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GM Develops System For Checking the Back Seat

Life moves fast, said GM hicle, according to FBI statistics. spokeswoman Meg Soule. There are a million things on everyone's mind, and sometimes even the most organized among us need a little help remembering everything, because forgetting can have deadly consequences.

Each year in the U.S., about half of the children under age 14 who die of in-vehicle heatstroke do so as a result of being forgotten, Soule said. Also, items left in the back seat are a target for theft. Nearly 23 percent of larceny in 2014 was from a motor veBut GM has a solution, Soule

said. The new 2017 GMC Acadia is helping to address this issue with the Rear Seat Reminder, a new, industry-first feature designed to remind drivers to check the back seat as they exit their vehicle under certain circumstances.

"Acadia drivers live busy lives with demanding schedules, and the Rear Seat Reminder helps protect the things we care about

CONTINUED ON PAGE 2



New Acadia drivers can now be reminded to check the back seat.



The crowds came out for the 2016 CEMA car show, which was held at the Walter P. Chrysler Museum.

Chrysler Employees Celebrate Heritage

by Jim Stickford

Chrysler Employees Motorsport Association (CEMA) members enjoyed the opportunity to Rochester Hills-based Leader Dogs for the Blind as well as to show off their classic cars at the 26th Annual Charity Car Show held on June 11 at the Wal-til very recently, the museum ter P. Chrysler Museum in Auburn Hills.

Lori Emerling, CEMA's president, said the group has been holding its annual member car show at the museum since 1999.

While that might not seem like a big deal, Emerling said that unwas closed to the public.

"When we found out the museum was going to be closed beginning in 2013, we spent about three or four months working to get permission to keep holding

CONTINUED ON PAGE 3

EyesOn Design Show Offered Variety

Detroiters had the chance to with the North American Internacelebrate the region's automotive history while raising money for a good cause at the 2016 EyesOn Design held at the Edsel & Eleanor Ford House in Grosse Pointe Shores on June 19.

The annual event raises money for Detroit Institute of Ophthalmology, which is part of the Department of Ophthalmology in the Henry Ford Health System.

Dr. Philip Hessburg, DIO medical director, said that between the EyesOn Design event in June and the EyesOn Design event

tional Auto Show, about \$200,000 is raised to help DIO programs.

Hessburg spoke at a special media preview held on the Ford estate on June 14. He said the DIO operates the biggest support group in the country for the blind and visually-impaired.

The idea for the show got its start 29 years ago, Hessburg said and it's grown into an annual event treasured by automobile fans across the region and the country.

This year's show featured a vaheld in January in conjunction riety of different automotive cat-

egories, said Bob Ashton, a member of the Vehicle Selection Committee, at the press preview. Each category had a volunteer talk about the vehicles included in the display.

Categories and their curators included:

- Heavenly Hoods Marcus Shelley and Peter Dorn Tacy;
- Speedsters: Evolution of the Speedster Body - Marcus Shelley;
- American Classics Don
- Indianapolis Pace Cars

CONTINUED ON PAGE 12



George Patak's 1963 police Plymouth Savoy Suburban on display.

IIHS Names Safest Cars for Consumers

tomakers' vehicles making the

Among the vehicles receiving its recommendations, said IIHS spokesman Russ Rader, are the 2017 Ford Fusion, the 2016 Chevy Malibu and the 2016 Chrysler 200. Other vehicles that rated highly in the IIHS study include the 2016 Chevy Equinox, the 2016 GMC Terrain, the 2016 Lincoln MKX, the 2016 Ford F-150 Crew Cab pickup and the 2016 Ford F-150 Extended Cap pickup.

The Malibu and the Fusion were just added the IIHS list this month, Rader said. When describing the Fusion, IIHS judges wrote, a "modified front-end structure and a new optional automatic braking system help the 2017 Ford Fusion qualify for a Top Safety Pick+ award."

The Fusion made the IIHS list on June 14. Judges also liked how the Fusion's beefed-up front end

The Insurance Institute for improved the Fusion's perform- model was less than 2 inches, Highway Safety (IIHS) has issued ance in the small overlap front and the airbags and safety belt its safety recommendations for test from acceptable to good. Be-2016, with several Detroit au- fore the changes, the Fusion had the dummy's movement. maximum intrusion of 6 inches in the test, and the dummy's head model earns good ratings in the barely contacted the front airbag before sliding off. In contrast, maximum intrusion in the 2017

worked well together to control

Like earlier Fusions, the 2017 Institute's four other crashwor-

CONTINUED ON PAGE 4



The 2016 Chevy Malibu received IIHS's top safety rating in June.

Ford Develops App System For All Automakers to Use

pacesetter means more than developing a better engine or figuring out how to construct aluminum bodies. True pacesetters use the latest computer technology to drive their vehicles.

And the Ford SmartDeviceLink's new developer program aims to make it easier to build in-car apps for a growing list of global automakers that have adopted or are exploring adoption of the Ford-created smartphone app interface standard, said Ford spokesman Alan

Working with Toyota Motor Corp. and other leading automakers, Hall said Ford created SmartDeviceLink.com - a new program that makes it easier for developers to access the information they need to build and launch their services for millions of cars on the road globally.

"We first set out to develop a

Today, being an automotive way for Ford customers to access and control their favorite smartphone apps using voice commands," said Don Butler, executive director, Ford Connected Vehicle and Services. "Now, seeing how our innovative software is serving new industry partners is very rewarding. We look forward to innovating together to keep pace with the needs and wants of consumers around the

> SmartDeviceLink is the opensource software on which the Ford AppLink platform is built. It provides consumers an easier way to access their favorite smartphone apps via voice command or touch screen interface. Part of Ford SYNC, AppLink is available on more than 6 million Ford vehicles globally, and is expected to reach 28 million more by 2020.

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GM has System For Remembering **Back Seat Items**

CONTINUED FROM PAGE 1

most," said Tricia Morrow, GM global safety strategy engineer. "Whether it's your lunch, laptop, pet or most importantly, your child, it's easier than it seems to forget what's in the back seat when moving between life's events. With this new feature, we are leading the charge to address this ongoing problem."

The Rear Seat Reminder works by monitoring what happens with the Acadia's rear doors, Morrow said.

The feature is intended to activate when either rear door is opened and closed within 10 minutes before the vehicle is started, or if they are opened and closed while the vehicle is running.

Under these circumstances, the next time the vehicle is turned off after a door activation, the Acadia is designed to sound five audible chimes and display a message in the driver information center that reads, "Rear Seat Reminder / Look in Rear Seat.'

'General Motors has developed a new technology for the GMC Acadia - the Rear Seat Reminder - to give busy parents an important reminder to check the back seat before leaving the car," said Kate Carr, president and CEO of Safe Kids Worldwide. "Technology alone cannot solve the issue of heatstroke when it comes to young children, but this new Acadia reminder can

'We must always remember that the safest way to protect a child from heatstroke is to never leave a child unattended in a vehicle.'

