

## GM and Kelley Blue Book Team Up to Sell Used Cars

With car shopping increasingly moving online, all parties, including automakers, dealers, online car-buying services and third-party sites, are playing a major role in shifting the traditional automotive industry to meet consumer demands for a simpler, easier car buying experience.

Kelley Blue Book recently worked with General Motors, said Kelley spokeswoman Brenna Robinson, to provide the Kelley Blue Book Fair Market Range to GM customers shopping the Factory Pre-Owned Collection,

which offers nationwide inventory of former GM company-owned, off-lease and daily rental Chevrolet, Buick, GMC or Cadillac vehicles.

The Kelley Blue Book Fair Market Range, Robinson said, reveals what a consumer can reasonably expect to pay this week in their area for a vehicle configured with similar specification and mileage, excluding tax, title and fees.

“Businesses today are focusing

CONTINUED ON PAGE 2



GM's new pre-owned program is aimed at getting consumers early.

## Ford's Portable Tech Helps Manufacturing

More than a century after Henry Ford started the first moving assembly line, Ford is bringing his pioneering invention into the smartphone age.

Ford has developed a wearable device, which connected to a smartphone app, enables production line workers to make faster and more accurate quality checks on new vehicles, said Ford spokeswoman Kelli Felker.

Previously, workers at Ford's manufacturing facility in Valencia, Spain, used a paper-based system that involved walking back and forth more than one kilometer daily to access information on desktop PCs, Felker said. Now, a new Android app means specification and quality checks can be made on the spot using a wrist-worn Portable Quality Assurance Device – believed to be an industry-first – and the moving assembly line can be stopped immediately as needed.

“We have varied options and features across our vehicle range and digital innovation in our plants helps to generate lean methods within the manufacturing process,” said Linda Cash, vice president, Manufacturing, Ford of Europe. “The ability to simply consult a smartphone screen to check any aspect of a vehicle's quality and specification helps to guarantee highest levels of product quality, and improves work processes and manufacturing efficiency.”

The Bluetooth-enabled device recognizes the exact quality inspection requirements for each

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2016 Chevrolet Spark EV

## Kelley Blue Book Declares Detroit OEMs Give Value

Kelley Blue Book's KBB.com Web site has some nice things to say about the cost of owning vehicles produced by Detroit's automakers.

The site recently released its 2016 “Five-year Cost to Own” Awards list.

KBB editors wrote that even though the economy is supposed to be improving and fuel prices dropping, it's still important to keep transportation costs as low as possible.

KBB picked its vehicles, editors wrote, by calculating the amount it would cost to own each individual model on sale in the United States to the trim level over a typical five-year-long ownership period.

“That is a gargantuan task, but our data analysts do it willingly because the information can be so helpful to you.” KBB editors wrote. “As you'd expect from Kelley Blue Book, our analysis con-

siders every key criterion that figures into the overall cost to obtain and operate a motor vehicle. Included among the factors are financing, insurance and state fees plus the anticipated costs of fuel, scheduled maintenance and repairs. Also included are the critical factors of purchase price – the exclusive Kelley Blue Book Fair Purchase Price – and projected depreciation, derived from our industry-standard residual-value analysis.”

KBB broke down the award winners into 22 categories. The 2016 Chevrolet Impala won the “Best Full-Size Car” award. Editors stated that with “a Fair Purchase Price that starts well below its nearly \$28,000 Manufacturer's Standard Retail Price, the Chevrolet Impala achieves an impressive feat. It's handsome, quiet, massively roomy, and it drives like a car that belongs in a higher class.”



These faces were used in Jeep Brand's 2016 Super Bowl commercial, which was liked by experts.

## Jeep's Super Bowl Commercials - Winners

There's a reason Jeep brand's “Portraits” was named *ADweek's* number one Super Bowl spot, said Chrysler spokesman Ed Garsten.

“Giving viewers something thoughtful, and beautiful – with inspiring craft – can make a last-

ing impression at the circus of advertising's biggest night,” wrote *ADweek's* Tim Nudd.

The spot, Garsten said, was meant to be quiet and evocative. It featured more than 60 curated images is a nod to the past and an acknowledgment to the many

people, faces and moments that have shaped the history of the brand beginning in 1941, with a simple message,

“We don't make Jeep, you do,” recognizes the global truth that

CONTINUED ON PAGE 5



2016 Jeep Wrangler Unlimited



2016 Ford Focus ST

They also praised its 4-cylinder engine, saying a big car's job is to treat the driver well. “The 2016 Chevy Impala does that in first-class fashion, and it'll also keep you on the best terms with your financial planner.”

The 2016 Ford Focus ST was the top finisher in the “Best Sporty Compact Car” category. Editors wrote that it “is the complete package. It looks fast, it ac-

tually is fast and in a boon for those who need to justify such a fun purchase, the Focus ST boasts a category-topping 5-Year Cost to Own figure.”

The “Best Sports Car” award winner is the 2016 Chevrolet Camaro. Editors wrote that when “shopping for a Chevrolet Camaro, fiscal responsibility might

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## Detroit Auto Scene

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## Ford’s Portable Tech Helps Manufacturing

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vehicle that passes along the assembly line. These are displayed on the touchscreen of the wrist-worn device, and team members are then able to instantly follow up and approve. The new system has helped to reduce human error by 7 percent while at the same time making each vehicle check seven seconds quicker. In Valencia alone, where the number of vehicles produced this year is expected to exceed 400,000 units, this represents a large time saving that allows additional quality inspections.

Ford builds six nameplates and even more body styles in Valencia that include hundreds of different vehicle specifications, Felker said. These include the Mondeo sedan, the Mondeo Vignale, Kuga SUV, Transit Connect light commercial vehicle, Tourneo Connect people-mover, all-new S-MAX multi-activity vehicle, and Galaxy seven-seat people-mover. The company recently announced it is completing the final part of a €2.3 billion investment in manufacturing operations in Valencia, transforming the facility into one of the world’s most advanced, flexible and productive auto plants.

Ford production manager Ramón García proposed the wearable device connected to a smartphone app to the plant’s management team after observing his colleagues and family increasingly using smartphone and tablet apps on lunch breaks and at home. Ford, in partnership with local software company Visia Solutions S.L, developed the Android-powered app.

