

Ram Builds Special Edition ‘Yellow Rose’ for Texans

As they say, everything’s bigger in Texas, including the pickup truck market, which is the largest in the country, said Fiat Chrysler spokesman Nick Cappa. To that end, Ram truck has unveiled Yellow Rose of Texas edition, a new, Texas-only addition to its half-ton lineup, Cappa said. The 2016 Ram 1500 Yellow Rose of Texas edition, which is distinguished by its Stinger Yellow paint package, will be offered in half-ton 4x2 and 4x4 crew cab versions of the Ram 1500 Lone Star. Ram Lone Star models are exclusive to the Texas retail sales market.

“Texas is truck country – Ram

Truck country – and we’re committed to building products that resonate with our customers,” said Mike Manley, Head of Ram Brand - FCA Global. “The importance of the Texas truck market cannot be overstated. That’s why the Ram Truck brand has worked year after year to deliver hard-working trucks that serve the communities across the Lone Star state.” The new Ram 1500 Yellow Rose of Texas will go on sale in April 2016, Cappa said. The Yellow Rose of Texas name is derived from a mid-19th century

CONTINUED ON PAGE 2



David Flynn and family picked up the first Cadillac CT6 off the line.

First CT6 Off the Line Sold for Charity

The fight against cancer recently got help to the tune of \$200,000 thanks to GM, said company spokesman David Caldwell. In April 2015, Ohio dealer David Flynn paid \$200,000 for the first retail production Cadillac CT6 as top bidder at the Barrett-Jackson Auction in Palm Beach, Fla., Caldwell said. The auction benefitted the Barbara Ann Karmanos Cancer Institute. Flynn visited the Detroit-Hamtramck Assembly plant (D-Ham) with his wife and three of his children on Feb. 19, Caldwell said. His CT6 rolled off the line to a sea of proud engineers. Flynn and his family toured the new CT6 Body Shop and General Assembly before meeting several of the D-Ham staff and CT6 launch team.

Flynn owns several dealerships near Columbiana, Ohio. His children, Sam, Katie, Bonnie, and Shannon will all enter the family business one day, Caldwell said. When asked if she was surprised about her dad winning the CT6 auction, Katie replied, “Not at all, my dad has to have the first of everything.” The 001 VIN was crucial to Flynn, as that was the first thing he looked at upon seeing his new sedan, Caldwell said. “It’s terrific,” Flynn said. “I told my oldest daughter she could have it, but I’m re-thinking that decision now after seeing it.” Flynn and his family had the chance to experience a Dynamic Vehicle Test before heading to the Design Center, Caldwell said. There, they met some of the CT6

designers, received a behind-the-scenes facility tour, and took home an original CT6 sketch, autographed by the design team. CT6 marks Cadillac’s long-awaited return to the global prestige luxury segment, Caldwell said, and is one of eight all-new vehicles the brand will launch by the end of the decade as part of its \$12-billion product investment to expand and elevate. “The CT6 is nothing less than an entirely new approach to premium luxury – and an approach only Cadillac can offer,” said Johan de Nysschen, president of Cadillac at the time of the CT6 launch. “It is a bold endeavor with unmatched dynamism that reignites a passion for driving in large luxury vehicles. In short, it is prestige luxury reimagined.”



This Yellow Rose Ram truck will be sold in Texas only.

Ford Now Offering a Bullet Resistant Option for Police

The television show “Myth-busters” has proven that car doors aren’t bulletproof, a disadvantage for police vehicles. But now Ford has done something about this. The automaker will offer ballistic panels on their Police Interceptor sedan and utility with protection from armor-piercing rifle ammunition, said Ford spokesman Chris Terry. “Ford is well-known in the police community for going further to enhance officer safety. It’s what our product is all about, first and foremost,” said Raj Sarkar, general marketing manager, Ford North American Fleet, Lease and Remarketing operations. The factory-equipped vehicles are the first pursuit-rated police vehicles in the United States to offer ballistic protection up to Department of Justice’s (DoJ) National Institute of Justice standard Type IV, Terry said. According to the Department of Justice standard, the descrip-

tion of a Type IV ballistic panel is: “Type IV hard armor or plate inserts shall be tested in a conditioned state with .30 caliber armor piercing (AP) bullets (U.S. Military designation M2 AP) with a specified mass of 10.8 g (166 gr) and a velocity of 878 m/s ± 9.1 m/s (2880 ft/s ± 30 ft/s).” While the number of shootouts between police and criminals using high-powered, armor-piercing rifle ammunition is low, they are unfortunately becoming more common, Terry said. “The fact that we design our Police Interceptors around officer feedback is what has made them number one. Officers globally told us they needed protection from armor piercing ammunition and we added increased ballistic protection to an already great product – that’s continuous innovation,” said Arie Groeneweld, chief engineer, Ford Police

