



Actors Sheen and Pullman played presidents; now promote Chrysler.

Chrysler Elects Sheen and Pullman as Its ‘Presidents’

Chrysler is going presidential to sell cars. The Chrysler brand is launching a new campaign, “Premium to the People,” featuring actors Martin Sheen and Bill Pullman. The campaign will launch with two commercials – “American-est” and “Swerve” – both featuring the Chrysler 200 and Chrysler 300. The 60-second “American-est” ad launched online, in addition to the 30-second “Swerve” that launched across both television and online Feb. 15 (President’s

Day). Additional television spots will roll out in the coming weeks and months. A 30-second version of “American-est” debuted across television on Feb. 14. Martin Sheen, known to audiences for his Emmy-nominated portrayal of President Josiah Bartlett in Warner Bros. Television’s critically acclaimed series, “The West Wing,” and Bill Pullman, known for his role as President Thomas J. Whitmore in the summer movie blockbuster,

CONTINUED ON PAGE 2

Introducing: GM Global Propulsion Systems

The automobile industry has been through many different kinds of technological change over the years. And this latest GM change is being reflected in the new name for one of the company’s divisions. After 24 years, General Motors will rename GM Powertrain to GM Global Propulsion Systems, said GM spokesman Tom Read. GM’s Global Propulsion Systems is collectively the group of more than 8,600 people that design,

develop and engineer all propulsion-related products and controls for GM worldwide. “The new name is another step on our journey to redefine transportation and mobility,” said Mark Reuss, executive vice president, Global Product Develop-

ment. “Global Propulsion Systems better conveys what we are developing and offering to our customers: an incredibly broad, diverse lineup – ranging from high-tech 3-cylinder gasoline

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GENERAL MOTORS
GLOBAL PROPULSION SYSTEMS



A GM 6.2L V8 engine

GM’s \$148 Million Investment Allows V8 Engine Build

General Motors will invest \$148 million to repurpose flexible machining and assembly equipment at its Spring Hill (Tenn.) Manufacturing plant to build V8 engines to meet market demand, retaining approximately 200 jobs. The investment will enable Spring Hill to quickly add capacity to build the Small Block 6.2L V8 engine in the popular truck and SUV segment, said GM spokesman Tom Wickham. This will be the first time Spring Hill will build V8 engines.

The 6.2L truck engine is cur-

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Technology Needed for Drivers Who Are Braking Bad

WASHINGTON (AP) – Federal regulators and the auto industry are taking a more lenient approach than safety advocates like when it comes to phasing in automatic braking systems for passenger cars, according to records of their private negotiations.

The technology automatically

applies brakes to prevent or mitigate collisions, rather than waiting for the driver to act. Some say it’s the most important safety technology available today that’s not already required in cars. Such systems should be standard in all new cars, says the National Highway Traffic Safety Administration. But instead of man-

dating it, the government is trying to work out a voluntary agreement with automakers in hopes of getting it in cars more quickly. But safety advocates say voluntary agreements aren’t enforceable and are likely to contain weaker standards and longer timelines than if the

government had issued rules. “Consumers are going to come up the losers in this process,” said Clarence Ditlow, executive director of the Center for Auto Safety. Meeting minutes obtained by The Associated Press of three of the meetings that NHTSA has held with automakers since Octo-

ber show the government is considering significant concessions. Records of the third negotiating session, on Nov. 12, show that automatic braking systems would be allowed that slow vehicles by as little as 5 mph before a collision. Manufacturers would

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Autorama to Display Winning Designs

