



Singer Ciara stands by Camp Jeep at the New York Auto Show.

Jeep Celebrating 75 Years; Ciara Sings Its Praises

Think of what Jeep is doing as the ultimate word-of-mouth campaign.

On the heels of its breakout Super Bowl campaign marking its 75th anniversary, the Jeep brand is kicking off a year-long campaign with a global footprint to include both digital and social elements, said Fiat Chrysler spokeswoman Diane Morgan.

"My Jeep Story" will provide a platform for the brand's passionate community and the wider world to join the 75th anniversary celebrations, Morgan said,

by sharing their own, authentic and inspiring Jeep brand stories.

"My Jeep Story" will live on the Jeep brand's microsite, www.jeep.com/myjeepstory, and across social media through Facebook, Twitter and Instagram using #myjeepstory, Morgan said.

The year will culminate with a digital compilation of "75" stories that speak authentically to the spirit of the brand.

"As we mark the 75-year mile-

CONTINUED ON PAGE 4

Chevrolet Ready for Opening Day

Baseball, hot dogs, apple pie and Chevrolet. At least three of those things will be in play at Comerica Park this week as the Tigers' home opener takes place April 8.

"With spring in the air and Opening Day upon us, a Chevro-

let tradition is about to commence, signifying the beginning of the 2016 baseball season," said GM spokesman Craig Daitch.

To that end, a Hyper Blue Metallic Camaro SS and an Inferno Orange Metallic Colorado – the 2016 *Motor Trend* Car and

Truck of the Year – settled into their home for the year high atop the Chevrolet Fountain behind center field in Comerica Park last week.

Both the Chevy Camaro and

CONTINUED ON PAGE 2



A Chevrolet Camaro RS is loaded by crane onto the top of the Chevrolet Fountain inside Comerica Park.

FTC Slams VW Over Emissions Cheating

The Federal Trade Commission has charged that Volkswagen Group of America, Inc. deceived consumers with the advertising campaign it used to promote its supposedly "clean diesel" VWs and Audis, which Volkswagen fitted with illegal emission defeat devices de-

signed to mask high emissions during government tests.

The FTC is seeking a court order requiring Volkswagen to compensate American consumers who bought or leased an affected vehicle between late 2008 and late 2015, as well as an injunction to prevent Volkswagen

from engaging in this type of conduct again, said FTC spokesman Peter Kaplan.

In a complaint filed in federal court on March 29, the FTC alleges that during this seven-year period Volkswagen deceived

CONTINUED ON PAGE 2

Sales Strong in March for Detroit OEMs

The March sales news was good for Detroit automakers as all three companies reported sales increases of 6 percent or better.

Malibu at 65 percent improvement, Edge up 49 percent and Jeep's 15 percent boost topped the sales charts for the three Detroit car firms.

Overall, GM was up 6 percent, with Ford and Fiat Chrysler 8 percent higher than last March.

Fiat Chrysler reported U.S. sales of 213,187 units, an 8 percent increase compared with March 2015 sales (197,261 units), and the group's best March sales in a decade, said Fiat Chrysler spokesman Berj Alexanian.

The Jeep, Dodge and Ram Truck brands each posted year-over-year sales gains in March compared with the same month a year ago, Alexanian said. The Jeep brand's 15 percent increase was the largest sales gain of any Fiat Chrysler brand during the month.

"Strong Jeep and Ram brand sales gave us a fast start to the important spring selling season and extended our year-over-year monthly sales gains to six full years," said Reid Bigland, FCA – North America's senior vice president of Sales.

"As consumers continue to

shift their buying preference toward utility vehicles and trucks, they are walking directly into the FCA wheelhouse."

Eight Fiat Chrysler vehicles set records in the month of March, including the Jeep Compass, which posted its best March sales ever, Bigland said.

In addition, Dodge Journey, the Ram pickup truck, Ram ProMaster Van, Ram ProMaster City, Jeep Wrangler, Jeep Cherokee and Jeep Renegade each posted their best March sales ever.

On the brand side, the Jeep brand recorded its best March sales ever.

Fiat Chrysler finished the

month of March with an 82-day supply of inventory (644,474 units). U.S. industry sales figures for March are internally projected at an estimated 17.1 million units Seasonally Adjusted Annual Rate (SAAR).

Ford Motor Company sold 254,711 vehicles in the U.S. in March – an 8 percent gain versus a year ago – while first quarter sales of 645,626 vehicles were up 9 percent, said Ford spokesman Erich Merkle. This represents the company's best sales performance for March and first quarter since 2006.

CONTINUED ON PAGE 2



2016 Jeep Compass



Matthew McConaughey and Mark Fields reveal Navigator Concept car.

Ford Shows Off Navigator Concept Car in NYC Show

DETROIT (AP) – A spacious lounge on wheels.

That's Ford Motor Co.'s vision for the Lincoln Navigator SUV, due for its first major redesign in a decade. With help from actor and spokesman Matthew McConaughey, the brand unveiled a concept version of the vehicle March 23 at the New York International Auto Show.