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Newest Generation Has Own Car Thoughts

by Jim Stickford

Gen Z, aged from just born to 17, is a different kind of generation from not only Baby Boomers, but from the Millennial Generation that has come right before them. And that difference should have a big impact on how automakers sell to Gen Z, said Isabelle Helms, vice president of Research and Market Intelligence, for Cox Automotive – parent company of Autotrader and Kelley Blue Book. Helms talked about this new generation at a special press event held at the Detroit Athletic Club on March 15 by the Automotive Press Association. The first thing people have to understand, Helms said, is that Gen Z is a big generation. It’s approximately 23 percent of the population and its purchasing power will align to the GDP of some countries – \$3.2 trillion by the year 2020. And the events that have formed this generation – ISIS, 9-11, the market crash of 2008 – have had a profound impact on them. They are realists compared to Millennials who can be called optimists. They are used to Netflix, SnapChat, Uber and the Cloud. They are always connected and are multitaskers. “This generation has grown up

connected and in dark times,” Helms said. “Parents have been unable to shield them from the horrors of life the way Millennials were shielded by their parents.” Helms said her survey of 1,200 Gen Zers revealed some interesting information. First off, they want to own and drive their own cars. And alternatives to traditional car ownership don’t really appeal to them. Helms said that a full 92 percent want to own their own car, while only 15 percent want improved public transportation to replace car ownership and 8 percent want car/ride sharing services to replace car ownership. They believe car ownership is tailored to their needs and more worry-free. “They see the appeal of ride sharing, but they don’t believe it will replace traditional car ownership,” Helms said. Helms said that her survey showed that 97 percent of Gen Zers have a driver’s license or intend to get one when the time comes. When asked why they want a car, 29 percent said for the sense of freedom, 21 percent said it just makes life easier and 6 percent said because “a car will represent who I am.” That last statistic is quite different from Millennials, who often choose a car as a way of mak-



Isabelle Helms

ing a public statement themselves, Helms said. “We asked Gen Zers what they would be willing to give up to get a car,” Helms said. “The responses really surprised us. A full 72 percent said they would rather have a car for a full year than use social media. And 63 percent said they would rather have a car than buy new clothes for a year. This last figure is a real shocker. A full 33 percent said they would have a car for a year than have a cell phone for a year. That really tells you something about how this generation values cars.” And, Helms said, this generation is not as environmentally

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Ford is now making bullet-proof doors for its police vehicles.

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Yellow Rose Ram Truck Just for Texas Market

CONTINUED FROM PAGE 1

American folk song later popularized in the 1955 Billboard Number One hit by artist Mitch Miller.

In addition to the new Yellow Rose edition, Ram is involved in Texas communities in a number of ways, Cappa said. In 2014, Ram Truck announced at the State Fair of Texas that the brand would partner with the Texas Rangers to help the storied law enforcement agency preserve and promote its history and heritage.

The Texas Rangers, America's oldest state law enforcement agency, are gearing up for the landmark 200th anniversary of their founding, which is traced to 1823. The Texas Ranger Hall of Fame and Museum in Waco, Texas, is the official historical center of the Rangers.

Subsequently the Ram brand, in collaboration with the FCA Foundation, doubled its commitment to the Texas Ranger Hall of Fame and Museum and unveiled a Texas Ranger concept truck, Cappa said.

The Ram Texas Rangers concept truck is designed to commemorate and promote the brand's partnership with the Texas Rangers by bringing the legendary spirit of the Rangers to the road. Iconic silver Lone Star Texas Ranger badges accent the Ram 1500-based concept's exterior.

Volkswagen Sales Don't Keep Up

MILAN (AP) – Volkswagen, penalized down by its emissions scandal, continues to miss out on the booming European car market.

The European carmakers association, ACEA, said March 16 that February sales in Europe accelerated by 14.3 percent, but VW brand deliveries nudged up just 4.4 percent.

VW group sales, boosted by Audi and Skoda, grew by 8 percent, as market share eroded to 23.9 percent.

That compares with double-digit expansion by mass-market and premium competitors alike, with Fiat Chrysler showing the strongest growth at 23 percent.

Overall, carmakers sold 1.05 million units, with double-digit growth in Italy, France, Spain and Germany. The results reflect an extra working day for leap year.

Alfa Romeo to Show Vehicles for U.S. Market in New York

Expanding Alfa Romeo's lineup beyond the ultra-high performance Giulia Quadrifoglio, the all-new 2017 Giulia and Giulia Ti models will make their North American debut at the 2016 New York International Auto Show, further highlighting the first of a new-generation of vehicles "embodying Alfa Romeo's La meccanica delle emozioni (the mechanics of emotion) spirit, world-class performance, advanced technologies, seductive Italian style and an exhilarating driving experience to the premium mid-size sedan segment," said Fiat Chrysler spokesman Jiyan Cadiz.

"All-new from the ground up, the 2017 Giulia lineup marks Alfa Romeo's return to the heart of the premium sedan segment and the next chapter of the brand's rich 105-year heritage," said Reid Bigland, head of Alfa Romeo – North America. "From the new Giulia and Giulia Ti models, to the ultra-high performance Quadrifoglio model, each of our Alfa Romeo sedans deliver class-leading power and handling, the pedigree of incredible technology and race-inspired performance, plus design and style that could only be crafted in Italy."