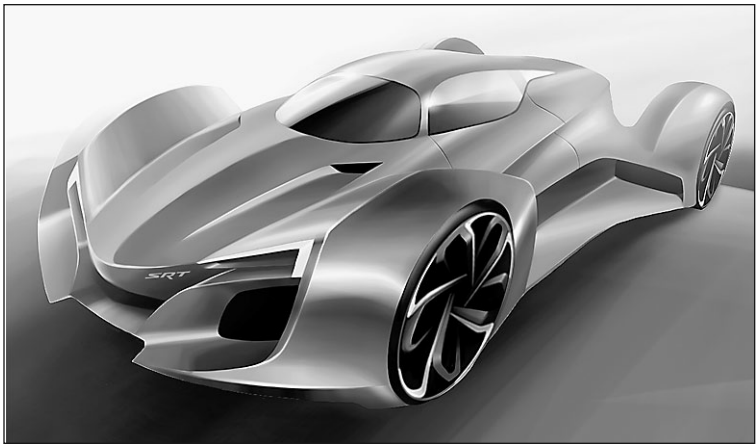
The Fiat Chrysler Product Design team recently named four winners in this year’s Drive for Design contest. The contest challenged U.S. high school students in grades 10-12 to design a Dodge SRT Hellcat for the year 2025, said Fiat Chrysler spokeswoman Gabrielle Schulte. “The Drive for Design contest continues to be a great way for the FCA US Design team to connect with students that show an interest in art and design,” said Mark Trostle – head of Dodge and SRT Design, Fiat Chrysler.

“We always look forward to seeing each student’s creative perspective and hope to inspire them to explore automotive design as a potential career.” The four student winners include:

- First place – Ben Treinen, Archbishop Moeller High School (Cincinnati, Ohio);
- Second place – Harrison Kunselman, Mount de Sales Academy (Macon, Ga.);
- Third place – Hwanseong Jang, Bloomfield Hills (Mich.) High School;
- Fourth place – Andrew Gombac, Loyola Academy (Wilmette, Ill.)

All four winners will be recognized and awarded with prizes on Feb. 26 at the upcoming 64th annual Meguiar’s Detroit Autorama being held at Cobo Center in Detroit. For those interested in seeing the winning designs close and up front, the four winning sketches will remain on display in the Mopar booth that Fiat Chrysler is setting up at the Detroit Autorama Feb. 26-28. Prizes include Apple products, a three-week summer course at the College for Creative Studies (CCS) in Detroit, three

passes to the Detroit Autorama, a three-day/two-night stay in Auburn Hills and dinner with members of the FCA US Product Design team. The FCA US Product Design team created its Drive for Design contest as a creative way to educate young artists about careers in automotive design. Starting locally in Detroit, Drive for Design has grown to become a national contest that has awarded talented students with prizes and rare opportunities to help further develop their design skills.



Local winner Hwanseong Jang’s winning sketch



Ford is developing a ride program to help Kansas City commuters.

Ford Jumps in to Support Kansas City Commuters

At the recent Detroit auto show, Bill Ford said that Ford Motor Company is in the process of transitioning from being an automobile manufacturer to being a transportation company. An example of that philosophy in action will be seen in Kansas City. Kansas City commuters will be first in the nation to test a unique solution for increased urban mobility, said Ford spokeswoman Jessica Enoch.

Urban technology company Bridj is teaming up with the Kansas City Area Transportation Authority to launch Ride KC: Bridj – a pilot program using a network of locally built Ford Transit vans to provide a new way to access areas of Kansas City that are rich in jobs and housing, Enoch said. This transformative program is the first U.S. public-private

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Chrysler Goes Presidential In TV Ads

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"Independence Day," reprise presidential roles in a series of new television spots, said Chrysler spokeswoman Diane Morgan.

The first two commercials of the series featured Sheen as a "former president" in the 2016 Chrysler 300 and Pullman as a "former president" in the 2016 Chrysler 200. The multifaceted campaign includes TV and print ads, digital and social components, Morgan said.

"Premium to the People" conveys the state-of-the-art technology, key safety features, high-grade interiors and beautiful design while staying consistent with the Chrysler brand's overarching message brought forward since 'Imported from Detroit,'" said Olivier Francois, chief marketing officer, FCA Global.

