



The 2016 Camaro's interior has garnered praise.

## Camaro a Looker Inside Too

The 2016 Camaro has a good-looking exterior. But Chevy didn't stop there.

The 2016 Chevrolet Camaro has earned a spot among *Wards* 10 Best Interiors, with editors noting that Camaro sets a new standard in its segment, said GM spokeswoman Pam Flores.

A design team can be overwhelmed when tasked with reviving a cherished nameplate from long ago while ensuring the interior space includes every modern amenity, the editors said.

"General Motors absolutely succeeds on all fronts with the cabin of the new Chevrolet Camaro, which comes with enough

significantly upgraded materials and flare to set a new standard in this segment," said *Wards Auto* Senior Editor Tom Murphy. "Who knew the cabin of a muscle car could incorporate so many soft surfaces and still feel like a sporty coupe intended to be driven hard? It's a classic in the making."

A connection to past styling cues is important but so is impressing a shopper with something unexpected and contemporary, they added. The Camaro integrates a lot of soft surfaces, upscale materials, warm ambient

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## Jeep Renegade Production Begins in China

Jeep Renegade began rolling off the assembly line April 18 at the new Guangzhou plant of GAC Fiat Chrysler Automobiles Co., Ltd. (GAC FCA), said GAC FCA spokesperson Lynn Yin.

The launch marks another milestone for the company following the announcement and implementation of local production for the Jeep Cherokee, which began at the GAC FCA Changsha plant on Oct. 19, 2015, Yin said. Local production of the Jeep Renegade further represents the accelerated growth of GAC FCA and the Jeep brand's increased ability to compete across the SUV market in China. Many government officials and company executives attended the ceremony.

"Today is an important step in

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Sergio Marchionne speaks at Jeep Plant in China.

## GM's Quarterly Profits Surpass Forecast

DETROIT (AP) – General Motors' first-quarter profit more than doubled as all of its business units posted improved numbers including record pretax earnings in North America.

The Detroit automaker earned \$1.95 billion, or \$1.24 per share, even after a \$500 million cash investment in ride-sharing company Lyft.

After paying \$60 million to settle stockholder lawsuits over an ignition-switch debacle, General Motors earned \$1.26 per share. That soundly beat Wall Street forecasts for the company. Analysts polled by FactSet expected \$1 per share.

The company also paid \$300 million in restructuring costs, mainly for early-retirement buy-

outs of union workers in the U.S.

GM nearly broke even in Europe for the quarter, made strong profits in China and narrowed its losses in challenging South America en route to record pretax profits of \$2.7 billion for a first quarter.

Investors greeted the news

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## Can You Design a 2030 Le Mans Race Car?

by Jim Stickford

The 2016 Michelin Challenge Design contest was kicked off at a special luncheon held by the Automotive Press Association (APA) on April 20 in the Detroit Athletic Club.

This is the 13th annual design contest sponsored by Michelin. Every year the company invites students of automotive design to submit their designs of vehicles based on a theme chosen by a panel of judges.

This year's theme is "Le Mans 2030: Design for The Win." The challenge this year is conducted by Michelin in cooperation with the Automobile Club l'Ouest

(ACO), which is the organizer of the famous Le Mans 24 Hour race.

Designers entering the contest are tasked with coming up with designs for vehicles that might race at Le Mans in the year 2030. A panel of experts was at the event to talk about the difficulties of this year's challenge.

They were Ben Bowlby, Motor Racing Designer and Innovator; Owner Ben Bowlby Racing LLC; Doug Fehan, program manager, Corvette Racing, an eight-time winning team at Le Mans; and Dave Marek, ACURA executive creative director, Honda R&D Americas, Inc. and a long time Michelin Challenge Design juror.

The panel spoke about Le Mans and why that race is relevant to today's designers. They were moderated by Ben Ebel, co-chair of this year's Michelin Challenge Design.

The reason why this year's challenge is so difficult, Fehan said, because technology is changing so quickly that no one can really say what kinds of cars will be raced in 2030 at Le Mans.

Marek said that one of the things that makes Le Mans so interesting to him as a car designer is that he grew up living racing cars but he noticed that he tended to gravitate to the better looking vehicles.

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Janet Lawson and John Turner, Salvation Army Eastern Michigan.

## Ford Lends a Helping Hand

Ford Motor Company is helping The Salvation Army better respond to emergencies in Southeast Michigan with a customized Ford Transit van, said Ford spokeswoman Jessica Enoch.

The Transit will serve as a disaster response unit as part of The Salvation Army Eastern Michigan Division Emergency Disaster Services' canteen fleet, Enoch said. A similar Transit will be donated by Ford in Kansas City.

The disaster services volunteer team responds to calls for help from local authorities, and provides food, beverages, blankets, clothing, temporary shelter, communications support, emergency lighting, clean-up kits and comfort to victims and families of major disasters. The team also aids police, firefighters and other first responders at the emergency scene.

"Assisting with disaster relief is an important part of our mission to serve the communities where we live and work," said

Janet Lawson, director, Ford Motor Company Fund, the philanthropic arm of Ford. "The flexibility of the Ford Transit van makes it a great fit for The Salvation Army's emergency response fleet."

Ford has a long history of supporting disaster relief, as well as The Salvation Army, Enoch said.

The design of the Ford Transit canteen, Enoch said, will enable volunteer responders to more easily maneuver the tight spaces that emergency scenes – such as house fires or weather-related situations – can sometimes present.

The 2016 Ford Transit 350 cargo van has a high roof that enables someone 6 feet, 9 inches tall to stand upright inside. Custom elements include emergency LED strobe lighting in the grille and roof, plus sirens and external speakers. A generator and ham radio antenna will help keep The Salvation Army Emergency Disaster

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Dave Marek, Doug Fehan and Ben Bowlby talk about Michelin's 2017 design challenge.

## Detroit Auto Scene

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# Ford Aims To Get Youth into Charity Work

Ford Motor Company's Thirty Under 30, a corporate leadership course that empowers younger employees to work with and learn about philanthropic organizations, is now underway, said Ford spokesman Todd Nissen.

