

## Chevrolet to Spend \$1B in India to Expand Operations

As part of Chevrolet's global growth strategy to ensure long-term profitable expansion in the markets where they operate, the company confirmed that it will make U.S. \$1 billion (INR 6,400 crores) in new investment in India. The announcement was made in Delhi during GM CEO Mary Barra's recent summer visit, the second visit to the country in 12 months, said GM spokesman P Balendran.

Barra, GM executive vice president and GM International president Stefan Jacoby and GM India president and managing director Arvind Saxena met with India's Prime Minister Narendra Modi today to brief him on Chevrolet's plans.

Chevrolet stated in early August that it is making a U.S. \$5 billion investment to strengthen its business in global growth markets through the development of an all-new vehicle family that will meet the rapidly changing demands of customers in Brazil, China, Mexico and India. The company has invested US \$1 billion in India since 1996, Balendran said.

"Chevrolet is committed to India for the long term," said Barra. "We are delivering on our promise and doubling our investment

in India. This will allow us to provide our Indian customers the great vehicles they want and the world-class customer experience they deserve. It will also support the government's Make in India program."

The new investment is expected to create approximately 12,000 new jobs for GM India and its suppliers, Balendran said. Besides growing the use of the domestic supply base to support increased product localization, Chevrolet will also expand its domestic dealer network to support the greater availability of vehicles and service for consumers nationwide.

The majority of the new investment will support the strengthening of Chevrolet's Talegaon manufacturing base in the state of Maharashtra, Balendran said. It will enable the facility to localize, industrialize and optimize its footprint to accommodate additional products for the domestic and export markets.

"The new global vehicle family we just announced will have several different body styles designed to meet the expectations of the Indian consumer," said Jacoby. "The vehicles will be man-

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GM CEO Mary Barra unveils Chevrolet Trailblazer SUV for India.

## Arsenal Hosts Congressional Delegation

by Jim Stickford

Several members of the Michigan Congressional Delegation visited the Detroit Arsenal (home to the Army's TACOM and TARDEC facilities) in Warren on Sept. 2 as part of a larger tour of Michigan's military bases.

TACOM commander Maj. Gen.

Gwen Bingham said that she was glad to bring members of the Michigan Congressional Delegation to Warren to see just what they do there. She noted that TACOM generates and provides the tools of mobility, lethality and survivability for America's war fighters.

"If soldiers eat it, wear it, shoot

it or drive it, it's handled through TACOM, it's managed here, it happens here," said Michigan Sen. Debbie Stabenow. "The message we want to send the country is that kind of thing couldn't happen anywhere else in the U.S., that we're in a partnership

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## Woodward Dream Cruise Presents Business Chances

by Jim Stickford

The annual Woodward Dream Cruise presents the enterprising businesses along Woodward Avenue with a real money-making opportunity even if they aren't in the car industry.

U-D Mercy marketing professor Michael Bernacchi said that for businesses along Woodward, the Dream Cruise can be either a real "win-win or win-lose" situation for Woodward businesses.

Bars and restaurants as well as businesses that cater to the car enthusiast do well. But there are plenty of businesses along Woodward that don't cater to car enthusiasts – nail salons, services businesses such as insurance sellers or banks and the like – and they might find their business actually decline the week of the cruise because customers don't want to hazard the crowds.

Bernacchi said that he is aware of a church on Woodward that decided to raise funds for its activities this year by doing more than renting out parking spaces.

"They decided to sell some refreshments," Bernacchi said. "From what I understand, they did very well. They thought outside the box, and that's what other businesses have to do."

Bernacchi said that the Dream Cruise presents businesses all kinds of opportunities to get their names before the public. He said that he's aware of a pizza parlor that passed out coupons that were good for

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The 2016 Cadillac SRX



The 2016 Ford Explorer



The 2016 Jeep Compass

## GM's Retail Sales Up 6 Percent

While GM's fleet sales were down 24 percent, increases in the more profitable retail sales picked up the slack in August.

General Motor's Chevrolet, Buick, GMC and Cadillac brands sold 270,480 vehicles in the United States in August 2015. Retail deliveries climbed 6 percent compared with a year ago, when results included the Labor Day holiday.

GM had the industry's largest retail sales increase and gained

more than 1 percentage point of retail market share year over year, based on J.D. Power PIN estimates. Fleet sales were down 24 percent on a 38 percent decline in rental deliveries. Total sales were in line with a year ago (a .7 percent decline), said GM spokesman Jim Cain.

GM continues to have the highest average transaction prices (ATPs) and had the lowest incen-

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## Ford's SUV, Truck Sales Up

Ford Motor Company delivered its best August U.S. sales in nine years on strong demand for new cars, SUVs and trucks. Sales totaled 234,237 vehicles, a 5 percent increase.

"Customer demand for our newest vehicles made August a strong month for Ford," said Mark LaNeve, Ford vice president, U.S. Marketing, Sales and Service. "Improved availability helped make August the strongest sales month this year

for F-Series. We also had our best month of Ford SUV sales in 12 years."

