# Tech Center News...

WARREN, MICHIGAN

VOL. 40 NO. 35

**Covers the Tech Center and the Immediate Area** 

**MAY 2, 2016** 

# Camaro Interior Challenge: Keep Original Look, But Update

kby Jim Stickford

The 2016 Chevrolet Camaro earning a spot among Wards 10 Best Interiors was no accident. Just ask Ryan Vaughan, director of Design, Chevrolet Performance Car Interiors.

"With the interior design of the 2016 Camaro, we were going for something that was driver-oriented," Vaughan said. "We knew the design would have to work for the driver, but still have the design cues that people associate with muscle cars.'

That wasn't as easy as many people might think, Vaughan said, because a traditional muscle car's instrument panel tends to stretch across the dashboard. Maintaining that original look and still be modern was a chal-

The thing you have to remem-Vaughan said, "is that things that were done in 1969 can't be done now. So we did things like adding soft trim to where the driver comes into contact with the car."

Simply put, the new Camaro is actually designed with comfort in mind. And that's added to the power that is expected of a mus-

The new Camaro is more of a performance car," Vaughan said. 'The original Camaro is a classic

muscle car. That means a lot of power, sound and straight line performance. The new Camaro has much more performance than the old one, especially when you look at braking and turning capability.

One of the things we found when we talked with customers, especially the fifth-generation Camaro buyers, is that they appreciate the newness of the Camaro.

The challenge, Vaughan said, was developing a Camaro that was both modern and respected the vehicle's storied history.

"The hardest part was achieving that balance," Vaughan said. We had to make something new, but something that only could be a Camaro. There's so much emotion associated with Camaros. Fortunately, when it comes to the interior of the Camaro, we had more leeway. It had to have a nice interior while keeping its muscle car feel."

Vaughan said that when they spoke with customers, the muscle car feel was important. But the design also had to be functional. The car had to work from the driver's point of view.

Another important aspect to the 2016 Camaro, Vaughan said, is that it is an aspirational car that younger people may not be able to afford right now, but aspire to own in the future.

"Everything we did had to be done in a way that didn't price the car out of its price range," Vaughan said. "We gave the car a

huge amount of performance and styling at a great price. The buyer of a Camaro doesn't have \$100,000, so everything we did had to be done for \$40,000.

So, while they made sure that the car had nice materials for its interior, it couldn't be too expensive.

**CONTINUED ON PAGE 3** 



Designer Ryan Vaughan and his staff behind a clay model of the interior of a 2016 Camaro.

Employees at work in GM's Bay City Powertrain facility

# **GM** to Invest Big in Bay City

\$118 million at its Bay City Pow- lion for the Spring Hill operaertrain facility, creating 29 jobs tions. This includes a \$148 miland retaining 67 more.

lion for an all-new, high-efficiency engine program, as well as projects to modernize the vehicle programs at its Spring Hill (Tenn.) manufacturing plant, creating 792 jobs and retaining 16

Bay City Powertrain produces engine components that are used in Chevrolet, Buick, GMC and Cadillac vehicles. The plant opened in 1892 as National Ĉycle Manufacturing Company and produced a new bicycle to replace old high-wheeled types.

In 1916, William Durant and Louis Chevrolet bought the plant and it was added to the General Motors portfolio in 1918. With this investment, GM has invested or will invest \$249.4 million in Bay City Powertrain since 2010,

Since 2010, GM has announced

General Motors will invest investments of more than \$2 billion investment announced in GM is also investing \$788.7 mil- February to repurpose flexible machining and assembly equipment to build V8 engines.

"This investment will help GM and our workforce continue to put the customer at the center of everything we do, providing them with powertrain solutions to meet their changing needs," said Arvin Jones, GM North America manufacturing manager.

"The April 27 announcement reinforces our absolute faith in this facility, and our strong commitment to this community and the state of Tennessee.'

According to Cindy Estrada, vice president and director of the UAW General Motors Department, this investment helps secure a bright future for its work-

"UAW members at Spring Hill said GM spokesman Tom Wick- and Bay City have well-earned

CONTINUED ON PAGE 6

# 2016 Survey Shows Automotive Customers Want Same Technology as in Everyday Life

by Jim Stickford

Advances in different kinds of technology are changing the automobile industry in profound ways. But an important question for manufacturers is, what technology do people want, and, more importantly, what technol-

ogy are people willing to pay for? Kristin Kolodge, executive director of Driver Interaction and Human Machine Interface (HMI) at J.D. Power, on April 28 announced the result of J.D. Power's 2016 U.S. Tech Choice study

part of an Automotive Press Association luncheon.

Kolodge said the survey was done online between February and March of this year. J.D. Power looked at the answers given 7,900 respondents from across the country.

"Retail auto sales last year hit record heights - 14.3 million vehicles," Kolodge said. "Retail sales for this year are shaping up to be around 14.6 million. These sales are being driven by consumers who want more technolo-

at the Gem Theatre in Detroit as gy in their cars. About 36 percent of buyers said they bought a particular vehicle because of the technology it had. Driving experiences are being shaped by how people use technology in other parts of their lives."

> Basically, Kolodge said, people want their cars to be like their smartphones – full of technology and easy to use.