Building on the excitement of the ultra-high-performance 505-horsepower Giulia Quadrifoglio model that debuted at the Los Angeles Auto Show in November, Bigland said the new Giulia and Giulia Ti (Turismo Internazionale) models continue to expand Alfa Romeo's "perfect



2017 Alfa Romeo Giulia (European spec)

balance of engineering and emotion to the heart of the premium sedan segment with an Italian designed and crafted sport sedan that is driver focused."

The new 2017 Alfa Romeo Giulia and Giulia Ti models are designed to deliver a comprehensive list of standard features, including an all-new, all-aluminum, 2.0-liter, direct-injection turbo engine with eight-speed automatic transmission delivering a class-leading, standard 276 horsepower, class-exclusive carbon fiber driveshaft, dual exhaust system with bright tips, leather seating, 7-inch full-color driver information display (DID), Alfa-tainment featuring a 6.5-inch or 8.8-inch industry-first hidden widescreen display, Bigland said.

For more capability, Bigland said the innovative Alfa Q4 all-wheel-drive (AWD) system is also available on Giulia and Giulia Ti models, while available Sport,

Luxury and Performance packages will add to this Alfa Romeo model's performance and style.

As the "halo" model in the lineup, Giulia Quadrifoglio highlights Alfa Romeo's performance and motorsport knowhow with a record-setting 7:39 Nürburgring lap time – the fastest ever by a four-door production sedan, Bigland said. The heart of this ultra-high performance sedan is an all-aluminum, direct-injection, 2.9-liter V6 bi-turbo engine, delivering a best-in-class 505 horsepower, as well as earning the title of the most powerful Alfa Romeo production car engine ever, with a class-leading 0-60 mph acceleration in 3.8 seconds..

The Giulia Quadrifoglio also features exclusive enhancements for maximum performance, including high-performance front and rear fascias and carbon fiber lightweight materials, including hood, active aero front splitter,

rocker panel moldings and rear deck-lid spoiler. Additionally, the Alfa Romeo Giulia Quadrifoglio offers staggered fitting 19 x 8.5-inch (front) and 19 x 10-inch (rear) forged alloy wheels wrapped with Pirelli P Zero Corsa three-season high-performance tires, Bigland said.

The history of the Quadrifoglio dates back to the 1923 Targa Florio, one of the oldest and most famous racing events of all time – a dangerous and thrilling open road endurance race held in the mountains of Sicily, Cadiz said.

Leading up to the 1923 racing season, Ugo Sivocci – an incredibly superstitious driver – was a perennial second-place finisher, more often than not behind one of his Alfa teammates. So, going into the Targa Florio race and in an effort to banish his bad luck, the superstitious Sivocci decided to paint a four-leaf clover on the side of his 1923 Targa Florio RL. In his first race with the green four-leaf clover, or Quadrifoglio, on his car, Sivocci won.

However, a few weeks after the Targa Florio victory, Sivocci was testing a new Alfa car at the Monza racetrack. There had been no time to paint Sivocci's good luck symbol on the car and tragically he crashed and died, and a legend was born.

The four-leaf clover on Sivocci's car was encased in a square box, while all future clovers were encased in a triangle, with the missing point symbolizing the loss of Ugo Sivocci, Cadiz said.

Automotive Supplier Builds New Customer Center in Troy

Röchling Automotive, a global provider of acoustic, aerodynamic and fluid management solutions for the automotive industry, has celebrated the grand opening of its North American Customer Center in Troy during a ceremony with Röchling executives, customers and community dignitaries on March 9.

The 22,500 square-foot facility – three times larger than the company's previous facility in Troy – is designed to connect Röchling customers with its global automotive network, offering localized support and access to the company's extensive resources and expertise, said Röchling spokeswoman Angela Jeruzal.

"At Röchling we are planning long term," said Jeruzal. "An integral part of our annual strategy reviews is to determine the revenue growth targets over a long term period and along with that assess the structural growth required to support our customers. As such we decided to search for a new facility for two reasons. One, to have more space for our staff and, two, to install the laboratory locally in our customer center. From the initial planning until we found the best suitable location and finally moved in it took us about a year."

The facility was placed in an existing building that was refurbished specifically for to be the company's North American Customer Center, Jeruzal said.

"Röchling sells to parts to just about all the automotive OEMs, including the Big Three," Jeruzal said. "So having a center like this where they can communicate with their Detroit customers is an important thing."

"Röchling's investment in this new facility expands our capabilities in multiple areas, from design, simulation and testing to customer service. This location is ideal to support not only the needs of customers here in Michigan, but those abroad as well," said Juergen Peters, vice president and general manager of the North American Customer Center. "We are proud to truly drive efficiency home in Troy and continue to bring next generation automotive solutions right next door to our customers."