“Smart mobile technology increasingly helps my colleagues and my family organize our personal lives. It struck me that we could apply similar technology to the workplace – and improve the automotive production process,” García said. “This technology helps us to better handle the increased complexity of more vehicles and more vehicle specifications being produced on a single assembly line.

“The initial feedback from production line workers has been very positive and we are actively looking at other areas in the process where we could deploy digital innovation and further increase quality and efficiency.”

Following a successful pilot project, Ford is now looking into rolling out the Portable Quality Assurance Devices to other plants. As more consumers embrace wearable devices such as smart watches, glasses and fitness trackers, Ford this year opened the Automotive Wearables Experience lab at its Research and Innovation Center in Dearborn. Scientists and engineers are working to integrate wearable devices and vehicles to enable driver-assist technologies to be more aware of the driver behind the wheel – particularly when drivers are stressed or sleepy.

# Big Three Automakers Build Products that Offer Value

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not be your first concern but maximizing your buying dollars still matters, if only to enrich your aftermarket accessory budget. To that end Chevy’s famed coupe claims the lowest 5-Year Cost to Own title for the sports car category.”

The 2016 Ford Mustang GT won the “Best High Performance Car” category. Editors like it because “driving excitement and financial pragmatism need not be mutually exclusive. Holding down a near-\$1,200 advantage over the Camaro SS when it comes to 5-year ownership costs, the 2016 Mustang GT is among the rare breed of performance cars that lets you burn rubber without burning down your life savings.”

The 2016 Buick Verano finished tops in the “Best Entry-Level Luxury Car” category. Editors wrote, “although not the flashiest 4-door, the compact Verano continues to find favor thanks to its impressive mix of refinement, features and value. While an all-new generation is set to arrive for 2017, the largely carryover 2016 Verano gains some minor enhancements to help it remain competitive for one more season.”

The 2016 Chevy Spark EV won

the “Best Plug-in Vehicle” award. Editors liked it because “this pure-electric 5-door/4-seat hatch boasts a starting price of just under \$26,000 before any incentives – a figure that can drop to near \$15,000 with all federal and state incentives applied.”

“Driving  
excitement and  
financial  
pragmatism need  
not be exclusive.”

– KBB.com

The 2016 Jeep Wrangler Unlimited – just in time for the 75th anniversary of the Jeep – won the “Best Mid-Size SUV/Crossover” award. Editors liked it for it “being king of the hill both literally and figuratively, as an off-road icon that also reigns in terms of low long-term ownership cost. Among the keys to its ability to stay atop the midsize SUV pack are the Jeep Wrangler Unlimited’s approachable starting price of roughly \$28,000 and its remarkable resale value.”

The Ford 2016 Explorer was tops in the “Best Full-Size SUV/Crossover.” Editors wrote, “this marks the third year in a row that the Ford Explorer has received the 5-Year Cost to Own crown in the Full-Size SUV/Crossover segment, another testament to the consistency that is part of this Ford’s DNA.”

The Buick Encore won the “Best Luxury Compact SUV/Crossover” award. Editors noted that for a third straight year the Buick Encore “reigns as the 5-Year Cost to Own champ among entry-level luxury SUVs. Moreover, with a starting price of around \$25,000, Buick’s smallest vehicle continues to prove you don’t have to spend a fortune to get into a premium crossover.”

The 2016 Buick Enclave held up its end, winning the “Best Luxury Full-Size SUV/Crossover” award. Editors wrote, “the Buick Enclave is in its eighth model year, yet it shows no sign of slowing down as 2016 marks the third year in a row it wins our 5-Year Cost to Own trophy for its class. Having always represented a solid value from the perspective of how much vehicle you get for your dollar – and we’re not just talking about its prodigious size – the Buick Enclave has withstood the test of time as a reli-

able and affordable to own luxury SUV.”

The 2016 Chevy Colorado Extended Cab took home the award for “Best Mid-Size Pickup Truck.”

Editors liked it because it is a small truck that offers the ride and interior amenities of crossover, with best-in-class towing capacity and fuel economy.

The Ford 2016 F-150 Regular Cab won the “Best Full-Size Pickup Truck” award. Editors wrote that it “came onto the scene like a boxer prepared for a title fight: lighter, tougher and stronger. Its best-in-class towing and hauling limits reinforce its status as the most capable full-size truck, while EcoBoost turbocharged engines make the F-150 more fuel efficient. The result is that the F-Series continues to be the best-selling vehicle line in the country.”

The 2016 Dodge Grand Caravan Passenger won the “Best Minivan/Van” award. Editors stated that the “current version of the Dodge Grand Caravan has been around since the 2008 model year, but thanks to continuous improvements it remains a solid value. In fact, ‘value’ is the key term here, as the Grand Caravan is the lowest priced minivan . . .” available by several thousand dollars, which is one of the reasons it earns the top spot in our 5-Year Cost to Own rankings.”

## Kelley Blue Book, GM Join Forces to Sell Used Vehicles

CONTINUED FROM PAGE 1

more and more on e-commerce and the auto industry is no exception, so it was a natural fit to work with GM to bring this valuable KBB.com tool to their dealers and consumers for pricing information,” said Dan Ingle, vice president of valuations, industry solutions and international for Kelley Blue Book.

GM is the first automaker to offer this online service and joins a handful of companies selling pre-owned vehicles online. After choosing a participating GM dealer, shoppers reserve their vehicle using the Shop-Click-Drive experience from GM, finalize their purchase and take delivery of the vehicle from the dealer they selected in their area.

“Our goal is to earn customers for life and we know many of them want to use the internet to save time and make the process of buying a used vehicle simpler and easier,” said Steve Hill, vice president, GM U.S. Sales and Service. “The Factory Pre-Owned Collection extends our Shop-Click-Drive service and gives our dealers another way to attract new customers to their dealerships.”

“Based on the purchase habits of consumers today and the changing attitudes of consumers toward technology, auto retailers will need to continually evaluate how they attract and communicate with consumers,” Ingle said. “By selecting a dealer of their choice and using trusted Kelley Blue Book values, now consumers can buy a used car with confidence and ease.”