The Navigator will drop some weight, helping fuel economy, but will still be a behemoth at more than 17 feet long. Executives say engineers took steps to erase what Navigator customers didn't like and accentuate what they did.

By watching customers, engineers found that people wanted to relax in their SUVs with less complexity. So they tried to create a "personal sanctuary" with large but supportive seats and a spacious feel. They made the dashboard less cluttered with only essential information such as vehicle speed on the display.

Other information, such as the identity of a phone caller or a song on the radio, fades away after the first showing.

David Woodhouse, design director for the Lincoln brand, said they went for "a beautiful lounge-like space for the occupants."

Lincoln has largely missed the luxury big SUV boom that happened in part because of cheap gasoline. The brand sold only about 12,000 Navigators last year while its main competitor, General Motors' Cadillac brand, sold almost 36,000 Escalades. The Navigator, based on truck underpinnings, has been updated but not completely revamped since 2006.

Kumar Galhotra, president of the Lincoln brand, expects the new vehicle to capture a bigger chunk of the market now dominated by GM.

Galhotra wouldn't comment on expectations that the new

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VW Scandal May Cost Company Big Bucks

CONTINUED FROM PAGE 1

consumers by selling or leasing more than 550,000 diesel cars based on false claims that the cars were low-emission, environmentally friendly, met emissions standards and would maintain a high resale value, Kaplan said. The cars sold for an average price of approximately \$28,000.

“For years Volkswagen’s ads touted the company’s ‘Clean Diesel’ cars even though it now appears Volkswagen rigged the cars with devices designed to defeat emissions tests,” said FTC Chairwoman Edith Ramirez. “Our lawsuit seeks compensation for the consumers who bought affected cars based on Volkswagen’s deceptive and unfair practices.”

Kaplan said that according to the FTC’s complaint, Volkswagen promoted its supposedly “clean” cars through a high-profile marketing campaign that included Super Bowl ads, online social media campaigns, and print advertising, often targeting “environmentally-conscious” consumers.

For example, Volkswagen promotional materials repeatedly claimed that its “Clean Diesel” vehicles have low emissions, including that they reduce nitrogen oxides (NOx) emissions by 90 percent and have fewer such emissions than gasoline cars. In fact, the FTC’s complaint states that they emit up to 4,000 percent more than the legal limit of NOx – a dangerous pollutant that contributes to environmental harms and respiratory ailments.

The complaint alleges, Kaplan said, that Volkswagen also claimed that “Clean Diesel” vehicles met “stringent emission requirements,” were “50-state compliant,” and would maintain a high resale value. Yet, according to the FTC’s complaint, these claims were also false because without the illegally installed software, the “Clean Diesel” vehicles would not have passed federal emissions standards and the hidden defeat devices will significantly reduce the vehicles’ resale value.

The FTC also charged that Volkswagen provided the means and instrumentalities for others to deceive consumers, and that installing the emissions defeat devices was an unfair practice.

The affected vehicles include 2009 through 2015 Volkswagen TDI diesel models of Jetta, Passats, and Touareg SUVs, as well as TDI Audi models. The suggested sale prices for the affected vehicles ranged from approximately \$22,000 for the least-expensive Volkswagen model with a 2.0-liter engine to approximately \$125,000 for the most-expensive Audi model with 3.0-liter engine.

The Commission vote authorizing the staff to file the complaint was 4-0. The complaint was filed in the U.S. District Court for the Northern District of California, San Francisco Division.



Rear trailer camera



Rearview mirror camera



Driver's view of scenes from both cameras

Silverado Technology Goes Forward by Looking Backward

When driving, keeping your eyes on the road ahead is a given. But there are also times when being able to see what’s behind you is equally important.

Which is why Chevrolet has added a new trailering camera system that will be available for 2014-16 model year Silverados.

It joins a new factory-installed, fifth-wheel prep package, compatible with either gooseneck or fifth-wheel hitches available from Chevrolet Accessories.

“These are great examples of our commitment to provide truck customers with the most confident towing experience in the industry,” said Jeff Luke, Chevrolet truck executive chief engineer.

“The fifth-wheel prep package has been designed by our structural engineers to make the most of Silverado’s fully-boxed, high-strength steel frame.

The trailering camera system was designed in partnership with our Chevrolet MyLink team to seamlessly integrate views from

trailer cameras into the existing radio display.”

As with all offerings from Chevrolet Accessories, these packages are warranted and integrated to work with the customer’s vehicle and are available through Chevrolet dealers, said GM spokesman Monte Doran.

Chevrolet partnered with Echomaster to develop the blind-spot-assist towing package system, which includes three cameras: two side-view cameras, and one for mounting on the rear of the customer’s trailer. It is compatible with all 2014-2016 model year Silverado HD trucks, and Silverado 1500 trucks with the available trailer-towing mirrors.

The two side cameras are seamlessly integrated into the housing for the side-view mirrors, for improved vision along the sides of the truck and trailer,

Doran said. When the driver activates the turn signal, the sys-

tem automatically displays the correlating side view in the center screen.