F-Series delivered its best August sales results since 2006, with total sales of 71,332 – a 5 percent increase in sales versus a year ago. F-150 EcoBoost sales also have been growing, representing 63 percent of F-150 retail sales in August and an 86 percent increase versus EcoBoost sales a year ago.

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## Jeep's Sales Up 18 Percent

Fiat Chrysler reported U.S. sales of 201,672 units, a 2 percent increase compared with sales in August 2014 (198,379 units), and the group's best August sales since 2002.

The Jeep and Ram Truck brands each posted year-over-year sales gains in August compared with the same month a year ago, said Chrysler spokesman Nick Cappa. The Jeep brand's 18 percent increase was the largest sales gain of any Fiat Chrysler brand during the

month. The group extended its streak of year-over-year sales gains to 65-consecutive months.

"In spite of a tough 2014 comparison and extreme stock market volatility, our dealer's competitive spirit kicked in and propelled us to our 65th-consecutive month of year-over-year sales increases," said Reid Bigland, head of U.S. Sales. "Our Jeep brand turned in a double-digit increase while eight individual models, in-

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## School Supply Drives Provide for Students

The City of Warren is sponsoring its third Back-To-School Supplies Drive for Needy Students.

Needed are binders, notebooks, colored pencils, paper, crayons, pencils (No.2), erasers, pencil sharpeners, folders, pens, glue sticks, rulers, highlighters, scissors, and markers.

Donations can be dropped off at the mayor's office, One City Square, Suite 215, (box in front of office). Supplies will be collected through the month of September.

According to city records, last year's drive benefited students at McKinley Elementary School in Warren. For more information, please contact the mayors office at 586-574-4520.

Additionally, every summer the Judson Center hosts a School Supplies Drive for children in foster care. Donations can be dropped off at Judson Center in Royal Oak all year round at Judson Center, 4410 W. 13 Mile Road, Royal Oak, 48073, Monday through Friday 9 a.m. - 5 p.m.

Needed items include backpacks, highlighters, pens, pencils, glue and glue sticks, pencil boxes, rulers, scissors, colored pencils, crayons, notebooks, binders, folders and flash drives.

## Warren Library Special Events For September

The Warren Public Library will be hosting a couple of events to educate and inform area residents how to obtain college grants and scholarships as well as how to learn sign language.

"Did you know that American Sign Language is the third most used language in the United States," said Warren librarian Jennifer Lund "Are you interested in learning?"

If so, Lund said, Lois Sprengnether Keel will be conducting classes twice a month, beginning on Tuesday, Sept. 8. The classes will be held in the Warren Civic Center Library conference room starting at 6:30 p.m. All ages are welcome, Lund said, but she added that children must be accompanied by an adult and able to cooperate in a classroom-stle environment.

Lund said that on Thursday, Sept. 10, the library will be holding a discussion, beginning at 6 p.m. at the Civic Center Library, on how parents and students can get grants and scholarships.

"College costs continue to rise and individuals and families continue to wonder how they will manage," Lund said. "They are there scholarships and grants available. We will have an expert from the Michigan Department of the Treasury with us to answer any questions."

Space is limited for the sign language classes and the scholarship discussion, Lundy said. To reserve a spot, call 586-574-4564.

# Woodward Dream Cruise Presents Business Opportunities

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times after the cruise was over.

"Let's look at the situation this way," Bernacchi said. "Turning your head away from the cruise gets you nothing. But if you look at the cruise as a way to connect with a large crowd, there are opportunities. And when you look at the businesses along Woodward, a lot of them are about connecting with people and other businesses."

A study done by Crossbow Research, Inc. & Opinion Research on behalf of the Detroit Metro Convention Visitors Bureau (DMCVB) after the 2012 Dream Cruise backs up what Bernacchi said.

The DMCVB study showed that of the estimated 1.3 million attendees, approximately 26 percent of them came from outside metro Detroit.

The study further showed that 5 percent came from outside the United States.

And 36 percent of visitors rented "an average of 2.3 hotel rooms at an average cost of \$109 per room per night and stayed" for about three nights.

Other economic conclusions:

- Most visitors also planned to dine and shop while in the local area, and on average, they spent \$250 for their personal travel group on a full day in the metro Detroit area.

- 47 percent of attendees were from Oakland County; 11 percent were from Wayne County; 11 percent were from Macomb County; 5 percent from Washtenaw, Monroe and Livingston Counties; 9 percent from other parts of Michigan; 12 percent from other parts of the country; and 5 percent from outside the U.S.

This statistic alone, Bernacchi said presents all kinds of opportu-



The popularity of the annual Woodward Dream Cruise presents opportunities for Detroit-area businesses.

nities for businesses. Those who wish to expand outside metro Detroit have the chance to engage with people from across the state, the country and the world. And for those who wish to build relationships with local residents, that opportunity also exists.