The feature cannot detect items in the backseat, so it is always important to check the rear seat prior to exiting the vehicle, Morrow said.

This industry-first feature comes standard on the new 2017 Acadia, Morrow said.



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Ed Welburn Looks Back at His Career as GM Designer

by Tom Krisher and Dee-Ann Durbin AP Auto Writers

WARREN, Mich. (AP) - During a visit to the Philadelphia Auto Show, 9-year-old Ed Welburn was spellbound by the 1959 Cadillac Cyclone, with its big fins and rocket-like front cones. Then and there, he vowed to become a designer for General Motors Co.

On June 30, he'll retire as GM's head of global design, a role that makes him one of the auto industry's most influential designers. He is also one of the industry's highest ranking African-American executives.

Welburn - the sixth design chief in GM's 108-year history reinvigorated design at the company. After GM shed excess brands like Pontiac in its 2009 bankruptcy, Welburn gave the remaining ones a fresh identity, turning out bold, chiseled Cadillacs and elegant Buick sedans. If you look closely, you might see his nod to the Cyclone's tail fins in the 2010 Cadillac SRX.

Welburn, who joined GM in 1972, also is credited with pulling together GM's 10 global design studios - which had operated independently - and working more closely with engineers and marketers from the very beginning of a car's development.

"I firmly believe that the best vehicles happen when you have great collaboration between designers and engineers. If you don't have it, you can forget about it," he said.

Welburn still sketches every vehicle the company is working on, but doesn't share his drawings with his team - they still need to come up with their own ideas. For a high-ranking official in a cutthroat industry, Welburn is surprisingly soft-spoken and courtly. He favors tailored suits and cufflinks in an era where most designers are clad in jeans.

In his office overlooking GM's historic design dome - where every car has gone for final approval since 1956 – Welburn says he feels like his work at GM is complete. He's planning a twoweek spin through Europe in his new Chevrolet Corvette, one of the vehicles he helped design.

Here are Welburn's answers to questions from The Associated Press edited for length.



Jay Leno and Ed Welburn talk about the Cadillac Elmiraj concept car on "Jay Leno's Garage" show on CNBC.

Q: Is it important to you that you were the first African-American chief designer at a major automaker?

A: It's nothing that I dwell on or celebrate. It didn't take me long to understand the first week that I was here, there was a responsibility I had. Everyone wanted to know what I could do. I was representing more than myself, right or wrong. There's a certain amount of pressure that goes with that.

Q: What is your legacy at GM?

A: I believe that we have created a culture in which design and engineering really work together. You have to have that in creating the fundamentals of the vehicles, the basic architecture. If you get great proportions, then it's much easier for a designer to style it. If you don't have that great proportion, then designers do some bad things to try to make up for shortcomings. I think a huge part of (my legacy) is the collaboration between design and its partners, as well as establishing this very powerful global design organization.

Q: Have you been able to attract design talent to Detroit?

A: The challenge is attracting digital sculptors. They're very talented and it's a very limited pool. They're sculpting in the computer. They can create just about anything, and every industry needs them, including the film industry. So we're competing with them as well as Silicon Valley. Years ago it was very difficult to get anyone from California to come here. You create the right environment and they see what we're doing. It's not easy, but it's a whole lot easier than it was 10 vears ago.

Q: Of everything you've designed or been in charge of here, what car is your favorite?

A: There's so many projects I love for so many different reasons. The Corvette project, the latest C7. With this one, the average age of the customers was getting higher, sales were going down. We needed to make a course correction. It needs to be obvious it's a Corvette, but it needs to be obvious that it's a new Corvette. I decided since we had designers in studios around the world, to offer up to every designer to submit their idea. Ultimately the design came from the Corvette team, but it was fascinating to see how each studio interpreted it differently. Q: With new ways of power-

ing vehicles, will designs change?

A: It depends on the propulsion system. If it's electric, I think it can give us more flexibility, the ability to put a greater focus on the interior space and comfort. At the end of the day, a beautiful vehicle, no matter how it's propelled, will win.



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Chrysler's CEMA Club Celebrates Company's Car History

our show at that location," Emerling said. "So for that time the museum was closed, CEMA was the only public entity able to use

The CEMA show itself, Emerling said, is free to the public, but they did ask for donations.

We've always tried to raise money for charities and this year it is again Leader Dogs for the Blind out of Rochester Hills,' Emerling said. "We've been working together for the past several years. A lot of our members are involved with that group and we have a great relationship with them.'

Emerling said CEMA currently has about 120 members. To belong to the group one must be either a current or retired Chrysler employee. Emerling herself works in Fiat Chrysler's Materials Engineering Industry Standards department.

She brought her 1993 Dodge Viper Red Roadster to the CEMA

Her husband Sandy, who is Chrysler retiree who used to work as the Body Manager for the Dodge Viper, brought his 1996 Viper GTS.

"My car is only one of three made," Sandy Emerling said. "The goal was to prove that you could paint stripes using metallic paint on a metallic body.

The experiment proved a success, Sandy said, but the design office decided to go with different colors for the body and the stripes when the design went into production.

The result was that Sandy and two other Chrysler executives were able to purchase the three experimental Vipers for them-

Lori Emerling said that the 2016 CEMA show turned out to be very successful.

"We had close to 350 pre-registered cars sign up for the show," Emerling said. "That's about 100 more than previous shows. We had close 100 Chargers participate in the Charger parade. They drove around the complex and all parked at once. It was a pretty impressive sight."

Not all the participants in the CEMA show work for Chrysler. While the show is put on and sponsored by CEMA, "they'll let anyone in and show off their Spry.

He brought his 1941 Cadillac Series 61 to the CEMA show.

"I've only owned it for a year," Spry said. "I bought it on eBay. People asked how I could buy a car without touching it or smelling it or taking it out for a first and last time I'll buy a vehicle without doing that."

While the car was in generally good shape, with the seller advertising it as a good ride, Spry was dismayed to learn that it was missing a piston and that a bucn of mice had nested in the headliner of the Cadillac.

But Spry said that he has been able to restore the car to good condition using authentic Cadillac pre-war 1941 parts.

This car has a radio that was an \$80 extra back in 1941," Spry said. "That's an expensive option in 1941 when the car itself cost \$2,000. It even as a rudimentary climate control option that cost \$65 back in the day.

"This car was made on Clark Street in Detroit. I am proud to



Sandy and Lori Emerling with his 1996 GTS Dodge Viper.



Mal Forys shows off his "baby" - a 2009 Dodge Challenger.

say that I drove it to the show. I've never owned anything so nice that I was afraid to drive it. What's the point of owning a car like that?'