The rear camera is designed to be mounted to the top, rearmost edge of the trailer, providing a view of what’s behind the trailer when reversing.

This camera is hardwired to the trailer lights for electrical power, and wirelessly transmits images to the display using a closed wireless network. It also features infrared lighting, enabling enhanced images in low-light settings.

The Silverado’s rear backup camera is activated when reverse is selected. Pressing and holding the radio Home button for five seconds brings up the camera menu screen to select the trailer camera image.

The system also supports the use of an optional fourth camera. This can include an additional camera installed inside the trailer, transmitting video to monitor horses, cattle, other livestock, or content during transport.

Later this summer, Chevrolet will introduce a camera integrated into the center brake light, to show the contents of the bed or to assist with connecting a fifth-wheel or gooseneck trailer, Doran said.

Any of the four camera views can be activated at any time on the radio screen to bring up the camera menu screen.

The trailering camera system will be available for purchase through Chevrolet dealers in April, and is warranted by Echomaster (a division of AAMP Global). Prices start at \$999 (not including tax, labor and installation).

Also new is a factory-installed, fully-integrated fifth-wheel package, available on all 2016 model Silverado 2500HD and 3500HD trucks for \$350, Doran said. It features a frame-mounted hitch platform and tray, concealed under the truck bed.

A factory-installed 7-way trailer wiring connection in the pickup box is also available.



2016 Chevrolet Malibu



2015 Ford Edge

Detroit’s Automakers Enjoy Strong March Vehicle Sales

CONTINUED FROM PAGE 1

Total Ford brand SUVs are off to their best start in company history, with first quarter total sales of 188,100 – up 15 percent versus a year ago, Merkle said. March SUV sales also were up 13 percent with 72,872 SUVs sold, marking the best March performance in 15 years. For the month, Edge was up 49 percent, Escape was up 8 percent and Explorer was up 4 percent.

F-Series sales exceeded 70,000 in March, with 73,884 trucks sold. 2007 is the last time F-Series broke the 70,000 mark this early in the year. F-Series sales rose 9 percent versus last year, marking their best March performance since 2006. For the quarter, F-Series sales totaled 186,121 – up 5 percent.

“Customers continue buying high-end SUVs and trucks, helping the Ford brand increase its average transaction prices by more than \$1,600 per vehicle in March – nearly double the industry average,” said Mark LaNeve, Ford vice president, U.S. Marketing, Sales and Service. “We have been seeing solid sales momentum in the first quarter across our entire portfolio, with car, SUV and truck sales up across the board.”

Cars were up 1 percent, SUVs grew 16 percent and trucks rose 9 percent to start the year, LaNeve said.

Lincoln sales were up 11 percent in March, while average

transaction prices for the brand were up more than \$2,100 – almost four times the rate of growth of the overall luxury segment.

Much of the growth came from 6,428 Lincoln SUV sales – a 28 percent gain. First-quarter Lincoln SUV sales increased 27 percent, marking Lincoln SUVs best sales performance for March and the first quarter since 2001.

General Motors delivered 193,524 vehicles in March to individual or “retail” customers, up 6 percent year over year, driven by a 7 percent increase at Chevrolet and a 13 percent increase at GMC. Overall, GM’s total sales, both retail and commercial/fleet, were up 0.9 percent compared to the same time last year, said GM spokesman Daniel Flores. GM total sales in March were 252,128.

GM’s focus on higher margin retail and commercial sales is enabled by strategic reductions in

daily rental deliveries, which will continue through 2016, Flores said.

The strong performance of these two brands has helped GM grow retail deliveries every month since April 2015. Despite significant reductions in daily rental units, total sales were up one percent.

Chevrolet has been the main engine of growth, Flores said. The brand’s retail sales were up 10 percent in the first quarter versus a year ago, and its retail market share was up a full point year over year to an estimated 11 percent.

This increase in March was led by the Malibu, which saw a 65 percent increase in sales over the same time last year, Flores said. The Malibu had its best first quarter since 1980, and approximately 85 percent of sales in March were the new model, which is the fastest-selling car in

its segment with a “days-to-turn” of 24 days.

“The strong retail and commercial sales GM has been delivering are the result of a multi-year strategy to strengthen our brands, attract new customers and grow profitably,” said Kurt McNeil, U.S. vice president of Sales Operations. “We are growing retail sales faster than the industry.”

Camaro Drops In To Comerica Park

CONTINUED FROM PAGE 1

the Colorado were lifted into place by crane – a three-hour process, Daitch said.

“Chevrolet continues to enjoy a long-standing relationship with the Detroit Tigers,” said Paul Edwards, vice president, Chevrolet Marketing. “By putting Chevrolet power and performance on display in center field, we hope to inspire our fans and our home team with a winning season.”

Chevrolet has sponsored the fountain, which features an array of water displays and the sound of a tiger growling with each Detroit home run, for the last seven seasons. The brand chooses select vehicles from its lineup to display each year.

“Last year, we were able to showcase our vehicles to nearly 3 million Tigers’ fans at Comerica Park and even more watching from home,” Edwards said.