“Many of our customers who are shopping for a used car have told us they want to complete more of the process online,” said Jerry Morgan, executive manager of Jack Wilson Chevrolet and Jack Wilson Buick GMC in Saint

Augustine, Fla. “We are excited to be among the first dealerships to participate in the Factory Pre-Owned Collection.”

Online shoppers who use the Factory Pre-Owned Collection will follow three simple steps:

- Browse the inventory to find the vehicle of their choice.
- Choose a participating GM dealer and reserve their vehicle using the Shop-Click-Drive experience.
- Finalize their purchase and take delivery of their vehicle from their selected dealer.

These types of online services are changing the way consumers are shopping for and eventually purchasing cars, Hill said. There are several indicators predicting the future of vehicle shopping is veering online:

- Take the Paperwork Online: The 2015 Autotrader Car Buyer of the Future study found that nearly three-fourths of people surveyed would prefer to complete the credit application and financing paperwork by doing it online.

These results were attributed to 72 percent of people wanting to save time at the dealership, and 71 percent of people wanting less pressure while filling out paperwork.

- Online Deal Structuring: The same Autotrader study found that consumers would like to see a big change in the way they go about negotiating the deal structure of their vehicle purchase.

Of those surveyed who liked the idea of online deal building, more than half (56 percent) want the ability to start the negotiation on their own terms – preferably online – and 45 percent would like to remain anonymous until they lock in the deal structure.

- Meeting the Millennial Market: Millennials shop online more than any other demograph-

ic, yet are firmly in the market for purchasing or leasing vehicles in the future, with 66 percent of younger (18-24 year-old) and 40 percent of older (25-34 year-old) millennials saying they are likely to (indicating either definitely or probably will) purchase or lease a vehicle in the future, according to a recent Car Sharing Study from Kelley Blue Book.

“GM knows that many of our customers want to use the Internet to save time and simplify the

process of shopping for a used vehicle,” said Steve Hill, vice president, U.S. sales and service at GM. “As the used-car market grows, our dealers are always looking for innovative ways to attract and retain digital-first customers, and by using the Kelley Blue Book Fair Market Range, we can provide customers with useful pricing information all in one place, and help give our customers confidence in their used-vehicle buying experience.”



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## Subaru Recalling Tribeca SUVs

DETROIT (AP) – Subaru is recalling 82,661 Tribeca SUVs because their hoods can open unexpectedly while driving.

The recall involves Tribecas from the 2006-2014 model years. Most were sold in the U.S. Subaru says rust or grease buildup can cause the springs in the hood to seize up and stop working.

The automaker learned about the problem from a lawsuit filed last fall. It has no reports of injuries related to the defect.

Owners will be notified about the recall, which will happen in two phases. First, Subaru dealers will inspect, clean and lubricate the hood system. When enough parts are available, they will replace the hood latches for free.



## Chicago Gets Taste of the New Ram Rebel

Chicago Auto Show attendees were the first to see a new Ram truck, which was introduced during the Chicago Auto Show media preview on Feb. 11.

The Ram Truck display featured the latest Ram models, including the Ram 1500 Rebel, Ram Limited editions and Ram 1500 EcoDiesel, said Ram spokesman Nick Cappa.

Among the trucks on display was the Ram Rebel, which Cappa said, "brings one-of-a-kind off-road design to the full-size truck segment with unique design cues and can-do attitude backed by Ram Truck engineering."

It is, Cappa said, equipped with factory lift, 33-inch tires, standard air suspension, 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.

For truck buyers who want both luxury and performance, Cappa said Ram's Limited editions were also on display. Available in Ram 1500, 2500 or 3500, the Ram Limited is the benchmark in truck opulence with the highest level of sophistication and attention to detail. Featuring premium materials, such as all-black, full-leather seating, real-wood interior components and unique badges, the Ram Limited is a "black-tie" luxury alternative to the popular southwestern-themed Ram Laramie Longhorn pickup.

Fuel economy is the top unmet customer need in half-ton trucks, Cappa said, and "Ram Truck owns the top spot, beating all full-size pickups with exclusive 3.0-liter EcoDiesel V6 engine at 29 miles mpg. Ram continues building momentum with two new models."

Additionally, the new top-of-class Ram 1500 Laramie Limited model, Cappa said, features new frame and body modifications for the Insurance Institute for Highway Safety (IIHS) small front overlap test.

Quality, Cappa said, extends to the interior and looks. Its prominent badge, Argento wood and premium leather are key ingredients of new Ram Laramie Limited design, treasured by high-end pickup buyers.

Ram 1500 Rebel is also well engineered, Cappa said. It "makes a statement" with air suspension for increased ride height, standard 33-inch tires, skid plates, tow hooks and other off-road-ready features. Its Rebel features new interior colors and materials, including Radar Red and black seats with tire-tread-matching pattern.

The new front grille design for Rebel and Laramie Limited feature a significant styling depart-

ture for Ram Truck brand.

The new Ram 1500 models utilize new center console layout. Laramie Longhorn inherits tam-bour door from Laramie Limited. New Ram 1500 Sport buzz models offer a colorful selection of customization. Its new center console design and Bluetooth connectivity on entry-level radios.

And, Cappa said, the 2016 Ram 1500 offers greatest value in half-ton trucks starting at \$25,410, plus \$1,195 destination, and includes a standard 5.7-liter Hemi V8.

The Ram 1500, Cappa said, has established what is unmistakably the most advanced and efficient truck in the light-duty category, as evidenced by:

- Exclusive offering of a small-displacement turbo diesel engine (3.0-liter EcoDiesel V6).
- Exclusive offering of an eight-speed automatic transmission in all powertrains.
- Best-in-class fuel economy of 29 mpg.
- Only manufacturer in light-duty class to offer diesel, gasoline and flex-fuel (E85-capable 3.6-liter Pentastar V6) engines.
- Best-in-class powertrain warranty, 5 year/100,000 miles on diesel engines and unsurpassed 5 year/60,000 miles on gas engines.

The 2016 Ram 1500 features frame and body modifications for the new Insurance Institute for Highway Safety (IIHS) small front overlap test, Cappa said. Tire blockers are integrated with the frame rails to reduce passenger compartment intrusion by transferring wheel loads to the frame. Reinforced A-pillars and door sills also contribute to the structural integrity of the passenger compartment during impact.