The study showed that visitors spent more than area residents. Here are some stats:

- Visitors spent an average of \$87.15 per person in restaurants and bars versus area residents, who spent an average of \$57.22.

- Visitors spent an average of \$41.38 on shopping and souvenirs versus the \$18.15 spent by residents.

- Groceries and takeout spending was almost identical - \$25.39 for visitors and \$25.74 for residents.

- The casinos saw some business. Visitors spent, on average, \$6.25 per person. The average resident spent \$4.83.

The study indicated that nearly all those visiting the cruise (93 percent) use their personal vehicle as their primary mode of transportation while in the area, with another 4 percent renting cars.

The rest walked or used other forms of transportation.

The study also showed that 46 percent of Dream Cruise visitors used the Internet to gather information about their visit.

So, Bernacchi said, that presents the Net-savvy business operator with an opportunity to reach new customers via the Internet.

And, Bernacchi said, the

Woodward Dream Cruise has grown beyond officially-sanctioned events along the route set out by the original founders of the event.

"I find it interesting that the Dream Cruise has become a part of the fabric of the Detroit area," Bernacchi said.

"Even cities that don't intersect with Woodward are making that weekend special. For example, there is the downriver cruise that happens around the time of the Dream Cruise. It's become more than a one-day event.

"My point is there are all kinds of opportunities for people, businesses and entire communities who want to take advantage of the Dream Cruise."

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## Detroit Arsenal Hosts Michigan Congressional Delegation

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with the auto industry. The whole Michigan delegation believes this and fights for this.”

The tour was important, said Candace Miller (R-10th District) to a crowd of reporters and Detroit Arsenal workers, because of the state’s long history as the arsenal of democracy and its ability to use the resources of the auto industry to innovate for the future.

Congressman Sander Levin (D-Ninth Congressional District) said that given the challenges the military will face in the time of tight budgets, it’s important for the Michigan Congressional Delegation to know what’s at stake for Michigan and for the defense of the country.

He noted that 75 years ago, Detroit became the arsenal of democracy because of the ability of the auto industry to shift to defense manufacturing.

“Now there is a similar need,” Levin said. “The synergy between the military and the auto industry is so rich. There is no place like here and we should take our place as a center of innovation.”

Levin also said that southeast Michigan has developed a defense corridor that has created the infrastructure needed to keep America strong and it’s important that the state’s representatives understand that. Which is why tours of places like the Detroit Arsenal, Selfridge Air National Guard Base and Camp Grayling up north are so important.

Miller said it’s always been her understanding that the first job of the federal government is to provide for the common defense of its citizens.

“We’re an arsenal of innovation,” Miller said. “We do it to for our citizens and to protect our war fighters. That’s why the Michigan delegation, both Demo-



Gwen Bingham, commander of TACOM, met with members of the Michigan Congressional Delegation.

crat and Republican, are working together. We here have just seen the partnership between TACOM, TARDEC and GM in the development of an electric battery. I’ve never seen anything like this.”

Rep. Debbie Dingell (D-12th Congressional District) said that too many people don’t know what goes on at places like the Detroit Arsenal or Selfridge.

“We need to talk about the positives,” Dingell said, “of public/private partnerships. We have great resources here in Michigan that can help keep the United States number one. Michigan is the place to power that drive.”

Rep. Fred Upton, (R-Sixth Congressional District) said promoting Michigan’s military resources is a priority for the state delegation because it shows that they

are dedicated to making sure the country’s troops get what they need to protect us all.

“We’ve impressed with what we’ve seen,” Upton said. “We’ve had the chance to kick the tires of the vehicles developed here in Michigan. It’s something to see.”

Miller spoke to several media members after the formal presentations. She said that there will be another round of Base Re-

alignment And Closure (BRAC) analysis performed by Congress in the future.

“It might happen in a year or five years, but BRAC is going to happen again,” Miller said. “We need to make sure that we have all hands on deck and that the delegation understands what is done at places like TACOM and TARDEC. They need to know that there is an arsenal of innovation here.”

## Chevrolet Invests \$1B in India to Boost Operations

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ufactured and sold in India and feature striking styling that has never been seen here before. They will also be exported worldwide. With this investment, our aim is to double our market share in India by 2020.”

There are no plans to export the vehicles to mature markets such as the United States, Jacoby said. GM India is expected to roll out 10 new locally produced Chevrolet models within the space of five years. They include the Trailblazer SUV, which will go on sale in October of this year, and the Spin MPV, which will reach the market in early 2017.

Talegaon, which currently has a production capacity of 130,000 vehicles, will increase its base capacity to 220,000 vehicles by 2025. It will also become a global export hub for GM, with more than 30 percent of its annual production planned for markets outside India. To rationalize its domestic manufacturing operations, Chevrolet will cease production at its Halol facility in the state of Gujarat by the second half of 2016.

“Consolidating our manufacturing in a single location in India will support the long-term sustainability of our business in a challenging emerging market,” said Saxena.

