman Berj Alexanian. Testing is done in blizzard-like conditions to evaluate, among other things, how a vehicle performs when dense snow clogs its air intakes.

The company has invested \$2.5 million to upgrade the existing climatic test cell, Alexanian said.

The upgraded drive cell consists of a new front dyno that can handle loads of up to 350 horsepower with a rear dyno operating up to 650 horsepower.

The cell also received a significant upgrade in ductwork and exhaust capabilities to accommodate high-output engines such as the 2016 Ram 2500’s 6.7-liter Cummins High-Output Turbo Diesel with 900 lb.-ft. of torque.

“Our world-class environmental test center provides dynamic and static testing conditions to simulate the climatic environments that are experienced by our customers around the world,” said John Nigro, vice

president of Product Development, FCA-North America.

“With more 4x4 and all-wheel-drive (AWD) vehicles in our fleet than ever, this investment will go a long way to providing the durable cars and trucks our customers expect from us.”

FCA’s Climatic Test Facilities are used to simulate and control environmental conditions, Nigro said. The climatic cells are capable of simulating the most frigid conditions in mid-winter to the extreme heat of the Gulf Coast countries.

Development in climatic chambers allows Fiat Chrysler to design and develop products to survive the harshest environments, Nigro said.

The extreme climate test is one of thousands performed daily at CTC.

It is the auto industry’s only headquarters building where a vehicle design can go from a napkin sketch to production prototype to advertising campaign – and everything in between – under one roof, said Nigro.

CTC’s 5.4 million square feet of floor space makes it the largest headquarters of any kind in North America, except for the Pentagon.

Among its features:

- The aerodynamics testing facility generates the highest wind speeds (160+ mph) of any domestic OEM’s wind tunnel.
- Its 129 dynamometer cells run 24 hours a day, seven days a week.
- The facility has been running 24/7 since it opened in 1991.
- CTC’s current employment numbers (14,000+) represent its historic peak.
- The site produces no landfill waste.

## Catch the Tech Center News when you’re on the go.

Warren, Michigan Newspaper TechCenterNews.com ©Springer Publishing Co., Inc. ARCHIVE

# Tech Center News™

Definitive Newspaper of the GM Presence in Warren, Michigan

Information Page DECEMBER 8, 2014 contact News Dept

**Open This Week’s Edition** or click on image at right ▶ ▶ ▶

**Published Weekly for the Tech Center and the Immediate Area**

**CLICK TO PRINTABLE PDF**  
for examples of small ads  
in actual size with prices

**Advertising Rates** **contact Ad Dept**

**return to TOP OF PAGE**

SITE IS UPDATED ON THE WEEKEND FOR MONDAY,  
IN TIME FOR THE CURRENT BUSINESS WEEK.

Tech Center News.

Visit TechCenterNews.com for this week's edition in PDF format.

Our classic tabloid format fits most of today’s mobile device screen resolutions. The scrollable pdf is viewable on tablet or smartphone.

TechCenterNews.com

# Cooper-Standard Adds New Talent to Top Managment

Novi-based auto supplier Cooper-Standard Holdings Inc., the parent Company of Cooper-Standard Automotive Inc. ("Cooper Standard"), has appointed Jonathan P. Banas to vice president, corporate controller and chief accounting officer, effective Sept. 14.

In this position, Banas will oversee all aspects of Cooper Standard's accounting function including: ensuring regulatory compliance; setting and enforcing accounting policies; maintaining financial records; and developing world-class financial best practices, said Cooper-Standard spokeswoman Sharon S. Wenzl.

Based at Cooper Standard's world headquarters in Novi, Banas will report to Matthew Hardt, executive vice president and chief financial officer.

"With more than 20 years of diverse, global experience in corporate finance and public accounting, Jon has demonstrated he is a proven leader, skilled at building strong teams and putting continuous improvement ideas into practice," said Hardt. "I am confident that Jon will provide the technical and financial leadership necessary to support our global growth."

