

## FCA Ends 200, Dart Production to Focus on Jeeps, Trucks

DETROIT (AP) – Fiat Chrysler says the worldwide SUV craze is here to stay, and it's leaning heavily on the Jeep brand to improve its fortunes.

The Italian-American carmaker predicts Jeep sales will nearly double to 2 million worldwide by 2018, fueled by low gas prices and new models. To keep up, Fiat Chrysler plans to cut production of small cars in the U.S. so it can build more Jeeps.

The world's seventh-largest carmaker raised its Jeep sales targets Jan. 27 after releasing disappointing full-year earnings for 2015.

Fiat Chrysler reported 2015 net profit of 377 million euros (\$409 million), down from 632 million euros a year earlier and lagging analyst expectations. Fourth-quarter net profit fell 40 percent to 251 million euros.

Jeep was the bright spot. Fiat Chrysler sold 1.3 million Jeeps worldwide in 2015, up 21 percent from the previous year. Without Jeep, Fiat Chrysler's sales were lackluster. The company sold 4.6 million vehicles overall, up slightly from 2014.

North American revenue jumped 33 percent to 70 billion euros (\$76 billion). Jeep sales

rose 25 percent in the U.S., where Fiat Chrysler says low gas prices are now a “permanent” fixture and more customers are gravitating to SUVs and trucks.

Fiat Chrysler CEO Sergio Marchionne said the company wants to find a partner to build small cars like the Dodge Dart and Chrysler 200 so it can make more Jeeps at its U.S. plants. Marchionne said Jeep plants are currently running at a pace that is “unsustainable.”

Marchionne didn't say which U.S. plants could start making more Jeeps. But last year's contract with the United Auto Work-

ers union promised new vehicles for the Belvidere, Ill., and Sterling Heights plants that now make the Dart and 200. The Belvidere plant is shut down this week because of slow demand, while the Sterling Heights plant is scheduled to close for six weeks this month.

“Whatever we put in place will deal with demand and unmet demand as we see it today,” Marchionne said.

Europeans also bought a record number of Jeeps last year, helping Fiat Chrysler's European revenue rise 13 percent to 20 bil-



Sergio Marchionne

CONTINUED ON PAGE 3



How the atrium of GM's headquarters will look after it's been upgraded.

## GM to Update its Renaissance Center HQ

by Jim Stickford

GM's recent efforts to remake the company into something beyond just an automobile manufacturer extends to even the look of its world headquarters.

On Jan. 22, GM unveiled plans to remake the exterior and common spaces of the Renaissance Center. The plans show a more modern and brighter exterior.

“We've had a busy couple of weeks to kick off the New Year,” said Tim Mahoney, GM's chief marketing officer of Global Marketing Operations. “Where our

brands have demonstrated their innovation and leadership with new product and technology announcements like the Bolt EV from Chevrolet, the Avista Concept from Buick and the rear-seat reminder in the new Acadia from GMC. And as a company, GM has shown it has a vision and a plan for how to build on today's core vehicle business and lead with transportation solutions for the future, like with our new partnership with Lyft.”

As GM moves into the future, Mahoney said, it will be important for the company to tell the

story of that journey, showing strides “that our brands, our people and our industry have made, and how we will continue to move forward.”

One big opportunity for GM to celebrate its achievements and showcase its innovations is in the Renaissance Center – GM's home and a centerpiece of the city of Detroit, Mahoney said.

Grace Morgan, GM's director of Global Marketing Operations, will be the person overseeing the project.

CONTINUED ON PAGE 2

## FCA Celebrating Jeep's Military Origins

Over hill, over dale, over the dusty trail, the original Jeep has a storied history, not just in the auto business, but in the fight for freedom.

The world was at war and the forces of freedom needed a new kind of vehicle to help defeat the forces of fascism. That vehicle turned out to be the iconic jeep.