## County Offering Business Seminar

Michigan State University Extension (MSUE) is partnering with Gerry Weinberg & Associates to provide training on how to grow a business.

Participants will learn how to separate suspects from prospects, how product knowledge can hurt business growth and how to sell more by listening to prospects’ needs.

The workshop will take place from 6 p.m. to 8 p.m. on Wednes-

day, Sept. 16 at the Nino Salvaggio Community Banquet Hall, 17496 Hall Road, Clinton Township, 48038, said Macomb County spokeswoman Kathy Jamieson.

The cost for the workshop is \$25 per person. Pre-register at events.anr.msu.edu/7sins/.

If you have any questions, please contact Kathy Jamieson at jamies13@anr.msu.edu or greg.coyne@sandler.com.

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# Auto Sales Climb in U.S. and Drop in China

DETROIT (AP) – U.S. auto sales remain a bright spot in a global car market encountering turbulence in important countries such as China.

It's a complete reversal from six years ago, when U.S. vehicle sales plunged during the recession and China easily surpassed the U.S. as the world's largest car market. China remains No. 1, but sales there are slowing as the economy cools and cities impose car ownership limits to curb smog and congestion. That leaves automakers relying heavily on the U.S. and Western Europe, where a recovery in car sales is finally underway.

Sales figures for August released Sept. 1 by Sweden's Volvo Cars tell the story: Volvo U.S. vehicle sales jumped 18.3 percent as the new XC90 SUV went on sale, and they rose 6.5 percent in Europe. But its sales in China plunged 10 percent. One of every five vehicles Volvo sells globally is sold in China.

All major automakers were releasing U.S. sales figures Sept. 1, and early reports were mixed. Analysts expect sales of new cars and trucks to decline slightly from last August, but primarily because of a calendar quirk. Labor Day is typically a big sales weekend as dealers hold model year-end clearance sales. Last year, Labor Day weekend was counted as part of August sales. With Labor Day this year on Sept. 7, those sales will be part of September results.

Global figures for August will be released later this month. U.S. sales remain on pace to top 17 million this year for the first time since 2001. Low interest rates, low gas prices, high consumer confidence and enticing new small SUVs like the Jeep Renegade and Honda HR-V are drawing buyers to dealerships despite some angst in the stock market caused by fears of the economic slowdown in China.

For August, Ford reported a 5-percent gain as sales of its new F-150 gained steam, and Fiat Chrysler's sales rose 2 percent thanks to strong demand for Jeep SUVs. General Motors said its U.S. sales were flat last month, as it saw strong demand for the Chevrolet Silverado but Cadillac sales declined.

Toyota's U.S. sales fell 9 percent, hurt by its car-heavy lineup in a market where buyers want SUVs. Volkswagen's sales dropped 8 percent.

Sales in Western Europe are showing life after years in the

doldrums. Through July, sales there gained 7 percent, according to LMC Automotive, a data firm. But sales in Eastern Europe tumbled 11 percent because of the deteriorating economy in Russia.

Now the biggest concern for automakers is China, where new vehicle sales fell by unexpectedly wide margins of 3.3 percent in June and 6.6 percent in July. August sales figures should reflect Chinese consumers' reaction to a further 12.5 percent drop in the Shanghai Composite Index.

Chinese sales growth peaked at 45 percent in 2009, the same year U.S. sales hit a 30-year low of 10.4 million vehicles. But growth has steadily declined since then. Forecasters who expected sales growth in China of up to 8 percent this year have re-

cently slashed that to as low as 1.7 percent.

Slumping sales are likely to force German automakers, which are unusually dependent on sales to China, to issue profit warnings, said Bernstein analyst Max Warburton in an Aug. 27 report.

If the sales slowdown in China continues, U.S. buyers could eventually see more vehicles imported from China, as automakers try to maximize production at the plants they have built there. Automakers could also shift vehicles planned for China to the U.S., but that could be a challenge because vehicles popular there – like big sedans – aren't popular here.

"We're in a wait and see mode for China right now," said Akshay Anand, a market analyst with Kelley Blue Book.

## Wrangler Stays in Toledo

TOLEDO, Ohio (AP) – Fiat Chrysler assembly plant managers told workers Tuesday that Jeep Wrangler production will stay in the city where the vehicle's roots date to World War II, but they also delivered a surprising announcement that the Jeep Cherokee line would be sent out of state, union leaders said.

It's not clear how the moves might affect job numbers at the plant, which employs about 6,000.

But managers told workers that employment levels would not be affected, although they didn't provide details on how that would happen, said Bruce Baumhower, president of United Auto Workers Local 12.

Over half of the plant's employees work on the Cherokee.

Auto workers and city leaders have been on edge for nearly a year since Fiat revealed it was considering moving the Wrangler assembly line because of the cost of reconfiguring its current plant so that the vehicle could be constructed with an aluminum body to meet new government gas-mileage standards.

Moving the Cherokee was never mentioned until Sept. 1 and caught everyone off guard, Baumhower said.

