

Buick Envisions Better Sales Growth Through Technology

Shattering expectations has led to three consecutive years of global sales growth for Buick.

And that momentum is carrying through into 2016.

Last month, Buick reached an all-time high in conquest sales, or customers trading in models from competitive brands. Two models – the new Cascada and the popular Encore – have been growing the Buick community the fastest, said GM spokesman Stuart Fowle.

In 2016 alone, more than 35,000 new customers have switched to the brand.

Through April, 64 percent of Cascada buyers traded in vehi-

cles from outside Buick or any other General Motors brand. Previous Audi, Toyota and Honda customers have been among the most common, Fowle said.

Demand for the Cascada has outpaced supply with 2,487 sales year-to-date through April and 1,090 sales in April alone.

"The lasting impact of the Cascada will be a change in perception that only a sexy, sleek convertible can provide," said Duncan Aldred, vice president of Buick Global Sales, Service and Marketing. "It's changing minds and attracting customers

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Jefferson's six millionth vehicle – a 2016 Jeep Grand Cherokee – rolled off the assembly line May 25.

Jefferson North Builds 6 Millionth Vehicle

The Fiat Chrysler Jefferson North Assembly Plant celebrated a significant milestone May 25 when the six millionth vehicle produced at the Detroit facility – a 75th anniversary edition 2016 Jeep Grand Cherokee – rolled off the assembly line.

In its 24-year history, the plant

has built enough vehicles to circle the globe one-and-a-half times, said Fiat Chrysler spokeswoman Jodi Tinson.

The 3.6-liter Pentastar V6 engine of the granite crystal Grand Cherokee Limited 4x4 came off the line around 8:30 p.m. as Jefferson North employees per-

formed final quality checks and prepared it for delivery to a customer in Michigan, Tinson said.

"Reaching this milestone is a reflection of this plant's commitment to supporting the continued growth of the Jeep brand

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2016 Buick Cascada

GM to Reimburse Customers for Bad MPG Stickers

DETROIT (AP) – People who bought or leased 2016 General Motors SUVs with overstated gas mileage on the window sticker will be getting compensated, the automaker said May 20.

Those who purchased their SUV will get to choose a debit card or an extended warranty, while lessees will receive the debit card.

For most people, the compensation will be worth \$450 to \$900, but owners of some all-wheel-drive SUVs could get as much as \$1,500. The payments will vary with lease terms and mileage differences between models.

About 135,000 customers will get letters stating their amounts, some having started May 25. Another 35,000 fleet customers will be handled individually.

"We designed this reimbursement program to provide full and fair compensation," GM spokesman Jim Cain said.

The Detroit automaker revealed the week before this announcement that fuel economy was overstated by one-to-two miles per gallon on the 2016 GMC Acadia, Chevrolet Traverse and Buick Enclave. GM blamed the discrepancy on new emissions control hardware and said the error was inadvertent. The mileage was recalculated for 2016 but the new figures never made it onto the window stickers, the company said.

GM wouldn't say why the hardware was changed but said all previous model years of the SUVs met emissions standards.

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2016 Chevrolet Sonic



2016 Jeep Renegade



2016 Ford Fiesta

Cool is Name of Game at Local Automakers, Says KBB

Detroit automakers have proven you don't have to spend a lot of money to get a cool car.

At least, that's what Kelley Blue Book declared when the valuation company recently released its "Coolest New Cars Under \$18,000."

Detroit automakers produced four of the 10 vehicles on the list. Among them the 2016 Chevy Sonic, which finished in tenth place.

The 2016 Ford Fiesta took ninth place, while the 2016 Fiat 500 was number seven and the

2016 Jeep Renegade was third.

Kelley editors wrote, when describing the 2016 Renegade, that the vehicle is for buyers "who believe the grass is always greener way over there, beyond the reaches of the road. The Jeep Renegade's ability and the attitude qualify it as the coolest way to get there for less than \$18,000."

Editors went on to write that "the 2016 Jeep Renegade compact-crossover SUV may not be what purists expect from the

Jeep brand, but there is no denying this is one cute ute. Although derived from the Fiat 500 platform, Jeep has peppered its newest family member with plenty of Jeep favorites, including a capable off-road Trailhawk trim. Sure, the Mazda CX-3 looks sleeker, as does the Honda HR-V, but neither can go far off-road nor offer the option of a turbocharged engine. The Renegade also leapfrogs most others in this class by offering such unique options as dual removable roof pan-

els, a heated steering wheel and a Beats sound system. With pricing starting around \$19,000, the Renegade is also extremely price-competitive."

