



PacifiKids are videotaped in dealership talking about their experience with customers and their families.

Chrysler Kids Turn Sales Into Child's Play

Talk about child labor. Chrysler brand's PacifiKids took over a dealership and ran it for one day, surprising consumers who visited Victorville Motors in California. The PacifiKids – Harper (age 8), Izzy (age 10) and Miles (age 11) – were first introduced last

May by the Chrysler brand as part of its digital and social campaign for the new 2017 Chrysler Pacifica, said Fiat Chrysler spokeswoman Diane Morgan. Over the course of two-and-a-half days, Victorville Motors was transformed into the PacifiKids' place of business with the goal of

striking a fun balance of work meets play. As the dealership doors opened on Sept. 14, a PacifiKid receptionist greeted one family after the next, immediately sweeping them into a world of child's play, Morgan said. From

CONTINUED ON PAGE 7

A Man for All Seasons – And All GM Designs

by Jim Stickford

Michael Simcoe, GM's new head of Global Design, is settling into his job quite nicely.

Simcoe took over from Ed Welburn, who retired last summer. He said he is taking over Design at a time when design is no longer "local" but rather truly an international operation.

"The days of designing vehicles for local markets are over," Simcoe said. "GM no longer designs vehicles that can't be sold on an international basis."

Simcoe comes by his international perspective honestly. A native of Australia, he came to GM via its Australian subsidiary Holden in 1983. He's worked as the director of Design for GM Asia Pacific and set up the company's GM Korea Design Operations.

Simcoe in 2009 was given, in addition to his other responsibilities, the task of leading all exterior design for North America and spearheaded the design development of a long list of GM products, including the GMC Terrain, Buick LaCrosse, Chevrolet Camaro and Equinox, and Cadillac CTS sedan, wagon and coupe. He was appointed vice president, Design, for GM Inter-



Michael Simcoe

national (GMI) in 2014. When asked what the biggest changes in global design have been over the past five years, Simcoe said that, from GM's point of view, the biggest change has been with the company's brand studios.

"What's driving the concentration of designers is the focus on a specific brand," Simcoe said. "And we're focusing more on our customers and being able to face what our customers want in a better way. Beyond that, each year for the past 15 years or so,

CONTINUED ON PAGE 2



Murphy with TACOM commander Maj. Gen. Clark LeMasters.

Army Wants Its Warfighters To Enter Combat Prepared

by Jim Stickford

In the military, they call it leadership by walking around. That's just what Under Secretary of the Army Patrick J. Murphy was doing when he visited the U.S. Army's TACOM command in Warren on Oct. 13.

Lt. Col. Rene Russo-Johnson, Murphy's public affairs officer, said TACOM was just one of several Army facilities Murphy was visiting.

"Undersecretary Murphy has been to places like Ft. Jackson in South Carolina and Ft. Riley in Kansas, as well as TACOM in Michigan," Russo-Johnson said. "He's been talking to the soldiers and civilians who work at these installations to hear what they have to say. Once his tour is finished, he'll go back to the Pentagon and report on what he's heard."

Murphy was appointed to the

position of Under Secretary of the Army by President Obama on Jan. 4 of this year. Prior to assuming this position he served in the U.S. House of Representatives and as a soldier served two tours of duty in Iraq 2003-2004.

"I came to here to see the 6,000 great people who work here at TACOM Life Cycle Management Command," Murphy said. "They are part of the larger Material Command team. It's our job to make sure that our warfighters never enter into combat where it's a fair fight. I've come here to see and work with our warfighters. The job they do is inspirational."

Murphy said he also saw the level of technology that the Army uses today to keep America's warriors safe.

Murphy said it's important that TACOM take advantage of

CONTINUED ON PAGE 2

Ford F-Series, Ram, Jeep Lead Texas Rodeo

Detroit's trucks proved their worth in the latest Texas Auto Writers Association (TAWA) Truck Rodeo.