The Thirty Under 30 fellows are in the early stages of a yearlong course in which they will take time away from their jobs as Ford engineers, financial, marketing and IT professionals to not only learn what it takes to run a charity, but also develop strategies for nonprofits to connect with the

younger generations that represent their future donor and volunteer base, Nissen said.

Ford's Thirty Under 30, which is run by the Ford Motor Company Fund, Nissen said, was announced last year by Executive Chairman Bill Ford as part of the company's ongoing initiatives to develop young employee leaders while also serving the communities where it operates.

"We only are as good as the people in our organization and in our community," Bill Ford told the group at a recent gathering. "Millennials are the future. To spearhead change, we must help younger generations thrive, which includes cultivating their growing comprehension that it is not about what you get for yourself, but what you do for other people."

The Thirty Under 30 fellows, who were selected from more than 300 competitive applications across the U.S., represent a range of backgrounds, having grown up everywhere from Kansas to Cameroon.

Representatives from three Detroit-area nonprofits – the United Way for Southeastern Michigan, Detroit Rescue Mission Ministries (DRMM) and The Salvation Army Eastern Michigan Division – recently met with the 30 and outlined their challenges, Nissen said.

Stephen Nacarato, director of corporate development at United Way of Southeastern Michigan, reminded the 30 that Ford Motor Company pioneered the idea of a charitable payroll deduction.

But what worked for past generations is not likely to work for raising funds from today's digitally connected, fast-moving youth, Nacarato said.



Bill Ford at Ford's Thirty under 30 announcement last year.

"What's the next payroll deduction?" Nacarato asked. "How do we sustain it? How do we maintain it? How do we launch it?"

DRMM President and CEO Chad Audi said millennials tend to be passionate volunteers but not re-occurring and committed donors.

Studies agree, Nissen said. Unlike charitable givers older than 45, millennials are more likely to volunteer their time than write a check.

The Corporation for National & Community Service reports more than 82 percent of Millennials engage in informal volunteering (helping individuals in need) and at least 21.7 percent donate more than 1.6 billion hours of service, Nissen said.

According to a 2015 Achieve study, 70 percent of Millennials spent at least an hour volunteering for causes they cared about last year, one third volunteered at least 11 hours, 16 percent took unpaid time off to volunteer and 45 percent participated in corporate-wide volunteer days, Nissen said.

"How do we harness innovation and passion?" Audi asked.

For their part, the 30 are looking toward their own expertise, Nissen said. Recently, Dina Tayim, a mechanical engineering major from Ohio State University who works in product development, said, "the group that I resonate with the most would be United Way."

"The challenges they listed, specifically working with the design team to prototype transportation options would be a good fit for my mechanical design engineering background, involvement in environmental impact and hands on learning/prototyping experience."

Fellow Fatima Kebe, an industrial engineer from Ohio State University working in Ford's transmission manufacturing operations, said Thirty Under 30 will allow her to combine her interests in humanitarianism and engineering.

"Listening to the nonprofits, I think we'll have an opportunity to use our technical skills to gain more skills that make a real difference in the world," Kebe said.

The 30 are being introduced to "design thinking" by the Henry Ford Learning Institute, Nissen said.

Design thinking is a problem-solving approach that builds skills to think creatively, work collaboratively, and implement innovations and being reminded of the need for empathy, Nissen said.

"This is a unique opportunity to work with not-for-profits in a way I never have before," said fellow PJ Wascher, a Syracuse University graduate who works in IT. "The idea of design thinking is going to allow us to think outside of the box, to come up with a model for how we're going to come up with innovative ideas for these charities."

"The empathy topic is huge. It not only applies here; but the more we can empathize, the better we can be in life and on our jobs."

## GM Issues Recall Over Seat Belts

DETROIT (AP) – General Motors is recalling more than a million Chevrolet Silverado and GMC Sierra pickup trucks worldwide because the seat belts may not hold the driver in a crash.

The company, which announced the recall on April 15, says it covers certain 2014 and 2015 model 1500 pickups. A steel cable that connects the belts to the trucks can bend when the driver sits in the seats. Over time it can wear and separate, and if that happens, the belts could come loose.


GM said it found the problem by analyzing warranty data, and that it has no reports of crashes or injuries due to the cables. The problem happens rarely and

mainly with trucks used by businesses in which drivers frequently enter and exit, GM spokesman Tom Wilkinson said.

Although the recall is large, GM says it expects to cover the cost from its normal warranty reserves.

The company has told dealers not to sell about 3,000 new 2014 and 2015 trucks until the cables are repaired. The Silverado is GM's top-selling vehicle, while the Sierra ranks No. 3.


Dealers will enlarge an opening and install a bracket on the cable tensioner. If necessary they'll replace the tensioner. Owners will be notified soon, but no specific date has been set for the recall to start, Wilkinson said.



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## Ford Helps Out Salvation Army

CONTINUED FROM PAGE 1

Services team connected during a disaster, Enoch said.

The extended-wheelbase van offers more than 487 cubic feet of cargo space to house a custom-installed two-burner stove-top, microwave, coffeemaker, refrigerator, freezer, sink and electric hot water heater. Further food service upfits include two water tanks, a water pump and countertops, Enoch said. Food will be served through a custom window with a fold-out stainless steel shelf protected by a 10-foot awning. Fully stocked, the Transit will be able to serve approximately 250 disaster victims and first responder personnel.

LED ceiling lights controlled by four switches will help improve interior visibility at disaster sites. The upfits were completed by Livonia-based Technosports Creative. The dual-rear-wheel van is powered by an available 3.5-liter V6 EcoBoost engine.



2016 Chevrolet Cruze

## Cruze's 42 MPG Tops Rivals

Between the Volt and the Bolt, Chevrolet has put a lot of time and effort in creating new green technology and powertrains. But that doesn't mean the company has neglected improving the mileage of its traditional internal combustion engines (ICE).

Offering EPA-estimated highway mileage of 42 mpg, the new 2016 Chevrolet Cruze is unsurpassed in its segment for fuel highway economy, said GM spokeswoman Emily Moran.

"Offering a maximum highway range of up to 570 miles per tank (based on EPA highway estimate and fuel tank capacity) you can spend less time at the pump," said Steve Majoros, director of marketing, Chevrolet Cars. "The 2016 Chevrolet Cruze has more horsepower and torque, and is lighter than the previous generation making it more fun to drive."