Kelley editors also had nice things to say about the 2016 Fiat 500. They wrote that while it is almost a foot shorter than the Mini Cooper, "the Fiat 500 is just as big on personality but with an even smaller starting sticker price. More of a city cruiser than

CONTINUED ON PAGE 4



Overhead view of combined 1965/2015 Mustang, displayed as one car.

A Mustang is a Mustang – Whether It's 1965 or 2015

Even after 50 years of automotive evolution in technology and styling, a Mustang is a Mustang.

And now that's possible to see in real life and up close, said Ford spokeswoman Monique Brentley.

Ford and the National Inventors Hall of Fame Museum (NIHF) unveiled on May 4 a one-of-a-kind Mustang that marries a 1965 model to a 2015 model in a unique side-by-side display for the National Inventors Hall of

Fame Museum on the United States Patent and Trademark Office Campus in Alexandria, Va.

The split-personality Mustang, said Brentley, is part of a new, permanent Intellectual Property Power Exhibit at the National Inventors Hall of Fame museum.

The Mustang, along with other exhibits, Brentley said, celebrates the story of intellectual property and illuminates its

CONTINUED ON PAGE 5



Kevin Arias stands with his new 2016 Dodge Challenger R/T Scat Pack

Firefighter Claims Dodge Challenger Prize

Talk about a hot ride. Chicago fireman Kevin Arias of the Tristate Fire Protection District was named last week the grand prize winner of the Fiat Chrysler 2015 National Sweepstakes, said Fiat Chrysler spokeswoman Eileen Wunderlich.

Arias, an Oswego, Ill., native overcame the odds of 1,265,218 contest entrants to win a \$45,000 credit toward any Chrysler, Dodge, Jeep, Ram, Fiat or Alfa Romeo brand vehicle. Arias selected a 2016 Dodge Challenger R/T Scat Pack in Granite Pearl as his winning prize.

The National Giveaway, Wunderlich said, is an annual initiative that takes place over an entire calendar year. Consumers are entered by participating in a Fiat Chrysler event where they can experience and interact with a knowledgeable product specialist at a branded booth or tent space, or get inside a Chrysler, Dodge, Jeep, Ram, Fiat or Alfa Romeo vehicle to take a test ride or test drive.

Entries were collected through a number of hands-on Fiat Chrysler brand initiatives that took place nationwide in 2015, including the Jeep brand Camp Jeep off-road driving course and Ram Truck brand test track at auto shows and fundraising events involving the Chrysler and Dodge brands, as well as other multi-branded experiences.

"Ironically, a few months ago, I had said to my wife, 'I don't think I'll ever get my hot rod.' I've

wanted a hot rod for as long as I can remember, so when FCA told me I won a car, I immediately chose the Dodge Challenger," said Arias. "I'm feeling truly blessed. I never win anything, so when I got the call from FCA, it was unbelievable. On top of that, everyone at FCA has made this experience just awesome."

Arias secured his entry while visiting the Ram Truck brand space at the 2015 Shot Show, an event that took place in January of last year in Las Vegas, Wunderlich said. He will receive his vehicle from Tyson Motors, the Chrysler Dodge Jeep Ram dealer-

ship in Shorewood, Ill.

"It's exciting to have the opportunity to gift one of our event attendees with an FCA vehicle," said Jason Russ, head of Experiential Marketing for Fiat Chrysler.

"Given how Kevin Arias heroically serves his community as a Chicago firefighter, it gives us great pleasure to present him with his new Dodge Challenger. We anticipate that he will have many years of joy from his brand new muscle car."

The annual National Giveaway offered by Fiat Chrysler will be open for entry throughout 2016.

Chrysler's Jefferson Plant Builds Six Millionth Vehicle

CONTINUED FROM PAGE 1

around the world and playing a role in the comeback of Detroit," said Curt Towne, Jefferson North plant manager.

"Our employees are proud to be part of this unique time in the history of both the company and the city.

"They understand that not only are they contributing to the success of FCA US, but they are proving that Detroit will always be the Motor City."

To keep up with demand, nearly 4,500 people work at the 3-million-square-foot facility on an alternative work schedule, meaning three crews work two 10-hour shifts each day, six days a week.

It takes a day-and-a-half for a vehicle to travel from the body shop, Tinson said, where body panels are welded together, to the end of the assembly line where the finished vehicle rolls off.

In 2015, the plant produced 365,542 vehicles. Nearly 25 percent of the plant's production is shipped to 135 markets around the world.

