



Brian Harlow, left, and Troy Davis spoke at Warren Stamping.

GM Unveils Car-Sharing Program, Maven

On Jan. 21 General Motors took its next step in redefining personal mobility with a new car-sharing service called Maven, which combines and expands the company's multiple programs under one single brand.

Maven's mission is to give customers access to highly personalized, on-demand mobility services, said GM spokeswoman Annalisa Bluhm. The global Maven team includes more than 40 dedicated employees from the connected car technology industry as well as ride- and car-sharing professionals from Google, Zipcar and Sidecar.

"GM is at the forefront of redefining the future of personal mobility," said GM President Dan Ammann. "With the launch of our car-sharing service through Maven, the strategic alliance with ride-sharing company Lyft, and building on our decades of leadership in vehicle connectivity through OnStar, we are uniquely positioned to provide the high level of personalized mobility services our customers expect today and in the future."

Michael Bernacchi, professor of marketing at U-D Mercy, said this action isn't as strange as some people might think.

"We're learning more and more that the Millennial generation isn't as crazy about driving as previous generations like the Baby

Boomers," Bernacchi said. "When we look at this biggest generation (18-34), yes even bigger than Baby Boomers, we see that they aren't as anxious to get their own license or own their own car. They are, however, anxious to be transported places, and a service like Maven is a way to do that."

Bernacchi when he talked to

people about the driver service Uber when it first came out, many of them said they didn't understand how it could work.

And that, Bernacchi said, was the point to consider. People in their 40s and 50s have a much different attitude over vehicle ownership than people in their

CONTINUED ON PAGE 6



GM has created its own ride-sharing program. It's called Maven.

Chrysler Upgrades Warren Stamping with New Press

by Jim Stickford

Fiat Chrysler's Warren Stamping Plant, on Jan. 22, celebrated the installation of a new state-of-the-art press.

The company announced that it was going to install the \$63 million press 18 months ago as part of a larger \$310 million upgrade to production facilities. This was the first new press at the plant since 2001.

Brian Harlow, vice president of Manufacturing - North America for Fiat Chrysler, helped kick off

the inauguration of the new press.

"The good news is that we needed to increase our stamping capacity because FCA keeps selling more cars and trucks," said Harlow, referencing the 69 straight months of year-over-years sales increases in the U.S. and the best year of sales in the 90-year history of FCA Canada. "All of this is great for the Company, our workers and everyone associated with FCA. From the

CONTINUED ON PAGE 3



The 2017 Lincoln Continental is coming to dealerships this year.

New 'Modern' Continental Builds on Classic Designs

Call it the return of a classic. Lincoln at the North American International Auto Show unveiled for the first time in 14 years a new Continental.

Lincoln Design Director David Woodhouse said bringing back the Continental was a "big deal" for Lincoln because of the model's storied history with the brand.

"It signals that Lincoln has a growing confidence in where it's going," Woodhouse said. "We've always had the Navigator, but let's face it, the Continental has always been the flagship of the brand. We're proud of this car and its design, which is just right for the times."

Woodhouse said the 2017 Lincoln is a full-sized sedan - a D-class-sized car, roughly the size of a Five Series BMW.

Woodhouse said there was a lot of pressure on designers to come through. They had to build on the car's heritage, while at the

same time making it a vehicle of its time.

"In design terms, they had to hit the right marks," Woodhouse said. "Frank Lloyd Wright himself complimented the Continental's design in the past. We had to have a car that is contemporary and modern that also honors the iconic elements of our classic designs. Not an easy task, but I think it's one that we did successfully."

"The Continental name has long been associated with the ultimate in Lincoln beauty and luxury," said Kumar Galhotra, president of Lincoln. "With the all-new model, we are focusing on creating more human, personally tailored experiences for our clients - providing what we call quiet luxury."

Woodhouse cited a new signature grille and an athletic profile that's "dynamic and progressive

CONTINUED ON PAGE 2

Chrysler Retirees Meet for Breakfast, Discuss Their Future, Company's Past

by Jim Stickford

The National Chrysler Retirement Organization met on Jan. 20 to talk about old times and the group's future.