"We salute hard-working American men and women, and believe they have the right to drive a car they can feel proud to have in their driveway."

The television campaign debuted with two spots:

- "The American-est" (30 seconds and 60 seconds) carried the theme, "It's not just a matter of knowing the issues but also how hard you wave the flag."

- The theme for "Swerve" is, "When the general election rolls around, there's only one way to turn."

The "Premium to the People" campaign was created in partnership with Portland-based Wieden+Kennedy, Morgan said.

Bill Pullman returns to the big screen this summer as former President Thomas J. Whitmore in "Independence Day: Resurgence," opening nationwide in theaters on June 24.

Seat Belt Defect Forces Toyota to Recall 2.9 Million

TOKYO (AP) – Toyota is recalling nearly 2.9 million sports utility vehicles, including more than 1.1 million in the U.S., because of seat belts that might fail in a crash.

The recall covers RAV4 SUVs from the 2005 through 2014 model years, the RAV4 electric vehicle from 2012 through 2014, sold in North America, and the Vanguard sold in Japan from 2005 to 2016.

Toyota says it's possible the belts in both second-row window seats could come in contact with a metal seat cushion frame in a severe frontal crash.

If that happens, the belts could be cut and would not restrain passengers.

The company says it will add plastic covers to the seat cushion frame at no cost.

The recall also affects 625,000 vehicles in Europe, 434,000 vehicles in China and 177,000 in Japan.

GM Changes Powertrain Name to Reflect New Realities

CONTINUED FROM PAGE 1

engines to fuel cells, V8 diesel engines to battery electric systems, and 6-, 7-, 8-, 9- and 10-speed to continuously variable transmissions."

GM is the first OEM to formally transition to a new naming convention to reflect industry trends and its evolution over the years, Read said. GM's expanding capabilities include the estimated more than 200 miles of range on a single charge on the all-electric Chevrolet Bolt EV (based on GM testing).

GM, Read said, also produced the highest non-hybrid passenger car fuel economy in the U.S. market at an EPA-estimated highway 46 mpg in the 2.0L diesel-powered Chevrolet Cruze. GM Global Propulsion Systems is also known for its experience with hydrogen fuel cells.

Nearly 50 percent of the Global

Propulsion Systems engineering workforce is involved with alternative or electrified propulsion systems, Read said.

Other notable systems include award-winning products like the new 3.6L V6 with cylinder deactivation available in the Cadillac CT6. GM has more vehicles on the road with this fuel-saving technology than any other manufacturer, said Read.

Other recent recognized achievements, Read said, include the award-winning second-generation Voltec propulsion system in the Chevrolet Volt and the highly acclaimed drivetrain for the Opel Astra.

"Gone are the days when a gasoline engine and a transmission designed independently meet a customer's expectations," said Dan Nicholson, vice president, Global Propulsion Systems.

"Today's customer is demanding unprecedented technology

integration that requires unprecedented engineering and supplier partnerships. The diversity of our propulsion systems requires a name that reflects what we are already working on and delivering to our customers. I believe this will establish an industry trend."

Read said that this is not the first time GM has changed how it organized its propulsion systems. From 1908 to 1983, different company divisions had different engine and transmission design units.

Starting in 1984, different design units were combined. Chevrolet GM Canada and Pontiac engine development were consolidated into the CPC Group. At the same time, Buick, Oldsmobile and Cadillac engine development became the BOC Group.

These two groups later combined and by 1991 were known by

the name of GM Engines.

Between 1984 and 1991, Chevrolet and Buick transmission development became known as the Hydramatic division. Additionally, the casting divisions of Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac were consolidated and became Central Foundry.

By 1992, Central Foundry and GM Engines became GM Powertrain, Read said. With the addition of new kinds of automotive engines beyond Internal Combustion Engines (ICE) and the development of true worldwide research teams, GM Powertrain has now evolved to General Motors Global Propulsion Systems.