Ford Issues Air Bag Recall for Vans

DETROIT (AP) – Ford says it’s recalling about 38,000 Transit vans in the United States and Canada because the side curtain air bags may not protect people properly in a crash.

The recall covers low-roof Transit vans from the 2015 and 2016 model years.

The company says the reason for the recall is that the bags on either side of the vans in question may have been folded incorrectly.

The air bags may not inflate at the proper angles to protect drivers or passengers when they are deployed.

Ford says no crashes or injuries have been reported.

The affected vans were built by Ford Motor Company from March 12, 2014 through March 18, 2016.

Dealers will inspect the air bags and adjust them if needed at no cost to owners of the vehicles.



The Uconnect Pacifica display

Dodge Uses Social Media In Latest Promotion Campaign

Call it fishing where the fish are. As the 21st century has progressed, social media has become much more important in the way people communicate and the way companies reach out to their customers.

The Dodge brand was named the number one mass-market auto brand on social media by Shareablee Inc, a social media analytics company, said Fiat Chrysler spokeswoman Eileen Wunderlich.

Shareablee announced in its recent blog that it determined the top 10 ranking brands by measuring the total social actions captured on automakers' posts across Facebook, Twitter and Instagram, Wunderlich said.

The Dodge brand held this lead position throughout 2015 and is continuing this trend of media promotion into the year 2016.

From Jan. 1 to March 15, 2016, Dodge generated the most social actions, 5.2 million, Wunderlich said, of all mass-market automakers, nearly double the actions received by the second-ranked automaker.

"It is great to see Dodge recognized as a fast riser on social media," said Olivier Francois, chief Marketing Officer, FCA – Global. "Having a strong social presence is an important part of our marketing strategy for all our brands. We strive to deliver content that is true to each individual brand persona, is relevant and evokes a reaction from our followers."

"Dodge and SRT vehicles have passionate fans who are not just customers, but real brand advocates," said Tim Kuniskis, head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America.

"The fact that Dodge generated 5.2 million social interactions so far this year, nearly double that of the second-ranked automaker in the study, really reinforces our belief that when the information you share is authentic and organic, people engage and share the content."

The Dodge brand's success in the social space is in part due to a strong fostered community and a strategy that leverages culturally relevant moments in time, Kuniskis said.

Frequent calls to action to submit user-generated content via the hashtag #ThatsMyDodge and integrating holidays and current events into social content provides fans authentic opportunities to engage with the brand.

Of the achievement, Founder and CEO of Shareablee Tania Yuki said, "Dodge has seen nearly five times the growth (373 percent) in social engagement compared to the mass-market automotive industry (78 percent) so far this year.

"Particularly on Instagram, Dodge's creative use of user-generated content has given a platform for its most loyal enthusiasts to contribute and engage with the brand."

Mediabrand Publishing is the social media agency-of-record for Dodge and Fiat Chrysler, Wunderlich said.

Those interested in seeing more of these campaigns can follow the Dodge brand on different social media outlets like Facebook, Twitter and Instagram, Wunderlich said.

New Pacifica Offers Latest Uconnct Tech

As motor vehicles add more technology, it can become difficult for drivers to understand and use all the options that come with the car.

The 2017 Chrysler Pacifica, the most technologically equipped vehicle of its kind, now features Uconnect Vehicle User Guide, a pre-installed and complimentary application that allows drivers to easily view and explore their owner's vehicle information via the Uconnect 8.4-inch touch screen.

The Uconnect Vehicle User Guide application debuted first in the 2016 Dodge Charger, Challenger and Chrysler 300, said Fiat Chrysler spokesperson Alyse Tadjewski.

"The Vehicle User Guide application is a great addition to the array of comfort and convenience technologies available in the all-new Chrysler Pacifica," said Tricia Hecker, head of Connected Services, FCA – Global. "The Vehicle User Guide application minimizes the everyday stresses by providing drivers with effortless accessibility of their vehicle information."

At a touch of a button, drivers can access the Vehicle User Guide application located in the Uconnect apps manager menu and use it as a quick reference guide, Tadjewski said.

Owners find vehicle information using various methods, including browse by category, discover vehicle via visual search, search by text keyword or search via traditional index.

For the browse by category feature, Tadjewski said the main menu is comprised of four key categories:

- Vehicle Operation – operating instructions for key functions, such as driving controls, comfort and convenience controls, safety and security, utility and reference essentials for new owners.
- Uconnect Radio, Phone & Navigation – operating instructions for key functions, such as radio and audio controls, phone pairing and usage, navigation and map routing and voice commands.
- Vehicle Maintenance – inspection and maintenance information for key categories, such as maintenance schedules, fluids and capacities, tire pressures and care recommendations.
- Emergency & Support – emergency and reference information for key categories, such as customer and roadside assistance, warning lights and indicators, emergency procedures and vehicle warranty coverage.

- Entertainment and audio options that include AM, FM, HD or satellite radio, Bluetooth streaming audio, CD Player, USB, SD Card and AUX Port.
- Navigation options that help provide a stress-free commute with easy access to points of interest, well-designed maps and turn-by-turn directions that are broadcast over the vehicle's audio system.

