

‘Everyone Deserves a Beautiful Truck’ – GM’s Emsley

by Jim Stickford

Sometimes it takes a British woman to design the All-American truck.

Helen Emsley, executive director, Global GMC Design and User Experience, leads a team of designers who continuously push designs to create a distinctive look and feel to the GMC lineup.

Emsley said that having a strong team is important when it comes to design, especially in her case, because they don’t really have pickup trucks in Great Britain.

She started to work for GM right after she completed her education at the Royal College of Art in London and Birmingham Polytechnic.

“Vauxhall had just closed down their design studio,” Emsley said. “So I got a job at Opel and went straight to Russelsheim, Germany. This was a few months before the fall of the Berlin Wall.

“I really didn’t speak German, but when I wanted to practice that language, all my German colleagues said they wanted to learn English. When I left seven or eight years later, they all spoke great English, though some had a bit of Yorkshire accent. But my German? Not so good.”

After Germany, Emsley came to the Tech Center in Warren for

what was supposed to be a three-year stint. But after two years, she was asked if she wanted to stay longer. She said yes and has been at the Tech Center ever since. Her son Connor is 13 and was born over here.

“What’s interesting,” Emsley said, “is that my original job here was in the color and trim department. Ed Welburn, vice president of Global Design, asked me to work on the new Corvette, which came out recently. I joked that headlines would read, ‘British Woman Ruins Corvette.’ But that was successful.”

Then, Emsley said, Welburn attached her to the new Sierra design team. She pointed out that pickup trucks aren’t something that they have in Britain. That was the point, Welburn said. She would bring a new perspective to the vehicle.

“I had a lot to learn,” Emsley said. “Trucks really are a different way of thinking. And, like I said, I was the color-and-trim person. I had a lot to learn from other people on the team about overall truck design.”

Emsley said that what she found so interesting was that over the past few years there’s been a real split in truck users and how they use their vehicles.



CONTINUED ON PAGE 3 Emsley, right, with GMC designers, from left, Michael Stapleton, Rob Camer and Matt Noone.

Charles Wright Museum Celebrates 50 Years; Ford, GM Continue Their Financial Support

GM and Ford Motor Company on Oct. 10 celebrated their long-standing support of the Charles H. Wright Museum.

Ford by donating a new Ford Transit van in honor of the museum’s 50th Anniversary Gala, and GM by hosting the evening’s festivities.

The Ford vehicle will be used to assist the museum in transporting individuals participating in educational outreach programs throughout the city, said Gala spokeswoman Lisa Wilmore.

According to GM spokeswoman Andrea Taylor, more than \$1.8 million was raised at the event.

“Ford has been a proud partner with the Wright Museum for several decades,” said Pamela Alexander, director of community development with the Ford Motor Company Fund, and event co-chairman.

“We are honored to make this continued investment in educating adults and children alike about the culture of the African and African American experience. We applaud them for the great work they do.”

As part of the event, Ford and actor Blair Underwood hosted an exclusive lounge for members of the Wright Museum. Those who

purchased museum memberships that evening received a commemorative bracelet as a special gift.

The automaker and Ford Motor Company Fund, its charitable arm, have been major donors and partners since the museum’s move to its current location at 315 E. Warren in Detroit.

Over the past two decades, Ford has donated more than \$10 million to the museum.

“The support of Ford Motor Company and Pamela Alexander, our gala co-chair and museum

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2016 Cadillac CTS

2016 Cadillac’s Technology Increases Fuel Efficiency

Renowned for luxury and design, Cadillac has recently added dynamic driving performance to its list of attributes, said David Leone, Cadillac’s executive chief engineer.

“Now, as 2016 model year production begins, Cadillac adds new fuel-saving technologies,” Leone said.

Active Fuel Management and Automatic Stop/Start technologies, along with widespread use of a new 8-speed transmission, are combining to raise fuel economy ratings and reduce emissions in Cadillac’s portfolio, he said.

Cadillac’s all-new six-cylinder engine contains Active Fuel Management – or cylinder deactivation – technology enabling it to seamlessly switch from six-cylinder to four-cylinder operation under certain light-load conditions, while maintaining excellent performance, said GM spokesman Steve Martin.

The new 3.6-liter engine is part of the 2016 ATS and CTS product

lines. Additionally, the Cadillac Escalade luxury SUV’s V8 will shift to four-cylinder operation in many daily driving conditions, as will Cadillac’s all-new high-performance CTS-V sedan.