Additionally, Cappa said, pulse-width modulation (PWM) is a fuel-saving technology for the Ram 1500 that reduces parasitic electrical load. The technology not only eliminates unnecessary load on the alternator but also improves the durability of benefitting systems.

The forward cooling fan takes advantage of PWM, adding a 0.2 percent improvement in fuel efficiency.

Other technological improvements include VDC, Cappa said. As opposed to a "fixed" displacement compressor, the variable displacement compressor (VDC) automatically varies its pumping capacity to meet air-conditioning demands rather than work in an on/off fashion.

As a result, the variable displacement compressor lessens loads on the engine, reducing parasitic losses for enhanced fuel efficiency and helping to maintain a consistent cockpit temper-

ature. The technology also reduces related noise and vibration annoyances.

When the interior cabin temperature is higher than what's desired (outside the automatic temperature control setting), the VDC increases refrigeration capacity until the desired temperature is reached.

Once the temperature is reached, the VDC automatically reduces its capacity to maintain the desired temperature rather than shut off completely.

The overall result is smoother compressor transitions, less noise and greater fuel efficiency, Cappa said.

The 2016 Ram 1500 Crew Cab and Quad Cab models are built at the Warren Truck Assembly



*The 2016 Ram Rebel.*

Plant, which has built more than 12.5 million trucks since it started operations in 1938.

Crew Cab models of the 2016 Ram 1500 are built at the Saltillo Truck Assembly Plant in Saltillo, Mexico. Regular Cab and additional

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# Latina Style Names FCA Top Employer for Latin Women

Fiat Chrysler was recognized as the highest-ranking automaker on a list of the best companies for Hispanic women to work in the U.S. by *LATINA Style* magazine. FCA US ranked number nine on the annual *LATINA Style* 50 report, which evaluates and ranks the 50 best companies in the U.S.

*LATINA Style* magazine is considered the most influential publication reaching the contemporary Hispanic woman, said Fiat Chrysler spokeswoman Valerie Oehmke. The *LATINA Style* 50 Awards Ceremony and Diversity Leaders Conference was held in Washington, D.C. Accepting the honor on behalf of Fiat Chrysler was Mary Ann Capo, Dodge Product Marketing Senior Manager. Capo is the company's highest-ranking Latina. She received a special profile in the *LATINA Style* 50 Annual report.

The magazine editors wrote, "FCA US LLC is a North American automaker formerly known as, Chrysler group LLC. FCA's commitment to diversity is a longstanding and ingrained part of their culture. FCA's diversity of talents and perspectives allows the company to take visionary approaches, strategically apply new technologies and forge ahead in innovation

and performance.

"FCA US LLC is passionate about finding diverse talent and creating lasting relationships with organizations who strive for success and for inspiring others. They are committed to leveraging the unique backgrounds of their employees and how it connects their company to their Latin culture, consumers and communities. They are proud to work with their Employee Resource Groups for talent development, mentoring, and recruitment. Latins in Connection (LinC), one of FCA's employee resource group has a mentoring program that matches its members with the company executives for guidance and leadership. LinC's goals are designed around four pillars: career, culture, community and commerce.

"Mary Ann Capó, Sr. Manager-Product Marketing, Dodge Brand is FCA's highest-ranking Latina. Capó is responsible for establishing and executing product and marketing strategy for Dodge Durango, Journey, Grand Caravan and future family vehicles. Capó is Cuban-American, born in Detroit, Michigan and raised in Rochester Hills, Michigan. Capó has worked at FCA US (previously Chrysler Group) for 15 years in



Mary Ann Capo

diverse marketing roles for the U.S., Latin America and Asia-Pacific markets."

This is the 12th time that Fiat Chrysler has earned a top position on the *LATINA Style* 50 report since it was established in 1997, Oehmke said. The report analyzes company efforts for promoting diversity and career advancement opportunities for Hispanic women.

"We are honored by the recognition from *LATINA Style* magazine. Diverse talent in the workplace is essential for innovation, growth and success," said Marlin

Page, Diversity and Inclusion Officer, FCA US. "Encouraging diversity helps our company thrive, while producing head-turning products that reflect our customer base."

*LATINA Style* Inc., headquartered in Falls Church, Va., and with offices in Dallas, is the publisher of *LATINA Style* magazine, a national magazine for the professional Hispanic woman, Oehmke said. The magazine has been published for 21 years and has a national circulation of 150,000 and a readership of nearly 600,000.

# Ford's European Sales Driven by Strong Demand

Driven by strong demand across its vehicle range – including SUVs, commercial vehicle and performance cars – Ford's total vehicle sales and market share in Europe continued to grow in January.

For total vehicle and passenger car sales, it was the best January for Ford since 2012, selling 96,900 vehicles in its 20 traditional European markets, said Ford spokesman Adrian Schmitz. This was almost a 10 percent increase compared with January 2015, and about 3 percentage points better than industry growth. Ford market share increased by 0.2 percentage points to 7.9 percent.

Across all of its 50 European markets, Schmitz said that Ford sold a total of 105,200 vehicles – up nearly 9 percent vs an industry growth of just 3 percent – and driving Ford's market share up 0.4 of a percentage point to 7.6 percent.

"The European auto industry is off to a very strong start and Ford was able to outpace this growth thanks largely to demand for our SUVs, commercial vehicles and performance vehicles," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. "Importantly, we gained share by selling to retail customers while many others in industry are using self-registration and rentals sales extensively."

Ford's sales in higher value sales channels were markedly up in January. Retail and fleet sales accounted for 81 percent of Ford's car sales in January – 3 percentage points better than in the same month last year and 11 percentage points better than the industry average.

# Karmanos Cancer Institute, GM Hold Fundraiser

The Barbara Ann Karmanos Cancer Institute is celebrating its 34th Annual Dinner Saturday, April 16, at Michigan Motion Picture Studios in Pontiac.

This year's Annual Dinner Chairs are Paula and Steve Kiefer. Steve Kiefer is vice president, Global Purchasing and Supply Chain for General Motors.