*Automotive News* first reported the decision. Fiat Chrysler CEO Sergio Marchionne told the publication that the company had found a solution to expand Wrangler production. He told *Automotive News* that the only way to keep the Wrangler in Toledo would be to move it into the

space now occupied by the Cherokee. He did not say where the Cherokee could be headed.

Fiat wouldn't elaborate on his comments.

Baumhower and Ken Lortz, regional director of the UAW for Ohio, both said they are not convinced the Cherokee would be moved, saying that the plan outlined by Marchionne could be a trial balloon.

Fiat Chrysler, GM and Ford are in the middle of contract talks with the UAW. The union's contracts with the automakers expire Sept. 14.

Marchionne previously said he hoped to decide by the end of the summer on where the Wrangler would land.

Toledo and officials from the state of Ohio have put together incentives packages for Fiat Chrysler executives as part of their effort to hold onto the Wrangler.

Jeep's origins in Toledo go back to 1941, when Willys-Overland Motors began mass production of the vehicle for the military. As the war neared its end, the company began making the Jeep CJ for the public.

## MCC, Macomb Bar Association Host Law Debate

On Constitution Day – Sept. 17 – the Macomb County Bar Foundation and Macomb Community College are co-hosting a debate about the meaning and interpretation of the Constitution.

The debate will be held at 1:30 p.m. at the Lorenzo Cultural Center, on Macomb's Center Campus, 44575, Garfield Road, Clinton Township, said MCC spokeswoman Jeanne Nicol.

While the event is free, RSVP to [Tigersof68@aol.com](mailto:Tigersof68@aol.com) to reserve a seat, because space is limited, Nicol said.

Jocelyn Benson, dean of the Wayne State University Law School, will moderate the discussion.

A graduate of Harvard Law School, she became dean of Wayne Law in June 2014 at age 36, she was the youngest woman to ever be named to lead a U.S. law school.

• Michael Warren, Oakland County Circuit Court judge and co-founder of Patriot Week, will be representing the view that "the Constitution should be interpreted in light of its historical meaning at the time of adoption."

• Robert Sedler, professor, Wayne State University Law School, and one of the attorneys in *DeBoer V. Snyder*, will be representing the view that the Constitution "must be interpreted in light of the conditions and values of contemporary American society."

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# Jeep Sales Jump 18 Percent

CONTINUED FROM PAGE 1

cluding four Jeep brand vehicles, set sales records. FCA US topped the 200,000-unit threshold in August for the second time this year.”

Eight Fiat Chrysler vehicles set records in the month of August, including the Jeep Compass which posted the largest percentage year-over-year increase of any Jeep brand vehicle in the month. Sales of the Compass were up 58 percent, the compact SUV's best sales month ever. In addition, the Jeep Wrangler, Jeep Cherokee, Jeep Patriot, Dodge Challenger, Dodge Journey, Ram pickup truck and Ram ProMaster van each recorded their best August sales ever.

Fiat Chrysler finished the month of August with a 74-day supply of inventory (571,290 units). U.S. industry sales figures for August are internally projected at an estimated 17.8 million units Seasonally Adjusted Annual Rate (SAAR), Cappa said.

Jeep brand sales increased 18 percent, the brand's best sales month ever and its 23rd-consecutive month of year-over-year sales gains. The brand's August sales toppled the previous brand record set in May of this year.

Ram Truck brand sales, which include the Ram pickup truck, ProMaster, Ram ProMaster City and Ram Cargo Van, were up 6 percent in August, the brand's best August sales since 2005. Sales of the pickup truck increased 4 percent, the pickup's best August sales ever. ProMaster sales were up 91 percent, the full-size van's best August sales since it was launched in October 2013.

Sales of the all-new 2016 Fiat 500X, the newest addition to the Fiat brand vehicle lineup, increased 7 percent in August com-

pared with the previous month of July. Fiat dealers sold 1,029 units of the new crossover last month as greater numbers reached Fiat studios across the country.

Both the Challenger and Journey posted their best August sales ever. Challenger sales were up 25 percent as the muscle car logged its seventh sales record this year.

Sales of the Chrysler 200 were up 30 percent in August, the mid-size sedan's best August sales since 2012, Cappa said. Sales of the Chrysler brand were down 14 percent compared with the same month a year ago.

## MSU Engineering College Attracts Women Students

EAST LANSING, Mich. (AP) – The Michigan State University College of Engineering has more than 1,000 female undergraduate students for the first time as administrators try to recruit more women to the field.

College officials estimate that more than 300 female students are among the more than 1,400 freshmen starting the academic year at MSU on Wednesday. The College of Engineering currently has roughly 5,000 undergraduate students and more than 800 graduate students.

Women made up about 18 percent of undergraduate enrollment in the college last year. College spokeswoman Teresa Isela VanderSloot said it's on track to have a freshman class that's more than 20 percent female this year.

The college aims to have women make up 25 percent of its undergraduate population by 2020.