The group held its quarterly breakfast meeting at the San Marino Club in Troy. Those attending not only got to learn about what NCRO was doing on their behalf, they got to hear author Steve Lehto talk about Chrysler's foray into developing a turbine "jet" engine over a 30-year period.

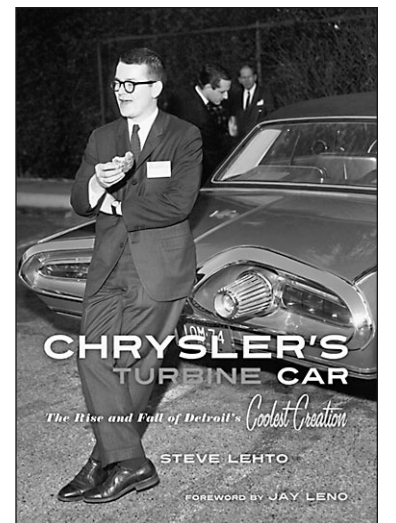
Christopher Dyrda, a retired Chrysler engineer, is a vice president at NCRO and one of its founders.

"We started the group eight years ago in the spring of 2008," Dyrda said. "Around that time, quite a number of long-time Chrysler employees took retirement. Then the company took away our life insurance in 2007.

About a year later, to protect our other pension rights, we formed this group. We didn't want our pension plans during the Chrysler bankruptcy to be taken over by the federal government. We wanted it to be rolled over to the new company."

So, Dyrda said, NCRO was created. Its membership is made up of retired Chrysler employees in Michigan and across the country. One of the group's functions is to lobby officials in Washington, D.C., to protect their pension rights.

Deborah Morrisett retired from Chrysler as vice president of Regulatory Affairs. She is the NCRO's director of Political Action. She told the audience at the San Marino Club and those watching the meeting being live-casted over the Internet that when they started lobbying government officials in 2009, they were not very savvy about



Speaker Steve Lehto's book

presenting their concerns.

Morrisett said they would just go in with a laundry list of

CONTINUED ON PAGE 2



Jay Leno and Ford have gotten together to raise money for charity.

Ford and Jay Leno Auction Classic F-150 for Charity

Ford Motor Company and Jay Leno, renowned auto enthusiast and star of "Jay Leno's Garage," are teaming up to auction the TV legend's personal one-of-one 2000 Harley-Davidson F-150 at the 45th Anniversary Barrett-Jackson Scottsdale Auction at WestWorld of Scottsdale.

All proceeds will benefit National Multiple Sclerosis Society, the country's leading organization

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Lincoln Bringing Back the Classic Continental

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as examples of its modern, yet classic elegance.”

The car comes with a brand-exclusive lighting sequence. As the driver approaches the car with the key, LED signature lighting in the lower front fascia and taillamps subtly engages, while signature lighting in the headlamps awakens in a fluid motion. Lincoln mat lights then brighten the pavement around the front doors, helping show any hazards, while select interior lights warmly illuminate the cabin.

Designers really paid attention to the details, Woodhouse said. Continental door handles are designed to offer elegant and effortless entry with new E-latch door release.

The release is discreetly integrated within the beltline, leaving the body side clean. With the gentle touch of a button, the vehicle’s doors pop open, then use available power-cinching technology to automatically close and secure.

Continental’s available all-wheel-drive system is paired with Dynamic Torque Vectoring that transfers torque on demand to the appropriate rear wheel when driving through corners – providing confident handling and stability.

Lincoln Drive Control provides the driver a choice of three settings – comfort, normal and sport – adapting steering and suspension settings to tailor ride and handling.

Available adaptive steering helps optimize steering response, enabling the vehicle to react more smoothly and precisely to driver input.

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Attention to detail, Woodhouse said, extended to the Continental’s interior.

One highlight is Lincoln’s new Perfect Position Seats – inspired by private jets and high-end office furniture – that can be adjusted up to 30 ways.

The patented design allows the seat to adjust to an individual’s body shape and weight for optimal stretch and comfort.

Available features of these seats include massage, heat and cooling, and independent thigh extensions to provide support for passengers’ legs.

Chrysler Retirees Enjoy History Lesson with Breakfast

CONTINUED FROM PAGE 1

concerns and meet with anyone on a congressman’s staff, whether that was the appropriate person or not. They were also ill-informed about that state of legislation that affected retirees and their pensions.