> And to that end, OEMs have been teaming up with tech companies and are trying to position

> > **CONTINUED ON PAGE 7**



Panel discusses customers' preferences in automotive technology at press luncheon.

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## **MCC's Program Honoring WWII Vets Concludes**

Recognizing that the ranks of World War II veterans are rapidly shrinking, the concluding program of the Lorenzo Cultural Center program series, "The 1940s: Through the War and Beyond," will feature the personal remembrances of two of the war's veterans.

Stories of Service," at 1 p.m. on May 7, will feature Army veteran Douglas Harvey and Marines veteran Frank Torre. Joining them for an interactive discussion will be Brian Louwers, a staff writer at C&G Newspapers, and John Lind, director of the Detroit Arsenal of Democracy Museum.

The Vietnam Veterans of America Chapter 154 Color Guard will open the event with a short posting-of-colors ceremony. Brig. Gen. John D. Slocum, commander, 127th Wing, Selfridge Air National Guard Base, will offer opening remarks.

The presentation is free to attend, but pre-registration is required. Register by phone by calling 585.445.7348 or emailing culturalcenter@macomb.edu.

The 1940s, which concludes with this presentation, offered nearly 40 presentations, performances and films, as well as exhibits, exploring this decade of radical transformation.

The exhibits in the cultural center's 8,500-square-foot Discovery Hall include a 1944 armored utility car used to transport reconnaissance personnel, artifacts from the period and several traveling exhibits, including, Fighting on the Home Front: Propaganda Posters of World War II, from the Detroit Historical Society; and A Few Good Women: Women in the Mili-

The Lorenzo Cultural Center is on Macomb Community College's Center Campus, 44575 Garfield Road (at Hall Road).

## Warren Library Celebrates Comic Books

The Arthur Miller Branch of the Warren Public Library is celebrating Free Comic Book Day.

The first Saturday in May is always Free Comic Book Day, said Warren librarian Maren Kroening-Coppens. To celebrate, tweens and teens are invited to come draw their own comic strips and make comic-inspired crafts.

"Bring a comic you are working on to share, collaborate toward one giant library comic, or create something new," Kroening-Coppens said. "You'll get extra points if you dress up like your favorite comic or manga character.'

The day is for ages 10-14; however, teens 15-17 are welcome as well. Registration is requested, so please call 586-751-5377 to register, Kroening-Coppens said. Also, there will be free comics available for those attending.

# **NDIA Event Brings Local Defense Contractors Together**

by Jim Stickford

If you ask Deanne Mazzola, she will say it takes a small army to keep the U.S. Army equipped and ready to perform its mission which is why the Michigan Defense Exposition is so important.

This year's expo, the seventh annual, was held at Macomb Community College's Warren campus April 27-28.

Mazzola, director of the Michigan chapter of the National Defense Industrial Association, said the expo is bigger than ever.

"Last year, we had about 97 exhibitors and about 3,000 people attend the expo," Mazzola said. "This year, we have 137 exhibitors and well over 3,000 people attending."

The purpose of the expo, said Mazzola, is to bring together the defense community, both private and public, to discuss the needs in the industry.

David Rohall, president of the Michigan NDIA chapter, works as a principal for Lockheed Martin Missiles and Fire Control in Troy. He helped put together this year's expo.

"Part of what we do is provide value for the defense community in Michigan," Rohall said. "The people who work at TACOM in Warren can come here and meet with different defense contractors who operate in Michigan and talk about how they can help each other. And there is also a lot of business-to-business contacts being made."

That's equally important, Rohall said, because OEM defense contractors will need subcontractors for parts, materials and services.

This year's expo, Mazzola said, didn't have a specific theme.

'We figured out a couple of years ago that there are just too many moving parts to concentrate on just any one thing," Mazzola said. "We believe it's just better not to have a theme.'

In addition to providing defense contractors the opportunity to meet with other contractors, the expo also has several speakers who were able to talk about the state of the defense industry, Rohall said.

One of them was Kenyata Wesley, director of operations for the Department of Defense Office of Small Business Programs.

"We invited Mr. Wesley to speak because one of the missions of the Michigan chapter of the NDIA is to inform local small businesses how they can work with the Department of Defense.

"That's important because, despite the size of Michigan's defense industry, a lot of local businesses are more focused on the auto industry and give up a lot of opportunities for new business.

And now, Rohall said, the military is looking for ways to innovate and improve its equipment.

"I've heard a lot of people talking about modernizing combat platforms while we have time," Rohall said.

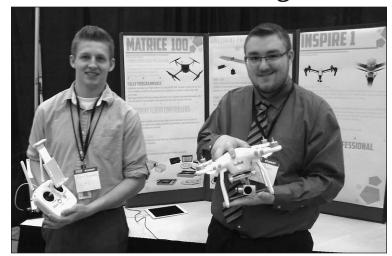
"We may have just gotten out of two wars, but ISIS is still in the Middle East, Western Europe and Russia is a bit of a hot spot and there is always North Korea.

"We don't know when our troops will be called out again and we want to make sure that they are the best-equipped.'

And, Rohall said, the NDIA also works with local students to encourage them to pick STEM fields of studies. Every year, the Michigan chapter of the NDIA gives 10 Michigan students scholarships on the condition they study at Michigan-based schools in STEM

As part of the chapter's efforts to encourage STEM studies, several groups of students were invited to the expo to show STEM projects they were working on that might have relevance to the defense industry.