This event continues the partnership between GM and the Karmanos Cancer Institute, raising critical funds to benefit cancer research at the world-renowned cancer center based in Detroit, said event spokeswoman Patricia Ellis.

The dinner will start at 6:30 p.m. and go to midnight. Michigan Motion Pictures Studio is at 1999 Centerpoint Parkway in Pontiac.

The dinner will be a black tie event and include a cocktail reception, an elegant seated dinner, brief program, entertainment, a raffle and a live auction.

Ellis said WDIV-TV Local 4's Hank Winchester, head of the "Help Me Hank" consumer reporting unit, will serve as emcee for the gala.

The event supports critical cancer research underway at Karmanos which will help create the next standard of cancer care benefitting patients here and around the globe, Ellis said.

Benefactor tickets are \$750 and Patron tickets are \$525. For more information and to reserve tickets, contact Kelly at 313-576-8108 or smileyk@karmanos.org. You may also visit [www.karmanos.org/annualdinner](http://www.karmanos.org/annualdinner).

Companies or individuals interested in sponsorship opportunities should contact Lisa at 313-576-8106 or send an email to [laurinl@karmanos.org](mailto:laurinl@karmanos.org).

## Macomb Community College is offering the following courses free of charge:

### Metallurgy for the Non-metallurgist – March 14 – 17, 2016

Upon completion, you should be able to: Describe how metals behave and why, including why and how they can be formed; recognize how metals properties can be modified through alloying, cold-working, and heat treatment; determine why metals and alloys may not perform as expected and can be made to behave as needed; and choose what metal or alloy to use for specific combinations of properties.

### Aluminum and its Alloys – March 28 – 30, 2016

Upon completion of this course, you should be able to: Identify aluminum alloys suited to specific applications; describe key processing parameters that influence structure - property relationships; identify composition and processing interactions that result in final material properties; solve routine processing and heat-treating issues; and identify cost-reduction opportunities that do not negatively impact material and product performance.

– Class size is limited and will be filled on a first come, first served basis. –

Please contact Charles Cammarata at (586)445-7425 or [cammaratac00@macomb.edu](mailto:cammaratac00@macomb.edu) for more information or to register.



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## Classic Auto Experts Like Dodge Viper

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Building on its exclusivity and undeniable spot among the high-performance elite, the classic car experts at Hagerty have named the 2016 Dodge Viper SRT model to its annual Hot List of future collectible vehicles, said Fiat Chrysler spokeswoman Kim Starnes. The Hagerty Group, based in Traverse City, is the world's leading insurance provider for classic vehicles and host to the largest network of classic car owners.

"The Viper checks all the boxes for a future collectible," McKel Hagerty, CEO of Hagerty, said. "Limited-volume, race-bred pedigree, iconic styling and raw power make it a natural choice for the 2016 Hot List."

The 2016 Hagerty Hot List represents the most collectible cars priced less than \$100,000 available for purchase today. To be selected by the Hagerty experts for their annual Hot List, a vehicle must deliver the joy of driving today, continue to further every gearhead's love of driving and become collectible in the future.

"The Dodge Viper is an iconic, hand-built American supercar with a 645-horsepower hand-built aluminum V10 engine, a timeless and hand-crafted body design with a strong racing pedigree and very limited production over its nearly 25-year lifespan," Tim Kuniskis, head of Passenger Car Brands—Dodge, SRT, Chrysler and FIAT, FCA – North America, said.

## Jeep Super Bowl Commercials Gain Praise

CONTINUED FROM PAGE 1

the rightful ownership of the brand resides within its worldwide community of fans, followers and drivers, Garsten said.

In a sidebar piece, Garsten said *ADweek* examined the relationship of the images contained in "Portraits" to the Jeep brand. For instance, B.B. King covered Duke Ellington's "Jeep's Blues." Marilyn Monroe traveled in Jeep vehicles while entertaining the troops in the Korean War. George Speake was a Jeep driver in World War II in Italy.

In its assessment of "Portraits," Garsten said *The Washington Post* posed the question, "Who knew a Jeep commercial could be so moving?"

"Wow. Great commercial!" wrote Paul Ingrassia, managing editor, *Reuters*.

*The New Yorker*, Garsten said, took note of the feel-good nature of "Portraits" writing: "It might have gotten a bit lost just after halftime, when most people were probably still reviewing the show among their friends and praising Beyoncé, but Jeep's minute-long celebration of its seventy-five-year history – which featured a slide show of black-and-white photographs showing Jeep drivers ranging from mud-streaked G.I.s to Steve McQueen to Aretha Franklin – hit nostalgia and brand loyalty."

"(It was also one of the few ads that wasn't released online before the game.) It might not be the kind of ad that will send lots of new people out to buy a Wrangler, but, judging from many responses on social media, it made current Jeep owners feel good about their S.U.V.s, and perhaps more likely to buy another one."

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<b>2016 PATRIOT HIGH ALTITUDE</b> <b>\$2758**</b> 24 Mo / 1 PAY J6-60174	<b>2016 RAM 1500 CREW CAB 4X4 BIG HORN</b> <b>\$2940**</b> 24 Mo / 1 PAY D6-12535
<b>2016 CHEROKEE LATITUDE FWD</b> <b>\$3396**</b> 24 Mo / 1 PAY J6-70212	<b>2016 RAM 1500 CREW CAB 4X4 BIG HORN</b> <b>\$3493**</b> 24 Mo / 1 PAY D6-12178

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**2016 RAM 1500 CREW CAB 4X4 OUTDOORSMAN**

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**3.6L Pentastar** #D6-12421

**2016 RAM 1500 CREW CAB 4X4 BIG HORN**

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**3.6L Pentastar** #D6-12535

**2016 RAM CREW CAB 4X4 OUTDOORSMAN**

24 Mo 1 PAY LEASE **\$4660\*\*** LEASE FOR **\$112\*\*** 24 Mos. \$1995 due

**5.7L Hemi** #D6-12178

**2016 RAM 1500 CREW CAB 4X4 BIG HORN**

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## Feds Ponder Rules for Autonomous Cars

DETROIT (AP) – Computers that control cars of the future can be considered drivers just like humans, the federal government's highway safety agency has decided.