Mike Lozen brought his 1971 Charger RT, which is the color of butterscotch - a color choice one does not usually see when it comes to painting 1970s muscle

"I've owned this car for 12 years," Lozen said. "I am called Cuda Mike because I've always owned Barracudas, going back to when I was in high school in 1970. While I am called Cuda Mike, I am proud of this car. I've only given it a paint job. All the parts are original 1971 parts. I've been a Mopar guy for a long

Lozen said his love of Barracudas is so great that he named his band "Mike and the Cudas."

And not all cars at the show were that old, but that hasn't said GM engineer Tim stopped the owners from fixing them up.

> One such driver was Mal Forys, who retired from Chrysler recently after working for the company for 41 years in the company's photography department.

"My retirement gift to myself is 2009 Dodge Challenger," ride. I tell them that this was the Forys said. "I was even able to get Ralph Gilles to sign it."

Forvs said that he's spent a lot of time tricking out the Challenger. The gull wing doors came from California and the chrome from Texas.

When asked if his wife Joan Zoppi objects to the money spent, she interjected, saying the car is his baby.

"If it makes him happy fixing it up, it makes me happy," Zoppi said.

But the CEMA gathering wasn't all about show. There was also some tell taking place at the event as well.

Nico Vardas, design manager for Mopar was one of several Fiat chrysler employees who spoke in the museum's auditorium the development of the modern

Dodge Charger. It was part of a 50th Charger anniversary celebration.

"It's been awesome creating history - the Hellcat engine for the Charger - to celebrate 50 years of history," Vardas said.

Dan Zimmerman, Interior De-





Tim Spry with his 1941 Cadillac Series 61, which was made in Detroit.

also spoke on June 11. He said the Charger is special to the history of the company and the modern design is special as well. He was glad to have the chance to talk about the car.

"It's given us the opportunity

sign manager for Dodge and SRT, to showcase what is special about the SRT and show the refinements in the new Hellcat SRT version of the Charger," Zimmerman said.

"It's the kind of car that people want to drive fast and drive



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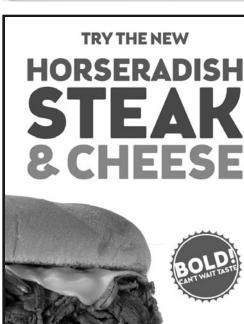
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IIHS Rates Detroit Vehicles High in Safety

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thiness tests - moderate overlap front, side, roof strength and head restraints

Judges noted that the midsize car's front crash prevention rating improved from basic to superior with the addition of autobrake. In track tests at 12 mph and 25 mph, the Fusion avoided collisions. The optional system also includes a forward collision warning component that meets National Highway Traffic Safety Administration criteria.

To qualify for Top Safety Pick+, Rader said, a vehicle must earn good ratings in all five crashworthiness tests and have an available front crash prevention system that earns an advanced or superior rating.

The Malibu made the IIHS list on June 9. Judges wrote the "edesigned Chevrolet Malibu earns the top award from the Insurance Institute for Highway Safety when equipped with optional front crash prevention.

"Like its predecessor, the 2016 Malibu earns good ratings across the board in the IIHS crashworthiness tests, which include small overlap front, moderate overlap front, side, roof strength and head restraint evaluations.

"For the first time, the Malibu is available with front crash prevention systems that include automatic braking.

When equipped with both Front Automatic Braking and City-Speed Front Automatic Braking, the Malibu earns a superior rating for front crash prevention. The midsize car avoided a colli-



IIHS likes how Ford has made the 2017 Fusion a safer vehicle.



The 2016 Chrysler 200 has also been tested, earning high safety ratings.

sion in the 12 mph IIHS track test mph in the 25 mph test, earning and slowed by an average of 24 mph in the 25 mph track test. When equipped with only City-Speed Front Automatic Braking, the Malibu avoided a collision in the 12 mph test and slowed by 9

an advanced rating."

The Chrysler 200 was named to the IIHS list in early 2016.

At the time, judges noted it was redesigned in 2015 and that 2016 model year 200 received IIHS top marks in its roof strength, head restraints and seats, side, and small overlap crashworthiness gories.

VW Looking to Go More Electric after Scandal

FRANKFURT, Germany (AP) -German automaker Volkswagen plans to ramp up its offerings of electric vehicles as it fights to bounce back from a scandal over diesel cars rigged to cheat on emissions tests.

The electric campaign is part of a wide-ranging review of the company's strategy that also includes increasing profitability, investing in new ways of getting around that don't necessarily involve owning a car, and making the company's management more open and trustworthy with the public.

CEO Matthias Mueller said June 16 the company plans to introduce more than 30 electricpowered vehicles by 2025, and to sell 2 to 3 million of the vehicles a year.

To support that ambitious plan, the company wants to increase its in-house expertise in the growing field of battery tech-

Improving battery range is expected to be a key factor in getting more people to trust the technology and want to buy electric automobiles.

Mueller made the announcement as he unveiled the results of a top-to-bottom review triggered by the scandal that erupted in September 2015 and dubbed "Together - Strategy 2025.

The new plan includes a focus on the development of digital mobility plans, which could include things like ride-sharing or car-sharing based on smartphone technology apps, for instance.

The company also set as a goal increasing the profitability and controlling costs in the manufacturing process.

That was particularly true of the core Volkswagen brand, which is barely making money; most of the company's profits in the first quarter came from its luxury brands Audi and Porsche, which tend to have much higher profit margins.

Mueller said the company intended to increase operating profit margins for the entire group from the current 6 percent toas much as 7-8 percent by the year 2025.

Volkswagen costs are higher in part because it has powerful employee representatives under German law who make it harder to shed workers, outsource work or move production outside of Germany.

With around 610,000 employees around the world, Volkswagen sold just slightly fewer cars last year than Toyota, which in comparison has only 344,000 employees around the world manufacturing and selling its automo-

The company also sought to make its management more open and less convinced it knows best how to do things without consulting partners or outside ad-

"Our most important currency is trust," Mueller said at a news conference at the company's Autostadt, or Auto City, visitor center next door to Volkswagen's headquarters in Wolfsburg, Ger-

He acknowledged the difficulty of winning back public confidence after the scandal hit the news cycle.

Mueller said the company would need more electric vehicles to meet increasingly tight government limits on emissions of carbon dioxide, the greenhouse gas blamed by scientists for global warming, and other pollutants. He said, however, that the company would keep a major focus on developing and selling internal combustion en-

Volkswagen bet heavily on diesels to meeting car emissions goals. But that strategy suffered a blow after the company was discovered to have met emissions tests using engine control software that turned emission controls on when the car was on a test stand and turned them off in everyday driving.

The company is currently working out a settlement with U.S. authorities in federal court in San Francisco to repair or replace some 500,000 cars with the problematic software. Some 11 million cars were sold with the software worldwide.

A federal judge in San Francisco on June 15 gave Volkswagen and attorneys for vehicle owners affected by the company's emissions cheating scandal more time - until June 28 - to reach a final settlement proposal with the owners of VW vehicles affected by the scandal.