Before joining Cooper Standard, Banas spent 11 years at ZF TRW in Livonia, where he served in roles of increasing responsibility.

Most recently, he was director, financial reporting, where he was responsible for worldwide financial reporting, including SEC, consolidation and technical accounting processes.

Banas earned a Bachelor of Business Administration degree in accounting at Wayne State University in Detroit and a Master of Business Administration degree in finance and accounting from the University of Michigan in Ann Arbor. He is a Certified Public Accountant.

Three weeks prior to Banas' appointment, Wenzl said Cooper-Standard appointed Brigit R. Anthony to vice president, engineering and technology, North America, effective immediately.

In this position, Wenzl said, Anthony will lead the North American team of over 300 engineers, scientists and technicians in engineering and technical centers in Southeast Michigan; Auburn, Indiana; Bowling Green, Ohio and Mitchell, Ontario.

She will report to Bill Pumphrey, senior vice president and president of North America at the Novi location.

"With her extensive knowledge of automotive product development systems, advanced technical concept development, program management and engineering information technology systems, Brigit is the ideal candidate to lead our North American engineering and technology team," said Bill Pumphrey, president, North America, Cooper Standard.

"Brigit has proven herself as an exceptional leader with more than 20 years of global automotive product and systems strategy development. Her appointment will help ensure our customers continue to receive the highest level of technical support they've come to expect from Cooper Standard."

She began her career as a product, manufacturing, test and resident climate engineer at Ford Motor Co.

## MORAN



# THIS WEEKS SPECIALS

### 2015 EQUINOX "LT"

- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
- 2.4L DOHC Engine! • 7" Color Touch Screen MyLink Radio!
- Remote Vehicle Entry! • Rear Vision Camera!
- OnStar w/4G LTE w/built-in Wi-Fi hotspot!
- Tilt and Telescopic Steering Column!
- 17" Aluminum Wheels!
- 32 MPG on the Highway!



Stock #F24729

NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!

Was \$27,180 Sale Price \$20,479\*

24 MONTH LEASE: **\$119\*** OR **\$119\***

\$0 DOWN W/LEASE CONQUEST \$999 DOWN W/LEASE LOYALTY

### 2016 MALIBU "LT"

- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
- 2.5L Turbo DOHC VVT Engine! • Remote Keyless Entry!
- Power Vertical Driver's Seat Adjustment! • Aluminum Wheels!
- OnStar w/4G LTE w/built-in Wi-Fi hotspot!
- Tilt and Telescopic Steering Column!
- 7" Color Touch Screen MyLink Radio!
- 36 MPG on the Highway!



Stock # G26329

NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!

Was \$23,545 Sale Price \$17,699\*

39 MONTH LEASE: **\$205\*** OR **\$205\***

\$0 DOWN W/LEASE CONQUEST \$999 DOWN W/LEASE LOYALTY

### Chevy Lease Pull-Ahead Continues!!!! Waiving Up To 3 Payments!\*

### 2016 CRUZE "LS"

- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
- ECOTEC 1.8L DOHC VVT Engine! • Automatic Transmission!
- OnStar with 4G LTE with Built-in WiFi hotspot!
- AM/FM/XM Radio w/CD!
- Rear Window Defogger!
- Remote Keyless Entry!
- Bluetooth for Phone!
- 35 MPG on the Highway!



Stock #G24740

NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!

Was \$19,795 Sale Price \$15,889\*

24 MONTH LEASE: **\$115\*** OR **\$115\***

\$0 DOWN W/LEASE CONQUEST \$999 DOWN W/LEASE LOYALTY

### 2015 SILVERADO "LT"

- 2 Yr/24,000 Scheduled Maintenance INCLUDED! 4x4 • DBL CAB
- ECOTEC3 4.3L V6 Engine! • Automatic Transmission!
- Color Screen MyLink Radio with USB Ports!
- OnStar w/4G LTE w/built-in WiFi hotspot!
- GM Bed Liner INCLUDED!
- Remote Keyless Entry!
- Aluminum Wheels!