TAWA released its findings for 2016, with Detroit automakers taking first place in such categories as Best Truck Line – Ford; Truck of Texas – 2017 Ford Super Duty; Luxury Pickup Truck – 2017 Ram 1500, and Best Off-Road Pickup Truck – 2017 Ram 2500 Power Wagon.

"This year's Texas Truck Rodeo was by far the most competitive in the most categories," TAWA President Nic Phillips said. "More than 70 member journalists put in more than the equivalent of 15 days of driving time in the competing vehicles."

"After careful evaluation, I believe the results of the competition show just how competitive truck and utility vehicles are today."

"Ford's all-new 2017 Super Duty and its innovative use of advanced materials, as well as improvements in powertrain and features, thoroughly impressed our journalists."

TAWA spokesman Fabian Campos said the organization got its start in 1985 when it was founded by automotive journalists.

"These professionals sought to create an automotive event that was unique to Texas, and the result was the TAWA Truck Rodeo," Campos said.

"Since 1992, Truck Rodeos have been held in San Antonio, Houston, Dallas, Fort Worth, Granbury and Spring Branch, and now Dripping Springs."

"At nearly 1,650 acres, with over a mile of frontage on Texas State Highway 165, approximately 1.25 miles of both sides of Onion Creek, rich bottom land

and high hilltops, ample native and exotic game, Longhorn River Ranch was an ideal location for evaluating the off-road capabilities of the latest and greatest from auto manufacturers."

The TAWA Truck Rodeo is sponsored by Steel Market Development Institute (SMDI), Campos said.

TAWA members evaluated the off-road vehicles while climbing rocks, crossing creeks and dodging wildlife.

The pickups, SUVs and crossover utility vehicles had combined sticker prices totaling more than \$4 million, Campos said.

Engineers from the competing manufacturers were on hand to answer questions from journalists about the vehicles and to aid in the evaluation process. Journalists were also able to evaluate vehicles side-by-side.

Besides the four winners listed above, first-place finishers were:

- Heavy-duty pickup truck – 2017 Ford Super Duty;

- Best connectivity – FCA Uconnect Access;

- Best powertrain – 2017 Ford F-150 with 3.5 EcoBoost V6 engine;

- Off-road utility vehicle – 2017 Jeep Wrangler Rubicon;

- Mid-size SUV – 2017 Jeep Grand Cherokee;

- Compact SUV – 2017 Jeep Cherokee;

- Compact CUV – 2016 Jeep Renegade.

Phillips also had good things to say about Fiat Chrysler's entries for 2016.

"The Ram 1500 Rebel was the most driven single vehicle in the competition with 33 runs on our challenging on- and off-road courses," said Phillips. "Ram's debut of the 2017 2500 Power Wagon set new benchmarks in our scoring system with the highest figures in the exterior, performance and personal appeal dimensions across all vehicles in the competition."

CONTINUED ON PAGE 4



The 2017 Ford Super Duty has been named the "Truck of Texas."

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Deadline: Thursday 5:00 p.m.
for the next edition of Monday

William Springer II, publisher
Lisa A. Torretta, operations
Jim Stickford, news

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Army Wants Its Warfighters to Be Prepared

CONTINUED FROM PAGE 1

the expertise that exists in Detroit to help with efficiencies.

He said one of the biggest challenges the Army faces is having to do more with less.

"When I left Congress in 2011, the military budget was about \$100 billion more than it is today," Murphy said. "So learning efficiencies is important, and the money we save here can be put into programs that make sense for our warfighters."

After completing his tour, Murphy said the most impressive thing he saw were the people.

"It's hard not to be inspired by the people who work here and support the Army," Murphy said. "There are 1.3 million people who work for the Army. The majority of them are in the Reserves and the National Guard and when the nation calls, whether it's Afghanistan or Iraq, or more recently to the flooding in North and South Carolina, they come."

Murphy said that he had a number of recommendations, including increasing the military's budget. But, he said, the main story he is coming away with is that Americans should be proud of its armed forces.

Statewide Fuel Prices See Slight Increase

DEARBORN, Mich. (AP) – AAA Michigan says gas prices statewide have risen by about 10 cents per gallon in the past week.