Cadillac’s advanced engine technology will accelerate in the new Twin Turbo-powered CT6 prestige sedan, Martin said, which will be the world’s only six-cylinder engine to combine turbocharging with cylinder deactivation and Stop/Start technology.

Cadillac’s ATS and CTS also offer a 2.0-liter turbocharged four-cylinder engine, the most popular choice among buyers. These models also see fuel economy improvements in 2016 via the use of Automatic Start/Stop, or AutoStop, technology, Martin said, noting that the system reduces emissions and fuel consumption by automatically turning off the engine when the car is

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Juanita Moore, third from right, and actor Blair Underwood, second from left, with, from left, Pamela Alexander, Felicia Fields, Burt Jordan and Jim Vella, all Ford executives.

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

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www.TechCenterNews.com

U-M Awards Five For Aid in Fund Raising Efforts

Nathan and Catherine Forbes of Franklin, Mich., were among five University of Michigan volunteer fundraisers awarded the David B. Hermelin Award for Fundraising Volunteer Leadership by the school on Oct. 9.

The couple made a significant gift to the Michigan Athletics Campus facilities project, said school spokeswoman Judy Malcolm. The Forbeses sponsor Maize and Blue Go Pink, an event to raise awareness and funds for breast cancer research at the U-M Health System's Comprehensive Cancer Center. Catherine Forbes also serves on the University of Michigan Museum of Art (UMMA) National Leadership Council, and with Nathan, has supported UMMA Glow, the museum's benefit.

Other Hermelin Award recipients included:

- Paul and Amy Blavin of Los Angeles who founded the Blavin Scholars Program that awards scholarships to 22 former foster care students. The Blavins also serve on the Parent & Family Development Leadership Council, Student Life Campaign Council, and Paul serves on the Alumni Association Campaign Committee.

- Mary H. Weiser of Ann Arbor brings an array of experiences to volunteer fundraising, from the political arena, and both the corporate and nonprofit sectors. Mary and her husband Marc helped establish the Mary H. and Marc A. Weiser Food Allergy Fund at U-M in 2013, and the Food Allergy Center is named in Mary's honor for her work promoting the center.

The award, established in 2004, honors fundraising volunteers whose contributions to the University of Michigan exemplify David Hermelin's dedication and enthusiasm for the university until his death in 2000.

Hermelin was an active volunteer fundraiser for the university during two different campaigns.

GM and Chevrolet Team to Fight Against Breast Cancer

Chevrolet and General Motors employees, dealers and customers are again uniting against breast cancer.

This year's target is to exceed the nearly \$1.1 million raised by the American Cancer Society in 2014 through Chevrolet's nationwide grassroots support of Making Strides Against Breast Cancer walks and other activities, said GM spokeswoman Afaf Farah.

This October's events include employee- and dealership-sponsored fundraising walks; a Chevrolet Certified Service matching rebate contribution program; appearances by a specially themed pink Camaro SS pace car and a USAC National Midget Car.

The towers of General Motors' Renaissance Center world headquarters in Detroit are once again lit with bands of pink to commemorate the fact that October is Breast Cancer Awareness Month, Farah said.

Even the all-new Chevrolet Spark has joined in the fight, Farah said. A special "Pink Out" Spark was designed to honor breast cancer survivors and supporters.

The special Spark wears a production Techno Pink exterior finish and is embellished with custom pink elements inside and out.

The "Pink Out" Spark will visit selected community walks throughout the month, Farah said.

Last year, with Chevrolet's support, the American Cancer Society raised \$1,079,633 in contributions to Making Strides Against Breast Cancer.

The money helps fund research, wellness and breast cancer awareness education, and support for breast cancer patients and their families.

"The generosity of our employees, dealers and customers shows how everyday heroes can unite to make a difference in eradicating a disease impacting 1.5 million people," said Don Johnson, vice president, Chevrolet Sales and Service.

"For the second year, we are committed to support the American Cancer Society in continuing its fight for more birthdays."

Johnson led Chevrolet's involvement in Detroit's Making Strides Against Breast Cancer walk held Oct. 13 in downtown Detroit.

"The American Cancer Society is thrilled to have the support of Chevrolet and General Motors nationwide to help us lead the fight against breast cancer," said Jill Elder, vice president, American Cancer Society, Great Lakes Division.

"One in every two women newly diagnosed with breast cancer reaches out to the American Cancer Society for support. The contributions of General Motors and Chevrolet help make it possible to do the most for people with breast cancer today and enable us to continue the great work we're doing to find cures to end the disease tomorrow."