Cobo Square Gets Ready to Open

DETROIT (AP) – Cobo Center is getting ready to debut a new plaza this spring that will host art exhibits, exercise events and other activities.

Those involved in the effort say Cobo Square caps a \$279 million, five-year overhaul of the convention center. The 45,000 square feet of outdoor space was created as part of what is described as an adaptive reuse design of the old Cobo Arena.

Cobo Square also is envisioned as a place for activities between major events at Cobo Center, which is home to the annual Detroit auto show.

General Motors Site to Get \$148M Upgrade

CONTINUED FROM PAGE 1

rently available in the Chevrolet Silverado Crew Cab, GMC Sierra Crew Cab, Yukon Denali, Yukon XL Denali and the Cadillac Escalade and Escalade ESV, Wickham said. The aluminum Small Block engine features a suite of technology for efficiency and performance, including Active Fuel Management (cylinder deactivation), direct injection and continuously variable valve timing. Other GM sites building the 6.2L V8 for trucks are Tonawanda, N.Y., and St. Catharines, Ontario.

The investments in Spring Hill are part of \$709.4 million in investments GM has announced since ratification of the UAW-GM national agreement in 2015, Wickham said. Since 2010, GM has an-

nounced investments of more than \$1.35 billion for the Spring Hill operations.

"This investment will position GM and its workforce to promptly respond to consumer demand for this engine in the popular truck and SUV segment," said Arvin Jones, GM North America Manufacturing manager. "The flexibility of Spring Hill's engine machining and assembly equipment is allowing GM to respond deftly when additional engine variant capacity is needed."

Equipment repurposing will begin immediately with Small Block 6.2L V8 production scheduled to begin sometime during the fourth quarter of 2016, Wickham said.

Having flexible equipment and machining is allowing GM to add capacity in a timeframe faster

than the typical two to three years required to add a new engine line.

"Spring Hill and its employees have a reputation for producing award-winning 4-cylinder engines," said UAW Local 1853 Chairman Mike Herron. "We appreciate GM recognizing these outstanding skills with the opportunity to build V8 engines for some of GM's most popular full-size trucks and SUVs."



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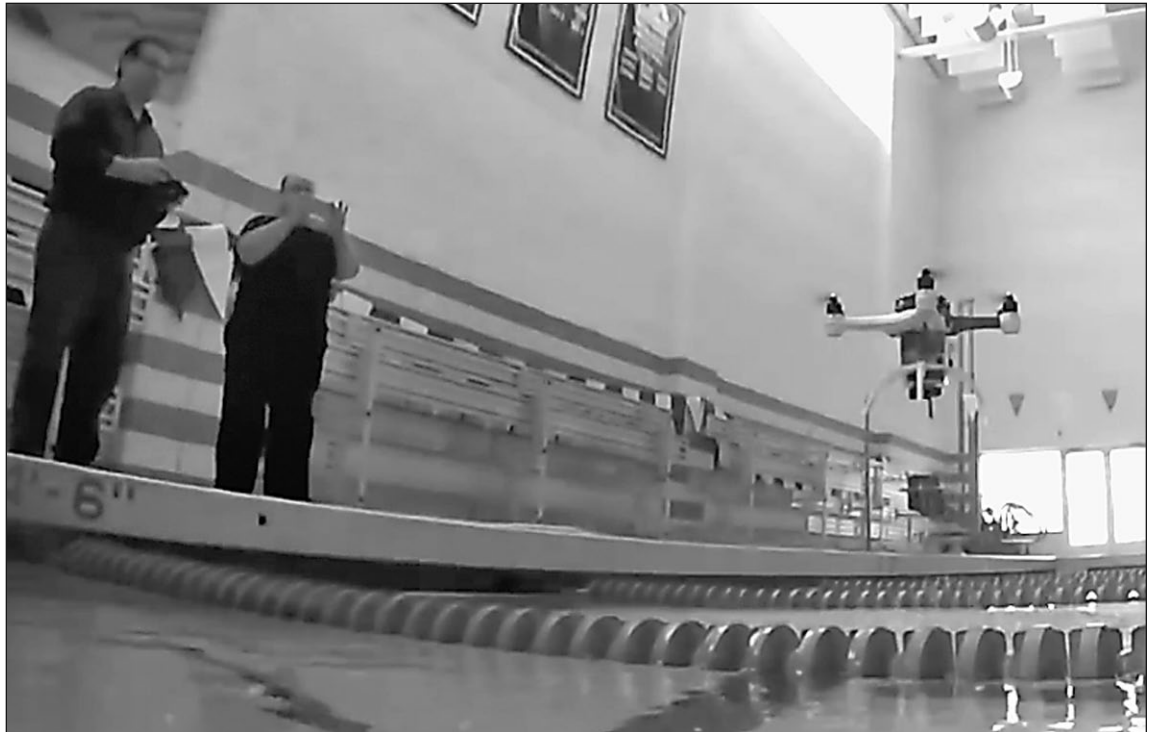
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OU's Award-Winning Drone Earns \$1 Million Prize in Dubai