But by 2015, Morrissett said the NCRO has become much more adept at lobbying. She also told the audience that there are several bills before the current Congress that can affect them, their pensions and their Medicare and prescription drug benefits. She urged members to contact their representatives and let them know where they stand.

Dyrda also spoke, explaining how Chrysler recently combined three separate pension plans into one. While this will undoubtedly save the company money in administration costs, it also raises some concerns.

Dyrda said under federal law, pension plans are supposed to be at least 80 percent funded. Two of the three pension plans met that standard – 93 percent and 89 percent. But the third plan was only 76 percent funded. But combining all three plans into one resulted in a plan that is 84 percent funded. This is above federal requirements and effectively gives Chrysler a “holiday” in making payments to bring the third plan up to standards.

Dyrda urged NCRO members to contact their representatives and ask that this kind of book-keeping gimmick be made illegal.

But the breakfast meeting wasn’t all business. Lehto was also able to speak to a room of Chrysler veterans about the company’s history with the turbine engine.

He is the author of the book “Chrysler’s Turbine Car: The Rise and Fall of Detroit’s Coolest Cre-



Steve Lehto

ation” which was printed in 2010.

Lehto said the turbine, or jet, engine was the brainchild of Sam Williams, a legally-blind physicist who worked for Chrysler beginning in WW2. Work on the engine began in 1953. The project lasted until 1978, and all work on the turbine engine was finally shelved in 1983.

But the turbine engine’s greatest champion was George Huebner, who Lehto called a great promoter and PR guy.

“I have seen hundreds of pictures of George taken over the years,” Lehto said. “He’s often seen at the wheel of a turbine car. He was always wearing a suit and tie.”

Lehto said he did see one picture of Huebner not in a suit and tie, and later met the man’s daughter. He asked her about that, and she said that was just who her father was – a man who wore suits and ties.

Lehto said it was Huebner’s efforts that kept the turbine engine project going for decades. GM and Ford had their own efforts, but they only lasted a couple of years each.

Over the decades, Chrysler developed several generations of

turbine-powered cars. They even went so far as to build 55 turbine cars, all but one in “turbine bronze” in 1963.

Chrysler then solicited drivers around the country to test drive the vehicle, which became known as the Turbine Bronze. Lehto said people would drive the car for a few months and then pass it on to another family.

This generated the company millions of dollars in free publicity, Lehto said. People would have to park the car in their garages and close the doors because strangers would stop by and ask them all sorts of questions.

“Chrysler did something smart,” Lehto said. “They didn’t put an outside hood release mechanism on the car because they knew that people would pop the hood and look at the engine and perhaps put their hands on parts. They didn’t want that.”

Lehto said the Bronze cars were made by Ghia in Italy by hand. That meant that parts from one car didn’t always fit another. And Chrysler didn’t want to pay import fees on all the cars, so

that meant that when all 55 vehicles were returned to Chrysler, the company couldn’t resell them because import fees hadn’t been paid.

As a result most of the vehicles were trashed. A few ended up in museums. Chrysler kept three – one for the its museum, one for its archives and one for its testing grounds. Lehto said, long story short, he contacted Jay Leno over another book he wrote, and slipped him the manuscript about the turbine that he was working on.

Lehto said his publisher said car guys don’t read. When Leno saw the manuscript, he volunteered to write the forward if the book got published. Leno also asked Lehto to get him in touch with Bill Carey, who was the Chrysler man who made all repairs to the Bronze cars.

Lehto hooked the two men up, and long story short Leno somehow wrangled the Bronze that was kept at the Chrysler proving grounds. Overall, Lehto said, 46 of the 55 Bronze cars were tallied. The rest are in museums.



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Warren Stamping Gets New \$63 Million Press Upgrade

CONTINUED FROM PAGE 1

standpoint of our manufacturing operations, the new Servo Tandem line will help us meet this upsurge in demand."

The high-speed Servo Tandem Press technology (a 180-inch press line) is the first press of its kind at Warren Stamping and the only one currently in operation in the company's North American stamping operations, Harlow said. Construction for the new press line began in the spring of 2014 and production launched in December 2015.