Here are the Chevrolet-sponsored activities in October in support of Making Strides Against Breast Cancer:

- Chevrolet and General Motors employee walks – All month, General Motors facilities, plants and warehouses across the country will participate in fundraising walks.

- Chevrolet dealership walks – Hundreds of dealerships have already signed up to sponsor teams in community walks throughout October – with more expected to join.

These walks alone accounted for more than half of the money



GM again this year is helping promote Breast Cancer Awareness Month.

raised in 2011 that went to Making Strides Against Breast Cancer.

Those interested in participating in a Making Strides for Breast Cancer walk in their community can visit the Web site www.makingstrideswalk.org.

- Chevrolet Certified Service – Customers who bring their vehicle to a Chevrolet dealer for qualifying services in the month of October can contribute part or all of their rebates and Chevrolet will match them, up to a total of \$150,000.

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British Designer Helps Make All-American Pickup Truck

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On the one hand, she said, there are the traditional truck owners. They are very brand loyal and use the vehicles for work, whether it's farming or construction work or whatever. They just want trucks that they can own for a decade and put 300,000 miles on.

She went on to say that there is a newer breed of truck owner who likes the hauling capacity of a pickup truck, but still wants a vehicle they can use in more regular circumstances.

So in the past, Emsley said, interiors of pickups were really built around function. Owners would have been happy transplanting the interiors of their old trucks into their new trucks.

But as reasons why people owned pickups evolved, what people wanted in pickup interiors evolved as well, she said.

So in a model like the Sierra, which is aimed at customers who want all the truck capacities of the Silverado, but with more luxurious features, it became the job of Emsley's design team to come up with designs that met those expectations.

Exemplifying industrial sculpture, the GMC Sierra's overall design is a defining attribute of the brand – focusing on the use of authentic materials, defined lines, sophisticated colors and the latest technology.

"When people look in the rearview mirror, I want a GMC to stand out," says Emsley. "I want them to know it's a GMC; to tell from the unmistakable chrome grille and the 'C-shaped' LED signature that it's a GMC. It's about precision and quality, making something different from all other brands."

Emsley said her interest in design began in textiles while growing up in Great Britain and attending the Royal College of Art. She compares using real materials such as woods, leather and metal in automotive design to using the best components avail-

able to create high fashion.

"You can have a fantastic design for a dress, but if you're not using quality materials, the dress hangs terribly," she said. "We feel strongly about using quality materials and crafting refined, sculpted silhouettes for our vehicles."

That attention to detail has been well-received. GMC received Kelley Blue Book's 2014 and 2015 Brand Image Award for Most Refined Brand, based on thousands of online consumers' perceptions.

Emsley, who drives a Sierra heavy-duty pickup, believes expert craftsmanship and functionality appeal to everyone. Whether it's a reconfigurable instrument cluster and durable carpet on the interior, or chrome details and bold lines on the exterior, GMC embodies premium design, she said.

"Everyone deserves a beautiful truck," Emsley said. "We want to give people what they want and take GMC design as far as we can. There are no boundaries to what we can do." And let's face it, Emsley said, the pickup truck market is very competitive.

"GM faces tough competition from other automakers and the only way to stay ahead of the game is to pay attention to the details and provide the features and luxury that today's buyers want," she said.

MCC Offered \$700K from Anonymous Donor

The Macomb Community College Foundation has been notified of a \$700,000 gift that will be funded from an anonymous donor's estate.

The donation is part of the college's first philanthropic campaign, Mission Macomb: Creating Opportunities and Changing Lives, which is focused on supporting the community's economic vitality by strengthening the region's talent pool, fostering innovation and entrepreneurship, and enhancing cultural enrichment.

"MCC won't see this money right away," said Dawn Magretta, director of the Macomb Community College Foundation. "The pledge is set to come from the donor's estate, so the donor will have to die first. This sort of pledge is actually pretty common for many schools, but it's a first for MCC. A lot of people want to leave a legacy while they are still alive to support programs and schools such as ours."

Magretta said that the donor, who wishes to remain anonymous, is not a former student at MCC. The donation comes as part of the school's first philanthropic campaign.

"We're in the middle of the school's endowment campaign," Magretta said. "It's not something we've done before. The goal is to raise \$10 million. The campaign started in July of 2013. Right now, we've raised \$4.5 million."

Magretta said the \$700,000 is what's known as a planned gift, as opposed to a cash gift.