The North American Customer Center expands Röchling's regional footprint, positioning the company ahead of the curve through a larger location that is better suited to developing advanced technologies customized for specific market needs of customers, Peters said.

While providing local and personalized support to North American customers, the facility also optimizes Röchling's international capabilities and meets market needs in each region through cross-cultural and cross-divisional collaboration – all within the global Röchling Group.



Troy is home to a new automotive supplier customer center.

In addition to enabling quick and efficient customer service, 50 percent of the new facility space is equipped for in-house benchmarking, rapid prototyping and testing of systems and materials, environmental simulations and more.

Employees have a comfortable and inspiring working environment and, together with easy access to the global Röchling net-

work and support, can fully utilize state-of-the-art product development resources.

Looking forward, Röchling anticipates increasing the current number of employees based in Troy from 45 to 70 over the next two years.

This will allow Röchling to further align its capabilities with customer requirements, Jeruzal said.

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GM Awards Company's Best Suppliers

General Motors recognized 110 of its best global suppliers during its 24th annual Supplier of the Year awards ceremony held at Cobo Center on March 10. The announcement represents the most suppliers GM has recognized since debuting the Supplier of the Year event in 1992, said GM spokesman Nick Richards.

Automotive suppliers from 17 countries received GM's coveted Supplier of the Year award for going above and beyond GM's requirements, designed to provide customers with the most innovative technologies that benefit customers and the industry's highest quality vehicles.

GM's 2015 recognition represents a nearly 40 percent increase in the number of suppliers recognized compared to 79 recipients in 2014. More than half of the suppliers are repeat winners from 2014.

"Our priorities are focused on building positive supplier relationships, bringing new, customer-centric innovations to GM, and being the OEM of choice among suppliers," said Steve Kiefer, GM vice president, Global Purchasing and Supply Chain. "The companies we recognize tonight not only have brought innovation, they delivered it with the quality our customers deserve."

During the event, GM debuted an Innovation award to recognize five suppliers who brought new innovations that benefit customers. Inaugural winners include Autoneum Holding AG; Del-

phi Automotive; Delta Electronics; Gentex Corporation; and FANUC Corporation.

- Autoneum – provided new lightweight acoustic material in the 2016 GMC Acadia that reduces mass by 20 percent while improving acoustic performance.

- Delphi – provided industry-first vehicle-to-vehicle wireless communication technology to provide 360-degree object detection, which can see beyond the line of sight and around large obstructions. GM will be the first to market with this technology available on the 2017 CTS.

- Delta Electronics – supplied an on-board charger module in the 2016 Chevrolet Volt that converts AC power into DC power with the purpose of recharging the battery pack of electric cars.

- FANUC – developed an assembly plant paint robot application designed to prevent unexpected downtime while enhancing overall robot performance.

- Gentex of Zeeland – introduced industry-first rear camera mirror on the 2016 Cadillac CT6 that eliminates C-pillar obstacles and increases field of vision up to 300 percent.

"We're incredibly honored to receive one of the first-ever GM Innovation awards," said Gentex Senior Vice President and CFO Steve Downing. "Our FDM is the first commercially viable, NHTSA-approved display mirror. It's quickly becoming the industry benchmark for enhanced rear vision, and we're proud to have worked

with GM to bring it to market."

During the event, Gentex was also named a 2015 GM Supplier of the Year, said Gentex spokesman Craig Piersma. GM recognized 110 of its best suppliers from 17 countries that have consistently exceeded GM's expectations, created outstanding value, or introduced new innovations to the company.

GM also honored three companies – LGE/LG Chem., Brake Parts Incorporated, and repeat winner Lear – with its Overdrive Award. The honor, first debuted in 2012, recognizes supply partners for extraordinary leadership in cultural change and commitment initiatives that drove exceptional business results for GM.

GM spokesman Nick Richards



GM's Steve Kiefer congratulates the company's top suppliers.

said that other Michigan-based award winners include Gallagher-Kaiser Corp., Ideal Contracting LLC., Dakkot, Integrated Systems,

NNYX Inc., Superior Industries International, US Farathane Corp., Summit Polymers, Gentex Corp., MNP Corp. and Lear.

Hydra-Zorb Sees Growth

Auburn Hills-based Hydra-Zorb Co., a maker of cushion clamp products that can easily be affixed to hydraulic or HVAC/R lines to limit vibration, shock or corrosion, celebrated its 50th anniversary in 2015 with another record sales year, said company spokesman Pat Liebler.

Hydra-Zorb cushion clamps and Klo-Shure insulation couplings, the company's primary products, are simple but essential components in projects ranging from small power units for hydraulics to refrigerant lines for grocery stores.

Hydra-Zorb had growth of 35 percent in the past two years, setting sales records along the way.

The company employs 26, several of whom have been with Hydra-Zorb for more than

two decades, Liebler said.

"We're extraordinarily proud of our heritage of innovation, customer service, and employee involvement," says Robert Dodge, president of Hydra-Zorb. "Yet, after 50 years we know that we need to continue to find new and better ways of doing business."