Born in 1941, the Jeep brand celebrates 75 years of 4x4 leadership, military history, and open-air freedom and adventure in 2016. As a tribute to this diamond anniversary celebration, Jeep is creating distinctive, 75th Anniversary special-edition models of each vehicle in its lineup, said Jeep spokesman Todd Goyer.

“Jeep vehicles have defined the authentic SUV and set the benchmark for off-road capability and freedom since they were first produced in 1941,” said Mike Manley, head of Jeep Brand –

FCA Global. “Today, Jeep SUVs continue to deliver 4x4 leadership, as well as fuel efficiency, world-class craftsmanship and premium on-road dynamics.

“In honor of the brand's 75th anniversary, we have created eye-catching, special-edition models of each vehicle in our lineup that celebrate the unparalleled history of the legendary Jeep brand.”

Goyer said the call for the vehicle that would become known the world over as the jeep first went out in July 1940. The U.S. military informed automakers that it was looking for a “light reconnaissance vehicle” to replace the Army's motorcycle and modified Ford Model-T vehicles. The Army invited 135 manufacturers to bid on production and developed a lengthy specification list for the vehicle, including the following:

- 600-lb. load capacity;

- Wheelbase less than 75 inches;
- Height less than 36 inches;
- Smooth-running engine from 3 to 50 miles per hour;
- Rectangular-shaped body;
- Four-wheel drive with two-speed transfer case;
- Fold-down windshield;
- Three bucket seats;
- Blackout and driving lights;
- Gross vehicle weight below 1,300 lbs.

At first, Willys-Overland and American Bantam Car Manufacturing Company were the only two companies answering the call, Goyer said. Soon, however, Ford Motor Company entered the picture, and competition began among the three over which company would receive the lucrative government contract. Each company produced prototypes for testing in record time.

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The original jeep was built during World War II.



This 2016 Wrangler still has the DNA of the original jeep.



Mace Snagging Test – spinning seat fabrics by spikey iron balls.

## Ford Puts Materials Through the Wringer

In this day and age when automakers boast of all the new technology in their vehicles, the people at Ford believe that it's important not to forget about the fundamentals, such as fabrics and materials that are used in a vehicle's interior, said Deeptie Sethi, Ford Quality Communications manager.

Throughout a vehicle's lifetime, it's inevitable that the materials inside a car show signs of wear and tear, Sethi said. Imagine the frequent sitting on car seats, leaning on arm rests, gripping the steering wheel and fiddling with the instruments. So what does Ford do to help make sure all vehicles are up to this chal-

lenge?

To help guarantee the durability of these fabrics, leathers and plastics, Sethi said Ford engineers subject every material used inside Ford vehicles to a series of meticulous and unrelenting tests where they are stretched, scratched, snagged, sniffed and even splashed with the likes of grease, dirt and hot coffee, to see how they will stand up against the test of time.

These tests are done to help ensure it takes a lot more than a spilled cup of coffee, the graze of a sharp edge or any accidental scrapes and scuffs to break down these materials. Some of the unusual ordeals Ford materials

need to go through include:

- The Five-Finger Scratch Test, which is used to scratch samples of different plastics to see how much abuse they can take.
- The Soil and Cleanability Test, which splashes different substances on seat fabrics to evaluate how well they can be cleaned afterwards, testing their overall stain resistance.
- The Resistance to Dye Transfer Test, which rubs materials of different colors (i.e. those dreaded new blue jeans, long-term destroyer of white leather sofas around the world) against the leather used for car seats to

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## Ford Interiors Also Built Ford Tough

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see if any stains are left behind.  
• The Mace Snagging Test, which spins seat fabrics on rotating rollers roughly 600 times while they’re repeatedly struck by a spikey iron ball to test how strong they are.

In addition, a team of examiners smell various samples of materials used inside Ford vehicles and rank them to help the engineers achieve interiors that are free of disturbing odors.

Sethi said the meticulous nature of these tests is a testament to Ford’s unwavering commitment to delivering quality vehicles that remain at their peak throughout the long cycle of their lives to customers and going the extra mile to ensure standards of comfort and durability are met.