The Dearborn-based auto club said on Oct. 10 that the average price for self-serve regular unleaded gasoline was about \$2.34 per gallon. That's about 13 cents less than it was at the same point last year. It's the second week in a row that the statewide average has increased.

The lowest average price was about \$2.28 per gallon in the Benton Harbor area, while the highest average was about \$2.37 a gallon in the Bay City, Midland and Saginaw areas. AAA surveys daily fuel prices at 2,800 gas stations across the state.

A Man for All Seasons – and All GM Designs

CONTINUED FROM PAGE 1

our design studios around the world have become more connected. Our vehicles are now made with the global market in mind and our vehicles have to run in different markets."

As to changes in consumer preferences – the move away from traditional sedans toward SUVs and CUVs – Simcoe said GM hasn't been caught by surprise. In fact, he credits the company with leading the way with creation of the Trax and the Encore. "The move to SUVs has become something of a self-fulfilling prophecy," Simcoe said. "People like the higher view these vehicles provide, so we design more."

Because GM is concentrating more on the customer, Simcoe said, these vehicles have become more popular because they give customers what they want. The trend becomes self-enforcing.

"We do a lot of research so we know what our customers want," Simcoe said. "They tell us what we like and we respond."

"Take the Malibu for instance. The previous generations were more upright. Now they're slimmer and more sleek. And for our Chevrolet portfolio, if you take the Malibu as the base, you'll notice the other vehicles also share that slicker look."

"When people look at the Chevy portfolio, they are seeing vehicles with a Chevy look. They are bolder, slicker designs."

"Internally at GM, we need good separation between our brands," Simcoe said. "We have designers just do Chevies, who have a good sense of the brand and how Chevy should differ from other GM brands."

But the future brings new design challenges, Simcoe said. Upcoming federally-mandated

mileage standards will require all sorts of solutions. Vehicles will have to get lighter, more aerodynamic and use different powertrains.

That means vehicles will be made of different materials than in the past. And GM has to come up with designs for cars that don't exist today – autonomous vehicles and EVs.

"That's the challenge we face in the future," Simcoe said. "It's exciting. These new types of vehicles challenge today's conventions. And we have to come up with new designs to support the new conventions."

Part of the problem designers face, Simcoe said, is simple science. The new materials that will be used in the cars of tomorrow might not be able to be shaped the way designers want. And the way people are mobile may also affect design.

"Take a shared autonomous vehicle," Simcoe said. "The experience of traveling in that vehicle will be different than the experience of traveling in a car that the driver owns. We have to think of new ways to provide entertainment and connectivity. But this is not an impossible challenge, it's an exciting challenge."

Simcoe said overcoming these challenges will require designers to combine excellent design with functionality. When a vehicle has a design that pops, but doesn't function well according to the wants of the owner, that vehicle won't last in the marketplace.

"It gets old quickly," Simcoe said. "But making cars is a complicated process. There are so many elements – engineering, design, manufacturing – that have to come together. When that process gets out of balance and one element dominates the others, things don't go well."



Simcoe with the Buick Avista concept car he and his team designed

That's been a problem in the automotive industry that has affected a lot of OEMs, Simcoe said. It can become too easy for a company to concentrate efforts on one element to the detriment of the others.

"But when all the different elements that go into making a car work together to meet the customers' needs, that's when you get a winner."

By concentrating more on the customer, Simcoe said, GM has learned something interesting – car owners around the world are pretty similar in their wants.

Preferences like color might be different region to region, but a customer in a developing market wants the same thing customers in other markets want.

And thanks to the Internet and modern communications, that customer will be able to see within a day of the launch of a new car in a different market what that new car looks like and what its features are.

That developing market customer's wants will be informed by that new car in a different market.

The Internet has leveled expectations around the world, Simcoe said.

"The days of Detroit being trapped by looking into a mirror and ignoring what was going on in other markets no longer holds true," Simcoe said. "The world is too connected."