Stock #F23871

NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!

Was \$39,315 Sale Price \$29,989\*

24 MONTH LEASE: **\$119\***

\$999 DOWN

## MORAN



Where You Always Get...

**RICH MILNE**  
rmilne@moranautomotive.com

35500 S. Gratiot Ave. / North of 15 Mile / Clinton Township

COMPLETE CARE / FIND NEW ROADS

**The Best Price... PERIOD!**

\*Pictures may not represent actual sale vehicle. All applicable incentives including conquest and/or loyalty offers have been deducted from Sale Prices/Payments and are subject to change by the manufacturer without notice and are plus title, tax and plate fees. GM Employee discount is required except where noted. Leases are 10,000 miles per year. Lease pull-ahead is for current Chevrolet leases waiving up to 3 remaining payments (up to \$1500). Silverado Down Payment assistance requires financing through ALLY, GM Financial or Wells Fargo. Must have 1999 or newer non-GM vehicle to qualify for Competitive Brand Conquest offer. Amount depends on model. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 8/31/2015 @ 6:00PM.

# LAST MONTH WAS FANTASTIC THIS MONTH SHOULD BE BETTER

## CALL FOR NEW PROGRAMS

CALL **BRUCE LITVIN** - 24/7 & 365 -  
40 YEARS OF QUALITY SERVICE  
CELL # 1-586-405-5175  
blitvin@lunghamer.com

# 1-888-665-5438

## Joe Lunghamer

 **CHEVY**  **BUICK**  **GMC**

#44296 #42333 #21552

475 SUMMIT DRIVE • 248-292-2502 • 5825 HIGHLAND RD. (M59) • WATERFORD

# VYLETEL



VISIT OUR WEBSITE TO SEARCH FOR MORE VEHICLES & GREAT DEALS ON NEW BUICK'S OR GMC'S AT [WWW.VYLETEL.NET](http://WWW.VYLETEL.NET)

UP TO 20% OFF STICKER PRICE On Select Buick & GMC Models Save Over \$1300<sup>00</sup> OFF MSRP

## LEASE PULL AHEAD IS BACK!

Up To \$1500<sup>00</sup> in Payments Waived

**\$500<sup>00</sup> Additional On Trade-In Value with Written Appraisal from Competitor**

**YOU SAVE OVER \$13,300 OFF LIST**

### 2015 GMC SIERRA SLT 1500 4WD CREW CAB

**YOUR PRICE \$40,995\***

**\$HUGE\$ REBATE \$10,864**

Stock #8457-15

### LEASE CONQUEST IS BACK!

Proof of Ownership of Non-GM Lease Receive an Additional \$1500<sup>00</sup> On Select Models

#### 2015 BUICK ENCLAVE FWD PREMIUM GROUP

EVERYONES PRICE NOW **\$42,870\***

WAS \$53,120



15% Off MSRP

Stock #6885-15

#### 2015 BUICK REGAL AWD

24 MONTH LEASE FOR ONLY **\$159\***

10K PER YEAR



24 MONTH BUICK EXPERIENCE LEASE FREE Maintenance • FREE XM Radio • FREE OnStar

Stock #4142-15 • Deal #52861

\$1624 total due at signing.

GM pricing plus tax, title & lic. w/lease conquest rebate.

Must have Non GM in household set to expire 365 days from delivery. NO SECURITY DEPOSIT REQUIRED!

#### 2015 BUICK LACROSSE 1SL LEATHER

24 MONTH LEASE FOR ONLY **\$249\***

10K PER YEAR



Leather Heated Seats, navigation, Rear Camera, Park Assist, Bose Sound System, Push Start Technology & More!

24 MONTH BUICK EXPERIENCE LEASE FREE Maintenance • FREE XM Radio • FREE OnStar

Stock #8930-15 • Deal #52858

\$1895 total due at signing.