The Cruze's EPA-estimated 42-mpg highway rating for L, LS and LT models rivals its competition. It tops competitors such as Focus with a four-cylinder (40 mpg hwy), Nissan Sentra FE (40 mpg hwy), Mazda3 (41 mpg hwy), Hyundai Elantra (37 mpg hwy) and Volkswagen Jetta (40 mpg hwy - non-hybrid), Majoros said.

The top-line Cruze Premier offers an EPA-estimated 40 mpg highway. The Cruze's efficiency, Majoros said, is rooted in a new, direct-injected 1.4L Ecotec turbo and a leaner architecture, which contributes to a nearly 250-pound (113 kg) weight reduction on L, LS and LT trims over previous models.

## Camaro Earns High Praise For Interiors

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lighting and the latest connectivity and safety features typically found in premium cars.

"Given the level of technology and performance in the sixth gen Camaro, the interior had to be modern and driver focused," said Ryan Vaughan, director of Design, Chevy Performance Car Interiors. "Like the exterior, the interior is completely new yet instantly recognizable. The instrument panel, for example, is a departure from the previous model and reinterprets the Camaro design language in a new way."

This year's Wards 10 Best Interiors field consisted of 47 nominees, and to be eligible, an interior must be completely new or significantly improved, Flores said. Scoring was based on aesthetics and design harmony as well as materials, ergonomics, safety, comfort, value and fit-and-finish.

## Jeep Wins by Getting Down in the Mud

Talk about cleaning up against the competition.

Jeep and Ram Truck brand vehicles dominated the 22nd annual "Mudfest" competition hosted by the Northwest Automotive Press Association (NWAPA), said Fiat Chrysler spokesman Nick Cappa, with each vehicle entered winning its respective category. In addition, the 2016 Jeep Grand Cherokee 75th Anniversary Edition took home top honors, being voted "Northwest Outdoor Activity Vehicle of the Year" by automotive journalist members of NWAPA in attendance.

"For 2016 we made both our on- and off-road courses more challenging," said Ryan Douthit, event chair and producer of Driving Sports TV. "The Ram Rebel, Jeep Wrangler and Jeep Grand Cherokee impressed our members with their ability to not only traverse any obstacle, but to do so with a unique sense of style and comfort. That's why our members not only picked these three as best in their classes, but also selected the Jeep Grand Cherokee 75th Anniversary Edition as our Outdoor Activity Vehicle of the Year."

The 2016 Jeep Grand Cherokee 75th Anniversary Edition was named the winner of the Family Utility class, and the 2016 Jeep Wrangler 75th Anniversary Edition won the Extreme Capability class, Cappa said. The 2016 Ram Rebel won the Pickups category.

"Jeep and Ram build vehicles that know how to win and the NWAPA members agree after testing them in the Pacific Northwest" said Nik Miles, president of NWAPA. "The company has a strong reputation for capability and they proved it with winning titles at this year's Mudfest."

More than 25 NWAPA automotive journalists, Cappa said, spent two days testing vehicles on paved and off-road routes. Journalists tested 28 vehicles from 21 manufacturers to select winners in six categories: compact utility, family utility, premium compact utility, premium util-

ity, pickups and extreme capability vehicles.

The overall winner, the 2016 Jeep Grand Cherokee 75th Anniversary Edition, was selected from the class winners to be named the Northwest Outdoor Activity Vehicle of the Year, Cappa said.



2016 Jeep Wrangler Unlimited 75th Anniversary edition.

## Faurecia Employee Honored

Two Faurecia employees today received the 2016 STEP (Science, Technology, Engineering and Production) Ahead Award from the Manufacturing Institute in recognition of their excellence and leadership in the manufacturing industry, said Tony Sapienza, director, Communications, Faurecia North America.

Janie Fowler, a Health, Safety and Environment (HSE) coordinator at Faurecia's automotive seating plant in Cottdale, Alabama, and Lisa Viazanko, global acquisition manager, at Faurecia's Auburn Hills Technical Cen-

ter in Michigan were awarded the honors during a special luncheon in Washington, D.C., Sapienza said.

Among their distinguishing qualifications, Fowler implemented actions and training that resulted in a decrease in occupational incidents and accidents.

Last May, the Cottdale plant reached the five-year mark without a lost time accident as a result of Fowler's program. Viazanko successfully led business acquisitions for Faurecia totaling \$126 million in product sales Sapienza said.

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## Jeep Renegade Production Begins in China

CONTINUED FROM PAGE 1

our strategy to expand the Jeep brand's global presence and, equally important, it represents a further strengthening of the joint enterprise with our respected and valuable partner here in China, the GAC Group," said Sergio Marchionne, Chief Executive Officer of Fiat Chrysler Automobiles N.V.

World Class Manufacturing (WCM) continues to set the industrial benchmark, Yin said. The GAC FCA Guangzhou plant is located within the manufacturing base of the GAC Group's passenger vehicles in the Panyu District, Guangzhou. As a joint effort between GAC and FCA, the facility was built with production capacity to build 160,000 vehicles a year.

The Guangzhou plant was built based on the WCM concept, Yin said. The plant features an advanced process layout, production equipment and an environmental management model. The factory includes four cutting-edge workshops for stamping, welding, painting and general assembly, respectively, as well as an independent Quality Assurance (QA) center.

The launch of the Guangzhou plant not only indicates a solid foundation for the long-term development of GAC FCA in China, but also sets a WCM example for China's manufacturing industry, Yin said.

"GAC FCA stands for an excellent joint effort amongst China, the U.S. and Italy," said Mr. Zhang Fangyou, chairman of the Guangzhou Automobile Industry Group Co., Ltd. (GAC). "The GAC FCA Guangzhou Plant enjoys extensive advantages in product, technology, and management. Without a doubt it will further accelerate the development of not only GAC Group, but also the whole automotive industry here in Guangdong Province, China."

The presales of the locally produced Jeep Renegade will begin at the Beijing Motor Show in late April 2016, Yin said.