The redefinition of "driver" by the National Highway Traffic Safety Administration is an important break for Google, which is developing self-driving cars that get around without steering wheels, pedals – or even the need for a person to be inside.

Though treating a computer like a driver for regulatory purposes helps Google, its cars have miles to go before they get on the road in great numbers. While the safety agency agreed with Google's "driver" reinterpretation in a recent letter, it didn't allow other concessions and said numerous federal rules would have to be changed to permit the cars.

Google, a subsidiary of Alphabet Inc., is testing dozens of prototypes in California, Texas and Washington.

The company has suggested these types of vehicles could be ready for the public in a few years.

In written requests over the past three months, Google asked the safety agency to interpret federal code in ways that would ease the path to market for its cars.

The agency agreed that the car can be a driver but, in a Feb. 4 response posted on its website, also rejected the company's claim that the cars comply with many related regulations including requirements for foot or hand brakes.

Google said the requirement wasn't necessary because the electronic driver can stop the cars. The government said regulations are clear and would have to be changed to allow that.

"In a number of instances, it may be possible for Google to show that certain (federal) standards are unnecessary for a particular vehicle design," Paul Hemmersbaugh, the highway traffic safety agency's chief counsel, wrote. "To date, however, Google has not made such a showing."

To put their cars on the road, automakers must self-certify that they meet federal safety standards and get approval from the traffic safety agency.

Hemmersbaugh's letter encouraged Google to apply for exemptions to the federal standards.

It also said for some requests, the agency will have to go through the cumbersome federal rule-making process to approve the cars.

Adding a note of skepticism for Google's design, in which human control would be limited to a start and stop button, Hemmersbaugh wrote the company, might "wish to reconsider its view that a pedal may never be needed in any circumstance, and that there is not a risk of harm associated with a pedal's absence."

Google spokesman Johnny Luu said the company had no comment beyond that it was reviewing the agency's response.

After several years of caution, federal regulators said last month that they wanted to help speed the widespread adoption of self-driving cars if they prove to be safe.

In January at the Detroit auto show, Transportation Secretary Anthony Foxx said his department

wants to get self-driving cars on the road quickly and will fast-track policies and possibly even waive regulations to make that happen.

Self-driving vehicles could eventually cut traffic deaths, decrease highway congestion and improve the environment, Foxx said. He encouraged automakers to come to the government with ideas about how to speed their development.

He also said the safety agency, which is part of his department, will oversee development of guidance for automakers on what's expected of self-driving car prototypes and what sort of tests should be used to make sure they are safe.

That policy could eventually lead to consistent national regulations for autonomous cars. Right now, individual states like California, Florida and Nevada have their own regulations.

Safety advocates worry the agency is getting too cozy with the auto industry when it comes to technology regulations.

On Feb. 10, Foxx called the government's reinterpretation of driver "significant," but added in a written statement that "the burden remains on self-driving car manufacturers to prove that their vehicles meet rigorous federal safety standards."

The federal government isn't predicting when autonomous cars will be on public roads in big numbers, but some automakers have said they could be in use in limited areas by 2020 – and Google has been more bullish than that.

## Honda Recalls 2016 Civics

DETROIT (AP) – Honda is recalling about 45,000 newly redesigned Civic compact cars in the U.S. and Canada because the engines can fail and stall while being driven.

The recall affects 2016 Civics equipped with 2-liter four-cylinder engines.

Documents filed by Canadian safety regulators say that a circular clip around the pistons may be missing or was improperly installed at the factory.

That can cause a pin on the

piston to rub against the engine block and possibly cause engine failure or a fire.

It was unclear if any crashes, fires or injuries had happened as a result of this problem.

Dealers will inspect the piston clips and fix them if necessary. In the United States, dealers can't sell the affected cars until they are repaired.

The recall covers about 34,000 Civics in the United States and roughly 11,000 vehicles currently in Canada.

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## Chevy Goes 'Midnight Black'

Chevrolet has spoken. Black is the new black.

Chevrolet is expanding the popular Midnight Special Edition with new models available on 2016 Silverado 1500 Z71 and 2016 Colorado Z71. They join a growing portfolio of special-edition trucks whose popularity helped Chevrolet truck sales increase 27 percent last year – double the increase for the total truck market.

"We introduced several special-edition trucks in 2015 – each combining equipment and appearance packages designed for specific enthusiasts in mind," said Sandor Pizar, Chevrolet truck marketing director. "They clearly resonated with buyers, as the special editions sold in one-third the time, and to younger, more affluent buyers than the industry average."

"The Silverado 1500 Midnight was by far the most popular model in 2015 as demand outstripped supply in a matter of months. It only made sense to expand our special-edition offerings for 2016, including new Midnight editions."

These editions hit the showroom this spring, said Chevy spokesman Monte Doran.

With the addition of the Silverado 2500 HD Z71 which was introduced in September, customers now can select from mid-size, light-duty and heavy duty Midnight editions. Each combines off-road equipment and monochromatic details, such as:

- Off-road suspension;
- Locking rear differential;
- Transfer case shield;
- Hill Descent Control;
- Aggressive Goodyear Wrangler Duratrac all-terrain tires;
- Black side moldings and beltline moldings;
- Black painted alloy wheels;
- Special Z71 badges on the doors;

- All-black front end with body-colored grille, bumper, headlamp bezels, tow hooks and fog lamps;
- A spray-in bedliner (black, of course);
- And black Chevrolet bowties for the front and rear.

Other special-editions available for 2016 include the Silverado Realtree, Silverado Special Ops, and Colorado Trail Boss, with additional models to be announced later this year.

"Each special edition is tailor-made to fit a specific customer – whether you are an off-road enthusiast who wants a Colorado or a hunting enthusiast who wants a unique Silverado," said Pizar. "In addition, each special edition is designed to attract attention at the dealership and in the customer's driveway."

## Toyota Orders Scion Recall

DETROIT (AP) – Toyota's youth-oriented Scion brand is recalling about 28,000 FR-S sports cars in North America because drivers can take the keys out of the ignition without the car being in park.

The recall covers cars with automatic transmissions from the 2013 through 2016 model years.

Toyota says in some cases, the mechanism that holds the key until the ignition unless the cars are in park may not have been connected before delivery. That makes it possible to remove the key while the cars are in gear, which could increase the risk of cars rolling away unexpectedly.