Magretta said the gift will fund a \$50,000 endowed scholarship at Macomb Community College to support accounting students, a \$100,000 endowed fund to support professional development opportunities for the college's business faculty and \$550,000 to support Macomb's Center for Innovation and Entrepreneurship, a one-stop resource for both students and community members for entrepreneurship education and training, mentorship for startups and existing small business, and access to capital.

"We are both excited and humbled by this incredibly generous gift," said MCC President James Jacobs. "Our donor is not only sig-

naling a strong confidence in the quality of Macomb Community College's business and entrepreneurial programs, but is also investing in the future promise of our students, faculty and community."

The donor was personally impressed by the power of the college's Center for Innovation and Entrepreneurship after experiencing its first student pitch competition in April 2015 and seeing the impactful, hands-on educational process the competition provided.

An initial field of 50 students was winnowed down to eight finalists who vied to win up to a \$5,000 award to support their business idea.

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MSO to Stage Fundraiser at Auto Museum

The Macomb Symphony Orchestra (MSO) is holding its "Motorcars, Merlot and Music" event at the Stahl Auto Museum, 56516 North Bay Drive, Chesterfield, on Wednesday, Nov. 18, from 6 to 9 p.m.

While the event is a major fundraiser for the orchestra, it also provides those who love classic automobiles the opportunity to enjoy excellent music and see the famous Stahl automobile collection, said MSO music director Thomas Cook.

Tickets are \$50, Cook said. A silent auction also will be held.

"We like to think we are the friendly, family orchestra," Cook said.

"Around southeastern Michigan, the Macomb Symphony is known for its warmth and comradery. The players enjoy working together. The board of directors has an excellent relationship with the audience and each other and patrons seem to be at home when they are a part of the whole picture."

Go to macombsymphony.org to learn more and order tickets.

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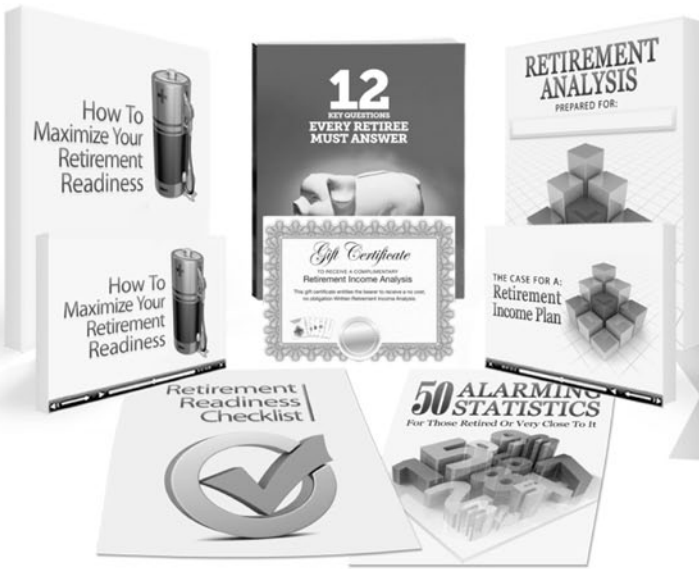
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Charles H. Wright Turns 50; GM, Ford Continue Support

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trustee, have been pillars for The Wright Museum during our entire 50th anniversary year, beginning with Oh, Freedom! in March, the annual Ford Freedom Award and African World Festival programs, and culminating with The Wright Gala,” said Juanita Moore, president and CEO of the Charles H. Wright Museum.

“For much of our first half-century, Ford has been a steadfast champion for the museum. We have the utmost gratitude for their dedication and genuine commitment to our mission as we, together, celebrate African American history and culture.”

“For 50 years, the Charles H. Wright Museum of African American History has been preserving and telling an important part of America’s history,” said Vivian Pickard, president of the GM Foundation and 50th Anniversary Gala chair.

“Dr. Charles Wright’s legacy is legendary, and his work in the pursuit of freedom, justice, and equality has made the museum a national treasure.”

To parallel its 50th anniversary, the museum procured the Inspiring Beauty: 50 Years of Ebony Fashion Fair exhibit, providing a multisensory retrospective of the charity fashion spectacle that redefined the concepts of beauty, style and empower-

ment for African Americans. The GM Foundation supported bringing the exhibit to Detroit with a \$75,000 grant.

For several years, members of the GM Global Design Center have donated original pieces of art to benefit local charities.

The tradition has continued, Wilmore said. This year, 18 Design Center members created 26 pieces and donated them to the museum for auction to interested parties.