The new press line will increase capacity by up to 12,000 hits per day or approximately 3.6 million parts per year. In addition to the new press, Warren Stamping also operates 12 major press lines and three large progressive press lines, bringing total plant capacity to nearly 84 million parts annually. About 2,000 employees work at the plant.

The new Servo Tandem Press increases the output rate, reduces complexity of the press, and improves reliability and maintainability, while also reducing energy usage.

The press's servo drive allows for 100 percent programmable control and movement of the ram speed at any position in the press stroke unlike a mechanical press that work at fixed speeds.

This advanced technology also allows for maximum flexibility by allowing die changes more frequently and more quickly, in about 4 minutes as compared to 20 minutes with older presses. The Tandem Press is multiple

presses in line in series, under which a single die is positioned in each press to perform an incremental function to make the stamped part.

"I want to say congratulations to the entire Warren Stamping team," Harlow said. "World Class Manufacturing (WCM) played a key role in the successful installation of the new press. That's very impressive when you consider the fact that we didn't shut down production during that process. In the old days, we would in stall the press and then work the bugs out. Thanks to WCM, the people who will operate the press were called in from the beginning. So when the press goes online will be operating in an optimal fashion right away."

Troy Davis, assistant director - UAW Chrysler Department, also spoke. He said that it's amazing how far Warren Stamping has come since the dark days of 2007, 2008 and 2009.

"WCM really matters," Davis said. "Back when we first met with Sergio in 2009, he said 'I want it,' referring to WCM. He knew it was a way to improve



The new press at Chrysler's Warren Stamping facility.

quality and make us number one in quality and product. The end result has been amazing. Keep up the good work."

Plant manager Dominic Costantini said that Warren Stamping provides parts to seven Fiat Chrysler facilities. About 30 percent of its output goes next door to Warren Truck. An addi-

tional 22 percent goes to the Toledo Cherokee plant.

When asked if Fiat Chrysler was going to build new stamping plants, Harlow said the goal is to increase production at the facilities already in operation.

GM Ignition Suit Dismissed Over Fraud Claims

NEW YORK (AP) – The latest on a New York trial over General Motors' faulty ignition switches.

The first trial aimed at aiding settlement of hundreds of lawsuit stemming from General Motors' faulty ignition switches has been dismissed because of questions about the plaintiff's story.

The claims of an Oklahoma man whose air bags didn't inflate when his car crashed in 2014 unraveled during the Manhattan federal court trial.

At the request of lawyers on both sides, a judge dismissed the case Jan. 22.

U.S. District Judge Jesse Furman had asked the parties to discuss dropping the case a day earlier after he concluded there was merit to GM's claims that a document was doctored and injuries were exaggerated.

GM says it is pleased the case is ending without any payment to the plaintiffs.

Borg-Warner's Thermal Pump Sold in China

BorgWarner is supplying the electric auxiliary thermal coolant pump (ATCP) for a turbocharged compact SUV built by a major Chinese automaker, said company spokeswoman Katya Pruett.

The electric auxiliary thermal coolant pump features a brushless, no-leak, low-noise design with integrated microcontroller, BorgWarner's ATCP provides a continuous flow of coolant through auxiliary circuits even when the engine is shut down, helping auxiliary components maintain optimal operating temperature and contributing to longer component life, improved fuel economy and lower emissions.

In this application, a 100-watt auxiliary thermal coolant pump assists in turbocharger and indirect charge air cooling, Pruett said.

"Turbocharged vehicles employ an auxiliary pump to optimize cooling efficiency. Vehicles with stop/start systems benefit from an auxiliary pump to maintain cabin temperatures when the engine shuts down. Electric and hybrid vehicles benefit from an auxiliary pump to improve driver comfort and keep batteries at a constant temperature to maximize driving range. BorgWarner's ATCP supports all of these powertrains," said Daniel Pattera, president and general manager, BorgWarner Thermal Systems.

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Hybrid Malibu Honored for Green Ability

Green Car Journal named Volvo's XC90 T8 as the winner of its 2016 Green Car Awards luxury category on Jan. 21 during the Washington Auto Show's Public Policy Day in Washington, D.C.

The Chevrolet Malibu Hybrid won as 2016 Connected Green Car of the Year and Honda's HR-V earns Green Car Journal's 2016 Green SUV of the Year.