The deadline also applies to any agreements Volkswagen reaches with the United States Justice Department as well as the Federal Trade Commission over the scandal.

The company has set aside at least 16.2 billion euros (\$18.1 billion) from last year's earnings to cover all of the costs that will be associated with all the recalls and fixes ordered after the scandal broke in the news media around the world.

Mueller said on June 16 that he had no reason to increase that sum based on what he knows now, but that that could change after the amount of the U.S. settlement is finally agreed upon among all the parties involved in the process.



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Mopar-Powered Racer Gets Big Win in N.J.

The 47th Annual NHRA Summernationals marked a victorious June 12 for Mopar-powered racers highlighted by a big win for Don Schumacher Racing (DSR) Dodge Charger R/T Funny Car pilot Ron Capps. The veteran driver and Summernationals pole sitter raced to the 48th victory of his career in Englishtown, N.J., to take the points lead.

It was the third victory of the season for Capps and his second-consecutive win following his monster move last week at the New England Nationals. Remarkably, the Englishtown trophy came in the fourth consecutive all-Mopar final round, and so far this season, Mopar Funny Car drivers have claimed five of the 10 pieces of shiny hardware up for grabs.

'Congratulations to Ron Capps on driving his Mopar Dodge Charger R/T Funny Car to the winner's circle for the third time this season," said Pietro Gorlier, Head of Parts and Service (Mopar), FCA – Global. "We were all very pleased to see this team start the year with a win for Mopar, and we couldn't be happier that they have been able to repeat the accomplishment in back-to-back races.

Capps began his charge to the winner's circle with a first-round defeat of fellow Mopar-campaigner John Hale. Capps was first off the starting line and carried the advantage to a 4.057second win at 307.93 mph over Hale's tire-smoking 8.734 pass. The round-win was bittersweet for Capps, however, as it was the first time that he slowed to the 4second zone since Topeka. His impressive string of 3-second passes in the Rahn Tobler-tuned Dodge Charger was halted at 12 in a row.

Capps moved into the points lead with the first-round win light and was back to business in the quarterfinals despite the warming conditions and increasingly tricky racetrack. John Force had lane choice in their head-to-head meeting and selected the preferred right lane, officially christened for this event as the "Mopar Lane." Capps, though, pulled off what had before seemed impossible for the Funny Car drivers under the hot sun on Sunday and made a full, clean pass down the racetrack in the left lane that culminated in a 3.996/310.55 to his opponent's troubled 4.474/204.98.

Edsel & Eleanor Home Getting New Sculpture

GROSSE POINTE SHORES, Mich. (AP) - A bronze sculpture has been created to honor the 100th anniversary of the wedding of Edsel and Eleanor Ford.

The life-sized sculpture of the pair walking arm-in-arm is being unveiled Monday at Edsel & Eleanor Ford House in the Detroit suburb of Grosse Pointe Shores.

The sculpture was designed by Brooklyn, New York-based StudioEIS. Edsel B. Ford II. chairman of the Ford House board of trustees, says in a statement: "It's rare that we add anything to the grounds, and this is an extraordinary supplement to the estate.'

The roughly 500-pound sculpture was made at Bollinger Atelier foundry in Arizona.

Edsel Ford was the son of auto pioneer Henry Ford.

The addition of the sculpture is another part of the Ford House's 2016 "A Century of Love" celebration that is taking place throughout the rest of the year.











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PAGE 6 **DETROIT AUTO SCENE**



Chrysler employees gave away bikes to 350 Detroit students on June 11.

FCA Employees Give Away Books and Bikes

Fiat Chrysler, a company bet- ment, FCA US , and CEO of the ter known for helping to put the Motor City on wheels, shifted gears June 11 by rolling out hundreds of shiny, new bicycles and stacks of books for students in Detroit, said Fiat Chrysler spokesman Kevin Frazier.

During the second annual "Big Bike and Book Giveaway Day' held at Palmer Park on the city's west side, Frazier said Fiat Chrysler presented new bikes and books to 350 elementary and middle school students who have demonstrated improved academic performance, school attendance and good citizenship.

"It's a privilege for FCA employees to help make a summer of fun and learning possible for students in Detroit," said Lesley Slavitt, head of Civic Engage-

FCA Foundation. "The 'Big Bike and Book Giveaway Day is a great opportunity for our employees to work with communitybased partners and make such a summer possible for youth in De-

Students chosen to receive a new bike were selected by Communities In Schools of Metropolitan Detroit (CIS), which provides education and community resources to help students successfully learn, stay in school and continue on the path to graduation, Frazier said.

The best way we can encourage students to value and take pride in their education is to show them how proud we are of their accomplishments," Sonja Allen, CEO of CIS said.

The "Big Bike and Book Giveaway Day" has recognized the academic and civic achievements of more than 700 Detroit students since it was established in 2015 by Fiat Chrysler, Frazier said.

Earlier that week, Frazier said, more than 100 Motor Citizens (Fiat Chrysler employees) volunteered their time, talents and tools to assemble the bikes for the "Big Bike and Book Giveaway Day" during a six-hour build held at Palmer Park in Detroit.

The Motor Citizens were also on hand during the "Big Bike and Book Giveaway Day" helping students pick up their new books, bikes, helmets, locks, as well as ensure that each student participating received bike safety instruction before hitting the road.

F-150 Can Show Gear Shifts

one's truck is doing and now you don't need to be a rocket enthusiast to experience Ford's new launch countdown – or count-up, as the case may be.

Ford displays all 10 gears of its all-new 10-speed transmission for the 2017 F-150 right where the customer can easily see them, in the truck's instrument panel, said Ford spokesman Mike Levine.

The new Ford-built transmission - the first volume-production 10-speed automatic available to consumers - will deliver improved acceleration and performance compared with previous six-speed automatic transmissions, thanks to optimized wide-span gear spacing coupled with drag-reduction actions, Levine said.

Three overdrive gears and a wider span enable lower-numerical rear-axle ratios to help improve fuel efficiency at highway speeds while still maintaining best-in-class towing performance, Levine said. Smarter shift logic helps 2017 F-150 customers tow with improved confidence using tow/haul mode.

New adaptive shift-scheduling algorithms monitor more than a dozen powertrain and driver control signals in real time - ensuring the right gear at the right

It's nice to be able to see what time for an engaging driving experience, including in sport mode.

An integrated electric pump works with the standard Auto Start-Stop system for seamless restarts and improved driving efficiency, Levine said.

Weight savings play a key role in improved shifting performance. The 10-speed gearbox – the first from Ford not to employ cast-iron components - uses advanced materials and alloys that result in lighter weight. Additionally, an integrated torque converter/turbine clutch helps shave more than two pounds, while also reducing the packaging footprint.