Toyota wouldn't say if the problem has caused any crashes or injuries. The company says dealers will check the key lock mechanism. If it doesn't work, they'll activate it.

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Must have 750 GM Card Rebate Top Off for lowest price.  
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OR SUPPLIER PRICE \$239  
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Must have a Non-GM Lease in household set to expire within 365 days.  
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**2015 GMC YUKON**  
4WD • SLE

**\$46,995\***  
WAS \$56,600 SAVE \$11,600 OFF MSRP



22" Chrome Wheel Package  
Stock #8530-15  
GM employee price plus tax of \$2919\*, plus title, lic & doc.

**2016 GMC SIERRA**  
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**24 MONTH LEASE FOR ONLY \$439\***  
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**\$27,568\***  
WAS \$33,045 SAVE OVER \$5,400 OFF MSRP



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**NOW \$26,990\***  
WAS \$32,390 SAVE \$5,400 OFF LIST PRICE



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\$909<sup>97</sup> DUE AT SIGNING  
Sk. #4434-16 • Deal# 58593  
8,702 Total miles allowed for lease term.  
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Must have Non GM in household set to expire 365 days from delivery.  
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- OnStar with 4G LTE w/built-in Wi-Fi hotspot! • Bluetooth for Phone!
- 7" Color Touch Screen Radio w/Bluetooth!
- USB Port and Auxiliary Input Jack!
- Remote Keyless Entry!
- 34 MPG on the Highway!



Stock#G28236

Was \$22,695 Sale Price \$18,435

**24 MONTH LEASE: \$126\* OR \$126\***  
\$0 DOWN W/LEASE CONQUEST \$999 DOWN W/LEASE LOYALTY

**ALL NEW 2016 MALIBU "LT"**

- Chevrolet Complete Care INCLUDED!
- 1.5L Turbo DOHC Engine! • Ambient Interior Lighting!
- OnStar w/4G LTE w/built-in Wi-Fi hotspot! • 17" Alloy Wheels!
- 7" Color Touch Screen MyLink Radio!
- 8 Way Power Driver's Seat!
- Rear Vision Camera
- 37 MPG on the Highway!



Stock#G27552

Was \$25,895 Sale Price \$21,133

**24 MONTH LEASE: \$159\* OR \$159\***  
\$0 DOWN W/LEASE CONQUEST \$999 DOWN W/LEASE LOYALTY

**Use Your GM Card Earnings and Top-Off Bonus Earnings to Save Even More!**

**2016 TRAVERSE "LS"**

- Chevrolet Complete Care INCLUDED!
- 3.6L SIDI V6 Engine! • 6.5" Color Touch Screen Radio!
- 8 Passenger Seating! • Power Driver Seat! • Remote Keyless Entry!
- Bluetooth for Phone!
- Deep Tinted Glass!
- 24 MPG on the Highway!



Stock#G27709

Was \$32,650 Sale Price \$25,834

**24 MONTH LEASE: \$188\* OR \$188\***  
\$0 DOWN W/LEASE CONQUEST \$999 DOWN W/LEASE LOYALTY

**2016 SILVERADO "LT"**

**4X4 DBL CAB**

- Chevrolet Complete Care INCLUDED!
- Ecotec3 4.3L V6! • Automatic Transmission! • GM Bedliner Included!
- Color Screen Mylink Radio with USB Ports! • Aluminum Wheels!
- OnStar w/4G LTE w/built-in Wi-Fi Hotspot!
- Steering Wheel Radio Controls!
- Power Locks & Windows!
- Remote Keyless Entry!



Stock#G26628

Was \$39,975 Sale Price \$32,517

**24 MONTH LEASE: \$112\* OR \$112\***  
\$999 DOWN W/LEASE CONQUEST \$999 DOWN W/LEASE LOYALTY

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\*Pictures may not represent actual sale vehicle. All applicable incentives including conquest and/or loyalty offers have been deducted from Sale Prices/Payments and are subject to change by the manufacturer without notice and are plus title, tax, plate, doc and CVR fees and were valid at time of printing. GM Employee discount is required except where noted. Leases are 10,000 miles per year and a disposition fee may be required at lease turn in. Must have 1999 or newer non-GM lease for Competitive Brand offer. Amount depends on model. Trade-in guarantee of \$3500 (When you lease or purchase new Silverado) \$2500 (all others) is for 2004 newer vehicles with under 150,000 actual miles. No bad Carfax or branded titles. Certain restrictions apply, see dealer for complete details on all incentives/offers. \$Sale ends 2/29/2016 @ 9:00PM.



GM CARD TOP OFF \$750-\$1500...LEASE PULL AHEAD IS BACK!!!

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**2016 BUICK REGAL**  
PREMIUM II

Stk. #B460611      Stk. #B460490

LEASE FOR <b>\$129*</b> 24 MO. \$999 DOWN	PURCHASE FOR <b>\$28,674*</b>
--	-------------------------------------

EXPERIENCE THE NEW BUICK

**2016 BUICK ENCORE**  
1SB

Stk. #SWMRXS      Stk. #SXDZ56

LEASE FOR <b>\$129*</b> 24 MO. \$0 DOWN	PURCHASE FOR <b>\$21,352*</b>
--	-------------------------------------

**2016 BUICK VERANO**  
1SD

Stk. #SRFQ7C      Stk. #B460119

LEASE FOR <b>\$99*</b> 24 MO. \$0 DOWN	PURCHASE FOR <b>\$19,599*</b>
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**2016 BUICK LACROSSE**  
1SH

Stk. #TBPROS      Stk. #SOVNGJ

LEASE FOR <b>\$239*</b> 36 MO. \$0 DOWN	PURCHASE FOR <b>\$29,206*</b>
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**2016 BUICK CASCADA**

Stk. #SWVXT3      Stk. #SWVXT3

LEASE FOR <b>\$299*</b> 24 MO. \$1,999 DOWN	PURCHASE FOR <b>\$32,881*</b>
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**2016 GMC YUKON**  
SLE • 4WD

Stk. #G560785      Stk. #G560733

LEASE FOR <b>\$379*</b> 36 MONTHS \$999 DOWN	PURCHASE FOR <b>\$44,575*</b>
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**2016 GMC ACADIA**  
SLE-1