In 1965, Hydra-Zorb founder Orval Oppertthausen was a young engineer working for a major supplier of automotive machine tools, Liebler said.

When Pontiac Motor Division needed a way to absorb vibrational shock in hydraulic lines, Oppertthausen designed a cushioned shock-absorbing clamp that could be installed directly on to the hydraulic lines, saving a month of costly tear down and lost production time.

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Chrysler Offering Colorful Choices On Muscle Cars

"Plum Crazy" purple, "B5 Blue" and "Sublime" green Dodge Charger and Challenger muscle cars have recently been streaming out of the FCA US Brampton Assembly Plant, bringing a sense of nostalgia and powerful bursts of high-impact paint color to highways and dragstrips across the country.

Now, new for spring 2016 and shown for the first time this past weekend at the 11th annual Spring Festival in Irvine, Calif., Dodge is expanding its color palette with a new, modernized version of Go Mango exterior paint on 2016 Dodge Challenger and Charger SRT models. Dealers can begin ordering Go Mango immediately.

Go Mango was first introduced by Dodge on the iconic 1970 Challenger. Following a limited production run in 2006 on specific Charger R/T Daytona models, and more recently featured on the 2016 Dodge Dart, the next generation of the legendary and limited-edition exterior hue combines orange and red tones into a high-impact color that showcases the legendary Dodge performance attitude.

"Powerful performance cars like our Dodge Charger and Challenger demand high-impact colors," said Tim Kuniskis, Head of Passenger Car Brands - Dodge, SRT, Chrysler and Fiat - North America. "Dodge muscle cars have a long history of unique paint colors with iconic names, and we'll continue to reach back into our paint code archive to give our enthusiast customers what they want."

Go Mango is now available exclusively on the following 2016 Dodge Challenger and Charger models:

- Challenger SRT 392 and SRT Hellcat - dealers orders open immediately

Charger SRT 392 and SRT Hellcat - dealers orders open immediately.

Fed Regulator's Family Car Has Takata Recall

DETROIT (AP) - A family car owned by the nation's top auto safety regulator's family has been recalled to fix a faulty Takata air bag, but like millions of others, he's waiting for parts to make the repair.

National Highway Traffic Safety Administration chief Mark Rosekind said March 16 that a car normally driven by his wife was recalled to fix an air bag inflator. When she checked the vehicle identification number in a recall database, she found there were no replacement inflators available, Rosekind said after an autonomous-car conference in Dearborn.

Takata inflators can explode with too much force and spew shrapnel at drivers and passengers. They're responsible for at least 10 deaths worldwide and more than 100 injuries. So far 14 automakers have recalled 24 million U.S. vehicles with Takata inflators in what is now the largest auto recall in the country's history.

About 7.1 million inflators have been replaced, and NHTSA has said the recalls almost certainly will grow larger.

Rosekind wouldn't identify the type of car, but he said the family is fortunate to have another vehicle for his wife to drive in California, where she lives. The agency has taken over management of the recalls and is sending replacement parts to older vehicles and to those in high-humidity areas along the Gulf Coast.

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Feds, Automakers Agree on AEB Technology Requirements

The U.S. Department of Transportation’s National Highway Traffic Safety Administration and the Insurance Institute for Highway Safety announced March 17 a historic commitment by 20 automakers representing more than 99 percent of the U.S. auto market to make automatic emergency braking a standard feature on virtually all new cars no later than NHTSA’s 2022 reporting year, which begins Sept 1, 2022.

Automakers making the commitment are Audi, BMW, FCA US LLC, Ford, General Motors, Honda, Hyundai, Jaguar Land Rover, Kia, Maserati, Mazda, Mercedes-Benz, Mitsubishi Motors, Nissan, Porsche, Subaru, Tesla Motors Inc., Toyota, Volkswagen and Volvo Car USA, said NHTSA spokesman Gordon Trowbridge. The unprecedented commitment means that this important safety technology will be available to more consumers more quickly than would be possible through the regulatory process.

“This decision aligns with our mission to assist drivers and help mitigate crashes,” says Mike Dahl, head of Vehicle Safety and Regulatory Compliance – FCA North America. “We will proliferate AEB through our vehicle lineup based on this robust, state-of-the-art technology.”

GM spokesman Tom Wilkinson said that people should feel good about what the auto industry’s done.

“We in the car business should feel proud,” Wilkinson said. “We have been able to come together and reach an agreement that has the potential to save the lives of thousands of people and avoid millions of dollars in property damage.”

AEB systems help prevent crashes or reduce their severity by applying the brakes for the driver, Trowbridge said. The systems use on-vehicle sensors such

as radar, cameras or lasers to detect an imminent crash, warn the driver and apply the brakes if the driver does not take sufficient action quickly enough.

NHTSA estimates that the agreement will make AEB standard on new cars three years faster than could be achieved through the formal regulatory process, Trowbridge said. During those three years, according to IIHS estimates, the commitment will prevent 28,000 crashes and 12,000 injuries.