Oakland University's million-dollar-winning drone works under water.



The OU-designed drone – nicknamed "Loon" – can fly above, dive underneath and operate on top of water.

The Oakland University team and their Loon Copter won the \$1 million international award in the United Arab Emirates (UAE) Drones for Good competition.

The competition, according to its website, is "dedicated to transforming the innovative technologies behind civilian drones into practical, realizable solutions for improving people's lives today."

The research and development of the Loon Copter is an example of the opportunities that OU students have to work with expert faculty on projects with far-reaching impacts, even in a global society.

"As a doctoral research university, we are committed to research and innovation at Oakland as an integral part of our mission, and the recognition received for innovation through the high-profile work of our faculty and students speaks to the high quality and impact of our research," said James Lentini, senior vice president for Academic Affairs and Provost.

A team of Engineering students at Oakland University has created the world's first multi-rotor drone prototype and they won the international competition in Dubai and a \$1 million prize.

The Oakland team was one of 10 international semifinalists in the 2016 United Arab Emirates Drones for Good competition. The prestigious competition, which was held Feb. 4-6, received 1,017 entries from 165 countries.

The drone, called the Loon Copter, is unique because it is capable of traditional aerial flight,

on-water surface operation and aquatic diving and navigation. It was built in Oakland's Embedded Systems Research Laboratory by a team that comprises students from various academic levels, and is led by Associate Professor Osamah Rawashdeh, Ph.D.

"It's pretty much the first working demonstration of a vehicle of its kind," said Rawashdeh.

"This new technology has benefits that you couldn't get from other individual vehicles in the past.

"This vehicle can perform autonomous navigation, follow GPS waypoints or give you an overview like a drone would.

"The Loon copter is designed to be a rapidly deployable, low-cost vehicle that could replace both drones and underwater vehicles."

Rawashdeh said that the combination of concepts used in drones and submarines allows for potential new possibilities that include underwater searching, environmental monitoring and both above and underwater structure inspection.

While the Loon Copter is not the first underwater drone, it is the first multi-rotor drone capable of filling its buoyancy chamber to sink underwater, tilt 90 degrees and move around beneath the water's surface. It can resurface and take flight again by emptying its ballast chamber of water

and floating above the surface.

Team member Hamzeh Alzubi, who is working on his doctorate in Systems Engineering, said by controlling the ballast pressure of the vehicle, the drone can be vertically or horizontally stabilized underwater without wasting much energy.

"We use the instability to stabilize the vehicle," he said.

The Drones for Good competition, now in its second year, was launched by the United Arab Emirates government during a summit in 2014.

The competition's prize money, which this year totals \$4.67 million, is aimed toward helping make use of technology that

serves humanity and creates happiness in the community.