GM pricing plus tax, title & lic.

Must have Non GM in household set to expire 365 days from delivery. NO SECURITY DEPOSIT REQUIRED!

#### 2015 BUICK ENCORE FWD BUICK LUXURY FOR LESS

24 MONTH LEASE FOR ONLY **\$129\***

10K PER YEAR



24 MONTH BUICK EXPERIENCE LEASE FREE Maintenance • FREE XM Radio • FREE OnStar

Stock #4282-15 • Deal #49782

\$1690 total due at signing.

GM pricing plus tax, title & lic.

Must have Non GM in household set to expire 365 days from delivery. NO SECURITY DEPOSIT REQUIRED!

### • SELLING BELOW GM PRICING FOR THE MONTH OF AUGUST ON ALL 2015 GMC AND BUICK MODELS •

#### 2015 GMC TERRAIN FWD SLE-1

24 MONTH LEASE FOR ONLY **\$139\***

10K PER YEAR



Stock #8233-15 • Deal #52862

\$590 total due at signing.

GM pricing plus tax, title & lic.

Must have Non GM in household set to expire 365 days from delivery. NO SECURITY DEPOSIT REQUIRED!

#### 2015 GMC ACADIA FWD SLE-1

24 MONTH LEASE FOR ONLY **\$149\***

10K PER YEAR



Stock #7647-15 • Deal #51286

\$1935 total due at signing.

GM pricing plus tax, title & lic.

Must have Non GM in household set to expire 365 days from delivery. NO SECURITY DEPOSIT REQUIRED!

#### 2015 GMC YUKON 4WD SLE

27 MONTH LEASE FOR ONLY **\$419\***

\$1995.00 DOWN



22" Chrome Wheels, Rear Camera, Power Liftgate, Max Trailering & More!

Stock #8530-15 • Deal #51169

10k miles per year.

\$2980 total due at signing.

GM price lease figured with Buick/GMC Loyalty Rebate.

NO SECURITY DEPOSIT REQUIRED!

#### 2015 GMC SIERRA 1500 4WD DOUBLE CAB

24 MONTH LEASE FOR ONLY **\$199\***

ATTENTION CURRENT BUICK/GMC LESSEES



LIMITED EDITION ELEVATION SERIES

Stock #8588-15 • Deal #52863

10k miles per year. \$1612 total due at signing.

GM pricing plus tax, title & lic.

GM price lease figured with Buick/GMC Loyalty Rebate.

NO SECURITY DEPOSIT REQUIRED!

VISIT OUR WEBSITE TO SEARCH FOR MORE VEHICLES & GREAT DEALS ON NEW BUICK'S OR GMC'S AT [WWW.VYLETEL.NET](http://WWW.VYLETEL.NET)

**40755 Van Dyke • Sterling Heights • 586.977.2800**

**WWW.VYLETEL.NET**

SALES: Sun CLOSED; M, TH 8:30am-9pm; T, W, F 8:30am-6pm; SAT 10am-3pm  
SERVICE: Sun CLOSED; M, TH 7am-8pm; T, W, F 7am-6pm; Sat 8am-1pm

\*GM Employee Pricing Plus Tax, Title, Lic. and Doc. No Security Deposit Required. Lease Conquest Rebate Must Have Non GM Lease In Household To Expire Within 90 Days Of Delivery Of New Purchase Or Lease. Lease Loyalty Rebate Must Have 1999 or Newer GM Vehicle In Household. Programs subject to change. Photos may not represent actual vehicle. Price is subject to change without notice. Lacrosse stk 6898-15 lease figured with DBC cert. \$1000.00 DBC credit is while supply last. Payment may be higher if dealer DBC cert expire. See dealer for details. Expires 8/31/15.

# Sapa Sees Strong Future in Car Business

CONTINUED FROM PAGE 1

And, said, Sapa vice president of Program and Risk Management Kevin Stuban that advances in technology have made it possible for Sapa to develop new ways to manipulate aluminum. As a result the company has been able to develop ways to mass produce aluminum parts in a cost-efficient manner, which is what is required when making parts for automakers.