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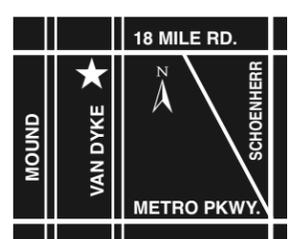
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## Ford Makes Major Investments in Africa

Ford Motor Company held its second annual Go Further Africa event Aug. 11 at the Sandton Convention Centre in Johannesburg.

The program revealed eight new models designed and built for African markets, as well as detailing its new assembly plant in Nigeria, and highlighted its wide range of far-reaching corporate social investment initiatives, said Ford spokeswoman Alisea Chetty.

“Go Further is Ford’s brand promise, and the dazzling array of new products, high-tech innovations and solutions presented at this amazing event are proof of how Ford is indeed going further and creating an exciting new world,” said Jeff Nemeth, president & CEO Ford Motor Company of Sub-Saharan Africa region.

“As much as we are a car company, Ford is also a people company. Our investment in the community across Africa - through various health, education and mobility projects is as fundamental to our business as producing vehicles, as this is key to unleashing the potential of the African continent.”

The central theme for Go Further Africa, Nemeth said, is “Innovation and Mobility”, which showcases Ford’s vision for the future. Ford Smart Mobility is the company’s plan to use innovation to create the next level in connectivity, mobility, autonomous vehicles, big data and an overall emphasis on improving the customer experience.

Nemeth said that Ford is also expanding its multi-modal approach to urban mobility. One of the innovations on show at Go Further Africa was the Mode:Pro eBike, a customizable electric bike experiment making its debut in Africa. The eBike is designed for all types of commercial uses

and is aimed at reducing congestion by allowing small businesses and courier companies to deliver goods without negatively impacting on traffic. The Ford X-Car supports public-private partnerships by using the vehicle as a transportation backbone to deliver goods and services to under-served communities.

Ford Mobility experiments will provide significant insight through data analytics that will help to deliver advanced new products, use technology to change the way the world moves and devise mobility solutions for millions by working with various partners.

Chetty said Ford is working with World Vision in Africa to build a learning community to create value-added opportunities including community health programs, medicine and vaccine delivery as well as economic empowerment of women.

Ford is also working with Riders for Health, an organization that manages and maintains fleets that transport healthcare workers to patients who need help, Chetty said.

The Data Driven Healthcare project conducted in Gambia uses Ranger’s and Everest fitted with Ford OpenXC technology to assist with mobilizing rural outreach healthcare. Additionally, Ford Motor Company Fund donated \$75,000 to Riders for Health towards essential vehicle support, training and maintenance services to ensure that health care services are delivered more efficiently to an increased number of people across the country.

Ford has also launched the College Community Challenge with the global non-profit organization Enactus. Ford and Enactus are working with universities in selected African markets includ-

ing South Africa, Kenya, Ghana and Morocco, Chetty said. This program empowers students to make a difference by creating sustainable projects that address particular needs in their local communities. The “Change the World Innovation Challenge” was announced and Ford South Africa was the first country to issue a grant of \$25 000 towards the innovation challenge.

Ford Motor Company stated it will assemble its popular Ford Ranger pickup truck in Nigeria starting in the fourth quarter of 2015 as part of its expansion in Middle East and Africa. Nigeria will be the first African country outside of South Africa where Ford vehicles are produced, Nemeths aid.

Ranger assembly will begin in Ikeja, in the Lagos State about 750 km southwest of Nigeria’s capital city Abuja. Ford is partnering with Ford dealer group Coscharis Motors Limited on the project.

In addition, Ford is expanding its footprint of Quick Lane Tyre and Auto Centres across the region, and will have 22 facilities in operation by the end of 2017, Nemeth said.

Nemeth said the vehicles Ford in introducing for the African market include:

- Focus RS. It will make its South Africa debut in 2016, and was shown locally for the first time Aug. 11.

- Ford’s Ranger was revealed at Go Further Africa. Due to be launched in Sub-Saharan Africa in the fourth quarter of 2015, it will once again be produced at Ford’s Silverton Assembly Plant in Pretoria and exported to 148 markets.

- The Ford Everest was shown for the first time on African soil.

- The Mustang is also going to be launched in right-hand drive



Ford Police Interceptor will be available in Africa in 2016.

in the Sub-Saharan markets, Nemeth said. The launch date has not been given out.

- The all-new Ford Figo is due in Southern Africa and Sub-Saharan Africa markets in the fourth quarter of 2015. Nemeth said it is designed to be a compact car that builds on the Figo’s established reputation for superb fuel

efficiency and overall value.

- B-Max. The new Ford B-MAX is to be launched in South Africa imminently, Nemeth said.

- The Edge. It will be available in selected Sub-Saharan Africa markets in 2016.

- Ford Explorer Police Interceptor is shown for the first time at Go Further Africa 2015.

## 3.6L Pentastar Engine Boost Fuel Economy by 6 Percent

To stay competitive in today’s automotive world, OEMs have to constantly improve. Which is what Fiat Chrysler has done with the company’s 3.6-liter Pentastar V6 engine.