Support also came from other citizens and corporate donors, including five leaders in the African-American business community that donated \$100,000 each.

Ed Welburn, vice president of GM Global Design, along with GM Design sculpting model manager Deadre Bell-Smith, presented one of the works to Linda Johnson Rice, chairman of the Johnson Publishing Co., and daughter of fashion icon Eunice Johnson.

“GM has a long history of support for The Wright, for which we are most appreciative,” said Juanita Moore.

“From programmatic and institutional funding to key executives serving on our Board of Trustees to their amazing work with this year’s 50th anniversary gala, the General Motors team helps us serve the community and perform the work that is at the heart of our mission.”

VW Adapts New SCR Method

FRANKFURT, Germany (AP) – Volkswagen’s flagship brand plans to change its diesel technology in Europe and North America as well as develop new hybrid and electric vehicles in response to its emissions scandal.

The new steps were part of a plan to confront the company’s scandal over cars that were equipped with computer software that let them evade U.S. emissions tests.

Volkswagen division head Herbert Diess said in a statement Oct. 13 that the company would change its approach to diesel emissions in Europe and North America and adopt so-called selective catalytic converter technology, or SCR, a system that injects the chemical substance urea into the exhaust stream to neutralize harmful nitrogen oxides.

He said that change would come “as soon as possible.”

Diess also said the company would reduce spending on investments by 1 billion euros (\$1.1 billion) and redouble efforts to cut other costs.

Volkswagen will expand its modular construction system – which involves sharing technical specifications and parts across different models to save money – to include new plug-in hybrid and electric vehicles.

The company additionally plans to turn the next version of its large Phaeton luxury sedan into an electric-only vehicle to demonstrate the company’s technological competence.

The Phaeton, a project introduced by former CEO Ferdinand Piech, has been criticized as a money-loser. The Piech and Porsche families own the majority of voting shares in Volkswagen through a holding company.

“The Volkswagen brand is repositioning itself for the future,” Diess said in a statement. “We are becoming more efficient, we are giving our product range and our core technologies a new focus, and we are creating room for forward-looking technologies by speeding up the efficiency program.”

Diess is a recent hire from

competitor BMW, where he oversaw development of new models including the i3 electric and i8 plug-in hybrid vehicles.

Volkswagen AG, whose other brands include Audi and Skoda, is facing a crisis after U.S. authorities said it evaded emissions checks on 482,000 vehicles. The company has set aside 6.5 billion euros (\$7.3 billion) to cover the costs of recalls and fines. But analysts say the costs in terms of fines and lost sales will likely be considerably higher.

New Technology Comes to 2016 Cadillac Models

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stationary, such as at a red light.

The engine quickly and automatically resumes as soon as the driver releases the brake, Martin said.

Previous Start/Stop systems often relied on the car’s battery system, Martin said. Cadillac employs a voltage stabilization system powered by ultracapacitors to re-start the engine. This alternative power source inside the car, said Martin, enables smoother and quicker re-starts compared with previous systems, while enhancing durability by reducing strain on the existing electrical systems.

Cadillac’s new 8-speed transmission nets another efficiency gain, and like the new V6 engine, just started production in the 2016 ATS and CTS.

“While these new systems increase efficiency, a main focus in engineering at Cadillac is to integrate these systems smoothly with no compromise to the driving experience,” said Leone.

“Our new 8-speed transmission was developed internally for fast and smooth shifting in every situation with Cylinder Deactivation and Start/Stop integrated in a more seamless manner than our competitors.”

The result is cleaner and more fuel-efficient Cadillac models, with CO2 output reduced up to 6 percent on 2016 ATS and CTS models, Leone said.

Cadillac, Fashion Industry Join Up, Create Collection

Expanding its footprint in men's fashion, Cadillac launched a specially curated capsule collection, expressed in 15 looks, chosen and styled by fashion icon Nick Wooster. The Cadillac Capsule Collection comprises pieces from the Fall/Winter 2015 collections of today's most influential emerging designers, many of whom showcase their work annually at New York Men's Day, which the brand has supported since its inception, said GM spokesman Eneuri Acosta.

The Cadillac Capsule Collection is available exclusively on Gilt.com/CadillacCapsule at full price as of Sept. 9, and includes select pieces from David Hart, Cadet and Ernest Alexander, unavailable at any other retailer. The Cadillac Capsule Collection ranges in price from \$59 to \$2,000.

This partnership with emerging talent represents Cadillac's continued commitment to platforms that elevate up-and-coming designers who are making waves in the industry through their daring approach to style and design, Acosta said.