"These are stand-out vehicles in an increasingly sophisticated and appealing field of 'green' cars," said Ron Cogan, editor and publisher of Green Car Journal. "To make the cut as a finalist is a real achievement in itself considering the considerable competition in the market today. Rising to the top as award winners means these three exceptional vehicles set a benchmark in the auto industry's effort to create vehicles that are desirable and efficient, while also achieving environmental milestones so important for our driving future."

"We are extremely proud of our partnership with Ron Cogan, whose eagerly anticipated suite of awards help shape the national conversation on the innovations that will drive our industry and country forward," said Geoff Pohanka, chairman of The Washington Auto Show.

Chevy's new Malibu Hybrid features an hybrid powertrain derived from the latest generation Chevy Volt that delivers an estimated 47 combined mpg.

Ford and Jay Leno Auction Classic F-150 for Charity

CONTINUED FROM PAGE 1

helping people affected by multiple sclerosis through cutting-edge research, advocacy and education, said Ford spokesman Tyler Weiland. Live TV coverage of the auction of this custom F-150 will air on tge Velocity cable network on Jan. 29.

"Jay Leno and Ford Motor Company share a passion for special vehicles and charity," said Jim Owens, Ford Performance marketing manager. "We enjoy working with celebrities like Jay Leno who support a worthwhile cause that makes a positive difference in people's lives. It's a great story, because organizations can receive the help they need, while automotive enthusiasts get a chance to own a one-of-a-kind vehicle."

Leno will be on the block to help auction his Harley-Davidson F-150, (Lot #3006), Weiland said. Representing the first collaborative effort between Ford and Harley-Davidson, this distinctive pickup captured the imagination of auto enthusiasts across North America when it was introduced in May 2000.

The truck is the only one in existence that features the SVT Lightning powertrain. Equipped with a supercharged 5.4-liter Triton V8, this custom monochrome black F-150 features distinctive Harley-Davidson orange pin-striping and badging and 20-inch styled chrome wheels. It cranks out approximately 360 horsepower that exits through a specially tuned single-inlet dual-outlet exhaust for a more robust sound.

"This is an opportunity to own a truly unique vehicle from my personal collection," said Leno. "Not only is this Harley-Davidson F-150 the only one of its kind, it's providing much needed resources to the National Multiple Sclerosis Society. The next owner can feel good knowing that they're getting an outstanding truck and supporting a great cause at the same time."

GM Global Sales Are Up For Third Straight Year

General Motors Co. global sales totaled 9.8 million vehicles in 2015.

That's up 0.2 percent, making 2015 the company's third consecutive year of record sales, said GM spokesman Klaus-Peter Martin.

"General Motors continued to grow in 2015 as our focus on the customer and successful new vehicle launches more than offset the challenging conditions in South America and the curtailment of our presence in certain markets such as Russia," said General Motors President Dan Ammann.

Deliveries of vehicles in North America rose 6 percent in 2015 to 3.6 million cars, trucks and crossovers. In the U.S., GM grew its retail sales, which are sales to individual customers, faster than any other automaker. Ammann said.

In China, General Motors and its joint ventures delivered a record 3.6 million vehicles, up 5 percent compared to 2014, Ammann said.

General Motors' lineup expanded through the introduction of 12 new and refreshed models. SUV deliveries were up 144 percent, led by new models such as the Buick Envision and Baojun 560.

In 2015, General Motors' cars, trucks and crossovers were leading automotive sales in China and its North American and South American regions, Martin said.

GM has several major product launches underway around the world, Martin said, including the new Opel Astra with more than 80,000 orders across European markets and the new Chevrolet Malibu in North America, which

began arriving in showrooms at the end of last year.

Global Sales Highlights (vs. 2014):

- Chevrolet grew retail market share in the U.S. faster than any full-line automotive brand, with total sales up 5 percent to more than 2.1 million cars, trucks and crossovers. Chevrolet sales in Canada increased 3 percent while sales in Mexico went up 18 percent. Combined sales for the brand in North America were up 6 percent.

- Buick set a global sales record for the third consecutive year, driven by record sales in China and record crossover deliveries in the United States. Total sales surpassed 1.2 million vehicles.