Rawashdeh and his team have been working on the Loon Copter, named after the Loon duck – a diving duck common in northern Michigan – for at least two years. It is now in its third iteration.

The associate professor said that while people sometimes have a negative perception of drones, he is thankful for the

Drones for Good competition, which encourages and promotes the development of drone technology for positive applications that improve the lives of the public.

"Drones have this negative image associated with them now – surveillance and causing problems at airports and so on – but there are a lot of good uses for them, and this competition highlights that," said Rawashdeh.

Auburn Hills' TI Automotive Buys Indiana Outfit

TI Automotive, a supplier of advanced automotive fluid carrying and delivery systems, has acquired Millennium Industries Corporation, a Ligonier, Ind., maker of powertrain products for the auto industry, said TI spokesman Frank Buscemi.

The move strengthens TI Automotive's powertrain portfolio, which includes gasoline direct-injection lines and rails and diesel fuel lines, Buscemi said.

"Adding Millennium's successful powertrain products, operations and technical expertise increases our ability to do what we do best – develop and manufacture technology that helps improve fuel economy and performance, while reducing emissions," said Bill Kozyra, chairman, CEO TI Automotive.

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Opel Has Big Plans for the Geneva Show

Opel will stage two world premieres at the 86th Geneva Motor Show – the compact SUV Mokka X and the futuristic GT Concept sports car, said Opel spokesman Peter Vos.

The show, which opens its doors to the public March 3-13, begins with two press days, Vos said.

Opel Group CEO Dr. Karl Thomas Neumann and his team are holding an Opel press conference on March 1, Vos said, to talk about the brand and its plans for the future in the European market. Opel will display the new Mokka X and GT Concept vehicles, as well as the entire Astra family, Vos said.

Opel's new twin turbocharged diesel engine, in combination with start/stop, six-speed manual transmission and low rolling-resistance tires, the 118 kW/160 hp 1.6 BiTurbo CDTI in the Astra, consumes only 4.1 liters per 100 kilometers (109 grams of CO2 per kilometer), Vos said.

"Our Geneva stars highlight exactly what Opel is today. The GT Concept shows that we are innovative and have a clear vision of where we are going. The new Astra and the new Mokka X show that we listen to our customers and put them at the center of everything we do by building cars that are desirable and affordable," Neumann said.

To Buy or Not To Buy GM – No Longer a Question

BAY CITY, Mich. (AP) – A city that has been home to a General Motors factory for nearly a century has been struggling over whether to buy less expensive Ford Motor SUVs for the police department.

Four Ford Explorers would cost 25 percent less than four GM Tahoes. But Bay City has a 33-year-old policy that requires it to buy GM vehicles.

The issue was discussed at a city commission meeting last week, *The Bay City Times* reported.

"People support both brands, GM and Ford, but this is a significant amount of money we're talking about," City Manager Rick Finn said. "If it was a few thousand dollars, I'd say let's stick with the Chevys, but \$37,000 is a lot of money. The Ford is the wiser decision."

Commissioner Ed Clements wanted to stick with GM, which has operated a factory in Bay City, 115 miles north of Detroit, since 1918. It is part of the company's powertrain division.

The four Tahoes, which have larger engines, would cost \$148,468. The four Explorers would cost \$110,184.

"Is \$37,000 worth it over the course of time?" Clements said of the price difference. "This community needs to support its largest taxpayer."

In the end, Bay City officials – on a 5-3 vote – opted last week to buy the four Ford Motor Company vehicles for its police fleet. The vehicles will cost the city \$165,580 after being equipped with police gear.

Commissioner David Terrasi abstained from the vote because, he said, his father is retired from Ford and his family continues to receive profit-sharing checks from the Dearborn automaker, adding that he himself has received discounts on Ford vehicles he has bought under a Ford family purchasing plan.