An included trial of Uconnect Access services also is available on properly equipped vehicles, Tadjewski said.

These real-time services include a monthly vehicle health report, vehicle health alert, a smartphone app that enables owners to remotely lock, unlock or start their vehicle, locate their vehicle and more; 9-1-1 and Assist Buttons on the rear-view mirror that'll connect vehicle owners to help at the push of a button; Yelp Search, voice texting, the ability to purchase a Wi-Fi hotspot for a day, week or a month.

Uconnect Access via Mobile provides drivers with enhanced Bluetooth Audio Streaming experience by providing access to features like Pandora, iHeartRadio, Slacker and Aha Internet radio via the Uconnect system's 8.4-inch touch screen, Tadjewski said.

Vehicle owners can access and control their Uconnect system's features and services by using a variety of different methods. Which one they decide to use depends on the driver's personal preference, Tadjewski said.

These different control methods include voice recognition technology, steering wheel controls, touch screens or traditional knobs and buttons.

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The production version of the Navigator will be out late next year.



Ford Motor Company Fund contributed \$100,000 to Gleaners fund.

Ford Employees Donating Time, Money to Gleaners

Ford Mobile Food Pantries rolled through metro Detroit March 16 delivering baby formula and diapers to food banks and other nonprofits.

Ford Motor Company Fund – the philanthropic arm of Ford Motor Company – donated \$100,000 to Gleaners Community Food Bank to purchase enough formula to feed 7,000 infants for a month, said Ford spokesman Eric Mitchell.

“Meeting the most basic needs of families is the first step toward building stronger communities,” said Jim Vella, president, Ford Motor Company Fund and Community Services. “Children need nutritious meals to build a strong foundation mentally and physically, and we hope this contribution will help give them a healthy start on a promising future.”

With more than 200,000 children in Southeast Michigan – nearly 20 percent of the area’s kids – not knowing where their next meal will come from, additional support is always welcome, Mitchell said. A text-to-give option for Ford employees and the public has been set up to donate money to Gleaners for the purchase of more formula.

To contribute any amount by credit or debit card to the Ford Baby Formula Drive, text FORD to 41444 and follow the link.

With help from The Kroger Company, Gleaners was able to stretch this year’s Ford donation further and purchase more formula than last year. Ford volunteers loaded cases of baby formula onto Ford Mobile Food Pantries, including hundreds of additional pounds of formula and more than 11,000 diapers collected in the company’s annual employee Diaper & Formula Drive.

“I’m so grateful to Ford and its employees for launching this tremendous effort to help struggling families with young children,” said Gerry Brisson, presi-

Mustang Makes Monopoly Board

Call the Ford Mustang kids’ stuff is no longer an insult.

The Mustang is Mr. Monopoly’s new ride in the new edition of Monopoly Empire, said Ford spokesman Sam Schembari.

This is something new for the Mustang, Schembari said. While the 2015’s best-selling sports car in the U.S. has made thousands of appearances on the silver screen and in numerous songs, and this is the first time it’s a playable piece in the iconic board game.

Mustang fans can rev their engines and advance to go as they take laps around the board and build their empire of well-known brands, including Ford, Schembari said. The new version of the Monopoly Empire game is available now.

dent of Gleaners Community Food Bank. “With these two very essential needs covered, parents can meet their children’s other needs – like providing lots of love and giving them a better opportunity to grow up healthy and strong.”

Ford’s Diaper & Formula Drive was organized by the Ford Volunteer Corps as part of early March’s Accelerated Action Day to help children and families. Hundreds of Ford volunteers renovated care centers, painted shelters, sorted food and packed meals at food pantries.

Over the past six years, Ford Motor Company Fund has contributed nearly \$2 million to Gleaners Community Food Bank as part of its commitment to hunger relief in Southeast Michigan. Gleaners operates four Ford Mobile Food Pantries, and Ford Resource and Engagement Center in Southwest Detroit includes a Gleaners client-choice food service hub.

Over the years, Ford Volunteer Corps has enlisted thousands of Ford employees to sort, pack and deliver meals at Gleaners locations.

WSU Gets an Environmental Grant

DETROIT (AP) – A Wayne State University program has received a \$400,000 grant to design an environmental project aimed at boosting the health and quality of life of Detroit residents.

The Detroit school announced March 30 the Fred A. and Barbara M. Erb Family Foundation is giving the grant to the Detroit Revitalization Fellows. Fellows rep-

resenting the Belle Isle Conservancy, Detroit RiverFront Conservancy and EcoWorks will tackle the project.

Detroit Revitalization Fellows consists of mid-career leaders working on civic, community and economic development endeavors. It’s a program of Wayne State’s Office of Economic Development.

Lingenfelter Collection Open for Charity

One of the top-rated car collections in the world – the Lingenfelter Collection – will be opening its doors to the public for one special day to raise money in the fight against cancer.

The unique vehicles will be available for viewing as money and awareness is raised to support the programs of the American Cancer Society (ACS) during an open house on Saturday, April 23, 10 a.m. to 5 p.m., said Lingenfelter spokesman Chris Morrisroe.