The plant is one of three Fiat Chrysler manufacturing facilities located in Detroit (the other two are the Conner Avenue Assembly Plant, home of the Dodge

Viper, and the Mack Avenue Engine Complex).

Jefferson North has been pumping out Chrysler vehicles since 1992.

Chrysler invested \$1.2 billion to bring the first Grand Cherokee to market, which included vehicle research and development, vehicle engineering, Tinson said, and construction of and equipment for the new Jefferson North plant.

The groundbreaking for the new plant was on May 31, 1989. The first Jeep Grand Cherokee rolled off the line on Jan. 14, 1992.

In addition to the Jeep Grand Cherokee, Jefferson North also produced the Jeep Commander from 2005 to 2010 and began production of the Dodge Durango in December 2010.

The plant celebrated the five millionth vehicle produced – which happened to also be a Jeep Grand Cherokee – at the plant on Aug. 13, 2013.

The former Jefferson Assembly Plant, built in 1907 by Chalmers Motor Car Company, was twice the size of the current plant's original footprint (3.6 million square feet compared with 1.75 million square feet, respectively) and produced 8,310,107 vehicles in its 83-year history.

GKN Driveline is Offering Electric Axle Drive System

GKN Driveline of Auburn Hills is offering consumers a series of new C-Segment vehicles that will give consumers the option of adding plug-in electric all-wheel drive using GKN Driveline's latest electric axle drive (eAxe) technology, said GKN spokeswoman Lori Petrelecan.

The eAxe is an evolution of systems developed for hybrid supercars that use electric all-wheel drive to boost performance and efficiency, Petrelecan said.

GKN has secured orders for a major global platform, and production is now under way at the company's eDrive production fa-

cility in Bruneck, Italy. The first application is the BMW 2 Series Active Tourer PHEV.

"GKN Driveline continues to bring the future of eMobility into the here and now," said GKN Driveline Chief Executive Phil Swash. "Our total focus on driveline innovation, our unmatched expertise in all-wheel drive and our 14 years of production experience in eAxe are now making eAWD viable in smaller, more-affordable vehicles. From the i8 to the 2 Series Active Tourer, GKN's work with BMW reflects our position as the development partner of choice for the coming wave of plug-in hybrids with eAWD."

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Museum Splits the Difference in Mustangs

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significance to progress, innovation, and culture in America, as well as how trademarks, patents, and other forms of intellectual property make modern amenities possible.

The interactive display is designed to highlight the importance of patents and the tremendous march of technology over the decades. It calls out various patents in the current vehicle, as well as those in the original pony car.

Brentley said the NIHF sought out Ford as its partner for the project because the company has played such an important part in the long history of American innovation with the Mustang being such an icon for half a century. Ford and its employee volunteers have also been involved for the past 20 years with Camp Invention, a program of NIHF.

Camp Invention is one of the nation's premier summer enrichment programs and leverages hands-on activities to promote science, technology, engineering and math and builds 21st century skills, Brentley said.

When Mustang was launched, no specific styling patents were granted, Brentley said. Only after the car proved such a huge success – selling more than 1 million cars in its first 18 months – were styling patents even considered and applied for over time.

“Everything moved so fast in the design and run-up to production of the original Mustang that there were no styling patents issued back then,” says Chris Danowski, Ford director of technology commercialization and intellectual property licensing.

“Now look at the current car; 2015 Mustang Convertible alone was granted 36 styling patents, which ensure the unique look stays with the car. It also has many unique functional patents for things like the airbag structures, 911 Assist and so many other technologies baked right in.”

In 1965, Brentley said Mustang utilized more than 100 of Ford's existing functional patents. Those patents reflect some of the touches customers loved back then, including a rear-seat speaker



Dashboards, now instrument panels, have changed a lot since 1965, left.

er and a power convertible top. Normal conveniences we now take for granted were also involved, like Patent 3,271,540 – the origin of Ford's self-canceling turn signal.

Today, Brentley said the Mustang is a wellspring of creative design and engineering. The car introduced the first passenger knee airbag system packaged inside the glove box door, with 15 patents granted. It debuted electronic line-lock, along with standard launch control – designed to help bracket racers achieve more consistent performance at the drag strip.

Mustang incorporates features specific to modern times, with patented relief in the seat cushion to allow a wallet or phone in an occupant's back pocket to protrude further into the seat for more comfort.

Many of these patents and more, Brentley said, will be illustrated in the display, crafted by Classic Design Concepts, which combines about 60 percent of the driver's compartment of the original Mustang and about 60 percent that of a new pony car –

both including the console area and technology of their times.