“When it comes to improving mileage, aluminum is just part of the solution,” Stuban said. “In the future, we will see aluminum ‘work’ with other materials to help reduce the weight of motor vehicles. What has made this possible is the development tech in how we can join dissimilar materials together.”

In the past, Stuban said, automakers couldn’t use aluminum in conjunction with carbon fiber because there was no way to have the parts work together.

“That’s the key,” Landry said. “There’s no one solution. Aluminum can’t do it all. Carbon fiber can’t do it all. OEMs will also use powertrains and aerodynamics to improve mileage.” Stuban said that it’s now possi-

ble to use aluminum in place of steel in areas where no one thought it possible before. Sapa makes an aluminum rocker panel side sill for the Tesla car replacing the uni-body steel frame.

“This is now possible,” Stuban said, “because we’re able to now place multiple walls within the rocker tubes thanks to new manufacturing techniques. The result is a part stronger than previously possible when using stamping to create steel or aluminum parts.”

Thus Sapa is able to take advantage of strength derived from this structural geometry, Stuban said.

Sapa, Stuban said, has tech centers around the world. In Detroit it is opening two offices. The development office is in Birmingham. The company’s research office will be opening up in Troy in the next few weeks.

“Our research division is

called Sapa Technology,” Stuban said. “We will have more equipment there and make prototypes. I am a convert to aluminum. I started out on the steel side of things. I didn’t get into aluminum until I joined Sapa in 2008. The company was big in making building parts out of aluminum. In 2009 we didn’t make a single pound of automotive parts out of aluminum. In 2015 that figure is 140 million pounds. We have about 35 percent of the market share right now. We have 12 auto supplier plants, based mostly in the Midwest. Our Ford F-150 aluminum part is made in Pennsylvania. People ask me if Sapa is going to get into making auto parts out of other substances like carbon fiber. I tell them our strength is in aluminum extrusion and we will remain doing that for the foreseeable future.”

## Possible Ford Ranger Coming Back to State

CONTINUED FROM PAGE 1

fact and C-Max gas-electric hybrid. Ford is expected to move those products to a lower-cost factory in Mexico in 2018, but has yet to confirm the move.

“We actively are pursuing future vehicle alternatives to produce at Michigan Assembly and will discuss this issue with UAW leadership as part of the upcoming negotiations,” spokeswoman Kristina Adamski said Aug. 26 in a statement.

The UAW opened contract talks with all three Detroit-area automakers last month. The contracts expire Sept. 14.

In the 1990s, Americans bought more than 1 million small pickups every year, attracted by their lower prices, reasonable gas mileage and ability to haul light loads.

Sales tumbled when bigger pickups, such as the Ford F-150, caught up in fuel economy.

Ford got out of the small pickup market in the U.S. in 2011, followed by General Motors in 2012. But GM has returned to the market, selling nearly 88,000 Chevrolet Colorado and GMC Canyon models this year.

Through July, small pickup sales are up 62 per cent to more than 211,000, according to Auto-data Corp.

The smaller trucks, which are more efficient than full-size pickups, could help GM and Ford meet government fuel economy requirements. New light vehicles must average 54.5 miles per gallon by 2025 under the standards.

Ford says it’s negotiating on a vehicle for the Wayne plant but wouldn’t talk about future products.

## Help Club GM Fight Cancer

Club GM is selling t-shirts to promote National Mammogram Day, which falls this year on Saturday, Oct. 17.

All proceeds raised from the sales of the shirts will go to the American Cancer Society. Short-sleeved shirts will sell for \$25 and long-sleeved shirts for \$35. Orders must be in by Sept. 15. The shirts will be on sale at Club GM stores. To learn more about how to order a shirt, contact Kate Murphy 586-441-8670.