And GM not only has design centers around the world, the designers it employs in Detroit are diverse, Simcoe said. They come from China, Korea, Germany, India and bring diverse opinions.

A GM man all his life, Simcoe said if he were to look back, he would say his favorite GM design is the 1959 Corvette Razor. And if you love the '59 Corvette Razor, he said, you have to love the 1963 Stingray split window.

"But that's looking back," Simcoe said. "I like to look forward and my favorite design is the design I currently work on. This is an optimistic industry and we are working to make the best cars ever. If you don't have the passion for the work and for the industry, why be a car designer?"

Chevy Helps the Fight Against Breast Cancer

For the sixth consecutive year, Chevrolet and General Motors employees, dealers and customers are banding together to fight breast cancer this October by supporting the American Cancer Society's Making Strides Against Breast Cancer walks.

Additionally, Chevrolet and participating dealers across the country are supporting the Making Strides Against Breast Cancer program through event sponsorships, team participation, customer engagement and other activities, said GM spokesman Craig Daitch.

"All across Chevrolet, we are proud to be part of the fight against breast cancer," said Paul Edwards, the U.S. vice president for Chevrolet Marketing. "Last year was a record year in Chevrolet helping the American Cancer Society sponsor 84 walks and raising nearly \$1.6 million for its programs. We fully expect to exceed last year's contributions."



Chevrolet is holding events all through the month of October to support the fight against breast cancer.

Chevrolet plans to participate in several events and activities throughout October, including social media campaigns, Daitch said.

Chevrolet will support the partnership through a special social media engagement program in October that encourages people to show their support by using the hashtag, #IDriveFor.

Chevrolet will contribute \$5 for every social post (up to \$500,000) on Twitter or Instagram using #IDriveFor, Edwards said.

Team Chevy will commission a pink Chevrolet SS Pace Car and caution lap donations at two NASCAR Sprint Cup Races at Talladega Superspeedway on Oct.

23 and Martinsville Speedway on Oct. 30.

The donations will consist of \$350 (up to \$50,000) for each caution lap taken in the pink Chevrolet SS pace car at the two events.

Furthermore, Edwards said, the American Cancer Society and Chevrolet will host breast cancer survivor events where survivors and caregivers will be treated to once-in-a-lifetime experiences on the tracks.

Daitch said Chevrolet's efforts to support the fight against breast cancer go beyond big events that might seem remote to the average American. The company is also sponsoring local, more intimate efforts.

Employees across the country are participating in local Making Strides Against Breast Cancer walks by gathering coworkers, family and friends to show their support.

A large contingent of General Motors employees participated in the Detroit walk originating at Hart Plaza in Detroit on Oct. 8, Daitch said.

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The 2017 Challenger's body structure earned the car high safety ratings.

Challenger Declared Safe

Safety is not the enemy of speed and power.

The 2017 Dodge Challenger has earned a five-star overall safety rating from the U.S. National Highway Traffic Safety Administration (NHTSA).

Five stars is the highest rating in the regulatory agency's vehicle-evaluation program, said Fiat Chrysler spokesman Eric Mayne.

"This proves the 2017 Dodge Challenger is much more than a great-looking car," says Mike Dahl, head of Vehicle Safety and Regulatory Compliance, FCA North America. "It reflects our commitment to delivering exceptional occupant safety in every vehicle segment."

Nearly 60 percent of the sporty Challenger's body structure consists of high-strength steel, Dahl said. This engineering strategy, combined with the careful inte-

gration of side-guard door beams, was critical to the car's performance in NHTSA's side-impact testing.

The agency simulated collisions with a pole and with another vehicle at closing speeds of 32 miles per hour and 62 miles per hour, respectively, Mayne said. The Challenger's rating for each: five stars.

Supplementary restraint systems also contributed to the car's performance, Dahl said. Driver and front-passenger side air bags are standard equipment on all Challenger trim levels, as are front and rear side-curtain air bags.