Check these links to see these tests in action:

- SNIFF: A Story about Car Smells – <https://youtu.be/n9YnEEXhrJE>
- SNAG: A Story about Mighty Materials – <https://youtu.be/J9gyq9dGnUE>
- SPLASH: A Story about Surprise Spills – <https://youtu.be/i7DrgKeZaEY>

## Ziebart Gets New Vice President, Treasurer

Ziebart International Corporation, the global provider of automotive detailing, films and protection services, has promoted William R. Patterson to Senior Vice President, Treasurer for the company, said Ziebart spokeswoman Michelle Chirco.

Patterson, a 10-year employee of the company, will assume responsibilities for Human Resources, Licensing and Trademarks, in addition to his current responsibility of treasurer and overall management of accounting, purchasing, treasury, warehouse, and logistics functions.

“I am very pleased to announce the promotion of William to this critical position as we continue to expand our business nationally and internationally,” said Thomas E. Wolfe, president and CEO of Ziebart.

Prior to his promotion, Patterson served as vice president and Treasurer of Ziebart International Corporation. In this role, he established sound financial practices and reporting methods for the company’s domestic and international operations. Financial controls have allowed for Ziebart’s year-after-year profit growth and reinvestment in cutting-edge proprietary products and expanded services.

Patterson joined Ziebart International Corporation in 2005 as Director of Finance from Presto-lite Wire Corporation, a Tier I automotive wire supplier, where he was employed for over 25 years, most recently as Corporate Controller.

# GM to Update World Hdqtrs

CONTINUED FROM PAGE 1

“This is more than an update of the Renaissance Center’s public spaces,” Morgan said. “It’s about creating a new kind of consumer experience.”

Morgan said she got the assignment because her job at GM spans a wide variety of functions, including maintaining the GM brand. Part of her job is to put a lot of displays and events, and GM’s headquarters can be considered GM’s biggest display.

“A building isn’t just a building these days,” Morgan said. “It can be seen as the exterior display of a brand. And the Renaissance Center is so iconic in Detroit and can be used to show off GM and show that the company is more modern.”

Mahoney said the work will be

done with the help of GM design and designers at Neumann Smith Architecture and EWI Worldwide. The result will be reimagined key public spaces inside the Ren Cen as well as the exterior of the People Mover station.

Mahoney said work will include:

- Exterior updates that will serve as a beacon to draw people to the building.
- Interior updates to the central area create a more open and inviting gathering space.
- Curated spaces that will feature rotating vehicles displays – mixing heritage models, concepts and current products.
- Interactive experiences that will combine physical and digital elements – informing and teaching about GM’s brands and the design and engineering process.



A rendering of of GM’s world HQ after the building’s refurbishing.

- The entire experience to be organized in a way to show progress from “Yesterday, Today, Tomorrow and Beyond.”
- The renovation will encompass 120,000 square feet, includ-

ing an addition to extend a portion of the complex to Jefferson Avenue, Morgan said. Construction is expected to begin this summer and be completed before the end of 2018.

## IHS Honors Fiat Chrysler for their ‘Customer Loyalty’

Fiat Chrysler started the New Year off on the right foot by winning four IHS Automotive Loyalty Awards, said Fiat Chrysler spokeswoman Angela Bianchi.

The Chrysler Town & Country earned its 15th consecutive Loyalty Award in the Non-Luxury Mid-size Van category, building on its own record of consecutive wins, Bianchi said.

The Jeep Grand Cherokee scored its seventh award in the Non-Luxury Mid-size SUV category while the Jeep Wrangler won the Non-Luxury Compact SUV award for the third consecutive year, Bianchi said. In its first year of eligibility, the Jeep Renegade won in the Non-Luxury Compact CUV category while the Jeep brand earned the Highest Conquest Percentage Award.

“We are pleased to recognize FCA not only on loyalty for continued high levels of retention across several key makes within the Chrysler and Jeep brands, but also on achieving the highest level of conquest for the Jeep brand across the segments in which they compete. This is a great accomplishment in 2015,” said Steve Had, vice president, sales and marketing solutions at IHS Automotive.