**WE DO HOUSE CALLS OR COME SEE US...  
Before You Trade-In or Sell Your Car**

# JIM DOUGLAS AUTO SALES



Buyer & Seller of Clean Vehicles Since 1975!

**You'll Get Your Tax Break  
Plus 100's if not 1,000's More**

## 248.332.8326

1153 Baldwin Rd • Pontiac • [www.jimdouglasautosales.com](http://www.jimdouglasautosales.com)

# ED RINKE



## REGAL 2015

1SN FWD  
EVERYBODY'S PRICE

LEASE FOR 24 MONTHS **\$109\***  
\$999 DOWN

PURCHASE FOR **\$24,914\***

## ENCORE 2015

LEASE FOR 24 MONTHS **\$79\***  
\$999 DOWN

PURCHASE FOR **\$19,997\***

## VERANO 2015

1SD  
EVERYBODY'S PRICE

LEASE FOR 24 MONTHS **\$85\***  
\$999 DOWN

PURCHASE FOR **\$19,172\***

## LACROSSE 2015

1SL  
EVERYBODY'S PRICE

LEASE FOR 24 MONTHS **\$199\***  
\$999 DOWN

PURCHASE FOR **\$29,932\***

## ENCLAVE 2015

LEASE FOR 24 MONTHS **\$187\***  
\$999 DOWN

PURCHASE FOR **\$31,455\***

## TERRAIN 2015

LEASE FOR 24 MONTHS **\$75\***  
\$999 DOWN

PURCHASE FOR **\$21,777\***

## ACADIA 2015

SLE-1  
EVERYBODY'S PRICE

LEASE FOR 24 MONTHS **\$139\***  
\$999 DOWN

PURCHASE FOR **\$27,077\***

## SIERRA 2015

DBL. CAB 2WD  
ELEVATION EDITION  
BEDLINER INCLUDED

LEASE FOR 24 MONTHS **\$108\***  
\$999 DOWN

PURCHASE FOR **\$27,237\***

## YUKON 2015

4WD SLE  
EVERYBODY'S PRICE

LEASE FOR 27 MONTHS **\$339\***  
\$1,999 DOWN

PURCHASE FOR **\$45,252\***

## CHEVROLET LEASE PULL AHEAD JUNE 1ST 2015 – FEB 28TH 2016\*\*

## VOLT 2015

LEASE FOR 36 MONTHS **\$167\***  
\$999 DOWN

PURCHASE FOR **\$25,727\***

## TRAX 2015

LS  
EVERYBODY'S PRICE

LEASE FOR 24 MONTHS **\$38\***  
\$999 DOWN

PURCHASE FOR **\$15,599\***

## NEW CRUZE 2016

1LT  
NO EMPLOYEE DISCOUNT REQUIRED

LEASE FOR 24 MONTHS **\$92\***  
\$999 DOWN

PURCHASE FOR **\$17,283\***

## SILVERADO 2015

DBL. CAB 2WD  
BEDLINER INCLUDED

LEASE FOR 24 MONTHS **\$85\***  
\$999 DOWN

PURCHASE FOR **\$23,998\***

## MALIBU 2015

1LT  
EVERYBODY'S PRICE

LEASE A 1LT 24 MONTHS **\$70\***  
\$0 DOWN

PURCHASE A 1LS FOR **\$16,474\***

## EQUINOX 2015

1LT  
EVERYBODY'S PRICE

LEASE A 1LT 24 MONTHS **\$59\***  
\$999 DOWN

PURCHASE A 1LS FOR **\$19,218\***

## TRAVERSE 2015

LS  
EVERYBODY'S PRICE

LEASE FOR 24 MONTHS **\$108\***  
\$999 DOWN

PURCHASE FOR **\$23,915\***

## CAMARO 2015

2LS  
EVERYBODY'S PRICE

LEASE FOR 24 MONTHS **\$154\***  
\$999 DOWN

PURCHASE FOR **\$20,995\***

## WE'LL GIVE YOU A \$3,500 MINIMUM FOR YOUR 2003 OR NEWER TRADE IN.

## ED RINKE

FAST • FRIENDLY • DISCOUNTS



**GM SERVICE CENTER**  
MICHIGAN'S LARGEST  
•SERVICE DEPT. •PARTS •BODY SHOP

### 866-452-1547

26125 Van Dyke @ 10 1/2 Mile  
Center Line, MI 48015

SERVICE HOURS: Monday & Thursday 6:30am-9:00pm; Tuesday, Wednesday & Friday 6:30am-6:00pm • Shuttle at 6:30am - Pick-up Both Ways • All Day starting at 6:30am.

## Quick Oil Change EXPRESS

### LUBE OIL FILTER \$23.95

Up to 5 qts.

Fluid Level,  
Brake & Alignment Check Included.

We use Genuine GM Oil & Filter  