## The Stronger Car Economy Boosts Metro Airport

ROMULUS, Mich. (AP) - Economic improvements in the Detroit area and the addition of more low-cost flights have helped to boost passenger traffic to near-record levels at the Detroit Metropolitan Airport, officials said. After five years of holding flat at 32 million passengers a year, officials saw a jump to 33.4 million passengers using the airport in 2015, *The Detroit News* reported.

Passenger travel at the airport in Romulus increased 8 percent for the first two months of the year over last year, officials said, in part supported by an improving Detroit-area economy fueled by a bolstered auto industry.

"The American auto industry is all the way back. And I think that is a lot of it. The economy here is definitely humming," said Joe Cambron, the airport's director of air service development, who works to attract airlines to compete on routes.

More non-stop flights from low-cost carriers have increased competition for Delta Air Lines, which has a hub at the airport. Delta has consistently attracted more than 12 million passengers annually to the airport over the past five years.

If the increased passenger travel trend continues, airport officials said it would come close to the record 36.3 million travelers of 2005.

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# Earthquake Slams Japan

TOKYO (AP) – The twin earthquakes that struck southern Japan were having ripple effects far beyond the disaster zone, forcing Toyota to suspend production at most of its factories across the country, and affecting other manufacturers as well.

The quake damaged Honda's motorcycle plant in Kumamoto, the largest city affected by the two quakes that hit late April 14 and early April 16, killing at least 42 people. Japan's Nikkei 225 stock index tumbled more than 3 percent April 18 in part on worries over quake repercussions as well as a spike in the yen and a drop in oil prices.

But the economic impact is nowhere near as large as the havoc wreaked by the 2011 quake and tsunami disasters, which slammed supply chains so badly that Japanese automakers' production was halted even in the U.S. They learned the hard way about their vulnerability to such interruptions, especially from second- and third-tier suppliers, and have worked to create contingency plans.

Disasters tend to hobble Japan's mighty manufacturers because they are supported by small machine shops that provide components to bigger suppliers, which in turn supply bigger players.

"That kind of lesson has been learned," said Nissan Motor Co. spokesman Dion Corbett. "We now have maps that show where exactly the suppliers are."

Nissan's two plants in Kyushu were temporarily shut down after the quakes for checkups. The checks found damage was minor, allowing the plants to be resume operations on April 18, Corbett said.

Some of the worst-affected areas are deep in the mountains surrounding Mount Aso, Japan's

largest active volcano, an area renowned for dairy farming. But one of the hardest-hit cities was Mashiki, a center for semiconductor fabrication and other manufacturing.

Sony Corp. said its sensor and device plant in Kumamoto was closed. Although the building's structure was intact and no employees were injured, the precise nature of the production processes requires that delicately calibrated equipment must be checked carefully.

"The impact to near-term economic activity looks inevitable, while the comprehensive picture is difficult to gauge now, particularly due to the continued aftershocks," Masamichi Adachi of J.P. Morgan said in a commentary.

Overall, the risk to the outlook for growth is "to the downside," he said.

In trading April 18, Toyota's shares lost 4.8 percent, Nissan lost 2.8 percent and Sony shed 6.8 percent.

Renesas Electronics Corp.'s computer chip plant in Kumamoto city was also shuttered, spokeswoman Makie Uehara said. It was unclear when production would resume. Gases that can be dangerous are used to maintain antiseptic conditions for chip production, and so safety had to be confirmed before other damage could be checked.

Toyota, the most heavily affected of the big car makers, has stopped production not only at a factory in Kyushu but at 15 others in Japan through April 15. Output will resume depending on the availability of parts.

Toyota's Japan output will drop by 50,000 vehicles in April, or about 7 percent of Japan production, according to a report on the quake's effects on automakers by SMBC Nikko.

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## SUVs Helping Cushion China Sales Drop

BEIJING (AP) - Chinas love affair with SUVs is helping to cushion the blow of an unexpectedly painful slump in the rest of its crowded auto market.

Sales of SUVs, seen as the safest option on China's rough, chaotic roads, soared 52 percent last year. That helped the overall market grow 7.3 percent - a sliver of its 45 percent peak in 2009 - even though car and minivan sales sagged.

"Ten years ago, no one wanted an SUV because it was considered to be a bulky truck for peasants," said Michael Dunne, a consultant on Chinese auto market strategy. "Now the cool factor has kicked in and SUVs are super-hot in the China market."

Scrambling for a piece of that action, automakers from General Motors Co. and Volkswagen AG to local players Great Wall and BYD are making SUVs the star of this month's Beijing auto show, the biggest of the year in the biggest auto market.

The show "will highlight the growing tension between international and local brands as they fight to outshine each other with new products," said Namrita Chow of IHS Automotive in a report.

Overall sales growth is likely to fall further this year to 6 percent after economic growth fell last year to a 25-year low, though total volume might reach 25 million vehicles, according to Chow.

An industry group for Chinese auto dealers has warned against stocking up on inventory that might not sell. A few years ago customers waited months for delivery of popular models.

The speed of the decline surprised U.S., European and Asian automakers that are counting on China to drive revenue growth. They have poured billions of dollars into new factories and models designed for Chinese tastes.

"Nobody foresaw how quickly demand would slow," said Dunne. "Prices will fall. Profitability will suffer."

Communist leaders have encouraged auto manufacturing as an economic development tool, though creating globally competitive Chinese brands turned out to be harder than they hoped.

## Tesla Model X Quality Report Hits Home

DETROIT (AP) - Tesla Motors' shares have come under pressure after *Consumer Reports* questioned the quality of the company's Model X SUV, which was recently launched to much fanfare back in September of 2015.

*Consumer Reports* says owners have reported that the Model X's gull-wing rear doors don't work. Others have complained about paint quality, malfunctioning seats and issues with climate controls.

Two weeks ago, Tesla recalled 2,700 Model X SUVs because the rear seats can fall forward in a crash.

Tesla's shares fell 3 percent on April 19.

The Model X went on sale last fall, and about 2,700 units have been delivered by early April of this year.

Tesla says it's true that the company had some issues with early Model Xs, but it is working to solve the problems as quickly as possible.