The IHS Automotive Loyalty Awards recognize manufacturers and brands for superior owner-loyalty performance, which, as defined, is determined when a household that owns a particular vehicle returns to market to purchase or lease another new vehicle of the same make or model, Bianchi said.

The 2015 awards, Bianchi said, are based on an analysis of personal new vehicle registrations during the 2015 model year, which ran from Oct. 1, 2014 to Sept. 30, 2015.

Bianchi said the 2016 Chrysler Town & Country provides customers with comfort, safety and



2016 Jeep Renegade

innovative features at any budget, as well as the most innovative seating and storage system with standard Stow ‘n Go Seats, while its award-winning powertrain delivers best-in-class horsepower without sacrificing any fuel efficiency.

Bianchi said the Jeep Grand Cherokee also offers a number of features that engender buyer loyalty.

The include a combination of best-in-class fuel economy and

driving range, available clean-diesel technology, legendary benchmark capability, world-class craftsmanship, and a host of advanced user-friendly technology and safety features. Jeep Grand Cherokee delivers best-in-class 30 miles per gallon (mpg) highway courtesy of an available 3.0-liter EcoDiesel V6 engine and standard eight-speed transmission.

The Jeep Wrangler, Bianchi said, has always been know for

its buyer loyalty. Reasons include its 3.6-liter Pentastar V6 engine delivering 285 horsepower and 260 lb.-ft. of torque and up to 21 miles per gallon.

Wrangler, Bianchi said, continues to offer a body-on-frame design, front and rear five-link suspension system, live axles, electronic lockers.

And, Bianchi said, the Wrangler is one of the few mid-size SUVs that offers a six-speed manual transmission – in addition to its five-speed automatic transmission.

The 2016 Jeep Renegade, Bianchi said is new to the market, but it delivers a unique combination of best-in-class, off-road capability, open-air freedom and convenience, a segment-first nine-speed automatic transmission that contributes to outstanding on-road and off-road driving dynamics, two fuel-efficient engines, world-class refinement and a host of innovative safety and advanced technology offerings.

Those are just a few reasons that it has proven so popular, Bianchi said.

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Production of the Chrysler 200 is ending.

## FCA Shuffles Production, Focus on Jeeps, Trucks

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lion euros (\$22 billion).

But Fiat Chrysler's revenue slumped by 25 percent in Latin America, hurt by economic weakness in Brazil and Argentina. Revenue also fell 22 percent in Asia, pressured by price competition from Chinese automakers and an interruption in shipments after the Tianjin port explosion.

Brazil came out of left field and left most of OEMs staring at uncertain market conditions," Marchionne said in a conference call with analysts.

A slowdown in demand for imported cars in China was also un-

expected, Marchionne said. As a result, the company is refocusing its plans for Alfa Romeo's growth on North America and Europe and away from China. The rollout of new Alfa vehicles will slow, but the company will stick to its plan of offering seven new models, including two utility vehicles, by 2020.

Full-year net revenue for Fiat Chrysler was 113 billion euros (\$123 billion), up 18 percent, and slightly beating analyst forecasts of 112 billion euros as compiled by information company FactSet.

Fiat Chrysler said it expects net revenue of 110 billion euros and a net profit of 1.9 billion euros in 2016.

## Boler-Davis Honored as Exec of the Year

Alicia Boler-Davis, senior vice president, Global Connected Customer Experience, General Motors, was named the 2016 Corporate Executive of the Year during the 24th Annual Trumpet Awards.

Boler-Davis was recognized for the work she's accomplished at GM, and for the impact she's had on the automotive industry in creating new opportunities for women and minorities, said GM spokesman Daniel Wallace.

Boler-Davis' career with GM, which began with a manufacturing engineer role in 1994. During her time at the company, she has held many positions of increasing responsibility in Manufacturing, Engineering and Product Development.