Two of those students were Dylan Shoupe, a senior at Cousino High School, and Cory Schwartz, a junior at Warren Mott High School. They both take extra classes at the Career Prep Center in Warren and worked together to create a drone system that can be used for a variety of military and civilian uses.



Cory Schwartz, left, with Dylan Shoupe and their drone project.

Shoupe said that by working with a Phantom 3 Professional drone, they are learning how to work with the appropriate software needed to get the drone to perform different functions.

This in preparation for programming a Matrice drone to perform these functions.

A Matrice drone, Shoupe said, has all the visual equipment needed for the jobs the two students are working on.

One job, Shoupe said, is to have the drone programmed to follow a vehicle that has a computer chip embedded in it, essentially giving that military vehicle portable high ground.

"Stryker armored cars don't have the best sight lines," Shoupe said. "Imagine if you can program a drone to fly above the Stryker no matter where it goes. And this drone has cameras that

transmit in real time video that covers 360 degrees of the environment below."

Schwartz said that he and Shoupe are also working in programming their drones to be able to fly over farmland with infrared cameras.

"This gives farmers the chance to view their property from the air," Schwartz said. "This view from the air can tell why crops in a particular area might be failing thanks to the infrared camera. Dylan and I have been working two a hours a day every day for the past few weeks on this proj-

"Right now, we are familiarizing ourselves with all the equipment needed for the project. But when we're done, hopefully we'll have something that will be really useful to a lot of people."











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# Mendillo Up for Election to GM Board, Replacing Girsky

Jane Mendillo, the retired president and chief executive officer of the Harvard Management Company, has been nominated to stand for election to the GM Board of Directors at the company's Annual Meeting of Shareholders in June.

Mendillo has been nominated to fill the board seat that will be vacated due to the retirement of Stephen Girsky.

"Jane brings to the board a demonstrated track record of performance through her decades of investment management experience," said GM Chairman and CEO Mary Barra.

"She has generated proven results through periods of rapidly changing market conditions. Her experience and leadership will be especially valuable as we continue to strengthen our investor outreach and engagement."

From 2008 to 2014, Mendillo served as president and chief executive officer of Harvard Management Company (HMC), which manages the endowment fund of Harvard University. During her tenure, she grew HMC's investment platform and organization, and positioned it for continued long-term success. At the time of her departure, the total endowment stood at more than \$37 billion.

Prior to her role at HMC, Mendillo was the chief investment officer at Wellesley College



Stephen Girsky

from 2002 to 2008, where she built the college's first investment office and was responsible for the investment policy and management of the college's endowment and its related assets. Before joining Wellesley College, Mendillo held various investment positions at HMC from 1987 to 2001, and began her career as a management consultant with Bain & Company from 1984 to 1987. Mendillo has a bachelor's degree from Yale College and an MBA from the Yale School of Management.

Mendillo was recently elected to the Board of Lazard Ltd.

Mendillo will stand for election at GM's Annual Meeting of Shareholders June 7 at GM's Global Headquarters in Detroit.

# Camaro Interior: Challenge Accomplished

CONTINUED FROM PAGE 1

Part of how they were able to do that, Vaughan said, was by not putting expensive material everywhere.

Instead, Vaughan said, they put the best materials where they would affect the driver the most – places where the driver would come into physical contact with vehicle, such as soft trim where the driver's knees and arm rest on the door.

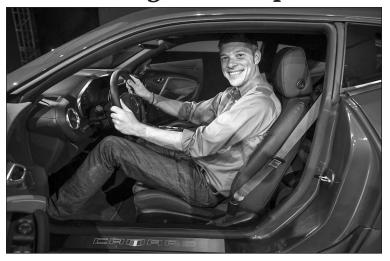
And part of designing the new interior was designing a new seat. Vaughan said that wasn't easy because the new Camaro has a new frame.

"We wanted to give the driver's seat as much lateral support as possible for the driver while turning," Vaughan said. "The Camaro really performs, and the seat has to handle that performance while still being comfortable for everyday driving.

"The seat is a major contact point with the driver and we made a huge effort on how the driver perceives the interior. If someone opens the doors and it doesn't feel right, it ruins the perception of the vehicle as a whole."

What made the seat successful, Vaughan said, is putting designers on the job who understand how seats are manufactured.

"Our chief designer, Nathan Dressman, has a lot of experience," Vaughan said. "He really understands how a seat is put to-



Vaughan sits in a production model of the 2016 Camaro.

gether. That's something that has to be baked in from the beginning. You can't come up with a seat design and then figure out how to make the seat after you've done the design. If you do the seat design in the right way, you can achieve what you want in a way that is affordable. It's really a balancing act."

Vaughan said they worked on the interior of the 2016 Camaro for about two years.

"In a way, we're still working on it," Vaughan said. "You always keep going, working on design, looking on how to improve that design for the future, for the next model. We look at things like color trim. That's very important and is a huge part of design. We're always looking at that."