Tesla's quality has been improving. The company based in Palo Alto, Calif., recently reported to the media that it spent less on repairs for Model S cars produced in 2015 than in prior years.

# Design Contest Creating Le Mans Cars of 2030

CONTINUED FROM PAGE 1

"I loved the idea that a team can win a race with something so beautiful," Marek said. "A designer just doesn't sketch a car. He has to have a vision of a car and a vision of how to make it."

Fehan said that he's been inspired by the history of the Corvette. From the car's very beginning, it broke away from other designs of the time with its compound body.

"They always, with the Corvette, looked for the newest thing, the newest technology while also being beautiful. It was always an aspirational vehicle. People loved it and someday aspired to own one."

Bowlby said a good race car marries form and function to make something truly exciting that uses the latest technology to create the best ride.

"Look at the Ford GT40," Bowlby said. "For me it was always the 'It' car. In 1967 it won the Le Mans 24 Hour race with drivers A.J. Foyt and Dan Gurney. That was a very big deal. In my life I've designed cars that have gone fast and that have had great style, but have you ever noticed that quick cars also just tend to naturally look 'right'? I believe it's still very important to marry design and function."

Fehan said that the Corvette has a long racing history, calling racing a "bad drug habit" that's difficult to give up. But more importantly, automakers sponsor racing teams for reasons beyond bragging rights.

"More so now than in the past, the goals of racing teams are the goals of the OEM's street car production people," Fehan said. "Both want to reduce weight of a vehicle. Use new materials to lighten the load while making the vehicle more aerodynamic. You look for every advantage."

And now, Fehan said, these break-throughs are going from the race track to the production line of standard cars in record time. It's not unusual to see these advances reach civilian vehicles in only two or three years.

And, Marek said, that kind of technology transfer works as a marketing hook as well.

"Who wouldn't want to own a car that has technology that was originally developed for a race car?" Marek said. "The people who really understand a brand and the technology that goes into it appreciates and understands how this affects the cars in the brand."

Bowlby agreed, saying that now more than ever the marriage of technology and looks are built into vehicles. While the average consumer may not understand that, experts do and that

understanding can filter down.

"I think most people relate to their cars the way they relate to their smart phones," Bowlby said. "They really don't understand how they work. It's like a kind of magic. But they do know that they're designed to be accessible. And that drives the business."

All three panelists said that changes in technology make predicting Le Mans 2030 difficult. Would the vehicles be autonomous? Would they operate by remote control? Would they operate on gasoline or by then would the race be electric?

"It wasn't that long ago that the pager was the latest thing in communications technology," Fehan said. "We've seen communications tech advance exponentially. It's been the same with cars. We used to sell cars on looks, but now technology matters when people buy. Racing has moved quickly and that technology has moved to regular cars. I don't know where we'll be in 2030."

And that's the challenge, Bowlby said, for designers entering the contest.

"One thing racing does is deliver credibility to a brand," Bowlby said. "The race must be credible for the tech to be credible. But a race is a great way to prove something. Le Mans 2030 can give credibility to companies that don't make cars today."

Maybe the winner then will be Apple or Google.

"Le Mans is ultimate battle ground," Fehan said. "What drives racing cars drive marketing and marketing drives the desire of people to have improved cars." Ebel said that the Michelin contest is open to OEM design studios, independent design studios, individual designer, auto suppliers and academic transportation design students and teams.

Their designs, Ebel said, will be judged on relevance to theme, concept originality, design value and quality, developmental potential and design display ability.

Those who wish to learn more about the contest can visit michelinchallengedesign.com.