Her work on continuous improvement and focus on putting the customer at the center quickly propelled her to the top, Wallace said, including becoming GM's first African-American female plant manager, where she led a number of significant launches for the automaker.

"Throughout my career, I was pushed to try new things, things that I hadn't done before, and things that I couldn't have imagined doing," said Boler-Davis. "I truly believe that each of us can put our talents to use to change the world if we are bold, to take risks, and to write the books that need to be written."

Her resume includes a number of firsts, Wallace said, including her current role where she is re-

sponsible for leading GM's global efforts to provide customers with the best overall service and experience in the industry, as well as connectivity and infotainment products and services.

"Each year, we look for individuals who overcome significant challenges, who achieve excellence in their respective areas, and Alicia has certainly done that as one of the highest-ranking African-American women in the auto industry," said Xernona Clayton, founder and CEO, Trumpet Awards. "Despite the global size and scope of her current job responsibilities, her ongoing commitment to the next generation of diverse talent sets an example that we are proud to recognize today."

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# Ford Enjoys Strong Financials for 2015

DEARBORN, Mich. (AP) – Higher sales in most of the world helped Ford Motor Co. achieve a record pretax profit in 2015, but investors remain skittish that the good news won't keep coming.

Ford's pretax profit jumped 48 percent to \$10.8 billion, the highest in its 112-year history.

The company's U.S. sales hit their highest level in a decade, and the F-Series pickup remained the best-selling vehicle in the U.S. for the 34th straight year. Ford reported a profit in Europe for the first time in four years, and profits in Asia jumped 29 percent. A change in the way Ford accounts for its pension costs also boosted pretax results.

Bob Shanks, Ford's chief financial officer, said on Jan. 29 that 2015 was the "break-through year" Ford promised after it spent heavily in 2014 to build new plants in Asia and bring a new, aluminum-sided F-150 pickup to market in the U.S. The company expects this year's pretax profit to be equal or higher.

Shanks said he agrees that the U.S. market – which saw record new-vehicle sales of 17.5 million last year – is plateauing, but it could stay at that high level for several years. Low oil prices, low interest rates and a growing housing market all bode well for continuing strong sales.

Shanks said Ford's growing business outside the U.S. should also comfort investors. He said more than half of the \$1.3 billion increase in Ford's operating profit in the fourth quarter came from regions outside North America.

"We have a very strong, robust structure, so if and when there will be a downturn – and at some point there will – we're very well prepared to manage that and continue to be profitable and continue to pay our regular dividend and continue to invest in the business," Shanks said.

Shanks said one metric – cash flow – will fall this year because of increased engineering costs and the expense of bringing a new aluminum-sided Super Duty truck to market. He also said Ford will be spending more on mobility projects such as experimental ride-hailing services.

Ford's full-year net income jumped to \$7.4 billion from \$1.2 billion in 2014. Excluding one-time items, such as \$600 million in employee separation payments, Ford earned \$1.93 per share. Analysts polled by FactSet were expecting full-year earnings of \$1.73 per share. Ford's revenue rose 4 percent to \$149.6 billion in 2015, also beating forecasts. Global sales rose 5 percent to 6.6 million.

Ford also said it will make a record profit-sharing payment of

\$9,300 to each of Ford's 53,000 U.S. hourly workers.

Efraim Levy, an analyst with S&P Capital IQ, reiterated his "strong buy" rating on Ford stock and said investors were overreacting. Even if U.S. auto sales slow this year, he said, buyers are likely to favor SUVs and trucks, which helps Ford and other Detroit brands. He also expects sales growth in Europe and China.

Still, Levy lowered his target price on Ford's stock by \$2 to \$17 to reflect the plateauing market. Traditionally these companies look cheap at the top and expensive at the bottom.

North America drove Ford's results, with a full-year pretax profit up 26 percent to \$9.3 billion. Ford's full-year operating margin for North America reached 10.2 percent, up from 9 percent in 2014 and within Ford's ideal range of 8-10 percent.