In its assessment of the new Challenger, Mayne said that NHTSA noted the availability of Forward Collision Warning

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GM's Hydrovan Celebrates Its 50th Year

The year 1966 brought the TV debuts of "Batman" and "Star Trek," which both enjoy a cult-like following 50 years later.

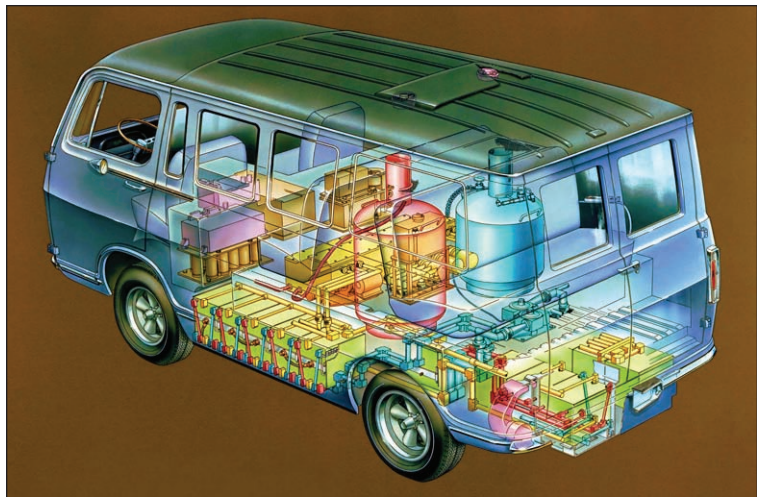
With less fanfare in the same season, General Motors tested the Electrovan, the world's first hydrogen-powered fuel cell vehicle, said GM spokesman Alan Adler.

Floyd Wyczalek, 91, was project manager of Electrovan fuel cell development and recalls the 200-person team working on the first technology transfer of fuel cells from President John F. Kennedy's 1962 challenge to NASA to safely land a man on the moon before the end of the decade.

"We had three shifts of people on this project starting in January 1966 and finishing 10 months later," Wyczalek said. "We had one running demo for the Progress of Power press conference in October that year."

Fast-forwarding to 2016, Adler said GM has invested more than \$2.5 billion in hydrogen fuel cell technology and is among patent leaders along with Honda, its collaborator since 2013 in developing a next-generation system that will be much more powerful but a fraction of the size of the equipment-crammed Electrovan, which had room for only a driver and two passengers.

Several fuel cell demo programs have helped GM amass more than 3.1 million miles of real-world experience on modern fuel cell systems. On Oct. 3 at the



GM's original hydrogen-powered vehicle, the Electrovan, is 50 years old.

Association of the U.S. Army (AUSA) annual meeting and exhibition in Washington, D.C., GM revealed its latest fuel cell demo, the Chevrolet Colorado ZH2, an off-road midsize pickup that the Army will test in extreme conditions next year.

Coincidentally, Adler said, the ZH2 went from contract to completion in about 10 months, the same timing as the Electrovan. It will be the first fuel cell vehicle to wear the GM Hydrotec badge, a familial tie to the Ecotec gasoline engines.

"We see broad potential for fuel cell systems in military, aerospace and other applications while we continue on the path to a commercial vehicle," said Charlie Freese, executive director, GM Global Fuel Cell Business. "It is

pretty special to celebrate the Electrovan's 50th anniversary."

The Electrovan was strictly a test vehicle to explore hydrogen as an energy source for vehicle propulsion, Freese said.

"Fuel cell durability was performed over a period of several months in a test cell," Wyczalek said. "Driving acceleration and top speed tests were conducted on a chassis dynamometer."

Following the end of the project, the Electrovan was stored in a Pontiac warehouse for 31 years before being rediscovered in 2001.

The experimental vehicle is now assigned for use in fuel cell displays and loaned to museums when not parked at its home in the GM Heritage Center in Sterling Heights.