The new 10-speed is paired with Ford's second-generation 3.5-liter EcoBoost engine. Ford engineers designed the all-new 3.5-liter EcoBoost to provide best-in-class torque for a V6 engine - one that beats all gasolineand diesel-powered competitors at more than 450 lb.-ft., Levine said The new engine provides better low-end and peak engine torque. It is ideal for hauling heavy payloads and towing heavy trailers.

Ford is investing \$1.4 billion at its Livonia Transmission Plant to create or retain 500 hourly jobs to build the all-new 10-speed transmission.



2017 F-150 display cluster shows gear changes in the engine.

Catch Detroit Auto Scene when you're on the go. Ford's Female Executives

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DetroitAutoScene.com

Prove Influential in State Three Ford senior leaders MBA in finance in 1984 from Easthave been named to the list of

the 100 Most Influential Women in Michigan by Crain's Detroit Business. The award aims to recognize proven leaders driving key decisions in industries, companies and academia, as well as in civic and policy organizations.

Ford honorees include:

• Birgit Behrendt, Ford Motor Company vice president, global programs and purchasing. The Crain's profile noted that Behrendt was hired into Ford of Germany as a commercial apprentice more than 30 years ago, Behrendt, 56, earned a business degree in evening school while working in material planning and logistics. In 2013, she was elected as a company officer and vice president of Ford. and named to her current role.

In an interview with Crain's Behrendt said when asked how women wield power in Michigan or in your industry over the last 10 years, said "that is the thing women don't 'wield' power. Women have stepped forward and taken on very challenging roles in our industry, up to our first female CEO at one of the OEMs.

"That is great to see, and since I am from Germany I can say that I have seen more women in powerful automotive roles in Detroit and Michigan than anywhere else in the world."

• Donna Inch, Ford Land chairman and CEO. Crain's stated that Inch, 60, earned a bachelor's degree in finance in 1978 and an ern Michigan University. Starting her career with Ford in 1978 as an industrial relations analyst.

In January 2010, Ford appointed her chairman and CEO of its real estate division. Ford Land.

Inch told Crain's that women in the auto industry should "work hard and learn everything you need to learn. Success doesn't come from just showing up. I always liked that quote by Henry Ford: 'Whether you think you can or you think you can't, you're right.' If you think you can do it, you can. You just have to plot out how you get there.'

 Marcy Klevorn, Ford Motor Company vice president and chief information officer. Crain's reported that Klevorn, 56, earned a bachelor's degree in business administration from the University of Michigan. She began her career in technical roles at AT&T, always with the Ford corporate account. Ford recruited her, and on its third attempt she joined Ford in 1983. She worked through business units including Ford Credit. In 2003 she become a consulting program manager on Ford's purchasing system.

When asked about how the automotive industry can sell to women, Klevorn told Crain's "If you worry too much about being a woman in automotive, you end up shooting yourself in the foot. You have to be competent. In the end, that always wins. Just focus on delivering and contributing to the goal."



Ram truck owners and volunteers lend a hand to Texas flood victims.

Ram Nation Volunteers Help Texas Flood Victims

More than 20 Ram Nation volunteers from Finnegan Chrysler Jeep Dodge Ram dealership and the Ram Truck brand's Southwest Business Center teamed with the First Response Team of America on June 11, in Rosenberg, Texas, (southwest of Houston) to deliver supplies and to help clean up homes damaged in the recent Memorial Day weekend floods.

Tad Agoglia, founder of the First Response Team of America, directed the effort and led the caravan of Ram trucks from the Finnegan dealership in Rosenberg, Texas, to the clean-up site, said Fiat Chrysler spokeswoman Eileen Wunderlich.

The Ram brand established a partnership with the First Response Team of America in 2012. Wunderlich said, to help communities across the country respond to natural disasters.

Since then, Ram - through the FCA Foundation – has donated more than \$300,000 to First Response. As a result, Ram and the First Response Team of America have led similar collaborative operations in many areas, including Wimberley and San Marcos in central Texas, Tupelo, Miss., and Moore, Okla., Wunderlich said.

Ram Truck created Ram Nation in 2012. It is a grassroots organization of like-minded people willing and ready to help people in need, such as those in flooddamaged Texas. Ram Nation volunteers - ranging from Ram truck owners to brand and dealership employees - haul supplies, deliver equipment, clear debris, distribute food and water, and even make donations that help people in their communities and around the world. New members can join Ram Nation at: www.ramtrucks.com/ramnation.

Ford Develops Technology For Apps in Auto Industry

CONTINUED FROM PAGE 1

software to the open-source community in 2013, Hall said. Toyota was the first automaker to adopt the technology, and plans to introduce it on vehicles in the near future. PSA Groupe, Honda, Subaru and Mazda are exploring similar integration. Auto suppliers QNX Software Systems and UIEvolution are adopting the Ford software as well, with plans to integrate it into their products.

Already, Pandora, Spotify, AccuWeather and iHeartRadio feature SmartDeviceLink compatibility, and other popular apps are planning product integrations in the coming months. Adopting and supporting the SmartDeviceLink protocol will provide automakers worldwide with immediate access to a growing ecosystem of compatible smartphone apps to enhance the in-car experience for their own customers.

Industry adoption of SmartDeviceLink offers significant benefits to automakers interested in creating apps for safer in-car use and providing greater control to customers over how their data is utilized, Butler said.

For developers, industry adoption provides greater scale due to the availability of the technology in vehicles across multiple brands. It enables automakers and suppliers to maintain brandspecific, differentiated entertainment and connectivity systems that broaden choices for customers in terms of how to connect and control their smartphones in the car.

As SmartDeviceLink is both device- and operating system-agnostic, it's poised to play a key role in the integration of apps in emerging markets where new mobile operating systems may become popular.

"We're focused on building the best tools to support the grow-Ford contributed its AppLink ing SmartDeviceLink ecosystem and promote the developer community," said Justin Dickow, product manager for Livio, the Ford subsidiary that maintains the SmartDeviceLink software. "The SmartDeviceLink developer portal is designed to increase the visibility of the software, imthe documentation process, and help developers source the information they need to create great in-car applications and experiences for consumers.'

SmartDeviceLink.com offers a hub of information for automakers and suppliers interested in the technology. It will point developers to the online location of the software code necessary for a given project.

Governor Vetoes Car Repair Bill

LANSING, Mich. (AP) - Gov. Rick Snyder has vetoed legislation that he says would have increased the cost of auto repairs in Michigan and possibly car insurance, too.

The bill won overwhelmingly approval in the Legislature.

It would have amended the law to state that when repairing certain parts during the first five years of a vehicle's warranty, body shops could use only new or recertified original parts provided by car companies - unless the vehicle owner directed in writing to install an aftermarket part. Snyder said June 16 it's "laudable" to ensure cars are safely repaired and he supports other parts of the legislation.

But he says the bill artificially sought to limit competition and didn't sufficiently delineate between structural and cosmetic parts.