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<p><b>GMC</b> WE ARE PROFESSIONAL GRADE</p> <p>2015 GMC <b>TERRAIN</b> FWD • SLE-1</p> <p><b>\$23,399*</b> WAS \$31,475 SAVE \$8,000 OFF MSRP</p> <p>OVER 10 TO CHOOSE FROM Leather Heated Seats Power Liftgate • Rear Vision Camera Stock #8382-15 GM pricing plus tax, title &amp; lic. Must qualify for lease conquest rebate for lowest price.</p>	<p>2016 GMC <b>ACADIA</b> FWD • SLE-1</p> <p><b>\$199*</b> 36 MONTH LEASE FOR ONLY \$199* 10K PER YEAR DEMO SPECIAL</p> <p>Stock #8913-16 • Deal #58510 \$1652 total due at signing. GM pricing plus tax, title &amp; lic. GM price figured with lease conquest rebate. Must have a Non-GM Lease in household set to expire within 365 days of new delivery. <b>NO SECURITY DEPOSIT REQUIRED!</b></p>	<p>EXPERIENCE THE NEW BUICK</p> <p>ALL NEW 2016 <b>BUICK ENCLAVE</b> FWD • CONVENIENCE</p> <p><b>\$289*</b> 36 MONTH/10K PER YEAR LEASE FOR ONLY \$289* \$1,945 DUE AT SIGNING</p> <p>24 MONTH BUICK EXPERIENCE LEASE FREE Maintenance • FREE XM Radio • FREE OnStar Stock #4769-16 • Deal #58594 GM pricing plus tax, title &amp; lic. GM price figured with Buick/GMC lease loyalty rebate. <b>NO SECURITY DEPOSIT REQUIRED!</b></p>	<p>ALL NEW 2016 <b>BUICK REGAL</b> FWD</p> <p><b>\$169*</b> 24 MONTH/10K PER YEAR LEASE FOR ONLY \$169* \$1,699 DUE AT SIGNING</p> <p>24 MONTH BUICK EXPERIENCE LEASE FREE Maintenance • FREE XM Radio • FREE OnStar Stock #4498-16 • Deal #59036 GM pricing plus tax, title &amp; lic. GM price must have Non GM in household set to expire 365 days from delivery. <b>NO SECURITY DEPOSIT REQUIRED!</b></p>
<p>2016 GMC <b>YUKON</b> 4WD • SLT</p> <p><b>\$649*</b> 24 MONTH LEASE FOR ONLY \$649* 10K PER YEAR</p> <p>Stock #9201-16 • Deal #58972 \$3207 total due at signing. GM pricing plus tax, title &amp; lic. GM lease figured with Buick/GMC lease loyalty rebate. <b>NO SECURITY DEPOSIT REQUIRED!</b></p>	<p>2016 GMC <b>SIERRA</b> 1500 • 4WD • DOUBLE CAB</p> <p><b>\$165*</b> 24 MONTH LEASE FOR ONLY \$165* 10K PER YEAR</p> <p>Stock #9129-16 • Deal #60410 \$1659 total due at signing. GM pricing plus tax, title &amp; lic. GM lease figured with Buick/GMC lease loyalty rebate. <b>NO SECURITY DEPOSIT REQUIRED!</b></p>	<p>2015 <b>LACROSSE</b> BASE • 1SB</p> <p><b>\$26,440*</b> NOW WAS \$35,440 DEMO LOW MILES</p> <p>24 MONTH BUICK EXPERIENCE LEASE FREE Maintenance • FREE XM Radio • FREE OnStar Stock #6942-15 GM price plus tax of \$1889*; title &amp; lic. Must own '99 or newer Non-GM in household</p>	<p>2015 <b>BUICK ENCORE</b> FWD • PREMIUM GROUP</p> <p><b>\$25,990*</b> NOW WAS \$32,390 SAVE \$6,400 OFF LIST PRICE</p> <p>24 MONTH BUICK EXPERIENCE LEASE FREE Maintenance • FREE XM Radio • FREE OnStar Stock #4320-15 GM price plus tax of \$1750*; title &amp; lic. Must own '99 or newer Non GM to qualify for lowest price</p>
<p>2015 GMC <b>SIERRA</b> 1500 • 4WD • DOUBLE CAB • SLE</p> <p><b>\$29,995*</b> WAS \$49,700 SAVE OVER \$13,700 OFF MSRP OVER 23 TO CHOOSE FROM</p> <p>TRADE IN YOUR OLD FOR NEW RECEIVE ADDITIONAL \$2,000 REBATE TOTAL REBATE UP TO \$8,000 Stock #8827-15 GM pricing plus tax, title, lic. &amp; doc. Must trade '99 or newer and qualify for lease conquest or lease loyalty rebate for lowest price.</p>		<p>ALL NEW 2016 BUICK CASCADA PREMIUM • 1SP ALL NEW CONVERTIBLE IS HERE...SUMMER FUN!</p> <p><b>\$379*</b> 39 MONTH/10K PER YEAR LEASE FOR ONLY \$379* \$819 DUE AT SIGNING</p> <p>Sik. #4858-16 • Deal# 60590 GM pricing plus tax, title &amp; lic. Figured with lease conquest rebate. Must have Non GM in household set to expire 365 days from delivery. <b>NO SECURITY DEPOSIT REQUIRED!</b></p> <p>24 MONTH BUICK EXPERIENCE LEASE FREE Maintenance • FREE XM Radio • FREE OnStar</p>	

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WWW.VYLETTEL.NET SALES: Sun CLOSED; M, TH 8:30am-9pm; T, W, F 8:30am-6pm; SAT 10am-3pm  
SERVICE: Sun CLOSED; M, TH 7am-8pm; T, W, F 7am-6pm; Sat 8am-1pm  
\*GM Employee Pricing Plus Tax, Title, Lic. and Doc. No Security Deposit Required. Programs subject to change. Photos may not represent actual vehicle. Price is subject to change without notice. See dealer for details. Expires 4/30/16.

# MORAN CHEVROLET

## END OF THE MONTH SALE!

Now Through May 2<sup>nd</sup>

<p><b>2016 EQUINOX "LT"</b></p> <ul style="list-style-type: none"> <li>Chevrolet Complete Care INCLUDED!</li> <li>2.4L DOHC VVT Engine! • Rear Vision Camera!</li> <li>7" Color Touch Screen MyLink Radio! • Bluetooth for Phone!</li> <li>OnStar with 4G LTE with built-in Wi-Fi hotspot!</li> <li>Previous Dealer Courtesy Car - Under 2500 Miles!</li> <li>Remote Keyless Entry!</li> <li>Aluminum Wheels!</li> </ul> <p>Stock #G29239</p> <p>Was \$27,680 Sale Price \$21,017</p> <p><b>\$167*</b> OR <b>\$167*</b> 24 MONTH LEASE: \$999 DOWN W/LEASE LOYALTY</p> <p>NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!</p>	<p><b>ALL NEW 2016 MALIBU "LT"</b></p> <ul style="list-style-type: none"> <li>Chevrolet Complete Care INCLUDED!</li> <li>1.5L Turbo DOHC Engine! • Ambient Interior Lighting!</li> <li>OnStar w/4G LTE w/built-in Wi-Fi hotspot! • 17" Aluminum Wheels!</li> <li>7" Color Touch Screen MyLink Radio!</li> <li>8 Way Power Driver's Seat!</li> <li>Rear Vision Camera!</li> </ul> <p>Stock #G29467</p> <p>Was \$25,895 Sale Price \$21,633</p> <p><b>\$157</b> 24 MONTH LEASE: \$999 DOWN</p> <p>NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!</p>
<p><b>ALL NEW 2016 CRUZE "LT"</b></p> <ul style="list-style-type: none"> <li>Chevrolet Complete Care INCLUDED!</li> <li>1.4L Turbo DOHC Engine! • Automatic Transmission!</li> <li>OnStar with 4G LTE with built-in Wi-Fi hotspot! • Rear Vision Camera!</li> <li>7" Color Touch Screen MyLink Radio!</li> <li>2 Years of XM, OnStar Directions and 24 Gig of Wi-Fi!</li> <li>Remote Keyless Entry!</li> <li>Bluetooth for Phone!</li> </ul> <p>Stock #G29421</p> <p>Was \$21,995 Sale Price \$19,999</p> <p><b>\$127</b> 24 MONTH LEASE: \$999 DOWN</p> <p>NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!</p>	<p><b>2016 SILVERADO "LT"</b></p> <ul style="list-style-type: none"> <li>Chevrolet Complete Care INCLUDED!</li> <li>4X4 DBL CAB</li> <li>Ecotec3 4.3L V6! • Automatic Transmission! • GM Bedliner Included!</li> <li>Color Screen MyLink Radio with USB Ports! • Aluminum Wheels!</li> <li>OnStar w/4G LTE w/Built in Wi-Fi Hotspot!</li> <li>Steering Wheel Radio Controls!</li> <li>Remote Keyless Entry!</li> </ul> <p>Stock #G27054</p> <p>Was \$39,975 Sale Price \$33,754</p> <p><b>\$197</b> 24 MONTH LEASE: \$999 DOWN</p> <p>NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!</p>