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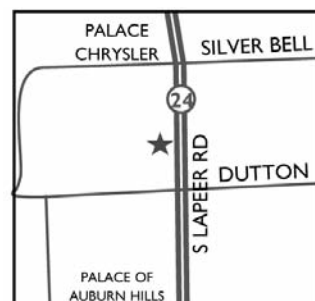
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2017 F-150 Boasts Improved Fuel Efficiency

Ford's continuing efforts to improve the mileage of F-150 pickup truck are producing results, according to Ford spokesman Jiyan Cadiz.

Thanks to the new 3.5-liter EcoBoost V6 engine mated to the first volume-production 10-speed automatic transmission, EPA-estimated city, highway and combined fuel economy increase 1 mpg, with the combined rating for 2017 F-150 4x4 up 2 mpg, said Cadiz.

In addition, F-150 customers benefit from improved acceleration, performance and refinement delivered by the 3.5-liter EcoBoost and state-of-the-art 10-speed automatic transmission, Cadiz said.

This new powertrain combination provides better low-end and peak performance, which is ideal for hauling heavy payloads and towing heavy trailers, he said.

This second-generation 3.5-liter EcoBoost engine delivers 50 lb.-ft. more peak torque compared with the first-generation

3.5-liter EcoBoost, for a segment-best 470 lb.-ft. – beating all diesel- and gasoline-powered competitors, including V8 engines with nearly twice the displacement, Cadiz said. Horsepower jumps 10 over the previous version, for a total of 375 horsepower.

The new 3.5-liter EcoBoost is designed to leverage the best attributes of the first-generation design – power, reliability and efficiency – improving in almost every aspect, said Cadiz. This includes a new twin-port and direct-injection fuel strategy, lighter and stronger crank and valvetrain components, re-designed twin turbocharger with electronic wastegate, and re-designed valvetrain and variable-displacement oil pump.

The new 3.5-liter EcoBoost builds on the success of the 2.7-liter EcoBoost and first-generation 3.5-liter EcoBoost – which account for approximately 60 percent of F-150 sales, Cadiz said. F-150 remains the only truck in

its segment to offer a twin-turbocharged gasoline engine, he said.

With 1-million-plus Ford EcoBoost-equipped trucks on the road, F-150 owners will save more than 110 million gallons of gas over the next year while out-hauling the competition, said Cadiz.

The new 10-speed automatic transmission available for 2017 F-150 4x2 and 4x4 models optimizes engine power and torque ranges, with closer ratios between gears and patented hydraulic controls, Cadiz said.

Smarter shift logic helps customers tow with improved confidence using tow/haul mode, he said.

All-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 time for an engaging driving experience, including in sport mode, said Cadiz. In addition, a unique high-speed one-way clutch allows for non-sequential shifting.

Weight savings play a key role in improved shifting performance, Cadiz said. The 10-speed gearbox – the first from Ford not to employ cast-iron components – uses advanced materials and alloys.



The 2017 Ram 1500 luxury pickup was tops with TAWA judges.

Detroit Trucks Earn Praise From Texas Auto Writers

CONTINUED FROM PAGE 1

“That’s a most impressive feat given all the vehicles we had on hand and the fact that Ram chose the Texas Truck Rodeo for the first-ever media drives and evaluations of its most extreme off-road trucks speaks to the seriousness of our competition. The Ram 1500 Longhorn’s luxurious interior looks like it was made for Texans, resonating the most with our journalists naming it the Luxury Pickup Truck of Texas.

“The same can be said of Fiat Chrysler’s strong showing with the Jeep brand’s repeated wins in our utility vehicle categories,” Phillips said. “The company’s unique styling, Texas-tested capability and leading value proposition made the Grand Cherokee, Cherokee and compact Renegade a repeat favorite of TAWA voting members in their respective classes.”

A total of 82 pickups, SUVs, crossovers and commercial vehi-

cles were entered in the competition and 72 TAWA members attended the event, Campos said.

Members cast their votes after two days of on- and off-road vehicle evaluations. Consideration is given to everything from exterior/interior styling and off-road capability to the entrant’s overall utility, value and performance.