Bay City Public Safety Director Michael Cecchini said the vehicles would arrive in 10 to 12 weeks.

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Tech Needed for Drivers Who Are Braking Bad

CONTINUED FROM PAGE 1

be allowed to exempt 5 percent of their vehicles from the standard. The discussion included an additional exemption for models that manufacturers intend to phase out or redesign.

The minutes don't specify a model year by which the technology would have to be included in cars. The group did decide that discussion of any deadline would begin with "the latest date submitted by any automaker" for when they would be ready to make the change.

The agency is required by law to provide meeting minutes of such negotiations and to make them public. Only minutes from the first meeting were in the agency's public docket, but a NHTSA spokesman provided minutes to the other two meetings in response to a request from the AP.

Minutes to a fourth meeting were unavailable, the AP was told.

"This is what happens when you start negotiating with the auto industry," said Joan Claybrook, a safety advocate and NHTSA's administrator during the Carter administration. "They want to negotiate this out and they want to negotiate that out," and establish a deadline driven by their production schedules rather than safety considerations.

Besides NHTSA, meeting participants included 16 automakers, two auto industry trade groups and the Insurance Institute for Highway Safety, the insurance industry's safety research arm. Representatives from Transport Canada, the Canadian government's auto safety regulator, also attended.

Mark Rosekind, NHTSA's administrator, has said the federal

rule-making process is so cumbersome and time-consuming that a voluntary agreement is likely to get the technology into all cars faster. He said regulations remain an option.

The Association of Global Automakers, which has taken the lead for the industry on the issue, didn't immediately reply to a request for comment.

"Regulations can be too rigid when technology like this is changing quickly," said Russ Rader, a spokesman for IIHS. "A complicated regulation could make it more difficult for the automakers and their suppliers to continue to develop the systems."

Safety advocates who met with Rosekind last week said he told them he hopes to wrap up negotiations on a voluntary agreement within the month. Safety groups have filed a petition asking NHTSA to issue regulations instead.

Automatic braking is already available in dozens of car models, but typically as a pricey option on higher-end vehicles. Subaru offers it on the Impreza sedan, for example, as part of a \$2,895 safety package.

Claybrook acknowledged that federal rule-making is too slow, largely because of White House insistence on elaborate cost-benefit analyses of potential safety rules. But she said automatic braking could move more quickly because the technology is available and the government wouldn't have to prove its feasibility. The insurance institute has done extensive testing and analysis of

its benefits, she added.

There are about 1.7 million rear-end crashes a year in the U.S., killing more than 200 people, injuring 400,000 others and costing about \$47 billion annually. More than half of those crashes could be avoided or mitigated by automatic braking or systems that warn drivers of an impending collision, NHTSA estimated.

The technology holds the potential to significantly reduce what the insurance industry pays in damage and injury claims. Some insurers offer discounts to customers whose cars have automatic braking. But many don't because it's difficult to verify the presence of an optional system and because there are so many different name brands for the technology that it's hard to determine which ones are most effective.

NHTSA announced last year that it will include automatic braking and other collision-avoidance technologies in its five-star safety rating program to encourage automakers to more widely adopt the technology.

In an unusually pointed criticism, the National Transportation Safety Board, which investigates accidents and makes safety recommendations, said in a report last year that "slow and insufficient action" by NHTSA to develop performance standards for automatic braking and collision warning systems and to require the technologies in cars and trucks "has contributed to the ongoing and unacceptable frequency of rear-end crashes."

Lear Buying Back Stock

Lear Corporation's board of directors has authorized an increase in the company's share repurchase authorization to \$1 billion while maintaining the authorization period until Dec. 31, 2017, said Henry D. G. Wallace, Lear's Non-Executive Chairman.

In addition, the board increased by 20 percent the quarterly cash dividend on the company's common stock from 25 cents a share to 30 cents a share. The next dividend is payable on March 23 to shareholders of record at the close of business on March 2, Wallace said.