“We are thankful for the generosity the Lingenfelters and their support of our mission,” said Cheryl Donohoe, senior director of corporate relations for the American Cancer Society. “The donations raised at this event will help the Society provide critical support to cancer patients through the many programs and services we offer, fund lifesaving research to save lives from cancer and enable us to prevent cancer in our community and across the nation.”

The Lingenfelter Collection is a private collection of Ken and Kristen Lingenfelter, Morrisroe said. Over 200 distinctive vehicles, comprising Corvettes, Mus-

cle Cars and Exotics, fill the large facility in Brighton.

Each spring and fall, the Lingenfelters open the Collection to the public while raising support for important nonprofit organizations. The American Cancer Society was chosen to be the recipient of the proceeds from this spring’s event.

The American Cancer Society relies on more than 100 years of evidence and proven results to prevent cancer, save lives, and diminish suffering from cancer.

The organization, Morrisroe said, provides the funds for cutting-edge cancer research that can lead to better treatments; advocates for better laws to help people locally and across the nation who are threatened by cancer; and helps patients and their families with their most pressing needs, including rides to treatment, navigating the health care system, and dealing with the side effects of treatment.

The Society, Morrisroe said, has contributed to the 20 percent decline in cancer mortality in the past two decades, preventing more than 1.5 million cancer deaths during that time.



Ken and Kristen Lingenfelter

Guests attending the open house will be able to support the ACS by making a monetary donation at the door, Morrisroe said. There will also be a limited edition Lingenfelter Collection/ACS T-shirt available for purchase for \$10.

Following the event, 100 percent of the event proceeds will be donated to ACS. Refreshments will be available while guests browse the many collectible cars, and ACS representatives will be present during the event to answer questions.

Ford Plays Hardball with F-150 Edition

Ford is saluting the Kansas City Royals’ world championship by building a limited run of 300 Ford F-150 MVP-edition trucks at the Kansas City Assembly Plant.

Based on the F-150 XLT with chrome package and available in either Oxford White or Blue Flame, the F-150 MVP edition includes special MVP badging, unique polished stainless rocker panels and a spray-in bedliner, said Ford spokesman Mike Levine.

The 2016 Ford F-150 MVP edition started as an idea from Marc Lassalle, a Kansas City Royals fan, to celebrate his team’s second world championship, Levine said. It follows the 1986 Ford Ranger MVP edition, created and sold in 1985 to celebrate Kansas City’s first time as world champions.

“Like our manufacturing team

members at Kansas City Assembly Plant, the Kansas City Royals are a great example of what terrific teamwork can accomplish,” said Gary Johnson, Ford vice president for North America manufacturing.

F-150 MVP edition customizations are added at Kansas City’s unique SubTropolis underground business complex, where Ford applies custom accessories to its vehicles in the energy-efficient cave system, Levine said.

Ford worked with former

Kansas City Royals star Bret Saberhagen, from the 1985 team roster, and Salvador Pérez, from the 2015 Kansas City lineup, to promote the F-150 MVP edition, Levine said.

Saberhagen greeted Kansas City Assembly Plant employees last week.

Midwest Ford Dealers has also renewed its sponsorship agreement with the Kansas City Royals for 2016. The F-150 MVP edition is on sale now at Kansas City area Ford dealers.

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2016 SAE World Congress Coming to Cobo

"The 21st century will be characterized by major changes in the automotive environment."

That's how SAE spokesman Shawn Andreassi described the benefits engineers will get from attending the Society of Automotive Engineers (SAE) World Congress and Exhibition April 12-14.

The event, which brings automotive engineers from all over the world to Detroit, will be held in the newly-refurbished Cobo Center.

Andreassi said the keynote speaker April 12 will be Shad Khan – owner of Flex-N-Gate, a company that operates on a global level, with 54 integrated manufacturing sites around the world.

A panel discussion about the future of mobility and transportation in the 21st century will be chaired by Charles Freese, general director of Global Fuel Cell Activities for GM.

His fellow panelists will include Justin Ward, general manager of Powertrain Systems Controls for Toyota Engineering and Manufacturing North America; Mike Ableson, vice president of Strategy and Global Portfolio Planning at GM; and Lawrence Burns, professor of Engineering Practice at the University of Michigan.

"Most of us will not be here in 100 years," Andreassi said. "However, our children and grandchildren will. What will they find? What will we have left behind? How does the future of mobility unfold?"

"We are on the cusp of self-driving and autonomous vehicles, which will lead a whole new transportation revolution."

"New models are challenging conventional ownership at a pace no one could have imagined."

"In addition, the challenges faced by transitioning from today's vehicles driven by fossil fuels to alternate power sources will require time, effort, and money."

Andreassi said the keynote speaker April 13 will be Kirk Steudle, director of the Michigan Department of Transportation.

A panel discussion that day, titled, "An Executive Overview of Powertrain Powering the Possibilities," will feature some of the key global powertrain executives covering relevant topics such as roadmaps and key technologies to meet the global CO2 and emission challenges, and roadblocks to implementation, Andreassi said.