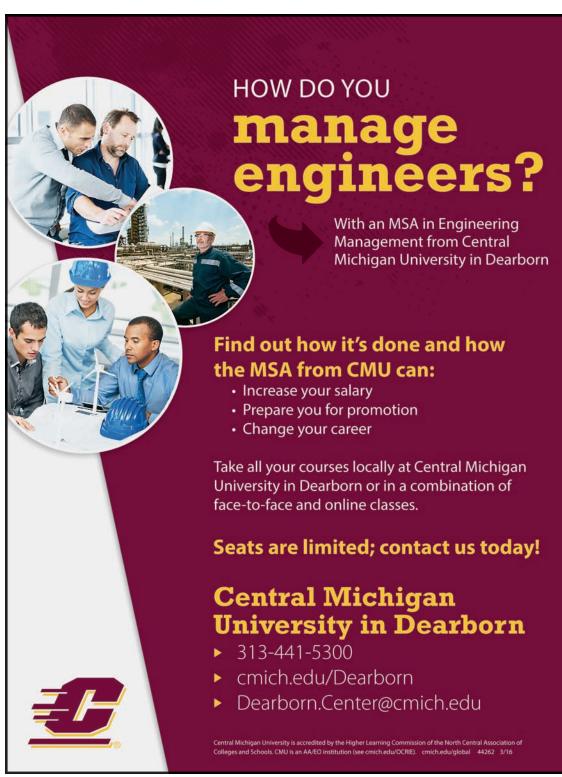
Vaughan said that one thing

that surprised him during the design process was when he spoke with customers. They told him they wanted something new and modern, but was still a Camaro.

The most difficult thing about developing the interior design was that they had to get such a high level of quality and performance into a vehicle that is physically smaller than the previous edition.

Doing that wasn't simply a matter of just pushing everything closer together. They had to make sure the visual cues fit together inside and outside while performance was maintained.

"I am really most proud of the overall feel of the car," Vaughan said. "It's a cool car with a neat interior that uses a new design, but it still looks like a Camaro."





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# GM Full Speed Ahead for Chinese Market

by Jim Stickford

China has become the largest new-car market in the world and GM has long-term plans to be a part of that market.

Matt Tsien, GM executive vice president and president of GM China, spoke at a special media conference in GM's world headquarters April 28.

He said he expects car sales in China to grow between 3 and 5 percent annually through 2020 and that it is GM's biggest market. Buick sales are especially strong, Tsien said, with cent sales exceeding a million vehicles.

And what's driving GM's sales in China is the SUV, Tsien said. Sales in 2015 were up 144 percent compared with a year earlier. Overall, China accounts for more than a third of GM's total vehicle sales and the company expects to be selling 5 million units or more by the year 2020.

GM between the year 2016 and the year 2020 will be offering 60 new or refreshed vehicles in China, Tsien said, and 40 percent of those vehicles will be SUVs and MPVs (multi-purpose vehicles).



Cadillac, as a brand, will be making big moves in China, Tsien said. They will be offering 10 new and refreshed models in the near future.

GM and its partner SAIC through SAIC GMAC will also be strong in the value-added service marketplace, Tsien said. A full 30 percent of GM customers used SAIC GMAC financing in 2015. That number is expected to rise to 40 percent by the year 2020.

GM isn't ignoring green technology in China either, Tsien said. The company will be intro-

ducing more than 10 new energy vehicles or NEVs in the next five years. The Cadillac ATS-L being introduced to the Chinese market will have OnStar 4G LTE technology and GM expects that all Cadillac, Chevrolet and Buick products sold in China to be fully connect by the year 2020.

Additionally, Tsien said, GM is working on a vehicle sharing pilot program with Shanghai Jiao Tong University.

"The Chinese automotive industry will continue to grow," Tsien said, "and we'll continue to grow as fast with it.'

When asked about March's relatively weak sales. Tsien noted that they were down 0.6 percent compared to the same time a year earlier and attributed those numbers to a lot of change over in product.

Tsien said that the April numbers weren't in yet, but he said he expects April to shape up to be a "pretty good month" sales-

Patrick Morrissey, director of Corporate Communications at GM said that the Cadillac and Buick brands are showing strong growth, which is good because they are more profitable brands.

# **GM Names Taylor to Compliance Office**

General Motors Co. has appointed Jeffrey A. Taylor as Deputy General Counsel and Chief Compliance Officer, effective immediately.

He will report to Craig Glidden, executive vice president and general counsel, said GM spokesman Klaus-Peter Martin.

In his new role, Taylor will have overall responsibility for GM's ethics and compliance program, and he will support GM's business operations and leadership team in driving business success through an organizational culture committed to integrity, ethical conduct, workplace and vehicle safety and compliance with the law and company poli-

Taylor will also oversee strategy, communications and training concerning GM's code of conduct "Winning with Integrity", which governs the ethical and legal obligations of GM's Board, executives, and more than 75,000 employees around the world.

As Chief Compliance Officer, Taylor will lead a global team of attorneys and compliance professionals responsible for assessing and mitigating risk, devising and implementing compliance training and assessment, assuring the effectiveness of the compliance program, and conducting and overseeing internal and external investigations, Martin

"Jeff is a highly accomplished attorney who has managed extremely complex legal issues," said Glidden. "His appointment reflects GM's commitment to the highest levels of global ethics and the strict compliance with the law and internal policies."