GM Honors Coatings Supplier Axalta For its Successes

by Jim Stickford

Two years ago, Axalta was spun off from DuPont. The new company specializes in the manufacture and supplying of liquid and powder coatings to automakers around the world. And on June 13, the company decided to celebrate its success at the company's Mount Clemens plant.

Axalta has, two years running, earned GM's "Supplier of the Year" award, said David Fischer, vice president market Strategy and Growth Transportation Coat-

"Right now our market strategy is to look at new products and develop new territories," Fischer said. "I was recently in India. We're looking at the growth markets. We have our traditional customers, but it's smart to be looking at expanding in new markets.'

Fischer said that Axalta was spun off from DuPont when the Carlyle Group, a private equity entity, bought the division in 2013. The spin-off was complete in 2014.

"Our division and DuPont were

going in different directions," Fischer said. "DuPont was interested in alternative energy and feeding the world.

"So we went from funding their efforts to being able to reinvest our profits in our products."

And, Fischer said, becoming its own company hasn't slowed Axalta down. In its first two years as a private company, it was named as one of GM's "Suppliers of the Year."

It's rare for a GM supplier to win it once, but it's even rarer to win it two years running, Fischer

Steven R. Markevich, president **Transportation Coatings** Greater China, said Axalta isn't standing still.

'We're going to three-peat next year and win the supplier award for a third time," Markevich said. 'That means we're going to work hard in 2016 the way we worked hard in 2014 and 2015. We serve GM around the world and we really want to grow with them. Breaking off on our own hasn't been easy. There were a lot of moving parts to get right. In a year we had to put in a new leadership team and develop systems to run an independent company. And as a new company we have to develop new products. Our customers want improvements even in highly popular paint colors and we're here to make that happen."

As part of the June 13 celebration all 700 employees at the Mount Clemens facility were treated to a picnic lunch. The company also unveiled a couple of vehicles to the public.

One is the number 88 Axalta-University of Michigan stock car that will be raced by Dale Earnhardt Jr. in August at the Pure Michigan 400 at the Michigan International Speedway.

Fischer said that recently U-M and Axalta have joined forces to work together on the U-M solar car, which was on display at the event. The solar car is being developed by engineering students to race in the World and American Solar Challenges.

Shihaab Punia, a junior engineering student at U-M, was on hand at the June 13 celebration. He said that starting next year Axalta will be providing the paint for the surface of the solar car. This will make the vehicle slightly more aerodynamic and in the solar car game every little bit of efficiency matters. The Earnhardt stock car was revealed to be in the maize and blue colors of U-M.

Randall Pappal, GM executive director for Global Purchasing and Supply Chain spoke at the June 13 celebration lunch, praising Axalta and its employees for the work they've done.

"Only 110 GM suppliers won the supplier award," Pappal said. "Axalta really earned this honor. And the tradition that they are establishing is truly outstanding. We work with the company around the world and they've launched a lot of product globally this year and they've launched it flawlessly.

"I want to thank the people who work day-to-day to make that happen. It's their commitment to quality, safety and partnership that has made this success happen. And I have full confidence that Axalta will be back next to three-peat in winning a supplier award."



DETROIT (AP) - Electric car maker Tesla Motors is denying allegations that there are safety problems with its vehicle suspensions.

The Palo Alto, California, company says one of its cars had an abnormal amount of rust on a suspension part, a problem it hasn't seen in any other Tesla vehicle.

On June 10, the United States National Highway Traffic Safety Administration said it asked for information from owners and Tesla about Model S suspension failures.

The agency has not opened a formal investigation.

Tesla said in a statement June 11 that the Model S with the rust had over 70,000 miles on it and was caked in dirt when picked up for service.

The company says it has given the agency all relevant informa-

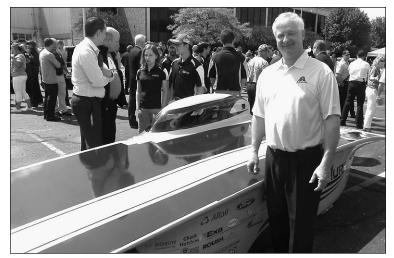
NHTSA says it's also concerned that Tesla has asked owners to sign nondisclosure agreements about safety issues.

The federal agency says such agreements could prevent owners from reporting problems to the government in the near future.

But Tesla also denied that. The company says it has asked customers to sign a "Goodwill Agreement" when it agrees to fix a problem that wasn't the fault of the car.

Those agreements make sure that repairing the car is not used against the company in court, Tesla said.

"This agreement never comes close to mentioning NHTSA or the government and has nothing to do with trying to stop someone from communicating with the National Highway Traffic Safety Administration," Tesla's statement said.



David Fischer by the U-M solarcar Axalta will be painting.



GM's Randall Pappal congratulating Axalta for its excellence.

Pickup Trucks Have Put Stamp on American Lifestyles

has left a stamp on society - liter-

U.S Postal Services spokesman Mark Saunders said that on Friday, July 15, the Post Office will debut four stamps celecrating pickupt trucks at the Syracuse Nationals New York State Fairgrounds Horticultural Center.

The vehicles being honored, Saunders said, were chosen because the Post Office wanted to celebrate pickup trucks, "the rugged and reliable work vehicles that Americans have driven for nearly a century. The stamps feature four models: the 1938 International Harvester D-2, the 1948 Ford F-1, the 1953 Chevrolet, and the 1965 Ford F-100.

Saunders said artist Chris Lyons of Pittsford, N.Y., used Adobe Illustrator to create stylized renderings of the pickup trucks. Art director Antonio Alcalá of Alexandria, Va, designed the stamps.

The origin of pickup trucks, Saunders said, can be traced back to the early 20th century, when automobiles first became popular in the U.S. They made personally hauling cargo, which once was the job of horse-drawn wagons, easier than ever. By the early 1900s, several manufacturers first began producing lightduty trucks in limited numbers.

International Harvester supplied and maintained trucks on stateside military bases during World War I, Saunders said. In 1917, Ford released the Model TT, which had a one-ton chassis. For 1918, Chevrolet introduced the Model 490 truck. But because drivers had to purchase their own cargo beds and bodies. these vehicles weren't considered true pickup trucks.

The first fully factory assembled pickup truck didn't arrive until the middle of the next

The American pickup truck decade, Saunders said, when the 1925 Ford Model T Runabout with Pick-Up Body made its debut. A fortified version of Ford's landmark Model T, it had a base price of \$281, featured a steel bed, and was powered by a modest 20-horsepower engine. Ford sold nearly 34,000 Model T pickups, helping kick start the popularity of pickup trucks.

Saunders said the automaker Studebaker used the word "pickup" in an advertisement in 1913, but the exact root of the term "pickup" is unclear. By the Great Depression, it had become part of the American lexicon. U.S. Federal Regulations currently classify the pickup truck as "a non-passenger automobile which has a passenger compartment and an open cargo area (bed).'