The session will be different in that the audience will be leading the discussions through an interactive Q&A process, Andreassi said.

The moderator will be Jeff Hemphill, chief technical officer for Schaeffler Group USA. Scheduled panelists include Bob Fascetti, vice president, Ford Powertrain; Bob Lee, vice president and head of Engine, Powertrain & Electric Propulsion at GM; Dan Nicholson, vice president, Powertrain Systems Business Customers at GM; Ayumu Matsuo, operating officer for Honda R&D; and Uwe Grebe, executive vice president, Global Business Development Sales and International Operations, for AVL List GmbH.

The April 14 keynote speaker, Andreassi said, will be Gary Silberg, author of "The Clockspeed Dilemma – What it Means for Automotive Innovation."

Silberg is also National Sector Lead partner for the Automotive Industry department at KPMG, as well as Global Lead partner for Delphi and Ford Motor Company.

Another panel discussion, titled, "Collaborate. Create. Commercialize. The Next Gen Supplier Network" will be moderated by Julie Fream, president and CEO of OESA.

Panelists will include Robert Young, vice president of Purchasing for Toyota Engineering and Manufacturing North America; Anthony Cannestra, director of Corporate Ventures – North American Research & Engineering Center for Denso International America; Dawn Agosta, global director of Electronic Purchasing at Ford; and Nakui Duggal, vice president for Product Management at Qualcomm.

Andreassi said that as the automobile and its usage model change dramatically, so will the supplier network needed to support the design, manufacture and service of the next generation mobility, with the required parts, software, and services.

Supply network collaboration will be needed throughout the entire value chain to bring every new vision for the industry, he said, from mass customization to Advanced Driver Assisted Systems, to vehicle ownership models to market.

The panel will explore what's needed in the next generation automotive supplier and the commercial relationships between buyers and sellers to make it happen.

Other events at the congress include technical sessions on:

- Integrated design and manufacturing;
- Propulsion/Powertrains;
- Electronics;
- Management and marketplace;
- Materials;
- Body chassis safety and structure;
- Emissions/Environmental/Sustainability.

Andreassi said that experts will discuss, during these panels, such topics as accelerating connected car software development and how autonomous technology affects designs.

These are only a few of the highlights of the congress, Andreassi said. To learn more, go to <http://www.sae.org/congress>.

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OnStar Service Monitors Business Vehicles

General Motors has launched a new platform specifically designed for small businesses to access key vehicle information such as location, fuel level, miles driven and maintenance needs at any time.

The new vehicle management service known as Commercial Link uses data provided by the embedded OnStar hardware and aims to provide small business owners with a detailed, near real-time view of their vehicle operations to more efficiently manage their fleet, said GM spokesman Robert Wheeler.

Additionally, it saves owners the cost of adding aftermarket hardware to access their vehicle data.

Available on most 2015 model year and newer Chevrolet, Buick, GMC and Cadillac vehicles, Commercial Link will give customers with an active OnStar account instant access to vehicle information through a website for \$10 per vehicle per month, Wheeler said.

A Commercial Link mobile app will also be available this summer for both Android and Apple devices.

With Commercial Link, users can monitor the following:

- **Location** – View the current location or route of any registered vehicle and access its location history.
- **Fuel** – Monitor vehicle fuel consumption rates and view fuel efficiency reports to achieve cost savings.
- **Speed** – Encourage safe driving behaviors and protect equipment by monitoring vehicle speeds and assigning speed email and text message alerts.
- **Maintenance** – Receive service and maintenance notifications to stay on top of needs and reduce vehicle downtime.
- **Reporting** – View simple-to-



OnStar 4G LTE allows workers to utilize their vehicle as a mobile office.

read charts and graphs, including consolidated reporting for year-end analysis and business expense purposes.

“Our customers are always looking for ways to increase the productivity of their vehicles, while at the same time saving money to become a better business,” said Ed Peper, U.S. vice president, General Motors Fleet.

“Commercial Link is going to give them an up-to-date component they crave so that they are always in touch with their vehicles’ performance and location, no matter where they are.”

Commercial Link can be customized around the needs of each user, Peper said, allowing for personalization of account dashboards and the ability to set up text or email alerts around sensitive items, such as if a driver is low on fuel or requires vehicle maintenance.

In addition to Commercial Link, most 2015 model year and newer Chevrolet, Buick, GMC and Cadillac vehicles have recently been equipped with OnStar 4G LTE, which provides a built-in Wi-Fi hotspot for up to seven mobile

devices to connect, Peper said.

The Wi-Fi hotspot works both in and around the vehicle when the vehicle is on or in accessory mode, allowing drivers to utilize their vehicle as a mobile office, and allowing them to send and receive emails while parked at job sites.

Most GM vehicles come with a three-month or three-gigabyte data trial. After the trial ends, 12-gigabyte and 24-gigabyte plans, specifically designed for fleets, are both available for purchase. One gigabyte of data equates to approximately 10,000 emails or 70 hours of surfing the Web.