Already unique among V6 engines for its refinement, power, efficiency and adaptability, the formidable 3.6-liter Pentastar is remade for model-year 2016, said Fiat Chrysler spokesman Dan Reid. It was designed by Fiat Chrysler engineers.

“The Pentastar engine is the workhorse of the company,” Reid said. “We will continue to refine the engine so that it will help us get to the federally-mandated fuel standards that are coming up.”

Depending on the application, the redesigned V6 delivers fuel-economy improvements of more than 6 percent while increasing torque more than 14.9 percent. This occurs at engine speeds below 3,000 rpm, where elevated torque has its most profound impact on the driving experience.

Enhancements such as two-step variable valve lift (VVL), cooled exhaust-gas recirculation (EGR) and innovative weight-reduction strategies boost the engine’s efficiency and performance, all while preserving the smoothness that remains a hallmark of the Pentastar brand.

“With more than five million Pentastars on the road, we have clearly struck a chord in the marketplace,” says Bob Lee, FCA North America vice president — Engine, Powertrain and Electrified Propulsion and Systems Engineering. “Such success brings enormous responsibility. Accordingly, we focused our efforts on improving efficiency and providing greater customer satisfaction in a package that delivers superior value.”

Increased fuel-efficiency was a key impetus in the development of the redesigned 3.6-liter Pentastar V6 engine. Fiat Chrysler powertrain engineers evaluated multiple technologies, accumulating more than 4.7 million customer-equivalent miles using computer simulation and physical tests.

Improvements were measured right down to the component level. And no improvement was too small to chase.

Ultimately, the team identified the combination of features that deliver the greatest benefits in the widest operating range.

Arguably the most compelling enhancement is two-step VVL, Lee said.

The system is designed to remain mostly in low-lift mode until the customer demands more power; then it responds by switching to high-lift mode for improved combustion.

The result is less overall pumping work, which on its own, accounts for a fuel-economy improvement of up to 2.7 percent, compared with the 3.6-liter Pentastar’s previous iteration, named three times to the prestigious annual list of Ward’s 10 Best Engines.

The addition of cooled EGR firmly establishes the redesigned Pentastar among the V6 elite, Lee said. In addition to the obvious emissions-reduction benefits, the system further cuts pumping losses and enables knock-free operation at higher, real-world loads.

This translates to a fuel-economy improvement, on its own, of up to 0.8 percent.

Pumping losses are again targeted with the engine’s upgraded Variable Valve Timing (VVT) system. For 2016, it moves to torque-driven cam-phasing, which reduces oil demand.

The new VVT system also increases its range of authority to 70 degrees, from 50 degrees. This helps mitigate knock during hot starts and expands the operating envelope of Engine Stop Start (ESS), a fuel-saving feature that is carried over from the previous-generation 3.6-liter Pentastar.

ESS is driven by a high-speed/high-durability starter that reduces crank time for quicker restarts. The system is regulated by algorithms, which act on the vehicle’s powertrain and chassis components.

As a result, acceleration is always aligned with driver inputs. Passive accelerator application is met with measured throttle response; hard inputs trigger aggressive starts. And there’s no waiting for either.

The same can be said for torque. More torque is delivered more quickly by recalibrating the VVT system to leverage the benefits of the new intake manifold’s longer runners.

The result is a torque boost of more than 14.9 percent, depending on the vehicle application. And this occurs between 1,000 and 3,000 rpm – engine speeds most customers see very frequently.

“We are particularly proud of this achievement because our engineering philosophy revolves around knowing our customers and anticipating their needs and wants,” Lee said. “The new 3.6-liter Pentastar delivers a driving experience that is exhilarating.”

The redesigned 3.6-liter Pentastar V6 engine benefits from numerous upgrades which better harness the combustion event. The result is improved efficiency.

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# US-ABC Awards Contract For Battery Development

The United States Advanced Battery Consortium LLC (US-ABC), a collaborative organization of Fiat Chrysler, Ford Motor Company and General Motors, on Aug. 31 awarded a \$6.13 million 12-volt stop-start battery technology development contract to Saft America Inc. of Jacksonville, Fla.

The competitively bid contract award is co-funded by the U.S. Department of Energy (DOE) and includes a 50 percent cost-share by Saft, said US-ABC spokeswoman Susan Bairley.

The 30-month contract will focus on the development and delivery of lithium-ion 12-volt modules for vehicle stop-start battery applications consistent with USABC goals.

price (at 250,000 units of year) of between \$220 and \$180.

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USABC is a subsidiary of the United States Council for Automotive Research LLC (USCAR). Enabled by a cooperative agreement with the U.S. DOE, USABC's mission is to develop electrochemical energy storage technologies that support commercialization of hybrid, plug-in hybrid, electric and fuel cell vehicles. In support of its mission, USABC has developed mid- and long-term goals to guide its projects and measure its progress. For more information, visit the USABC's website at <http://www.uscar.org/usabc>.