Stk. #G561345      Stk. #SZPKG5

LEASE FOR <b>\$179*</b> 24 MONTHS \$1,499 DOWN	PURCHASE FOR <b>\$29,714*</b>
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**2016 GMC SIERRA**  
4WD • DBL. CAB

Stk. #G560599      Stk. #G550500

LEASE FOR <b>\$159*</b> 24 MONTHS \$1,499 DOWN	PURCHASE A 2015 4WD • REG CAB <b>\$27,589*</b>
---	--

**2016 GMC TERRAIN**  
SLE-1

Stk. #G560354      Stk. #TCKDCT

LEASE FOR <b>\$109*</b> 24 MONTHS \$999 DOWN	PURCHASE FOR <b>\$23,693*</b>
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\*All prices and payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM employee discount (unless otherwise stated). All leases are 10,000 miles per year with approved S Tier credit. All leases are 24 months except for the GMC Yukon which is a 36 month lease. All Vehicles shown are \$999 down, except for Lacrosse and Encore. For the Lacrosse, must currently own or lease a 2005 or newer Lacrosse. Must have closing competitive lease. Prices and payments are plus tax, title, plate fee w/ acquisition fee up front, refundable security deposit required on certain vehicles – to be determined by lender. GM employee discount to everyone valid on certain models. \*\*\$3,500 trade-in is valid on 2003 or newer vehicles w/ under 115k miles in drivable condition, no branded titles, reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. \*\* Exp date: 2/29/2016

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4WD LT 2016

Stk. #560640      Stk. #551387

LEASE A LT 24 MONTHS <b>\$99*</b> \$999 DOWN	PURCHASE A 2015 4WD LT CREW FOR <b>\$29,995*</b>
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**CRUZE**  
LT 2016

Stk. #460514      Stk. #460758

LEASE A LT 24 MONTHS <b>\$65*</b> \$0 DOWN	PURCHASE A 2016 LS FOR <b>\$17,230*</b>
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**IMPALA**  
2LT 2016

Stk. #460597      Stk. #SSRSQF

LEASE FOR 24 MONTHS <b>\$259*</b> \$999 DOWN	PURCHASE A 2016 LS FOR <b>\$22,625*</b>
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**EQUINOX**  
2016

Stk. #560418      Stk. #561065

LEASE A LT 24 MONTHS <b>\$89*</b> \$999 DOWN	PURCHASE A 2016 LS FOR <b>\$21,204*</b>
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**MALIBU**  
2016

Stk. #460749      Stk. #460651

LEASE A 1LT 24 MONTHS <b>\$107*</b> \$0 DOWN	PURCHASE A LS <b>\$19,434*</b>
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**CAMARO**  
LT 2016

Stk. #460564      Stk. #460564

LEASE FOR 24 MONTHS <b>\$299*</b> \$999 DOWN	PURCHASE FOR <b>\$26,992*</b>
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**TRAX**  
LS 2016

Stk. #561323      Stk. #561325

LEASE FOR 24 MONTHS <b>\$69*</b> \$999 DOWN	PURCHASE FOR <b>\$17,149*</b>
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**TRAVERSE**  
2016

Stk. #561183      Stk. #561183

LEASE A LS 24 MONTHS <b>\$178*</b> \$0 DOWN	PURCHASE A LS FOR <b>\$26,419*</b>
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Cooper-Standard  
Expands Asian  
Market Reach

Cooper-Standard Holdings Inc., the parent Company of Cooper-Standard Automotive Inc., on Feb. 2 had the official opening of two facilities in China. The new facilities – one in the Huai'an, Jiangsu province and the other in Chongqing – further demonstrate Cooper Standard's commitment to the strategic importance of China and its markets, said Cooper-Standard spokeswoman Sharon Wenzl.

The Chongqing facility, officially opened on Feb. 1, is approximately 18,000-square-meters and employs 200 people. The facility will manufacture fluid transfer systems (FTS), fuel and brake delivery (FBD) systems and sealing systems for customers such as Ford Motor Co., Mercedes-Benz and Volvo Car Group.

In January, the joint venture between Cooper Standard and Japan INOAC Corporation officially opened in Huai'an, Jiangsu. The Huai'an facility is dedicated to the manufacture and development of FTS products and establishes a manufacturing hub to help Cooper Standard earn a leading position in Chinese and Asian markets.

Focusing on China, Cooper Standard has accelerated its business development in the Asia Pacific area in recent years, Wenzl said. It recently established a Technical Center in Shanghai, which includes a Test Center for FTS products; acquired majority ownership of its joint venture with Chinese domestic supplier, Huayu Automotive Systems Co. Ltd; expanded the operational scale of its FTS and FBD systems in Eastern China; as well as opened a new sealing facility in Northeast China. These recent achievements demonstrate Cooper Standard's confidence in the Chinese auto market and the company's expansion capabilities, Wenzl said.

GM Tech Center  
Attack Seems  
Domestic Issue

WARREN, Mich. (AP) – Officials say a woman has been wounded in a stabbing at General Motors' technical center in Warren on Feb. 10.

Mayor Jim Fouts told WWJ-AM and WJBK-TV that a woman walked into a visitor's area at the complex on the morning of Feb. 10 and asked for a worker by name. Fouts says the woman walked outside and the visitor stabbed the worker several times.

The valet supervisor, Didarul Sarder, who pulled out his handgun as he saw a woman being stabbed at General Motors' is credited with stopping the knife attack.

Didarul Sarder told *The Detroit News*: "My first reaction was to try to save this woman's life."

Authorities say a 32-year-old woman walked into a visitor's area Feb. 10 and asked for her 52-year-old mother. They walked outside and the woman stabbed her mother multiple times.

Sarder, who has a license to carry a concealed weapon, says he unholstered his gun and told the woman to drop the knife. She did and he called 911.

The victim was hospitalized in critical condition.

Fouts told the *Detroit Free Press* that the mother was hugging the daughter and the daughter started stabbing her mother in the back.

The mother, Fouts told the *Free Press*, helps the daughter raise the daughter's children ages 11 and 12, and that authorities think the daughter has mental issues.