Brake Problem Forces Toyota to Recall Prius

TOKYO (AP) – Toyota Motor Corp. is recalling 340,000 gas-electric hybrid Prius cars around the world for a defect in their parking brakes. Of those, 212,000 are in Japan and 94,000 in North America.

Japanese automaker Toyota said in a statement Oct. 12 that it was not aware of any reports of accidents linked to the defect “as of Oct. 3, 2016,” updating an earlier statement, in which it had said it was still looking into various reports.

Toyota said the parking brake cable can disengage unexpectedly, causing the brakes to stop working properly. So, if the car is left in any gear other than park, it could start rolling away, and possibly crash.

In the recall announced Oct. 12, Toyota said 17,000 Prius vehicles were recalled in Europe, and the rest in Australia and other regions. The problem models were manufactured from August 2015 through October 2016. Owners will receive notices starting next month.

The company said all the vehicles were manufactured at its Tsutsumi plant in Toyota city, Japan, the company’s headquarters, one of a handful of plants around the world that make the Prius.

Toyota’s brand suffered in 2009, when the company was embroiled in a massive global recall over quality lapses, including faulty brakes, defective floor mats and sticky gas pedals. Its brand power has bounced back since then, after the company, long known for high worker morale, reviewed its quality control.

Ford-UAW Offers Free Breast Cancer Screening

DETROIT (AP) – UAW-Ford is offering free mammogram screenings for uninsured and underinsured women 40 and older in the Detroit area.

The fourth annual event is in recognition of Breast Cancer Awareness Month and will be held through Oct. 22 at Northland Radiology in Southfield. Screenings are confidential. Women younger than 40 with family histories of breast cancer also can get the free screenings at the site.

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2017 Alfa Romeo Giulia Wins at SAVA Car Show

The 2017 Alfa Romeo Giulia Quadrifoglio was awarded the "Star of the Show" from the Southern Automotive Media Association (SAMA) at the 2016 Miami International Auto Show recently, said Fiat Chrysler spokeswoman Kimberly Shults.

"The 2017 Alfa Romeo Giulia Quadrifoglio is an exciting addition to the Miami International Auto Show," said Pepe Delfino, SAMA president. "SAMA judges were impressed by the storied history, beautiful craftsmanship and technological advances that make the new Giulia Quadrifoglio a serious contender in the luxury sedan market."

Shults said that as the first of a new generation of vehicles built on an all-new platform, the 2017 Giulia Quadrifoglio embodies Alfa Romeo's La meccanica delle emozioni (the mechanics of emotion), delivering race-inspired performance, advanced technologies, seductive Italian style and an exhilarating driving experience in the premium mid-size sedan segment.

"We're honored to receive this prestigious award from the Southern Automotive Media Association recognizing not only Alfa Romeo's rich 105-year heritage, but also the excitement surrounding the all-new Giulia," said Reid Bigland, CEO of Alfa Romeo. "We're proud that in its Miami Auto Show debut, the Giulia took top honors for its Italian craftsmanship, performance and style - hallmarks of the Alfa Romeo Brand."

The new Giulia was designed to have a commanding presence and a menacing face to take on the world's best roadways, Bigland said.

It was Crafted by Alfa Romeo artisans at the Cassino plant in Italy, and is meant to be the high-performance model in the lineup and a testament to Alfa Romeo's balance of engineering and emotion that stands out in the segment, Bigland said.

Challenger Earns Top Vehicle Safety Ratings

CONTINUED FROM PAGE 3

(FCW), which features forward-facing sensors programmed to detect the potential for certain types of frontal collisions. If a frontal impact with another vehicle appears imminent, the system pre-fills the Challenger's brakes and transmits audible and visual warnings for the driver to respond.

FCW is among more than 70 available safety and security features on the 2017 Dodge Challenger, Mayne said. Others include Blind-spot Monitoring (BSM) and Rear Cross Path (RCP) detection.

BSM uses radar sensors to aid the driver when changing lanes, passing or being passed. When another vehicle is detected in the driver's blind spot, its presence is noted with illuminated icons in the Challenger's side-view mirrors and a driver-selectable chime.