Ford reported its highest-ever full-year pretax profit of \$765 million in its Asia Pacific region and eked out a \$259 million profit in Europe and a \$13 million profit in the Middle East and Africa. South America remained weak, with an \$832 million loss, but Shanks noted that even in that volatile region, Ford managed to command higher prices.

"We really started to see the international operations start to come forward," Shanks said.

# FCA Celebrating Jeep's Military Origins

CONTINUED FROM PAGE 1

Bantam's chief engineer, along with a team of Bantam executives, worked out a design, and the company built its field car within 49 days.

Willys-Overland Vice President of Engineering Delmar G. Roos designed the Willys Quad. Ford developed its Model GP (General Purpose), known as the Pygmy, Goyer said, which was powered by an adapted Ford/Ferguson tractor engine. Each company delivered its prototype to the Army in the summer of 1940 and received approval to build 70 sample vehicles.

The Army took possession of these vehicles in November 1940 at Camp Holabird, Md., Goyer said. Each of the three designs exceeded the Army's specification of 1,300 lbs., but the Army soon realized that limit was far too low and raised it for the next round of vehicles.

The Army issued the next round of contracts in March 1941, Goyer said. Bantam was to

produce 1,500 Model 40 BRC vehicles, Ford would build 1,500 modified and improved GP Pygmies and Willys would build 1,500 Quads. Further testing and evaluation led to the Army's selection of Willys vehicle as the primary manufacturer.

Subsequently, most of the Bantams and Ford GPs produced were sent to Great Britain and Russia as part of the lend-lease program, Goyer said. In Great Britain, the Ford vehicle was popularly known as the "Blitz Buggy."

In his book "Arsenal of Democracy: The American Automobile Industry in World War II", author Charles K. Hyde wrote that Army Quartermaster "found defects in all three models, but decided that a modified version of the Willys jeep would become the standard design."

Hyde wrote that in order to facilitate production of as many jeeps as possible, in late 1941 Ford was awarded contracts to build jeeps "exactly the same as the Willys jeep; Willys would pro-

vide Ford with a complete set of blueprints, specifications, and parts lists."

Hyde wrote that one condition of Ford getting the contract was that its jeeps would be built close to port facilities to shorten transportation lines. Ultimately, Ford built 277,896 Jeeps during the war, while Willys made 352,215.

Goyer said the Willys Quad became the MA, and later the MB. But the Army, and the world, came to know it as the Jeep. Some claimed that the name came from the slurring of the letters "GP," the military abbreviation for "General Purpose." Others say the vehicle was named for a popular character named "Eugene the Jeep" in the Popeye cartoon strip. Whatever its origin, the name entered into the American lexicon.

The Willys MA featured a gearshift on the steering column, low side body cutouts, two circular instrument clusters on the dashboard and a hand brake on the left side, Goyer said. Willys struggled to reduce the weight to the new Army specification of 2,160 lbs. Items removed in order for the MA to reach that goal were reinstalled on the next-generation MB resulting in a final weight of approximately just 400 lbs. above the specifications.

Willys-Overland trademarked the "Jeep" name after the war and planned to turn the vehicle into an off-road utility vehicle for the farm – the civilian Universal Jeep, Goyer said. One of Willys' slogans at the time was "The Sun Never Sets on the Mighty Jeep," and the company set about making sure the world recognized Willys as the creator of the vehicle.

All 75th Anniversary special-edition models will be available in Jeep-exclusive Green exterior paint (Sarge Green, Recon Green or Jungle Green, depending on model), Low Gloss Bronze wheels, Bronze and Orange exterior accents, unique interiors, including exclusive seats with embossed 75th Anniversary logo or one-of-a-kind Ombre Mesh fabric, open-air freedom and a 75th Anniversary exterior badge. Each model will be available in Jeep dealer showrooms in the first quarter of 2016.

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## Chrysler Hourly To See \$4,000 in Profit Sharing

Fiat Chrysler will make profit sharing payments up to \$4,000 to eligible UAW-represented employees as a result of the company's 2015 financial performance. Approximately 40,000 employees will receive the payment on Feb. 19, 2016.