Prior to joining GM in November last year as Deputy General Counsel for Federal Oversight, Taylor was vice president and general counsel of Tewksbury,



Jeffrey A. Taylor

Mass.-based Raytheon Integrated Defense Systems. Before that, he led a team of more than 300 professionals as chief executive of Ernst & Young's Fraud Investigation and Dispute Services practice in the Americas.

He served as the United States Attorney for the District of Columbia from 2006 to 2009. He also served as Counselor to Attorney Generals John D. Ashcroft and Alberto R. Gonzales, and he began his career with the United States Department of Justice in 1995 as an Assistant United States Attorney.

Taylor, 51, earned his juris doctor degree from Harvard Law School. He earned a bachelor's degree in history from Stanford University.

## Plans Announced For Hudson's **Old Location**

DETROIT (AP) - Plans are moving ahead for a new high-rise building in downtown Detroit on the site where the flagship J.L. Hudson department store once stood.

The Downtown Development Authority on April 27 approved a tentative deal that would allow for the construction of a mixedused development. Officials say the agreement paves the way for the high-rise.

Development rights for the Hudson's site are controlled by an affiliate of Quicken Loans founder Dan Gilbert's Bedrock Detroit. The project is expected to include new apartments.

The site houses an underground parking garage, which the authority voted to sell to Gilbert's real estate arm for \$15 million.

The land transfer requires City Council approval.

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# Ford Investing Heavily in Michigan, Ohio

Ford Motor Company is investing \$1.6 billion to upgrade two of its manufacturing facilities in Michigan and Ohio, and creating or retaining 650 hourly jobs in the United States, said Ford spokeswoman Kelli Felker.

The \$1.4 billion investment in Livonia Transmission Plant and \$200 million investment in Ohio Assembly Plant are part of the \$9 billion commitment the company made in the 2015 UAW-Ford collective bargaining agreement to continue investing in its U.S. plants

Ford has invested \$12 billion in its U.S. plants and created a total of nearly 28,000 U.S. jobs in the past five years.

"We are proud that Ford employs more hourly workers and builds more vehicles in the United States than any other automaker," said Joe Hinrichs, Ford president, The Americas. "We are committed to manufacturing in the United States, as we have been for more than 100 years."

Ford's latest investment creates or retains 500 hourly jobs in Michigan at Livonia Transmission Plant to build a new 10speed transmission to be first introduced in the all-new F-150 Raptor and certain F-150 models, Felker said. The investment and 150 hourly jobs at Ohio Assembly Plant, located in Avon Lake, will be used to build Super Duty chassis cabs. Both F-Series trucks are part of Ford's tough-



Employees work in Ford's Livonia transmission facility.

est, smartest, most capable truck lineup ever, said Felker.

Ford has committed to 2,800 U.S. jobs in the past five months. And, the company has committed to 8,500 hourly jobs in the U.S. during the next four years in communities across Michigan. Illinois, Kentucky, Missouri, New York and Ohio.

"I am thrilled that through our collective bargaining with Ford we were able to secure a substantial investment for the communities of Southeast Michigan and Northeast Ohio," said Jimmy Settles, UAW vice president, National Ford Department.

The men and women of both Livonia Transmission and Ohio Assembly have shown a great commitment to manufacturing quality products, and we look forward to their continued success.'

Livonia Transmission Plant employs more than 1,550 people, building a six-speed transmission used in a number of products, including Mustang, F-150, Transit and Expedition. Production begins in June for the new 10-speed transmission.

Ohio Assembly Plant employs more than 1,650 people. It began building F-350, F-450 and F-550 Super Duty chassis cab configurations earlier this year. The plant also produces Ford F-650 and F-750, insourced from Mexico last year, as well as Ford E-Series cutaway vans and stripped chassis.

# Trucks, SUVS Lead Way to Ford's Strong Sales, Income

DEARBORN, Mich. (AP) – Ford Motor Co.'s net income more than doubled to \$2.5 billion in the first quarter on strong sales of trucks and SUVs worldwide.

The company's pretax profit of \$3.8 billion was an all-time record for any quarter. Pretax profits more than doubled in North America and Asia. Europe recorded its best quarter since

"Essentially, everything has improved," Chief Financial Officer Bob Shanks said. Ford expects to meet or exceed last year's record pretax profit of \$10.8 billion.

Worldwide sales rose 10 percent to 1.7 million in the first quarter. Demand for SUVs, trucks and commercial vans was insatiable in North America, China and Europe, offsetting a 29 percent decline in sales in Brazil and weaker sales in the Middle East and Africa. Ford's SUV sales jumped 38 percent in China during the first quarter. In Europe, sales of Ford's EcoSport small SUV rose 50 percent.

In North America, Ford reaped the benefits of its newly redesigned F-150 pickup truck. The company struggled in the first quarter of 2015 because it was still ramping up production of the F-150, which has long been the best-selling vehicle in the

This year, with normal inventory at dealerships, U.S. F-Series sales rose 5 percent. U.S. sales of the Ford Explorer SUV rose 39 percent in the first quarter, while sales of the Transit commercial van jumped 46 percent.