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rmilne@moranautomotive.com

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\*Pictures may not represent actual sale vehicle. All applicable incentives including competitive lease and/or loyalty offers have been deducted from Sale Prices/Payments and are subject to change by the manufacturer without notice and are plus title, tax, plate and CVR fees and were valid at time of printing. No employee discount required is only available on Cruze, Equinox and Malibu. Leases are 10,000 miles per year and a disposition fee may be required at lease turn in. Push, pull or drag minimum Trade-in guarantee of \$2000 is for 1999 or newer vehicles with no bad Carfax or branded/salvage titles. One trade per transaction that is registered in name of person or household purchasing/leasing new Cruze, Malibu or Silverado. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 4/29/2016 @ 6:00PM.

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## 59th Anniversary Sales Event

ON GRATIOT AT 16-1/2 MILE

**We DO NOT Charge You a Doc Fee to do Your Paper Work! SAVE up to \$200! And You Don't Pay a \$595 Acquisition Fee Up Front At Delivery**

EXPERIENCE  THE NEW BUICK **\$0 DOWN LEASING** WITH

**NEW 2016 BUICK VERANO**  
SPORT TOURING EDITION

- 2.4 4 Cyl
- Alum Wheels
- Bluetooth
- Rear Back Up Camera
- Stabilitrac
- Power Heated Seats
- 4G LTE WiFi/Onstar
- Sirius/XM Radio
- Rear Park Assist
- Heated Mirrors
- Fog Lamps



Was \$25,385 Sale Price \$20,398\* Stk. #B1565

**GM EMPLOYEE & FAMILY LEASE**

**\$114\*** w/Conquest **\$134\*** w/Buick-GMC Lease Loyalty

**EVERYONE LEASE**

**\$154\*** w/Conquest **\$174\*** w/Buick-GMC Lease Loyalty

**\$0 DOWN** • 24 MONTH LEASE • 10K  
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

**NEW 2016 BUICK ENCORE**

- 1.4L TURBO Engine
- Rear Back Up Camera
- Power Seat
- 10 Air Bags
- Bluetooth
- 6 Spd Auto Trans
- Traction Ctrl
- Stabilitrac
- 18" Alum Wheels
- Intellink Radio System
- 4G LTE WiFi Onstar
- Sirius/XM Radio



Was \$24,990 Sale Price \$20,553\* Also Available in AWD Stk. #B1852

**GM EMPLOYEE & FAMILY LEASE**

**\$169\*** w/Conquest **\$189\*** w/Buick-GMC Lease Loyalty

**EVERYONE LEASE**

**\$179\*** w/Conquest **\$199\*** w/Buick-GMC Lease Loyalty

**\$0 DOWN** • 24 MONTH LEASE • 10K  
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

**NEW 2016 BUICK REGAL TURBO**  
PREMIUM 2

- 2.0 TURBO
- Navigation
- Power Heated Leather Seats
- Alum Wheels
- Fog Lamps
- Bluetooth
- Rear Back Up Camera
- Keyless Entry
- Push Button Start
- Remote Start
- Push Button Start
- Remote Start
- Dual Air Bags
- Side Curtain Air Bags
- INTELLINK
- 4G LTE WiFi/Onstar
- Sirius/XM Radio



Was \$32,490 Sale Price \$24,918\* Also Available in AWD Stk. #B1821

**GM EMPLOYEE & FAMILY LEASE**

**\$179\*** w/Conquest **\$199\*** w/Buick-GMC Lease Loyalty

**EVERYONE LEASE**

**\$229\*** w/Conquest **\$249\*** w/Buick-GMC Lease Loyalty

**\$0 DOWN** • 24 MONTH LEASE • 10K  
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

**ALL NEW 2016 BUICK CASCADA**

- PREMIUM
- CONVERTIBLE
- LEATHER PKG



Was \$36,990 Sale Price \$31,862\* Stk. #B1621

**GM EMPLOYEE & FAMILY LEASE**

**\$349\*** w/Conquest **\$369\*** w/Buick-GMC Lease Loyalty

**EVERYONE LEASE**

**\$359\*** w/Conquest **\$379\*** w/Buick-GMC Lease Loyalty

**\$999 DOWN** • 24 MONTH LEASE • 10K  
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

**NEW 2016 BUICK LACROSSE**  
SPORT TOURING • HEATED LEATHER SEATS

- 3.6 V6
- 18" Aluminum Wheels
- Rear Vision Camera
- Bluetooth
- 4G LTE WiFi/Onstar
- Sirius/XM Radio
- Heated Leather Seats
- Push Button Start
- Remote Start
- Spoiler
- Rear Cross Traffic Alert



Was \$35,385 Sale Price \$28,614\* Stk. #B1779

**GM EMPLOYEE & FAMILY LEASE**

**\$239\*** w/Conquest or Buick/GMC Lease Loyalty

**EVERYONE LEASE**

**\$289\*** w/Conquest or Buick/GMC Lease Loyalty

**\$0 DOWN** • 24 MONTH LEASE • 10K  
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

**NEW 2016 BUICK ENCLAVE**

- 3.6L V6
- Power Seat
- Power Rear Hatch
- Air Cond
- Rear Backup Camera
- 19" Aluminum Wheels
- 4G LTE WiFi/Onstar
- Sirius/XM Radio
- Premium Michelin Tires



Was \$39,990 Sale Price \$33,252\* Available in AWD Stk. #B1811

**GM EMPLOYEE & FAMILY LEASE**

**\$286\*** w/Conquest or Buick/GMC Lease Loyalty

**EVERYONE LEASE**

**\$299\*** w/Conquest or Buick/GMC Lease Loyalty


**\$0 DOWN** • 36 MONTH LEASE • 10K  
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

# GMC

WE ARE PROFESSIONAL GRADE

**NEW 2016 GMC TERRAIN SLE**

- Power Windows/Locks
- Power Seat
- Cruise Control
- Deep Tinted Glass
- Rear Vision Camera
- Multi Flex Rear Seat
- Premium Michelin Tires
- 4G WiFi/DnStar
- Remote Start