"The Lear Board of Directors is committed to delivering superior returns to shareholders," said Wallace. "The shareholder actions announced today demonstrate the confidence Lear's board of directors has in the company's outlook. The board believes that the company's balanced strategy of investing in the business and consistently returning cash to shareholders, while maintaining a strong and flexible balance sheet, will allow Lear to profitably grow and create significant value for shareholders."

"The company's strong operating performance and financial strength," said Matt Simoncini, Lear president and chief executive officer, "are allowing us to

build upon our proven record of returning capital to shareholders.

"The investments we have made in our business have put the company in the strongest competitive position in our history. I am confident that Lear is well-positioned for future growth and success."

At the end of 2015, Lear had \$513 million remaining on its share repurchase authorization. Including last week's action, Lear's total available share repurchase authorization is \$1 billion, Wallace said.

Lear may implement share repurchases under the new share repurchase authorization utilizing a variety of methods, including open market purchases, accelerated share repurchase programs and structured repurchase transactions, Wallace said.

Share repurchases are subject to the company's alternative uses of capital and prevailing financial, market and industry conditions.

Lear's 2016 annual meeting will be held May 19 at the company's corporate headquarters, 21557 Telegraph Road, Southfield.

The record date for determining eligibility to vote at the 2016 Annual Meeting is March 24, Wallace said.

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Ford Testing a New Transit Program Starting in March

CONTINUED FROM PAGE 1

partnership that brings together a major U.S. transit agency, an automaker and an urban technology company with the aim of enhancing Kansas City's existing mass transit system by providing greater access and mobility to residents, Enoch said.

"Today, we are bringing another transit option to the region with the introduction of micro-transit," said Robbie Makinen, KCATA president and CEO. "By combining the intelligence of Bridj technology with capable and flexible Ford Transit vehicles, we are creating a seamless and borderless transportation network for our residents that is easy to use, comfortable and affordable."

Ride KC: Bridj is scheduled to launch in early March, Enoch said. Powered by billions of data points, Bridj's platform determines where riders want to go and how to get them there most efficiently. Using the Bridj mobile app, riders can request on-demand shuttle service that they can access via pop-up shuttle stations.

"Bridj is thrilled to be the urban technology platform for Ride KC: Bridj," said Matt George, CEO of Bridj. "Modernizing urban infrastructure will be the single greatest technology challenge of our time, and this pilot is part of the solution by significantly extending the current capabilities of Kansas City's mass transit system."

Ford is the exclusive vehicle provider for Ride KC: Bridj because of its commitment to enabling urban mobility through its Ford Smart Mobility plan, Enoch said.

"Our goal is to make people's lives better by changing the way the world moves," said Erica Klampfl, global mobility solutions manager, Ford Research and Advanced Engineering.

"The Ford Smart Mobility plan supports our commitment to innovation, and is aimed specifically at developing smarter mobility services. We are excited that Ford Transit was selected for Ride KC: Bridj because this is one of many projects that will help us gain insights into what works and develop smarter, more connected mobility solutions and service-oriented products."

Ten Ford Transit passenger vans built at Kansas City Assembly Plant will stay close to home, becoming the network of shuttles in the pilot program, Enoch said.

The fleet of high-roof, long-wheelbase Transit vans with available 3.5-liter V6 EcoBoost engines will be modified with a custom 14-passenger seating layout and custom-installed large running board for passenger convenience. Bright logos on the sides will make for easy visibility.

Ford Motor Credit Company is supporting the one-year pilot with financing through its municipal lease finance program.

"Only 18 percent of jobs in the Kansas City region are accessible within 90 minutes when using existing mass transit options," said Bridj's George, citing figures from the Brookings Institute.

"By improving access to jobs, Ride KC: Bridj is a catalyst for social and economic opportunity, and an example of what is possible when cities adopt technological innovation and work in collaboration with private entities to create a truly modern city."

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