Ford's results trounced Wall Street's forecasts. The Dearborn,

Michigan-based automaker earned 61 cents per share in the January-March period, up from 29 cents a year ago. Excluding one-time items, like buyout payments for North American workers, Ford earned 68 cents per share. Analysts polled by FactSet forecast earnings of 47 cents per share.

Ford's revenue rose 11 percent to \$37.7 billion. Analysts had forecast revenue of \$35.59 bil-

Shareholders reacted, in part, to CEO Mark Fields' confirmation that Ford is working on an electric vehicle with a 200-mile range that could match rivals from GM and Tesla Motors. Fields didn't sav when the company might release such a vehicle, but said Ford will be competitive.

"Our approach, very simply, is we want to make sure that we're either among the leaders or in a leadership position," Fields told media and analysts on a conference call.

Sales of higher-profit SUVs and trucks helped lift Ford's operating margin to a record 9.8 percent. Fields said 60 percent of vehicles sold in Europe during the quarter were from the highest trim levels. Customers added to Ford's bottom line by opting for luxuries like heated seats.

Ford reported a record operating margin of 12.9 percent in North America, but that will likely decline as the year progresses. Ford takes a hit each summer when it shuts down its plants for vacation and maintenance, and it's also facing the expensive launch of its Super Duty pickups this fall. Ford expects its North American margin to end the year at 9.5 percent or higher.

# **Chrysler Engine Plant Getting Upgrade**

Fiat Chrysler will invest \$74.7 million in its Trenton Engine Complex to retool the north plant to produce the next generation four-cylinder engine, retaining 245 jobs.

The new engine will be assembled on the flexible production line that was installed in 2012, said Fiat Chrysler spokeswoman Jodi Tinson. The Auburn Hills-designed engine will begin production in the third quarter of 2017.

The engine will provide increased power, while improving fuel economy and reducing CO2 emissions. More detailed information about the engine's specific application will be announced at a later date, Tinson said.

This investment in our flexible production line at Trenton North will allow us to quickly ramp up North American production of this new fuel-efficient engine," said Brian Harlow, vice president - Manufacturing, FCA North America.

When production of the new four-cylinder engine begins next year, it will replace the 3.6-liter Pentastar V6, which is currently assembled on the flex line at Trenton North. Pentastar engine production will continue at Trenton South, Mack Avenue Engine and Saltillo South (Mexico). The Trenton Engine Complex employs more than 1,500 people.

Since 2009, Fiat Chrysler has announced investments of more than \$2 billion in Michigan and added nearly 15,600 new jobs, bringing total employment in the state to 35,314 (including 21,621 hourly) people, Tinson said.

The Trenton Engine Complex comprises two facilities, a north plant and a south plant. The Trenton North Engine Plant began production in 1952 and was idled in May 2011 after producing more than 38 million engines. It reopened in late 2011 and added a flexible production line in 2012, Tinson said.

The Trenton South Engine Plant opened in 2008 and began production of the award-winning 3.6-liter Pentastar V6 in 2009. Trenton South was awarded a LEED (Leadership in Energy and Environmental Design) Gold Green Building System certification for meeting the highest environmental standards.



A Trenton South Engine Plant hi-lo driver unloads Pentastar V6 engines.

2009, Tinson said, Trenton was one of only four auto manufacturing facilities to receive a LEED rating of any kind and the only engine manufacturing facility in the world to achieve the honor.

In April 2014, the Trenton Engine Complex achieved the

At the time of its designation in Bronze award level in World Class Manufacturing (WCM) after demonstrating clear know-how and competence in the manufacturing methodology, Tinson said. WCM is a methodology that focuses on eliminating waste, increasing productivity, and improving quality and safety.

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# Roger Penske Has Role in 100th Indy 500

Detroit racing icon Roger Penske is going to be doing something only a few others have done - drive the pace car at the Indianapolis 500.

Penske, owner of racing's champion Team Penske, will be driving the 2017 Camaro SS 50th Anniversary Edition at the 100th running of the Indianapolis 500 at the Indianapolis Motor Speedway this year.

It's the ninth time Camaro has served as the pace car and the 27th time for Chevrolet, dating back to 1948.

"Chevrolet and the Indianapolis 500 have a long, storied history and it's an honor to mark the respective milestones of the Indy 500 race and the Camaro simultaneously," said Mark Reuss, executive vice president of Global Product Development and Global Purchasing and Supply Chain.

"It's also a privilege to have Roger Penske perform the driving duties, as his team has helped Chevrolet earn four consecutive IndyCar manufacturer titles since 2012."

Four identically prepared pace cars will support the race, all with exclusive Abalone White exteriors featuring "100th Running of the Indianapolis 500" graphics on the doors and the iconic Indianapolis Motor Speedway wingand-wheel logo on the quarter panels. They also incorporate the exterior cues and graphics that are unique to the Camaro 50th Anniversary package that goes on sale this summer.

With 455 horsepower on tap, the Camaro SS pace cars require no performance modifications to lead the racing field.