Ford Investing \$1.8 Billion for China Market

BEIJING (AP) – Ford Motor Co. is investing \$1.8 billion to develop technologies aimed at attracting Chinese car buyers, underlining China's importance to automakers despite slowing sales growth.

The American automaker said Oct. 12 that it will expand its research and development center in the eastern city of Nanjing and work on autonomous driving, smartphone connectivity, more efficient powertrains and other technologies.

Global automakers see China as a key source of sales growth and are spending heavily to appeal to Chinese tastes. Some have broken with a strategy of selling the same models worldwide and are creating China-only vehicles.

Automakers are stepping up investment despite an unexpectedly sharp downturn in sales this year. In July, General Motors Co. announced a \$5 billion initiative with its main Chinese partner to develop vehicles to be sold in China, Brazil, India and Mexico.

Auto sales in China declined in August for a third straight month, contracting by 3.4 percent from a year earlier to 1.4 million vehicles. Ford's August sales declined by 3 percent to 79,608, while year-to-date sales were off 1 percent at just over 700,000.

Demand has been hurt by congestion in Beijing, Shanghai and other major cities that has made car ownership less attractive and by official efforts to curb traffic and smog by limiting the number of new vehicle registrations.

Ford said features it hopes to offer in China include introduction next year of SYNC 3, a system that allows hands-free control of phones, entertainment, climate control and navigation.

Ford said it will add a vehicle test center in Nanjing, expanding its ability to develop products in China.

The company has 10 manufacturing facilities in China. The Nanjing Research and Engineering Center employs 1,900 people and is one of eight global product development centers.

In April, Ford and a local partner said they would spend \$1.1 billion on a factory in China's northeast.

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GM Sees Strong Sales in China and the U.S.

That's a lot of cars. GM sold 7.2 million vehicles globally in the first nine months of 2015.

The company posted sales increases in four of its five largest markets, with record sales in China and strong retail sales gains in the United States, said GM spokesman Jim Cain. Total sales were down 1 percent, due primarily to the company's previously announced decisions to strategically reduce its presence in certain markets, as well as difficult market conditions in South America.

"Our unwavering focus on the customer is paying off in our largest and most important markets as we execute one successful launch after another in the right segments," said GM President Dan Ammann. "At the same time, we have reacted quickly to challenging macroeconomic environments in other markets and have shown the discipline to exit situations where we see no long-term path to acceptable returns."

Examples of GM's recent success, Cain said, include:

- GM truck sales in North America were up 16 percent in the first nine months of 2015, driven by a 17 percent increase in Chevrolet truck deliveries in the United States.
- Chevrolet had record crossover sales in North America

in the same period, up 17 percent year over year.

- In China, crossovers like the Chevrolet Trax and Buick Envision represented more than 17 percent of sales by GM and its joint ventures in September, up from 6 percent a year ago.

- Cadillac had record sales in China with deliveries rising 12 percent to nearly 57,000 units.

GM is preparing to launch even more new trucks and crossovers during the next several months, including the all-new Cadillac XT5, a redesigned Chevrolet Silverado and a diesel-powered Chevrolet Colorado for North America, and the Baojun 560 in China.

Key car launches include the all-new Chevrolet Malibu and Cruze in North America and the Opel Astra in Europe.

Additional highlights, Cain said (vs. 2014), for the first nine months include:

- In the United States, Chevrolet has reported six consecutive months of retail sales and market share gains and has strategically reduced sales to rental companies by more than 50,000 units through September.
- Opel/Vauxhall increased its

European market share and grew sales in 19 countries, including Italy, Spain, France, the U.K. and Germany.

- Buick had record deliveries in China, with sales up 4 percent to nearly 670,000 units.

- Baojun had record sales, with deliveries rising 236 percent to more than 270,000 units.

- GMC's global sales increased 11 percent, and four of the brand's SUVs and pickup trucks – the Yukon, Yukon XL, Sierra and Canyon – have the highest average transaction prices of any vehicles in their respective segments in the United States, according to J.D. Power PIN estimates.

Cain said that in the third quarter of the year alone, among GM's largest markets, sales rose in the United States, the U.K. and Canada. And Opel/Vauxhall, Buick, Cadillac, GMC and Baojun all reported higher sales.

Additionally, Chevrolet had record crossover sales in the United States, up 24 percent, while Chevrolet U.S. truck sales increased 16 percent. Deliveries in South Korea were up 11 percent to a record of nearly 43,000 units.