Was \$28,220 **SALE PRICE \$22,464** Stk. #T1150

**GM EMPLOYEE & FAMILY LEASE**

**\$139\*** 24 MONTH LEASE 10K

**GM EMPLOYEE & FAMILY PURCHASE**

**\$22,464\***

**EVERYONE LEASE**

**\$159\*** 24 MONTH LEASE 10K

**EVERYONE PURCHASE**

**\$22,995\***

\$959 DOWN W/LEASE CONQUEST OR \$1459 DOWN W/LEASE LOYALTY  
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

**NEW 2016 GMC ACADIA SLE**

- 8-Passenger Modular Seating
- Rear Vision Camera
- Front/Rear Air & Heat
- Power Windows/Locks
- 18" Premium Aluminum Wheels
- Cruise • Bluetooth
- Keyless Entry



Stk. #T1727

**0% APR FOR 60 MONTHS PLUS \$2250 CASH BACK**

**GM EMPLOYEE & FAMILY LEASE**

**\$218\*** 24 MONTH LEASE 10K

**EVERYONE LEASE**

**\$229\*** 24 MONTH LEASE 10K

\$959 DOWN W/LEASE CONQUEST OR \$1459 DOWN W/LEASE LOYALTY  
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

**NEW 2016 GMC SIERRA 4X4**  
DOUBLE CAB SLE

- Alum Wheels
- Pwr Windows/Locks
- Deep Tinted Glass
- Cruise
- Bedliner Included
- 8" Touch Screen



Was \$42,110 **SALE PRICE \$32,995** Stk. #T1873

**\$149\*** 24 MONTH LEASE 10K

\$999 DOWN  
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

**NEW 2016 GMC SIERRA**  
2500 HD 4x4  
WITH WESTERN PRO PLOW

- Power Windows/Locks
- Cruise, Keyless Entry
- HD Trailer Package
- Rear Backup Camera
- Power Heated Mirrors



Stk. #T1572

**6 TO CHOOSE FROM**

**Starting at \$37,995\***

INCLUDES PLOW. TAX, TITLE AND PLATES ARE EXTRA.

**NEW 2016 GMC CANYON**  
CREW CAB

- V6
- Power Windows/Locks
- Cruise
- Remote Keyless



Stk. #T1549

MSRP \$28,925

**GM EMPLOYEE & FAMILY PRICE**

**\$24,995\***

**EVERYONE PRICE**

**\$25,995\***

TAX, TITLE AND PLATES ARE EXTRA.

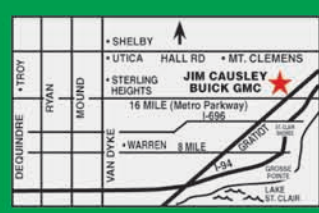
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BUICK

GMC



\*Add rebates to sale price. All prior sales excluded. Leases based on 10k per year with S or A credit. (LEASE ACQUISITION FEES ARE INCLUDED IN PAYMENTS). Residential restrictions apply. Purchase prices based on GM Employee & Family Pricing. GMC payments and purchase prices are quoted with GMC/Buick lease loyalty or competitive lease in household. GM Employee Competitive Lease must expire within 365 days. Payments & prices subject to change per GM incentives. Pictures may not represent actual vehicle. Sierra plow truck purchase price includes Trade Bonus. Offer ends 5-2-16 at 9pm.

## GM's Profits Beat Forecasts by Industry Experts

CONTINUED FROM PAGE 1

favorably, with the stock briefly rising above GM's 2010 initial public offering price of \$33 for the first time since Jan. 5.

Despite record earnings last year, dividends and plans to buy back \$9 billion worth of stock, GM's shares have remained in a one-year range of \$24.62 to \$36.88.

"You have to hand it to GM," said Jeff Windau, auto analyst with Edward Jones & Co. in St. Louis. "They have been taking advantage of a strong market and have done extremely well. The problem is that people are concerned that the car market will turn at some point."

Chief Financial Officer Chuck Stevens said there's a lot of "negative sentiment" on the auto industry from investors. He pledged to continue to post strong numbers and to invest in future technologies such as ride-sharing and autonomous vehicles.

"The share price will reflect that over time," he said.

Stevens reiterated guidance of record pretax earnings for the year, beating 2015's mark of \$10.8 billion.

The first-quarter profits came even though global sales fell 2.5 percent to 2.4 million vehicles. Stevens attributed the decline to lower sales in South America and a U.S. strategy to cut low-profit sales to rental-car companies. But he said average prices per vehicle in North America improved, which he attributed to trucks and new products such as the Chevrolet Malibu and Camaro.

"Obviously full-size pickups, SUVs and crossovers are still strong," he said. "We're very confident we're going to have another 10 plus percent [pretax profit] margin year in North America."

North American pretax profits set a first-quarter record of \$2.3 billion. The company lost \$6 million in Europe compared with a \$239 million loss a year ago. It had predicted break-even European numbers this year on stronger sales and prices for redesigned vehicles.

In South America, GM narrowed its loss by \$147 million to \$67 million for the quarter. International operations profits including China rose by \$8 million to \$379 million. Profits at GM's financial arm were up \$11 million to \$225 million.

## Mobility Company Adding Employees

SOUTHFIELD, Mich. (AP) - A consulting, management and engineering company is opening a Mobility Innovation Center in suburban Detroit and plans to hire 100 employees in its automotive division.

The announcement is being made April 20 by P3 in Southfield. The company says it's committed to investing in research and development.

The Mobility Innovation Center serves as P3's automotive headquarters in the Americas. The company says that more than half of the new hires will be for positions located in southeastern Michigan. The remaining positions will be located throughout North America.

P3 already employs more than 120 automotive specialists in Michigan. Current openings are for engineering and consulting positions, including systems and test engineers, connectivity specialists, automotive telematics management consultants and mobility and cybersecurity experts.