"Chevrolet and Roger Penske are inextricably linked to the heritage of the Indianapolis 500," said J. Douglas Boles, president of Indianapolis Motor Speedway. "When he leads the pack on

Roger Penske stands with the 2017 Camaro pace car he'll be driving. May 29 behind the wheel of the Camaro SS, he will drive the

race into its next 100 years and

strengthen the bond Chevro-

let and Indianapolis forged a

century ago." For 2016, Chevrolet Indy drivers will be looking to build on last year's results of the "Greatest Spectacle in Racing," when the top four finishers were Chevy-powered, led by race-winner and Team Penske driver Juan Pablo Montova. It was his second Indy 500 victory and the 16th for Team Penske.

No other racing team has recorded more wins at the Brickvard than Team Penske, and it started with driver Mark Donohue's victory in 1972.

Penske and Donohue established their relationship six years earlier, when Penske transitioned from driver to team owner. They quickly found success in SCCA's Trans-Am Series, with Donohue piloting an early Camaro Z/28 racecar, winning three of 12races in 1967 and 10 of 13 in

Penske tackled the Indy 500 for the first time in 1969, while still campaigning a Camaro in Trans-Am. Donohue was his driver for both series. Later racers driving for Penske included Mario Andretti, Al Unser and Rick Mears, with Mears winning four Indianapolis 500 races and helping solidify Team Penske as an Indy powerhouse in the 1980s.

That legacy advances this year, as Roger Penske seeks his

17th Indy 500 title as a team own-

The 50th Anniversary Edition honors the distinctive looks and performance that have always set the Camaro apart, said GM spokesman Randy Fox. It's offered on 2LT and 2SS coupe and convertible models, all with Nightfall Gray Metallic exteriors featuring a 50th Anniversary stripe package and badges - and a black top on convertibles.

prepared specially The Abalone White pace cars differ in exterior color, but share the Anniversary Edition package's stripes and other content fea-

- tures, including:
   Specific 20-inch 50th Anniversary wheels;
- Unique grille with satin chrome accents;
  - Body-color front splitter;
- Orange brake calipers (front only on LT);
- Unique black leather interior with suede inserts and orange accent stitching;
- Distinct 50th Anniversary treatments on instrument panel, seatbacks, steering wheel and il-
- luminated sill plates; • 2LT includes RS Appearance Package.

The Camaro 2LT comes standard with a 2.0L Turbo engine rated at 275 hp. A 335-hp 3.6L V6 is available. The Camaro 2SS features the LT1 6.2L V8, which offers 455 hp. Each engine is available with a six-speed manual or eight-speed automatic transmis-

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GM to Invest Big in Bay City CONTINUED FROM PAGE 1

reputations for quality work and craftsmanship," said Estrada. "Since the 2015 collective bargaining agreement, GM has invested more than \$1.7 billion and UAW-GM members, their families and their communities will all benefit for years to come.'

Construction will begin in May and will last several years, Wickham said.

"Spring Hill and its employees have earned a reputation for producing award-winning engines," said ŪAW Local 1853 Chairman Mike Herron. "GM recognizes this and we're thankful they are investing further in the future of this facility and this community."

Wickham said the Tennessee Valley Authority worked with government and company representatives in helping secure this investment announcement.

"TVA understands the importance of reliable, affordable electricity to General Motors and the entire automotive industry. We are proud to be a partner in this announcement, which will lead to more jobs and investment in the region's economy," TVA President and CEO Bill Johnson said.

Spring Hill Manufacturing opened in 1990 and produced Saturn vehicles until March 2007. It produced the Chevrolet Traverse from September 2008 until November 2009, and the Chevrolet Equinox from September 2012 until October 2015.

Currently, the site operations consist of a flexible vehicle assembly plant - producing the Cadillac XT5 and the GMC Acadia - an engine plant making 4-cylinder engines, a stamping plant, a body shop, a paint shop and two polymer injection molding operations. Engines and stampings are supplied to various GM assembly plants globally. The complex will begin building smallblock V8 engines by the end of 2016.

# **Comerica Donates** \$125K in Contest For Entrepreneurs

DETROIT (AP) - A contest to reward Detroit entrepreneurs is expanding this year with Comerica Bank committing more than \$125,000 to the effort.

The Comerica Hatch Detroit Contest started May 2. The public is being asked to vote to determine who takes a \$50,000 grand prize that includes an additional \$25,000 in branding and logo design from advertising agency Team Detroit and a package of technical, accounting and legal support.

Comerica's commitment more than doubled from last year. The additional funds will be allocated to enhance the contest and help past participants. Contest details are posted online at hatchdetroit.com.

# J.D.Power Survey: Customers Want Everyday Technology

CONTINUED FROM PAGE 1

themselves as transportation providers.

Another thing driving the addition of technology to vehicles is the government, Kolodge said. She pointed out that last March the U.S. government was able to broker an agreement where all the OEMs agreed to add automatic stop technology in their vehicles by the year 2022.

"But it is the consumer who will decide which technologies win in the marketplace," Kolodge said. "And it will be the technology that brings the best value to consumers that is the ultimate winner.'

Kolodge said the J.D. Power study took into account that Gen Y (defined as being born between the early 1980s and the year 2000) will be next couple of years the largest generation out there and it's still growing. They will be setting the pace when it comes to tech adoption.

Kolodge said the study showed some interesting results. One was that different generations feel differently about it. The youngest don't even hesitate trusting tech, while the Baby Boomers are a harder sell.

"But it is the consumer who will decide which technologies win in the marketplace."