The payment represents a 45 percent increase from the \$2,750 payment UAW-represented employees received last year, said Fiat Chrysler spokeswoman Jodi Tinson.

As negotiated in the 2015 UAW-Fiat Chrysler Collective Bargaining Agreement, future profit sharing payments will be based on the EBIT margin performance of the North American region reported in the FCA N.V. financial results beginning with 2016 calendar year performance, Tinson said.

## Magazine Calls Ram 1500 Well Balanced Truck

*Four Wheeler Magazine*, an off-road enthusiast publication, has named the new 2016 Ram 1500 Rebel its Pickup Truck of the Year. For the past 28 years, the *Four Wheeler* staff has chosen a truck to hold the coveted annual title.

"If there's one word to describe the Ram 1500 Rebel, it's balanced," said *Four Wheeler's* editor Christian Hazel. "No matter what we threw at the Ram 1500 Rebel, it just flat-out worked with no drama, no excuses and no compromises. The Ram 1500 Rebel was the vehicle the *Four Wheeler* judges overwhelmingly chose not only as the 2016 *Four Wheeler* Pickup Truck of the Year, but the vehicle they'd most like to take home."

The competition takes place over five days and 1,000 miles, providing the panel of seven judges an opportunity to experience every plausible condition from city gridlock to technical trails, said Ram spokesman Nick Cappa. Judges tested each vehicle's performance, comfort and design.

"The Ram Rebel offers an aggressive off-road-style package on our successful Ram 1500 platform and this award from *Four Wheeler* magazine endorses its combination of engineering and design," said Bob Hegbloom, head of Ram Brand, FCA - North America. "We're pleased this opinion-leading off-road enthusiast publication recognizes the Rebel as its Pickup Truck of the Year."

The Ram Rebel, Hegbloom said, brings a unique off-road design to the full-size truck segment that is backed by Ram Truck engineering.

Equipped with a factory lift, 33-inch tires, standard air suspension, Bilstein shocks, skid plates, tow hooks and other off-road-ready features, the Ram 1500 Rebel appeals to the truck owner looking for a less beaten path.

The Ram 1500, Hegbloom said, also offers buyers best-in-class 29 mpg fuel efficiency, advanced technology and unique features without sacrificing capability. Ram 1500 marks a milestone for Ram as this truck delivers "a truckload of pioneering and fuel-saving systems."

Equipped with a choice of engines, including the 3.0-liter Eco-Diesel, Hegbloom said the 5.7-liter Hemi V8 engine or the Pentastar V6, the Ram 1500 offers the best powertrains in the industry.

The 2016 Ram 1500 Rebel starts at \$42,790 not including \$1,195 destination charge, Cappa said.

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#J6-70199

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## GM's Take 2 Helps Women Return to Work

General Motors established a new kind of pilot internship program aimed at experienced women engineers who are interested in returning to the workforce after a two or more year career break.

Take 2 is a 12-week internship for women with technical backgrounds in vehicle engineering, manufacturing engineering, or manufacturing operations, said GM spokeswoman Rebecca White.

As part of this program, interns will receive training, professional development, and the opportunity to network with other technical leaders to gain exposure to and understanding of GM's structure and functional areas.

"Pregnancy is often a reason women will leave the workforce for a couple of years," White said. "But there are a lot of different reasons women leave. Sometimes it's because their husband was relocated and the whole family moved. Sometimes, it's because the woman is question maybe just wanted to take a career break for a couple of years. When it comes to personal reasons for something, there's so many different situations that apply."

This program is part of a larger initiative to increase the STEM (science, technology, engineering and math) talent pipeline

**swe** **iRelaunch**  
Society of Women Engineers THE RETURN-TO-WORK EXPERTS

STEM RE-ENTRY  
TASK FORCE

GM launches career re-entry internship program.

driven by the Society of Women Engineers and iRelaunch, a career re-entry firm, White said.