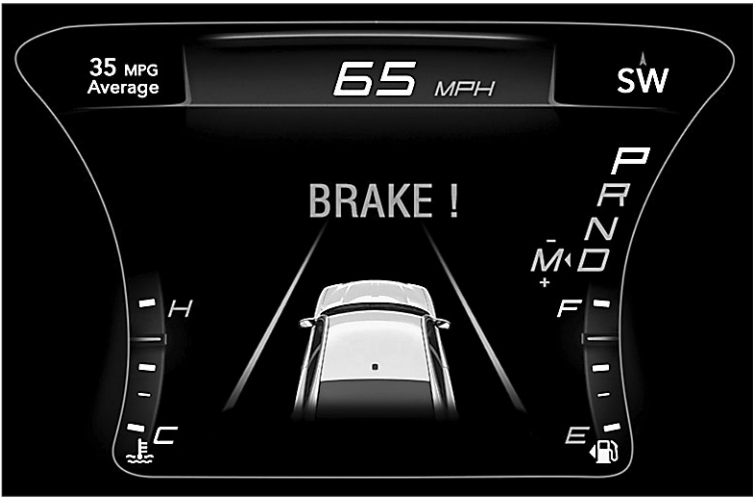
“It’s an exciting time for vehicle safety. By proactively making emergency braking systems standard equipment on their vehicles, these 20 automakers will help prevent thousands of crashes and save lives,” said U.S. Transportation Secretary Anthony Foxx. “It’s a win for safety and a win for consumers.”

Based on mounting evidence that AEB effectively reduced crashes and injuries in the U.S. and around the world, NHTSA and IIHS issued a challenge to industry in September 2015 to encourage automakers to voluntarily make AEB a standard feature, Trowbridge said.

A series of meetings followed to establish details of the commitment.

“IIHS member companies strongly support the adoption of effective safety technologies,” said IIHS Board Chairman and CEO of American Family Insurance, Jack Salzwedel. “Deploying AEB on a wide scale will allow us to further evaluate the technology’s effectiveness and its impact on insurance losses, so that more insurers can explore offering discounts or lower premiums to consumers who choose AEB-equipped vehicles.”

“We’re getting these safety systems into vehicles much faster than what would have been otherwise possible,” said NHTSA Administrator, Dr. Mark Rosekind.



Chrysler’s AEB system

“A commitment of this magnitude is unprecedented, and it will bring more safety to more Americans sooner.”

“The benefits of this commitment are far reaching,” said IIHS Executive Vice President and Chief Research Officer David Zubby. “From injuries and deaths averted to the recovery of productivity that would otherwise be lost in traffic jams caused by the crashes prevented. It also assures that all Americans will benefit from this technology.”

“With roadway fatalities on the rise, the commitment made today has the potential to save more lives than almost anything else we can accomplish in the next six years,” said Deborah A.P. Hersman, president and CEO of the National Safety Council, who attended today’s announcement. “Including all models in the agreement ensures that safety isn’t for just those who can afford it.”

This commitment, Trowbridge said, will make AEB standard on virtually all light-duty cars and trucks with a gross vehicle weight of 8,500 lbs. or less beginning no later than Sept. 1, 2022. AEB will be standard on virtually

all trucks with a gross vehicle weight between 8,501 lbs. and 10,000 lbs. beginning no later than Sept. 1, 2025.

As NHTSA continues its regulatory work in this area, NHTSA will track the progress industry is making towards its commitment.

DTE Investing \$1.4 Billion in Infrastructure

DETROIT (AP) – DTE Energy Co. says \$1.4 billion in investment is planned in Michigan natural gas pipeline infrastructure over the next five years.

The Detroit-based utility says March 16 investments by DTE Gas will help maintain the natural gas system’s safety and reliability while keeping prices down.

Plans call for modernizing cast iron and steel main pipelines with newer, more-durable material. New service lines to homes and businesses will be installed. Crews this year are on track to replace more than 100 miles of gas main lines, up from 80 miles in 2015.

Natural gas meters will be moved from inside homes and businesses and replaced with advanced meters on the outside as part of the gas main modernization work. Upgrades also will be made at compressor stations to ensure reliable and delivery.

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

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.

Introduction of Additive Manufacturing – March 23, 24, & 26, 2016

Upon completion of this course, you should be able to describe: the background and mechanism of 3D printing; the current types of 3D printers and the corresponding printing materials; CAD software and graphical design; and 3D printing software and file formats.

– 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 for more information or to register.



Funding comes from the Department of Labor/Employment and Training Administration. Eligibility and paperwork requirements must be completed prior to attending.

Buick Has New Enclave for New York Show

Buick has unveiled the 2017 Enclave Sport Touring Edition just in time for the New York Auto Show.

It is the latest addition to the brand’s design-focused Sport Touring Edition lineup and an expressive and athletic appearance for the popular Enclave mid-size luxury SUV, said Buick spokesman Stuart Fowle. The Sport Touring is highlighted by a Satin Black Ice-toned grille and 20-inch chrome-clad wheels with Satin Black Ice accents.