> - Kristin Kolodge J.D. Power

And, Kolodge said, while people want more tech, the cost of this tech affects whether they would actually adopt it.

But, Kolodge said, once you start quoting prices, the kinds of tech people say they would definitely or probably would adopt changes. So for an additional \$60 in cost, 51 percent of respondents said they would adopt an economy navigation systems. For \$60, 50 percent of respondents said they would probably adopt a simple wireless connection system.

These numbers show that price sensitivity," Kolodge said. "Take night vision, for example. Pre-price, about 70 percent said they'd probably adopt. Post-price introduction, that number fell to 16 percent."

So what kind of tech OEMs can sell depends on the generation they're dealing with and the cost of the technology. When price comes into play, people gravitate toward safety technology as opposed to other kinds.

uratively? Can the automatic discussed in the years to come.

brake system fail and cause a crash? Can the computer system be crashed?"

There is great worry among consumers that somehow the computer systems in today's vehicles may be hacked by an outside party. OEMs will have to work hard to convince the public that these systems are safe, Kolodge said.

After giving her presentation, Kolodge sat on a panel consisting of experts from automotive suppliers and they further discussed the issues brought up by the survey.

The other panelists were Jason Johnson, director of User Experience Design for Harmon; Chris Van Dan Elzen, Global Product director for Magna Electronics; and Amine Taleb, manager of Advanced Projects - Comfort and Driving Assistance Systems for

Panelists discussed how manufacturers can make the user experience of this automotive tech better. Johnson said the auto industry could learn a lot from the consumer electronics industry and how they've worked to make tablets and smartphones better and easier to use.

Van Dan Elzen was asked about autonomous driving and getting the numbers up from, say 97 percent perfect, to 100 percent. He said the technology will have to evolve and then there will have to be a revolution for that final 3 percent.

'We don't know what we don't know," Van Dan Elzen said. "But what I wonder about is if we reduce fatalities, around 30,000 a year, by 97 percent, is the media going to say that deaths were reduced by 97 percent or will they say that autonomous cars kill that 3 percent?"

Taleb said that the question is that different companies have different views about autonomous technology. Google, on the one hand, believes totally in the autonomous car. OEMs tend to see autonomous technology as something to meet consumer demands.

'The message we hear is about safety," Taleb said. "We need to make sure that we can provide the right solution that consumers actually want and that drivers have confidence in."

The discussion ended on the question of liability. Who's liable for autonomous car crashes?

"I am not a lawyer," said Van Dan Elzen. "But it seems to me that we will have to accept a transfer of responsibility in the case of a totally autonomous car. We will be relying on the vehicle provider, not the driver, for a safe drive."

The question of who will ultimately be responsible for a vehicle - the OEM or the supplier "One universal concern, no who created the system matter what age group we're Kolodge said, is an important talking about, is the safety of the question that will, in part, drive system," Kolodge said. "Would the adoption of technology and the system crash literally and fig- one that is going to be heavily





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# GM to Temporarily **Idle Four Plants** Due to Earthquake

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The effects of the recent earthquake that slammed Japan have affected manufacturing operations as far as Ohio and Ontario, Canada.

GM spokeswoman Joanne Krell said that as GM continues to assess the potential impact on its supply chain from the recent earthquakes in Japan, it is taking active steps to mitigate a parts supply issue and is adjusting production schedules at four of its North American assembly facilities.

"The region has been affected severely enough that we had to make a business decision to shut down operations in some plants in North America for about two weeks," Krell said.

The manufacturing operations at the following GM North America assembly facilities are currently expected to be down for two weeks beginning April 25: Spring Hill, Tenn.; Oshawa Flex Assembly, Canada; Lordstown, Ohio; and Fairfax, Kan.

'This temporary adjustment is not expected to have any material impact on GM's full-year production plans in North America," Krell said.

"In addition, the company does not expect a material impact to its second quarter or fullvear financial results for GM North America.'

Fiat Chrysler spokeswoman Kaileen Connelly said her company is continuing to monitor the situation in Japan. As of April 26, FCA had made no decisions regarding production schedules.

# NHTSA: Honda Meets Obligations -In \$70M Case

DETROIT (AP) - The U.S. government has closed an investigation into Honda's failure to report deaths and injuries, saying that the company has met all of its obligations.

The National Highway Traffic Safety Administration said in documents posted on its website April 25 that Honda paid a \$70 million fine and took steps needed to make sure similar failures don't happen again.

The government fined Honda in December of 2014 in what then was the largest civil penalty levied against an automaker.

The company admitted in a consent order that it didn't report 1,729 complaints that its vehicles caused deaths and iniuries, and that it didn't report warranty claims.

A small number of the deaths and injuries were related to air bag inflators made by Takata Corp.

The Japanese automaker acknowledged in November of 2014 that it failed to make legally required reports during an 11-year period beginning in

The company admitted it learned of the omissions in 2011 but waited three years to take action

Honda also failed to report certain warranty claims and claims under customer satisfaction campaigns throughout the same period, federal officials said.

Honda agreed to pay the fines under a consent order it signed with the traffic safety administration on Dec. 29, 2014.

Federal law requires automakers to submit death and injury complaints to regulators as part of an "early warning" system for identifying potential safety defects that can lead to a