"GM is proud to be a founding member of the STEM Re-entry Task force, and understands there are many high-caliber, technical women who have taken a break from their careers and are ready to come back to work but may feel out of touch with their former professional network," said Kristen Siemen, executive director Global Thermal Engineering and executive champion of the program. "The Take 2 program provides them a unique opportunity to refresh their skills and rebuild their network while working on real engineering programs for GM."

Other founding members of the STEM Re-entry Task Force include Booz Allen Hamilton, Caterpillar, Cummins, IBM, Intel and Johnson Controls.

"We're looking for experienced engineers, and there are qualified, capable women who are interested in returning to the workforce to pursue new and challenging opportunities – it's a win-win, and one commitment among many we've made to support women's careers at GM," said

John Quattrone, Senior Vice President, Global Human Resources.

White said she first heard about the development of this program in the summer of 2015.

"There is a need for something like this," White said. "It is a way for women who have left the workforce to reengage with colleagues and rebuild their professional network. People who have been out of the workforce for a couple of years, especially in STEM fields sometimes think that they might be behind the eight-ball and that technology has passed them by."

Being able to take part in an internship is helpful, White said, because it gives women the chance to get reacquainted with their chosen STEM fields and catch up on the latest technology.

"We've just announced this program," White said, "and I've already been contacted by someone interested in it. I will say what I said to her. Go to our Web site. It has all the information."

The Web address is careers.gm.com/working-with-us/experienced-internships.html

The Take 2 program begins on April 1, 2016, White said.

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## Chevy Promotes Kindness on Leap Day 2016

A Leap Year means an extra day, an extra 24 hours, and this year Chevrolet is encouraging everyone to put their added time towards simply doing something nice for someone else, said Chevy spokesman Craig Daitch.

To that end, Chevrolet has kicked off its #DayItForward campaign.

Daitch said the concept of #DayItForward came about when Chevy's were talking about there being an extra day in 2016.

"We've been working on this idea since late December," Daitch said. "Our blended team of marketing and advertising people were talking about what they'd do with an extra 24 hours. We were really busy in 2015. We launched five vehicles at Chevrolet, so time became very precious. We got to thinking that an extra day would be great to do something nice for others."

"Time is such a precious commodity and having an extra day this year presents an amazing opportunity for all of us to do something impactful," said Paul Edwards, Chevrolet vice president of Marketing. "The Chevy team is going to take those extra hours and put them towards doing unexpected acts of kindness for people - something that we hope others will embrace and repeat."

Chevrolet, Edwards said, will not be alone in the movement to "surprise and delight with moments of happiness."

Edward urges members of the public to keep their eyes peeled as some of their favorite entertainers, websites and companies join Chevrolet in the fun of treating each other to something meaningful, contributing with their own ideas on how to #DayItForward.

Daitch said that Chevrolet has really put its muscle behind DayItForward. The brand is working with some "strong" media partners to help promote the day.

"We really want to make this a movement," Daitch said. "We really want the public to get behind the idea and make it something that they embrace with all their hearts."

"Whether you buy a cup of coffee for the person behind you in line or buy a stranger the vacation of their dreams, there is no act too big or too small that a person can do," Edwards said. "So, with plenty of time left in 2016, the question challenging all of us now is, how are you going to #DayItForward?"

## Plante Moran Adds Staff to Detroit Office

DETROIT (AP) - Plante Moran is increasing the number of its employees that will be based in downtown Detroit offices.

The accounting and business advisory firm will add about 60 new workers by June, pushing its total downtown workforce to 120.

The company also will begin expanding its office space at One Campus Martius this spring to 30,000 square feet.

Plante Moran had opened an office in 2013 at One Campus Martius.

Bedrock Real Estate Services and Meridian Health acquired the 15-story office building located in downtown Detroit back in 2014.

Bedrock told the media the building now is 100-percent occupied.

Bedrock and its affiliate companies have invested nearly \$2.2 billion in acquiring, renovating and developing more than 85 downtown properties.