The Sport Touring Edition brings the brand’s newest design theme, Fowle said, to a vehicle with Buick’s most loyal customer base.

In 2015, 33.4 percent of Enclave sales came from returning customers. That’s the highest loyalty rate among all Buick models and one of the top model-to-model loyalty rates in the crossover SUV segment, topping key competitors such as Audi Q7 and Acura MDX, as well as vehicles like the Jeep Grand Cherokee and Toyota Highlander.

“With timeless exterior design, Buick’s signature QuietTuning, and three rows of premium, first-class seating designed to comfortably hold adult passengers, Enclave has helped make Buick one of the industry’s most successful SUV brands,” said Duncan Aldred, vi.p. of Global Buick.

Since Enclave’s introduction in 2007, SUVs have jumped from 31 percent of Buick brand sales to 61 percent in 2015, Fowle said. It has remained a consistent seller through eight years of sales and since 2013 has been paired with Buick’s small SUV, the Encore, which has since become the brand’s best-seller. The Envision SUV also joins Buick’s SUV lineup in North America this summer.

“The industry doesn’t have many success stories better than the Buick Enclave,” said Aldred. “It has created a new generation of Buick customers and delivered on their expectations again and again. The Sport Touring Edition is a great update for our flagship crossover SUV as the Buick family continues to grow this year.”

The new Buick Enclave Sport Touring Edition will be on display at the 2016 New York International Auto Show and goes on sale this summer, available on the Leather (1SL) and Premium

(1SN) trims, Fowle said. It is offered in three premium exterior colors: White Frost Tricoat, Crimson Red Metallic and Ebony Twilight Metallic.

Additional standard equipment on the Leather and Premium trims includes:

- Heated, wood-trimmed steering wheel;
- Ice-blue LED ambient lighting around the instrument panel;
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2016 Ram Heavy Duty truck

Rams Good Off the Road

The Fast Lane Truck (TFLtruck) has named the 2016 Ram Power Wagon the winner of its inaugural Gold Hitch Award for “Best Off-road Truck.”

TFLtruck is the most popular online video reviews, news and views publication. Nearly 2.5 million truck buyers watch TFLtruck video reviews and tests every month. This includes the signature “TFL lke Gauntlet” extreme towing test, which challenges the trucks to the absolute maximum of their performance capability. Simply put – TFLtruck is All Trucks All The Time, said Fiat Chrysler spokesman Nick Cappa.

The Ram Power Wagon took first for outstanding capability and handling under aggressive off-road conditions, said Cappa.

“Ram holds titles in fuel economy, towing capacity and torque, but the Power Wagon earns the distinction of ultimate off-road truck. Recognition from TFLtruck cements its position at the top of the hill,” said Jim Morrison, head of Ram Truck – FCA North America. “The 2015 Ram Power Wagon is designed for the individual who travels into extreme terrain for rescue or recreation, while

delivering on-road comfort and the towing capability expected from a heavy-duty truck.”

To score the trucks, TFLtruck editors ran narrow goat trails in the Colorado mountains, Cappa said. The grueling paths reach high elevations with terrain that varies from loose gravel to rock to snow covered. At the end of the run, the Ram Power Wagon was king of the hill.

“The Ram Power Wagon clawed up TFLtruck’s real world Gold Mine Hill off-road test like a natural-born athlete, showing extreme poise and grace that belies the truck’s Heavy Duty chassis,” said Roman Mica, Chief Editor at TFLtruck. “The Ram Power Wagon is this year’s ultimate king of the Colorado Mountains.”

The off-road drive is not the sole criteria. The Ram Power Wagon also was judged for its overall performance on road, Cappa said.

Gold Hitch Award-eligible trucks include 2016 model-year pickups (or trucks from previous model years that have not significantly changed for 2016), Cappa said. Trucks are only eligible for the award if they were tested before March 31, 2016.

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Gen Z Has Its Own Ideas On What Car Ownership Means

CONTINUED FROM PAGE 1

friendly as people think. For them going green means having more green in their wallets. So any environmental technology will have to save Gen Zers money. Whether it's at the gas pump or in repair costs. They are more concerned with saving money than with saving the planet.

"Prices are more important to Gen Z than it is to Millennials," Helms said. "But this generation is not as materialistic as the Millennials. Only 49 percent said style is important in the survey compared to 57 percent of Millennials."

And, Helms said, Gen Zers are less concerned with brand prestige. They like brands such as Chevrolet, Ford, Jeep, and Honda, because they've been around a while and they see these brands as dependable.

Millennials go for flashier brands like Audi. And because no one brand stands out as overwhelmingly "highly relatable" with Gen Zers, OEMs have a real opportunity to reach out and get this generation while they're young.

Gen Zers, Helms said, really like safety. A full 43 percent said safety is important to them. That compares with 25 percent of Millennials, 11 percent of Gen X and 9 percent of Baby Boomers. In fact 43 percent of Gen Zers said safety features are important compared to 35 percent who said infotainment features are important.