"We are pleased to announce the award of this contract to Saft America as part of USABC's broad battery technology research and development programs," said Steve Zimmer, executive director of USCAR. "These programs are critical to advancing the technology needed to meet both near- and long-term goals that will enable broader scale vehicle electrification."

The new Saft contract, Bairley said, follows research previously conducted with USABC for 12-volt stop-start battery technology development and an earlier contract to develop lithium-ion battery systems for hybrid electric vehicle applications.

The overarching mission is to advance the national, economic and energy security of the United States. DOE's Vehicle Technologies Office works with industry, academia and national laboratories to develop advanced transportation technologies that reduce the nation's use of imported oil.

**"These programs enable . . . broader scale vehicle electrification."**

**— Steve Zimmer, Exec. Director, USCARS**

These goals, Bairley said included among other specifications:

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# GM Retail Sales Up 6 Percent in August

CONTINUED FROM PAGE 1

tives as a percentage of ATP in the domestic industry, according to J.D. Power's Power Information Network (PIN).

"GM's retail sales increase far outpaced the industry in August, and we have grown our retail share for five months in a row compared to last year," said Kurt McNeil, GM's U.S. vice president of Sales Operations. "We will continue this momentum with the redesigned Chevrolet Cruze and Malibu, the launch of diesel engines for our midsize pickups, a dramatic restyling of the Chevrolet Silverado and the aggressive rollout of Apple CarPlay and Android Auto."

GM's outperformance came in a very strong month for the industry, Cain said. The estimated seasonally adjusted annual selling rate (SAAR) for light vehicles was 17.5 million units in August, the fourth month in a row above 17 million units - a streak unmatched since 2006.

"All of the economic fundamentals that we look at, including job growth, disposable income and fuel prices, are in good shape and that should keep sales strong," McNeil said.

August Sales Highlights vs. 2014 (except as noted), Chevrolet:

- Crossover deliveries have increased year over year for nine consecutive months, with the highest August total and retail sales ever.
- The Equinox was up 18 percent and Trax deliveries totaled 5,985 units.

- Truck sales have increased for 16 consecutive months.
- Pickup deliveries were up 26 percent. The Silverado was up 12 percent and Colorado sales were 7,114 units. The Colorado remains America's fastest-selling pickup with "days to turn" at 19.

GMC:

- GMC has grown its retail sales for 19 consecutive months, and the brand delivered its best August retail sales since 2003.
- GMC pickup deliveries were up 21 percent, with the Sierra up 7 percent and Canyon deliveries totaling 2,423 units.
- The Sierra and Canyon have the highest ATPs in their respective segments, according to PIN. The Sierra has the highest ATPs of any pickup line in the industry.
- The Acadia had its best Au-

gust ever, with sales up 10 percent.

Buick:

- Encore deliveries were up 29 percent for the small crossover's 20th consecutive year-over-year sales increase
- Sales of the Enclave were up 27 percent, for the vehicle's best August ever.
- LaCrosse deliveries were up 1 percent.

Cadillac:

- The SRX crossover was up 52 percent.

Fleet and Commercial:

- GM continues to execute its plan to reduce sales to rental customers. Rental deliveries in August were down approximately 15,000 units, or 38 percent, and they are expected to be down again in September.
- Commercial deliveries were up 2 percent year over year, the

22nd consecutive monthly sales increase.

Average Transaction Prices (PIN):

- GM's August ATPs were \$34,000, up more than \$300 month over month and about \$660 year over year.

- The ongoing success of the Chevrolet Silverado and GMC Sierra helped drive higher ATPs. Combined ATPs were up \$680 month over month driven by lower incentive spending and improved mix. ATPs are about \$1,400 year over year.

- Calendar year to date, GM's incentive spending was 11.2 percent of ATP, up 0.4 percentage points, in line with the industry change.
- In August, GM incentive spending was 12 percent of ATP, down 0.8 percentage points from July 2015. The industry was up 0.2 percentage points.

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## Strong Demand For Ford Trucks, SUVs Push Sales

CONTINUED FROM PAGE 1

Ford van sales continued to gain in August with 18,081 vehicles sold, a 70 percent increase. This represents Ford's best August van performance since 1994 - driven primarily by the all-new Transit, which totaled 10,263 vehicles sold, and a record August Transit Connect sales month of 3,995 vehicles.

Ford's newest SUVs also saw sales gains, with Edge and Explorer up 36 percent and 22 percent, respectively. This helped drive a 12 percent increase in Ford brand SUV sales, for a total of 69,077 vehicles sold. This represents the best August sales performance for the Ford brand SUV lineup since 2003.

Mustang sales increased 70 percent compared with a year ago, with sales of 9,997 vehicles, marking its best August performance since 2007.

Lincoln sales increased 6 percent versus a year ago - the luxury brand's best August results in seven years. The new Navigator posted a 79 percent increase, while Lincoln MKC sales increased 37 percent.

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