The left side consists of a reproduction 1965 left-hand-drive Mustang licensed for modern production by Ford and built to the same specifications as the original car – in itself an example of the licensing benefits of intellectual property. The other side is a right-hand-drive 2015 Mustang that is sold in several of the 150 countries where the car is now available.

Visitors to the museum will be able to sit in either side of the car and directly compare features and styling details, from the AM radio, roll-up window, vent air window, and optional retractable color-keyed and seat belts available in 1965 to the working touch-screen display in the 2015 model.

Some patents and other intellectual property will be displayed on accompanying monitors and over speakers. Visitors to the display will also be able to hear the sounds of the original 1965 Mustang V8 engine and a 2015 Mustang V8 engine at idle.

Autistic Talents Fit in with Ford-Autism Alliance Pilot

Those with autism are getting a chance to work for Ford Motor Company.

Autism Alliance of Michigan and Ford have developed a pilot program to provide those individuals an opportunity to gain work experience in an on-the-job training program funded by the alliance.

FordInclusiveWorks kicks off June 1. It will provide work roles in Ford's product development organization, said Ford spokeswoman Monique Brentley.

“We are committed to making people's lives better,” said Raj Nair, Ford executive vice president, Product Development and chief technical officer.

“And this pilot program has the potential to not only make the participants' lives better, but also help Ford be an even more diverse and inclusive workforce.”

“Autism affects many people in our communities, and I'm proud we're taking on this important initiative.”

Five new positions in product development were created to suit the skills and capabilities of people with autism, Nair said. As part of this pilot, Ford will evaluate participants for future employment, as well as the program in general. If there is a potential fit, the individual will enter into Ford's standard recruiting process.

“Individuals with autism bring a unique set of talents to our business,” said Felicia Fields, Ford group vice president, Human Resources and Corporate Services. “We recognize that having a diverse and inclusive workforce allows us to leverage a

wider range of innovative ideas to make our customers' lives better.”

Through FordInclusiveWorks, individuals with autism will not only gain work experience, but also contribute to business objectives and enhance diversity at Ford. The program supports the company's goal to contribute to a better world and support the communities in which it operates, Fields said.

The pilot is beneficial for everyone involved – individuals with autism will gain work experience that uses their unique skill sets, while the work they complete will contribute to Ford's product development efforts.

“We are truly excited to be collaborating with Ford on this pilot program,” said Colleen Allen, president and CEO, Autism Alliance of Michigan.

“For so many individuals with autism spectrum disorder, getting and keeping a job is a challenge. Often, companies lack understanding of the unique characteristics associated with autism, which can be challenging, and unfortunately this can lead to perceptions of a poor fit for the individual and coworkers.

“I applaud Ford for taking these critical steps to understand autism, and for giving those who have struggled to find competitive employment real career opportunities that could be life-changing for them.”

For example, in the vehicle evaluation and verification test lab, a FordInclusiveWorks participant will log and prep tires for test vehicles used by engineers for product assessment, Fields said.

Toyota Invests Money in Uber Outfit

NEW YORK (AP) – Toyota said May 24 that the company is investing in Uber, making it the latest automobile manufacturer to put significant money in a ride-hailing app.

The Japanese company did not say how much the investment is worth.

As part of the deal, Uber drivers can lease Toyota vehicles with money earned from their driving riders they picked up using the Uber app.

Investing in ride-hailing services can be a way for automakers to sell more cars.

Earlier this year, General Motors Co. invested \$500 million in Uber rival Lyft.

Uber relies on drivers who use their own cars to give customers rides. Riders request and pay for their rides through the Uber phone app.

The company has entered more than four hundred cities around the world, despite push-back from regulators and the taxi industry about how it vets drivers.

Toyota is investing in San Francisco-based Uber alongside Mirai Creation Investment Limited Partnership, an investment fund backed by Toyota and Japanese bank Sumitomo Mitsui Banking Corp.

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New Gesture-Based Tech Revealed at Wards Confab

Gesture-based control is already known from the world of entertainment electronics and has been making inroads into vehicles for some time now.

Further development of this new control system in the car is being driven by international technology and auto supplier Continental, said Mary Arraf, manager, Communications, Continental Automotive Systems.

The company's North American headquarters in Auburn Hills showed the world where Continental is when the company unveiled some of its gesture-based tech at the *Wards-Auto Interiors Conference* held in Detroit on May 11.