Something for OEMs to think about in future marketing and content decisions, Helms said.

Gen Zers like the idea of self-driving cars, Helms said, because they think it will make roads safer.

But Gen Zers also question the efficacy of autonomous vehicles. A full 65 percent said this lack of faith is a real barrier to them buying such a vehicle.

And finally, Helms said, there is also good news for traditional car dealers. Gen Zers put a great deal of value on face-to-face vehicle sales. That was somewhat surprising to her, given the fact this generation has grown up with Amazon.

Only 26 percent of Gen Zers want to buy a car online, sight unseen.

What they really want, Helms said, is a positive buying experience, convenience and a great price for the vehicle that they've picked out for themselves.

While they will use the Internet to check on things like price, they will, on average, test drive a car twice before deciding to buy, according to the survey, Helms said.

That means, Helms said, that the dealerships that provide a positive face-to-face experience will do well.

But only as long as they understand that they must sell to the Gen Zers' needs and not just try to move inventory that's been on the lot for a while.

"Get ready for Gen Z," Helms said, "because they are coming. What works for Millennials won't necessarily work for this generation. Auto sales aren't going to take a hit with them because they want to own cars."

Helms said key areas of focus needed to be considered when selling to Gen Z include highlighting the cost of savings with green vehicles, safety features and proving the effectiveness of new technologies.

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4WD • SLE • EXT CAB

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Stock#G28636

Was \$25,895 Sale Price \$22,633

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

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Stock#G29005

Was \$21,995 Sale Price \$20,039

24 MONTH LEASE: \$140
\$999 DOWN

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Stock#G27019

Was \$39,975 Sale Price \$32,017

24 MONTH LEASE: \$154* OR \$154*
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<p>MALIBU 2016</p> <p>Stk. #TDNRB7 Stk. #GZPJ07</p> <p>LEASE A LT 24 MONTHS \$149* \$0 DOWN PURCHASE A LS \$20,882*</p>	<p>CAMARO 1LT 2016</p> <p>Stk. #460564 Stk. #460564</p> <p>LEASE FOR 24 MONTHS \$279* \$999 DOWN PURCHASE FOR \$25,992*</p>	<p>TRAX LS 2016</p> <p>Stk. #561325 Stk. #561325</p> <p>LEASE FOR 24 MONTHS \$59* \$999 DOWN PURCHASE FOR \$16,150*</p>	<p>TRAVERSE LT 2016</p> <p>Stk. #561960 Stk. #561960</p> <p>LEASE FOR 24 MONTHS \$179* \$999 DOWN PURCHASE FOR \$28,106*</p>

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Faurecia Named Top Employer in United States

Automotive supplier Faurecia, which has its North American headquarters in Auburn Hills, has been recognized as a Top Employer in the U.S. by the Top Employers Institute, an independent organization that certifies employers around the world for excellence in the work environment they create for employees, said Faurecia spokesman Tony Sapienza.

As part of the Top Employers certification process, Faurecia participated in a rigorous, multi-faceted research evaluation assessing employers in areas such as company culture, talent strategy, workforce planning, onboarding, learning and development, performance management, leadership development, career and succession management, compensation and benefits.

To further reinforce the validity of the process, all answers were independently audited, meaning this research has verified Faurecia's outstanding employee conditions and earned them a coveted spot among a choice group of certified Top Employers in the United States, Sapienza said.

Faurecia was most noted for its commitment to learning and development via programs offered at Faurecia University North America, its dedicated onboarding process for acclimating new employees, and the opportunities it provides employees to gain international experiences through employee exchange and travel, Sapienza said.

Through its "Being Faurecia" worldwide company culture initiative, Faurecia has also defined a culture of accountability, continuous improvement and workforce development, Sapienza said.

Ford Develops Cop Doors to Stop Bullets

CONTINUED FROM PAGE 1

Interceptor pursuit vehicles.

The Type IV panels are an additional option above and beyond existing ballistic panel protection offered by Ford, Terry said.

Optional Type III ballistic panels are already on duty in agencies around the United States and are rated to protect against all handgun and non-armor piercing bullets up to .30 caliber (specifically up to 7.62mm x 51mm NATO M80 ball ammunition) as well as special threat rounds identified by the Los Angeles Police Department.

The optional ballistic panels are in addition to a long list of existing features aimed at protecting officers, including Ford Police Interceptor safety cell construction to aid structural integrity.

In the event of a crash, advanced safety technology helps to absorb the energy of the collision and to direct the impact forces away from the occupants, Terry said. Additionally, crumple zones are strategically placed in the frame or body of the vehicle, further absorbing and dissipating the energy of a crash to reduce intrusion into the occupant compartment.

Innovative materials – such as aluminum, advanced plastics and boron steel – also contribute to vehicle strength, Terry said.

Other examples of Ford's commitment to officer safety include a 75-mph rear crash test rating, police-tuned suspensions, police brakes, steel wheels, unique police interiors as well as a range of upfit options.