With more in-vehicle technologies and connected services appearing in the GM lineup, the automaker has hired a team of Fleet and Commercial Connected Vehicle Specialists to assist solely with this segment, Wheeler said.

This team, modeled after GM’s Connected Customer Specialists, is up to date on the latest connected vehicle technologies and is responsible for training dealership employees and directly answering customer questions.



2017 GMC Terrain Nightfall

2017 Terrain Makes Debut

Ahead of its debut at the recent New York International Auto Show, GMC introduced the 2017 GMC Terrain Nightfall Edition.

It’s a stylized special edition combining blacked-out exterior details and wheels, including popular technologies such as IntelliLink with available 4G LTE connectivity and Wi-Fi hotspot, said General Motors spokeswoman Meg Soule.

It joins the Canyon Nightfall Edition and the new Sierra All Terrain X as the latest GMC vehicle to offer an exclusive, personalized appearance with the Terrain’s premium features and refinement, Soule said.

The Terrain Nightfall offers 18-inch machine-faced aluminum wheels and gloss black spokes, a charcoal grill with a gloss black surround and accents, gloss black front and rear fascia accents, gloss black rear license plate surround trim, gloss black outside mirrors and black luggage rails.

Terrain Nightfall Edition will be offered on SLE-2 and SLT models with four exterior color options: Summit White, Onyx Black, Graphite Gray Metallic and Crimson Red Metallic.

The Terrain Nightfall will go on sale in the fall, said Soule.

“Building on its best year ever, Terrain continues to attract new and style-conscious customers to GMC,” said Duncan Aldred, vice president of GMC Sales and Marketing.

“The new Terrain Nightfall Edition adds another great-looking and well-equipped choice for this popular SUV – one that will stand out in a crowd.”

Coming off a record sales year in 2015, the restyled 2016 Terrain crossover has room for five, premium features and technologies that allow passengers to stay connected wherever the road or trail takes them, Soule said. It also offers an EPA-estimated 32 mpg highway (FWD models) with the standard 2.4L engine.

GMC IntelliLink with a 7-inch-diagonal color touchscreen is standard on the Terrain Nightfall Edition’s SLE-2 and SLT trims, along with available 4G LTE connectivity and Wi-Fi hotspot.

The standard, GM MultiFlex rear seat can be moved fore or aft nearly eight inches for increased passenger comfort or more cargo room.

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Tesla Unveils Its Green Car of the Future in L.A.

DETROIT (AP) – Tesla Motors built its reputation making sporty, very expensive electric cars. It's staking its future on something more affordable.

Tesla unveiled its Model 3 electric car March 31 at its Los Angeles design studio. At a starting price of \$35,000 – before federal and state government incentives – the Model 3 is less than half the cost of Tesla's previous models. The car is expected to have a range of at least 200 miles when fully charged, about double what drivers get from competitors in its price range, such as the Nissan Leaf and BMW i3.

The Model 3 is the most serious test yet of 13-year-old Tesla's ability to go from a niche player to a full-fledged automaker. It could be the car that finally makes electrics mainstream – or customers could be scared off by Tesla's limited number of stores and service centers. Either way, the Model 3 is already changing the industry, spurring competitors to speed development of electric cars and improve their battery range.

"The Model 3 is going to be a pivotal model for Tesla," said Patrick Min, a senior analyst with the car-buying site TrueCar.com.

Right now, Tesla sells two vehicles: The Model S sedan, which starts at \$71,000, and the Model X SUV, which starts around \$80,000. But a lower-priced car has been a longtime goal of Tesla CEO Elon Musk. In a 2006 blog post, Musk said Tesla planned to build "a wide range of models, including affordably priced family cars."

The Model 3 puts Tesla within reach of millions more customers. Last year, only 2.1 percent of new cars purchased in the U.S. cost \$75,000 or more, but 35 percent – or 5.5 million – cost \$35,000 or more, according to TrueCar. The Model 3 is a critical part of the money-losing automaker's plan to increase sales from around 85,000 this year to 500,000 by 2020.

But Tesla faces several hurdles. U.S. buyers remain skeptical of electric cars, and low gas prices haven't helped already anemic sales. Sales of new electric vehicles grew 6 percent in the U.S. last year, but they still remain less than 1 percent of the overall vehicle market, according to IHS Automotive. Tesla also faces competition from big, deep-pocketed rivals like GM.

U-M Enters New Partnership on Pro Racing

ANN ARBOR, Mich. (AP) – A partnership involving the University of Michigan will allow students to explore the world of professional racing.

The Ann Arbor News reported the partnership announced March 30 by the university, Hendrick Motorsports and Axalta Coating Systems will bring research and development of coating technology to the university's campus. Retired NASCAR driver Jeff Gordon was on hand as part of the announcement.

The five-year partnership will allow students to research challenges for the coating industry while also giving opportunities to explore racing. Brian Noble, with the university's College of Engineering, said students will get a chance to be up close with professional driving teams at Michigan International Speedway in August.

The partnership will officially launch during the "Pure Michigan" race weekend at the speedway in August.