Arraf said that Continental's innovation project focuses for the first time on detection zone of gestures on the steering wheel. This is possible due to a time-of-flight sensor, which is integrated into the instrument cluster.

Using this approach, the solution minimizes driver distraction and further enhances the development of the holistic human-machine interface, Arraf said.

Where previous gesture-based control systems in the area of the center console meant that drivers had to take their hands off the steering wheel or take their eyes off the road, Continental's innovation brings the controls to your fingertips while your hands remain safely on the steering wheel.

"With gestures in a clearly defined area on the steering wheel, we can minimize distractions that can lead to increased safety. This level of precision also prevents the driver from unintentionally starting gesture-based control and making unwanted selections by means of casual

gesturing," said Tejas Desai, Continental's head of Interior Electronics Solutions in North America.

The new operating concept integrates seamlessly into the holistic human-machine interface and can replace other elements such as buttons or even touch-sensitive surfaces on the steering wheel, Arraf said.

Instead, it uses two transparent plastic panels – without any electronic components – behind the steering wheel, which drivers can operate with their thumbs, almost like a touchpad.

As a result, a driver will benefit from intuitive operation, while vehicle manufacturers benefit from optimized system costs for innovative operating concepts. The clear design of the panels is compatible with almost any control geometry and new gestures can be added at any time. In addition, the variable complexity ensures that the system can be integrated in many different vehicle classes and not just in the luxury segments.

The time-of-flight sensor detects the motion of the hand and converts it into actions, Arraf said. The driver can navigate through the menus by swiping up and down, and confirm the selection with a brief tapping motion.

Touch-free operation is also possible for other functions. For example, if the driver moves his fingers up and down in a uniform movement while keeping his hands on the steering wheel, he can accept calls or reject them.

"These gestures are intuitive for the driver and are closely based on the familiar operating methods of smartphones and other smart devices," Desai said.

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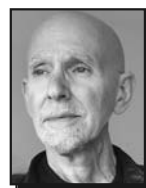
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Cadillac Racing Team Has Poor Weekend

Cadillac Racing drivers Michael Cooper and Johnny O'Connell finished race two in eighth and tenth, respectively, at the Pirelli World Challenge GT Championship Victoria Day Speedfest run at Canadian Tire Motorsports Park (CTMP) on May 22.

Cooper started race two from the tenth position. Teammate O'Connell took the start from 13th. With rain on part of the 2.4-mile, 10-turn circuit the race officially started under full course caution. The highlight of the weekend for Cadillac was that the Cadillac ATS-V Coupe Pace Car led two official laps before the green flag flew to start the real battle.

On the first lap between turns two and three, two cars got together bringing out a full course caution. As a result, the two Cadillac ATS-V.R Coupes moved up two positions into the top ten.

When the race returned to green, Cooper and O'Connell could not make up any more positions due to a lack of series-reduced horsepower.

"It was slippery at the beginning of the race," said Cooper. "The two cars went off early. Maybe if it didn't go yellow, we could have passed a couple of cars using the rain line. The good part is we have a car to run at Lime Rock at the test on Tuesday. Cadillac Racing gave it their all this weekend.

"We are just lacking straight line speed, so that makes it tough to compete."

O'Connell is frustrated.

"It is pretty clear to everyone watching that we were taken out of this weekend," said O'Connell. "We would just get motored down the straightaway. It is frustrating for the whole team. We can't pass anyone. I got passed by Andrew Davis in the Porsche, but he just drove by me down the straight. We haven't forgotten how to drive and the team hasn't forgotten how to prepare a race car.

"You go from where Michael and I were first and second row guys to being relegated to rows five and six."

GM to Reimburse Customers for Bad MPG Stickers

CONTINUED FROM PAGE 1

The U.S. Environmental Protection Agency, which monitors the gas mileage window stickers, said it has asked GM for information in the case.

Owners who go for the extended warranty will get coverage for four years or 60,000 miles, which is longer than the standard warranty of three years or 36,000 miles.

The reimbursement is based on the same formula that the EPA uses to calculate future fuel costs, with a gas price of \$3 per gallon and annual driving mileage of 15,000, for a period of five years, GM said in a statement.

The company wouldn't reveal the total cost of the payments and warranties but said it will not materially affect GM's earnings.

The mileage mistake was discovered recently by engineers who were working on the 2017 model stickers. The company said it informed the EPA.

For a front-wheel-drive version, the 2016 fuel economy of the SUVs was revised to 15 mpg city, 22 mpg highway and 18 mpg combined. The 2015 models got 17 mpg in the city, 24 on the highway and 19 combined.

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