No additional or hidden charges.  
Out the door pricing.

Open Mondays & Thursdays until 8:30pm  
Excludes synthetic, Diesel & Med. Duty Trucks.  
Most GM cars & trucks. One coupon per customer. Must  
present coupon with order. Plus tax. Expires 8-31-15.

## BODY SHOP

586-754-7000  
ext 1231

INSURANCE  
WRECK  
AMENDED

TRANSPORTATION AVAILABLE  
During Scheduled Repairs

FREE OIL CHANGE  
With Each Major Repair

WE REPAIR  
ALL MAKES  
& MODELS.



Nicole Dodge  
nhuminski@edrinke.com



Jim Pfeifle  
jpfeifle@edrinke.com



Dennis Thacker  
dthacker@edrinke.com



Paul Makowski  
pmakowski@edrinke.com

Find New Roads

Visit our website: [edrinke.com](http://edrinke.com)

SHOWROOM HOURS:  
Mon. & Thurs. 8:30am-9pm  
Tues., Wed., & Fri. 8:30am-6pm

NO DOC FEES  
Find Us on FACEBOOK

See us for your GM employee purchases.

## 1-877-451-7707

26125 Van Dyke at 10 1/2 Mile Rd.

Visit our website: [edrinke.com](http://edrinke.com)

SHOWROOM HOURS: Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm

All applicable rebates including lease/conquest offers have been deducted from sale price/payment. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). Below GM Pricing only valid on certain models. Trax, Cruze, Silverado, Malibu, Equinox, Camaro and Traverse are 24 month lease. Volt is a 36 month lease. Must qualify for Volt to Volt Loyalty. You must own or lease a Volt. All leases are 10k miles per year w/ approved S Tier credit w/ \$999 due at signing. Prices & payments are plus tax, title, and plate fees. Must finance through Ally GM Financial and Wells Fargo. Refundable security deposit required on certain vehicles—to be determined by lender. For Silverado, must trade in 99 or newer model vehicle. GM Employee discount to everyone valid on certain models. \*\*\$3500 trade-in is valid on 2003 or newer vehicles with under 115k miles in drivable condition, no branded titles, less reconditioning determined by appraiser. Certain restrictions may apply, see salesperson for details. \*\*\* Expiration Date—8/31/15.

See us for your GM employee purchases.

## 1-866-452-1300

26125 Van Dyke at 10 1/2 Mile Rd.

Visit our website: [edrinke.com](http://edrinke.com)

SHOWROOM HOURS: Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm

All prices and payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). All leases are 10,000 miles per year with approved S Tier credit. Vehicles shown are \$999 down. Must have lease loyalty and/or conquest. Must have closing competitive lease. Prices and payments are plus tax, title, plate fee, refundable security deposit required on certain vehicles—to be determined by lender. GM employee discount to everyone valid on certain models. \*\*\*\$3,500 trade-in is valid on 2003 or newer vehicles w/ under 115k miles in drivable condition, no branded titles, reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. \*\* Exp date: 8/31/2015.

Now looking for experienced salespeople to join our team!