- Cadillac grew globally by 8 percent, driven by record sales in China and the strong growth in SRX and Escalade deliveries in the U.S.

- GMC continued to grow and achieved its 6th consecutive year of sales gains.

Based on new and significantly refreshed products, deliveries grew 11 percent to 680,000 vehicles.

- Opel/Vauxhall achieved its best sales result in four years delivering more than 1.1 million vehicles despite its strategic departure from the Russian market. Share of the total European vehicle market increased for the third year in a row to nearly 6 percent.

- In the U.S., General Motor's total sales were up 5 percent supported by the momentum of vehicles like the Chevrolet Silverado and Colorado, the GMC Sierra and record crossover deliveries. Retail deliveries increased 8 percent.

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*Lease payment examples for Cruze and Equinox at GM Employee Discount Price plus tax, title, plate, zero security deposit, first month payment (first payment waived for Cruze) and doc. fees due at signing with all rebates including GM Competitive Lease Conquest Private Offer (customer's qualifying competitive lease must have a scheduled end date within 365 days of the delivery date of the new vehicle) assigned to dealer. **Lease payment example for Silverado 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 GM Lease Loyalty Private Offer assigned to dealer. Lessee responsible for excess wear and tear as well as exceeded contracted mileage. Due to advertising deadlines, prices subject to change. See dealer for details.

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Map: 18 MILE RD. VAN DYKE MOUNT SCHOENWERD METRO PKWY

'Real People' Play Key Role in New Malibu Campaign

The new year offers Chevrolet the opportunity to create new impressions of the 2016 Malibu.

Building off its highest levels of opinion and consideration on record, Chevrolet is kicking off the New Year by again challenging consumers' preconceived notions with the launch of the all-new 2016 Malibu, said GM spokesman Chad Lyons.

"With the Malibu launch, we will continue to engage in authentic conversations about the product and truly surprise consumers with the exceptional design, features and technologies that they would never expect from a midsize sedan," said Paul Edwards, U.S. vice president of Chevrolet Marketing.

Chevrolet's "Real People, Not Actors" campaign has proven to be effective at changing consumer perceptions of the brand, Edwards said. Since the campaign's debut last spring, retail sales have increased every month since March of 2015 giving Chevrolet the largest retail share increase of any full-line brand.

"We now have a great opportunity with the all-new Malibu, Cruze and the rest of the Chevrolet lineup to continue to evolve our storytelling and move from shifting to reinforcing perceptions about the products and the brand," said Edwards.

The campaign will focus on the exciting technologies found in the new Malibu like Apple CarPlay, Low Speed Front Automatic Braking and Teen Driver.

"Unbranded" is Malibu's first ad and it captures what happens when people are asked to evaluate the car without knowing the nameplate, Lyons said. It highlights Malibu's sleek design, high-tech safety features and cutting-edge infotainment options, through the eyes and unbiased words of real people.

The Malibu will be featured over the course of a year in a holistic campaign across broadcast, digital, print and radio, Lyons said. The message about the vehicle is that the 2016 Malibu is larger, more advanced and fuel-efficient than ever.

Vehicle Highlights:

- All-new from the ground up, with a longer wheelbase for greater comfort.
- New Malibu Hybrid offering GM-estimated 48 mpg in city driving.
- Available Teen Driver feature which helps teach new drivers safe driving habits.
- Available Android Auto and Apple CarPlay compatibility.

The 2016 Malibu is built at the GM Fairfax Assembly facility, in Kansas City, Kan., from globally sourced parts.

Cadillac Opens Plant in China

SHANGHAI (AP) – General Motors Co. has opened its first Cadillac factory in China to target the country's growing but crowded luxury car market.

GM said Jan. 21 the 8 billion yuan (\$1.2 billion) factory operated with its main Chinese partner, Shanghai Automotive Industries Corp., will have an annual production capacity of 160,000 vehicles. Until now, Cadillacs sold in China have been imported from the United States.

Cadillac is a latecomer to a Chinese luxury car market that is dominated by BMW, Mercedes Benz and Volkswagen's Audi.

China is the biggest auto market by number of vehicles sold. Sales growth slowed last year to 7.3 percent but China still is the fastest-growing major market and global auto brands are looking to it to drive revenue.

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