Tesla Pushes Autonomous Driving

DETROIT (AP) – Electric car maker Tesla Motors is leapfrogging competitors with a new autopilot system that lets cars change lanes by themselves.

Like other semi-autonomous systems already available from Mercedes, Audi and Volvo, Tesla's system automatically keeps the car within its lane and maintains a certain distance from the car in front, both at highway speeds and on city streets. It can find a parking spot and parallel park itself. It also uses cameras and sensors to warn drivers about potential side impacts.

But analysts say the lane-changing feature is an industry first. Tesla CEO Elon Musk said the system is also unique because it will constantly collect data from actual drivers and im-

prove itself. The system will note, for example, how quickly drivers can safely navigate a particular bend in the road or where stop signs are located.

"I think this is going to be quite a profound experience for people," Musk said last week in a conference call with media. "It will change people's perception of the future quite drastically."

Drivers need to keep their hands on the wheel, and the autopilot system will chime to remind them if they don't. Drivers – not Tesla – will be held liable if there's a crash, Musk said.

"We're being especially cautious at this early stage, so we're advising drivers to keep their hands on the wheel just in case," he said. "The software is very new."

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MSU Seeking STEM Faculty

EAST LANSING, Mich. (AP) – Michigan State University plans to recruit 100 new faculty members as part of an effort to boost key research areas.

The plans announced Oct. 15 are part of the newly launched Global Impact Initiative, which seeks to strengthen work in plant science; engineering; physical science; and science, technology, engineering and math education, also known as STEM.

The initiative also seeks to expand research in genomics, cybersecurity, computational science and precision medicine.

The priority research areas were developed from nearly 90 proposals submitted by Michigan State faculty members. Funding was approved by the school's Board of Trustees in 2014.

"This bold investment by the Board of Trustees will pay huge dividends by growing MSU's capacity for cutting-edge research," said MSU president Lou Anna K. Simon. "Targeting emerging areas of scholarship will leverage Michigan State's considerable strengths and enhance our reputation as a top-100 world research university."

Toyota Looks to Green Tech for Future

TOKYO (AP) – Toyota, under ambitious environmental targets, is aiming to sell hardly any regular gasoline vehicles by 2050 – only hybrids and fuel cells, to radically reduce emissions.

The automaker promised to involve governments, affiliated companies and other "stakeholders" in its push to reduce average emissions from Toyota cars by 90 percent by about 2050, compared with 2010 levels.

Electric cars weren't part of their vision, outlined by top Toyota Motor Corp. officials at a Tokyo museum on Oct. 15, striking a contrast with rivals such as Nissan Motor Co., which has banked on that zero-emissions technology.

Toyota's commitments come at a time when the auto industry has been shaken by a scandal at Germany's Volkswagen AG, in which it admitted it cheated on diesel emissions tests covering millions of cars.

Toyota projected its annual sales of fuel cell vehicles will reach more than 30,000 by about 2020, which is 10 times its projected figure for 2017.

Fuel cells run on hydrogen and

are zero-emissions. Toyota's Mirai fuel cell went on sale late last year. Toyota has received 1,500 orders for the Mirai in Japan, and it just went on sale in the U.S. and Europe.

Annual sales of hybrid vehicles will reach 1.5 million and by 2020 Toyota would have sold 15 million hybrids, nearly twice what it has sold so far around the world, it said.

Hybrids switch back and forth between a gasoline engine and an electric motor to deliver an efficient ride.

The Toyota Prius, which went on sale in 1997, is the top-selling hybrid, with about 4 million sold globally so far. Toyota is promising to develop a hybrid version in every category, including usually gas-guzzling sport-utility vehicles, as well as luxury models.

"You may think 35 years is a long time," Senior Managing Officer Kiyotaka Ise told reporters. "But for an automaker to envision all combustion engines as gone is pretty extraordinary."

Ise acknowledged some gasoline engine cars would remain in less developed markets, but only in small numbers.

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- Tilt and Telescopic Steering Column!
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- 32 MPG on the Highway!

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Was \$27,480 Sale Price \$22,585*

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- Chevrolet Complete Care INCLUDED!
- 2.5L DOHC VTEC Engine! • Remote Keyless Entry!
- OnStar w/4G LTE w/built-in Wi-Fi hotspot! • Aluminum Wheels!
- Power Vertical Driver's Seat Adjustment!
- Tilt and Telescopic Steering Column!
- 7" Color Touch Screen MyLink Radio!
- 36 MPG on the Highway!