Known for its production of agricultural equipment, Saunders said International Harvester also made acclaimed light-duty trucks. In the 1930s, the company introduced its D line of pickups. With its six-cylinder engine and half-ton payload capacity, the 1938 International Harvester D-2 was a strong, sturdy pickup. The model was also visually striking. It had a distinct barrelshaped grille and its elegant styling mirrored the look of luxury automobiles of the era.

By the end of World War II, pickups had become ubiquitous, especially in rural America, Saunders said. The nation's major manufacturers soon began designing well-equipped trucks that no longer resembled the barebones models they once offered.

In 1947, Chevrolet rolled out the Advance-Design Series, the first all-new post-World War II pickup truck line, Saunders said. The new Chevys were roomier and more powerful than ever before. Advance-Design pickups, such as the 1953 Chevrolet, featured large windshields that provided drivers with excellent visibility, a distinctive curvy grille that bulged in the middle, and a six-cylinder engine. Advance-Design trucks were the top-selling pickups for nearly a decade.

The same year Chevy debuted its new line, International Harvester introduced its KB-Series of trucks. During World War II thousands of soldiers drove IH trucks, and once back home, welcomed the chance to own a stylish KB-1, -2 or -3 pickup.

Ford's F-Series, Saunders said, also differed greatly from relatively sparse models previously available. Also known as the "Bonus Built" line, F-Series trucks were, in the words of Ford's famous advertising campaign, "built stronger to last longer." Ford launched the new line with the 1948 Ford F-1. It included features like the roomy "Million Dollar Cab," a sharp horizontal fivebar grille, and a six- or eightcylinder engine. Ford sold more than 300,000 trucks in the first

model year of the F-Series.

In the 1960s and 1970s, International Harvester's line of light trucks flourished. Saunders said. In addition to the pickup version of the popular Scout, the company offered the C-Series, including the C-110. Most IH pickups of the era were available in a number of different wheelbases, a variety of engines, and with a larger, "Bonus-Load" bed. These models also offered a crew cab option, a popular concept introduced by IH in 1957.

For the 1965 model year, the F-Series pickup got a facelift, Saunders said. The 1965 Ford F-100 had a new grille that featured 18 small rectangular openings. It also featured what Ford dubbed "Twin-I-Beam" independent front suspension, which improved the quality of the ride, and a powerful six- or eight-cylinder engine. The F-Series is still in production today and remains the country's top-selling truck line. As of 2015, there have been 13 generations of F-Series pickups.



The Post Office will be issuing stamps honoring the American pickup.

Ford Honors Lear as a **Top Supplier**

Lear Corporation of Southfield, a global supplier of automotive seating and electrical systems, today announced that it was recognized by Ford Motor Company as Supplier Diversity Development Corporation of the Year for 2015.

Lear received the award from Ford at their 18th annual World Excellence Awards ceremony held in Dearborn in May. These awards were presented to Ford suppliers who exceed company expectations and distinguish themselves from their peers by achieving the highest levels of global excellence in 11 categories.

The Supplier Diversity Development Corporation of the Year Award honors the supplier that has excelled in integrating diversity into their organization and business process.

"Our World Excellence Awards allow us to recognize suppliers who demonstrate a strong commitment to quality, performance and teamwork," said Hau Thai-Tang, Ford group vice president, global purchasing. award-winning companies, like Lear, have helped Ford deliver a breakthrough year, and we are thankful they are part of our One Ford team."

Matt Simoncini, Lear's president and CEO accepted the award on behalf of Lear and the Company's 136,000 employees, and commented

"Diversity is one of our Core Values, and we are committed to integrating diversity into everything we do. Diversity makes Lear a stronger and better company," Simoncini said.

China Car Sales Show Strong May Numbers

BEIJING (AP) - China's auto sales growth hit a five-month high in May, driven by the popularity of SUVs, an industry group said June 13.

Sales rose 11.3 percent over a year earlier to 1.8 million vehicles, according to the China Association of Automobile Manufacturers. Total vehicle sales, including trucks and buses, rose 9.8 percent to 2 million units.

The CAAM said SUV sales, whose explosive popularity has helped to buoy the industry, rose 36.3 percent to 627,000.

China's auto sales growth cratered last year, jolting global brands that are looking to the world's most populous market to drive revenue.

Sales revived after the government cut sales taxes, but longerterm growth is expected to moderate from the double-digit rates of recent years.

For the first five months of the year, auto sales rose 7.8 percent to 9.2 million units. SUV sales rose 45 percent to 3.2 million.

Sales by Chinese brands rose 12.9 percent to 716,900. They have been clawing back market share from bigger global rivals on the explosive popularity of low-cost SUVs, the fastest-growing market segment.

Sales by German brands rose 19.6 percent in May. Those by Japanese brands increased 17.7 percent and those of U.S. brands by 11.2 percent.

General Motors Co. said sales of GM-brand vehicles by the company and its Chinese manufacturing partners rose 16.9 percent in May to 295,282. Sales in the first five months of the year gained 4.3 percent to a new record for the period of 1.5 mil-

Ford Motor Co. showed a slight decline in May sales to 88,248 vehicles from the previous year's 90,553. The company said year-to-date sales were up 5 percent at 479,542.

Nissan Motor Co. sales rose 3.4 percent to 106,100. For the first five months of the year, sales were up 1.3 percent at

Toyota Motor Co. sales increased 11.2 percent to 102,900, while year-to-date sales were up 12 percent at 495,000.

BMW AG said sales of BMWand Mini-brand vehicles rose 7.1 percent to 40,123.

A Car Show Crash **Injures Driver of Antique Mustang**

LA PORTE, Ind. (AP) - Authorities say a 72-year-old man was seriously injured when his vehicle crashed into a tree at a vintage car show in northern Indiana.

The LaPorte County Sheriff's Office of Indiana says the crash happened at about 4 p.m. June 11 at the start of La Porte's annual Cruise Night at the LaPorte County Fairgrounds.

The sheriff's office says the driver, from Hudson Lake, was behind the wheel of his white 1966 Ford Mustang in the fairgrounds' parking lot when his foot became entangled between the brake and gas pedal.

The sheriff's office says that this entanglement caused the vehicle to crash through a fence and became airborne before it finally slammed into a nearby tree.

The vehicle proceeded to catch fire, the sheriff's office reported.

Sheriff Capt. Mike Kellems tells The (Munster) Times that the driver was taken to a hospital where he was treated for serious injuries.

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track to supply 11 million batteries this year.

Chevy Stock Car Racer Takes Second Place

From a tenth place starting spot in the FireKeepers Casino 400 at Michigan International Speedway (MIS), Chase Elliott led the field for 35 of the 200-lap race and powered the No. 24 NAPA Auto Parts Chevrolet SS to a career-best second place NASCAR Sprint Cup Series career finish on June 12.

It was his 11th top-10 effort in 2016 and first top-10 at MIS for the 20-year-old Rookie-of-the-Year contender. With a strong Chevy SS race car, Elliott took the checkered flag just ninetenths of a second behind the race winner.

Kyle Larson, who is also looking for his first win in the NASCAR Sprint Cup Series, took third place behind Elliott in his No. 42 Target Chevrolet SS. Kevin Harvick, who started from the 29th spot due to an untimely caution during his qualifying effort on Friday, piloted his No. 4 Outback Chevy SS to a fifth place finish; which gave Team Chevy three spots in the top-5 overall.

Tony Stewart, with a very strong No. 14 Rush Truck Centers/Mobil 1 Chevrolet SS, brought home a solid seventh place; Austin Dillon was eighth in his No. 3 Dow Salutes Veterans Chevy SS, and Jamie McMurray took his No. 1 McDonald's Chevrolet SS was ninth in final order.

The 200-lap, 400-mile race, which featured a new aero package, was plagued with nine cautions for 46 laps.

Harvick continues to lead the standings by 30-points over teammate Kurt Busch, who finished 10th in his No. 41 Haas Automation/Monster Energy Chevrolet SS. Joey Logano (Ford) was the race winner and Brad Keselowski (Ford) finished fourth to round out the top-5.

The NASCAR Sprint Cup Series takes break next week, and returns to action for the first road course race of the season at Sonoma Raceway in Northern California on June 26.

Johnson Controls Yuma Facility Has Anniversary

Johnson Controls celebrated the 10 year anniversary of its battery distribution center in Yuma, Ariz. this month, said Johnson Controls spokeswoman Kim Theune .

The facility currently employs 184 people and has shipped more than 75 million batteries since production started in June 2006.

To celebrate this milestone, a ceremony for employees was held at the plant on June 8, Theune said.

"Celebrating our 10th anniversary gives us an opportunity to recognize the hard work and dedication of our employees," said Joseph Moser, plant manager, Yuma Service and Distribution Center, Johnson Controls Power Solutions. "We are proud to provide our customers with high-quality products and service, while contributing to the growth and vitality of the Yuma area."

The Johnson Controls Yuma facility is responsible for the final production and labeling of batteries that are shipped to automotive aftermarket customers and automakers located in nine surrounding states.

In 2011 the facility was expanded to 265,000 square feet with the addition of 65,000 square feet of warehouse space, Theune sid.

The distribution center is on

Detroit Aces 'Total Quality'

Domestic automotive manufacturers won more Total Quality Awards than their foreign competitors, according to the latest results of Strategic Vision's Total Quality Impact (TQI) measure. Vehicles from Ford Motor Company, General Motors Company, Fiat Chrysler Automobiles, and Tesla combined for 16 winning vehicles, compared to 15 winning models from abroad.

The victory was close, but significant," said Christopher Chaney, senior vice president at Strategic Vision. "After almost a decade of lopsided defeats. American manufacturers have prevailed over imports for the second time in four years. The signs are clear. America is back.'

The journey to the top did not happen by playing it safe, Chaney said. Manufacturers took bold, innovative, gamechanging risks with several models that ended up winning Total Quality Awards this year.

'We see time and again that for consumers, innovation does more to communicate quality than an absence of problems does," said Chaney. "Whether it comes in the form of breakthrough technology (Tesla Model S, Chevrolet Volt, Ford C-MAX Energi), re-engineering a vehicle (Ford F-150), or creating a new model (with the resurrected GMC Canyon), consumers feel the positive impact of bold new directions taken by manufacturers. The future of quality that is meaningful to buyers will reach beyond 'no squeaks and rattles'and reside in the successful deployment of engineering innovation and technology that is relevant, intuitive, and impactful."

Strategic Vision is a researchbased consultancy with over 35 years of experience in understanding the consumers' and constituents' decision-making

100 clients, including most automotive manufacturers.

The newly enhanced Total Quality metric further incorporates the impact of problems with the vehicle as well as the drivers' analytical and emotional evaluations of quality, Chaney said. These aspects are connected and crucial to measuring the impact of quality on the overall new vehicle experience.

Detroit OEM winning vehicles

- Jeep Wrangler Unlimited -Entry SUV;
- Fiat 500 Micro Car;
- Dodge Challenger Specialty Coupe;
- Jeep Grand Cherokee Mid-Size SUV.
- Chevrolet Volt Mid-Size
- APT Car Segment; • Ford C-MAX Energi - Small
- APT Car Segment; • Lincoln MKZ Hybrid - Near-
- Luxury APT Car Segment; Chevrolet Corvette Coupe – Premium Coupe Segment;
- Ford Mustang Convertible -Standard Convertible Segment;
- GMC Canyon Standard Pickup Segment;
- GMC Sierra 2500/3500 Heavy Duty Pickup Segment;
- Chevrolet Tahoe Full-Size utility Segment;
- Cadillac Escalade Luxury SUV Segment.

"Some auto manufacturers are hoping that attack ads on the Ford F-150 will convince shoppers of the lack of quality, hoping for similar success in election commercials," says Strategic Vision President Alexander Edwards. "However, the Ford F-150 has provided a quality product

combined with a strong positive emotional experience that makes it a leader. Ford buyers will continue to cast their vote with the F-150."

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This 1931 Cord L-29 "La Grande" speedster was at EyesOn Design.

EyesOn Design Summer Show Offered Variety

CONTINUED FROM PAGE 1

Marcus Shelley;

1965 – Don Renkert;

- Supercars: Progress of Power – Chuck Linn;
- Streamliners by Design -
- **Bull Schultz**; • Icons of Design – Al Rogers;
- Beautiful Brute Power: Chrysler 300 Letter Series 1955-
- Gold Standard of the World: Cadillac Eldorado 1953-1966 -Don Renkert;
- Hot Pursuit: Powered for Protection and Service - Joe Tonietto;
- Power Wagons Pete Prvce;
- Pure Michigan: Made in Kalamazoo - Byron Babbish and Joe Tonietto;
- Beyond Power Dome: Hood Scoops and Power Bulges – Brian Butler and Steve Rohde;
- American Muscle: Power to the People - Bob Ashton;

- Pontiac Performance Design - Jeff Denison:
- Collectors' Circle Marcus Shellev:
- Hurst Performance Vehicles
- Paul Gallo; • Stock to Rock: Corvettes -
- Werner Meier; • Tuners: Taking it to the Next
- Level Bob Ashton; • European Sports – Dan
- Faussie; • BMW: The Ultimate Driving Machine a Century in the Making
- Horst Reinhardt; • Early American Motorcy-
- cles: American Machines from the Turn of the Last Century to the Beginning of the Second World War – Andy Sirvio;
- On the Road Again: Fifty Years of Vintage Camping Rigs and Trailers 1914-1964 - Daniel Hershberger and Pete Pryce;
- Muscle Bike Mania: Pedal Power - Bob Ashton.

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