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Was \$24,660 Sale Price \$19,999*

24 MONTH LEASE: **\$139*** OR **\$139***

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2015 GMC ACADIA

FWD • SLE-1

24 MONTH LEASE FOR ONLY **\$189***
END OF MODEL SALE
10K PER YEAR

Stock #8086-15 • Deal #57385
\$1708 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 **\$395***
\$1,995 DOWN
10K PER YEAR

Stock #8686-15 • Deal #55769
\$2791 total due at signing.
GM pricing plus tax, title & lic.
Must have Buick/GMC lease in household for lease loyalty rebate.
NO SECURITY DEPOSIT REQUIRED!

2015 GMC SIERRA

1500 • 4WD • DOUBLE CAB

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ATTENTION CURRENT BUICK/GMC LESSEE'S
10K PER YEAR

Stock #8588-15 • Deal #52863
\$1812 total due at signing.
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NO SECURITY DEPOSIT REQUIRED!

2015 BUICK VERANO

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ATTENTION Non GM Lessee's

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Stock #4430-16 • Deal #53282
\$925 down plus lease "Start Ups".
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NO SECURITY DEPOSIT REQUIRED!

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Manager Demo Special

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

Stock #6964-15 • Deal #52861
GM pricing plus tax, title & lic.
Must qualify for lease conquest rebate.
Must have Non GM in household set to expire 365 days from delivery.
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2015 BUICK LACROSSE

1 SL LATHER

24 MONTH/10K PER YEAR LEASE FOR ONLY **\$239***
\$1,958 DUE AT SIGNING

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

Stock #4123-15 • Deal #52858
GM pricing plus tax, title & lic.
Must have '99 or newer Buick in household.
NO SECURITY DEPOSIT REQUIRED!

2015 BUICK ENCORE

FWD

24 MONTH/10K PER YEAR LEASE FOR ONLY **\$109***
\$817 DUE AT SIGNING

24 MONTH BUICK EXPERIENCE LEASE
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*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 10/31/15.

GM Dealerships Go GREEN with National Project

General Motors dealers are getting their feet wet in environmental science as a part of the company's growing watershed education program.

Employees from Ingersoll Auto of Danbury, the largest retailer of Chevrolet, Buick, GMC and Cadillac vehicles in Connecticut, mentored students from Reed Intermediate School in nearby Newtown in early October as they conducted water quality testing in local streams. The activity is part of the GM Global Rivers Environmental Education Network (GREEN), the longest-running conservation education program by any automaker.

Through GM GREEN, GM employees partner with local schools and conservation groups to mentor students through water-monitoring events, classroom visits and student-driven watershed improvement projects. Students retrieve, test and analyze water samples, then channel findings into a sustainable action plan addressing local water quality issues. Ingersoll is the first GM dealer to serve as a GM GREEN mentor.

"Our dealers' customer relationships extend far beyond the showroom," said Dan Adamcheck, Northeast regional director of Chevrolet sales and marketing. "Our Green Dealer Program recognizes their efforts to improve the local environment and engage the community."

GM introduced the Green Dealer Program in January to its dealerships across the U.S. that have proven environmental track records in energy efficiency, recycling, renewable energy use and community outreach, among other areas.

Used Subcompact Car Prices Fall Dramatically

According to *NADA Used Car Guide*, the pace of used vehicle depreciation accelerated considerably in September, as wholesale prices of vehicles up to eight years old fell by 3.4 percent compared with August.

The month's decline was nearly 1.5 percentage points more than August's 2 percent drop and moderately worse than *NADA Used Car Guide's* 3 percent high-end forecast.

Starting first with cars, prices for the subcompact car segment fell by a whopping 5.7 percent last month, which is among the biggest month-over-month drops ever recorded for the group. Subcompact car prices are now down 16 percent year-to-date – well above the market average of 11.3 percent – and second only to the luxury large car decline of 17 percent.

Utility and truck losses were generally in line with seasonal norms; however, they were also among the largest experienced in some time. For example, while other months have come close, the large pickup decline of 2.7 percent was the biggest monthly loss suffered since late 2009.

Volkswagen's admission to installing "defeat devices" software on nearly 500,000 diesel-equipped vehicles sold in the U.S. to circumvent government emissions regulations presents a series of negative implications for the automaker. High up on the list is the damage inflicted upon VW's used vehicle prices, both for affected diesel engine models and gas-powered models excluded from the scandal.

GM's average incentives per unit increased by 9.4 percent overall, but in actuality it only spent more per unit on its Chevrolet brand year-over-year.