RCP detection warns drivers of lateral traffic when backing out of parking spaces. It automatically activates whenever the driver puts the Challenger in reverse gear.

Since the modern Dodge Challenger was launched in 2008, NHTSA has included the car in its annual model-year ratings seven times, Mayne said. It achieved five-star scores every time, including five overall five-star ratings - one for each year overall ratings have been awarded.

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Ford Employee Keeps Busy Taking Care of Bees at River Rouge Facility

As the honeybee population in the U.S. continues its three-decade-long decline, Ford employee Mary Mason has taken up the task of caring for tens of thousands of bees right outside the Ford Rouge Complex.

The complex, home to thousands of factory workers, is also home to 80,000 honeybees, thanks to Mason and the company's wildlife habitat strategy, which in the last decade-and-a-half has brought nature back to a once gray and black facility, said Ford spokesman John Cangany.

The bee project started in the early 2000s as part of Ford's environmental initiative – the Heritage 2000 program, Cangany said. An architect and sustainability designer was brought in to help “green” parts of the Rouge facility, and the entire complex was given a makeover.

The company brought crabapple trees to the site and someone came up with the idea of honeybees, noting their decline, Cangany said.

“We had the crabapple trees and thought when they flowered, the bees could pollinate them,” said Roger Gaudette, director, Dearborn campus transformation. “Bees are relatively easy to manage, so they were a perfect fit. We installed the hives in 2003, and even distributed the honey to company board members for the first few years.”

The orchard at Ford Rouge is now home to 80,000 honeybees, Gaudette said. Mason, a Ford safety investigation engineer, brought in some of her own bees, and has served as a volunteer caring for the Rouge bees for three years.

“I think it's wonderful Ford is so environmentally connected, and that officials are interested in how the company affects its community,” she says. “I just love

that they're letting me keep the bees here. It's important they're protected.”

According to government figures, honeybees have been on the decline for more than three decades in the United States. Colony collapse disorder, parasites, pests, pathogens, poor nutrition and pesticides are thought to be the cause. This could have a big impact on crops, Cangany said.

“We have about a 60 percent to 70 percent die-off rate in Michigan,” says Mason, “primarily due to pesticides and pollutants. Unfortunately, when you spray for pesticides, the chemicals can't distinguish between nuisance pests, like mosquitos, and beneficial honeybees.”

The United States Department of Agriculture says healthy honeybee colonies are critical for meeting the demands of food production. The agency's agricultural research services suggests pollination by managed honeybee colonies adds at least \$15 billion to the value of U.S. agriculture annually by increasing yields and providing superior quality harvests. Commercial production of crops – like almonds and other tree nuts, berries, fruits and vegetables – depends on pollination by honeybees.

Mason cares for the bees as if they were her pets. She checks in on them during lunch breaks and on the weekends to make sure they're active and moving in and out of the hives.

“They're really unselfish,” said Mason. “They do everything to preserve the hive, sacrificing themselves to make sure their hive continues for the next generation of bees. I think it's just a beautiful thing.”

There are only three types of bees in the hive – the queen,

workers and drones. The queen mates for one week, then stays in the hive the rest of her life, laying up to 1,500 eggs a day, up to 1 million in her lifetime, typically five to seven years. The drones' only function is to mate with the queen, after which they die.

“Worker bees have a very short life span, because they work themselves to death to provide for the hive,” says Mason. “They go from one flower to the next, exhausting themselves. One bee may visit 2,000 flowers per day.”

Mason says she couldn't have picked a better place than the Rouge Plant to house her bees. Their hives are part of the Rouge Plant tour, so every day kids are being taught about the significance of bees.

Aside from the bees at the Rouge plant, Ford rescued tens of thousands of other honeybees this summer, Cangany said. Offi-



Mary Mason checks the bees daily to make sure they're active.

cial at the Ohio Assembly Plant in Avon Lake called in a beekeeper to remove about 10,000 bees and at the old St. Thomas Assembly Plant in Canada, thousands more were rescued.

“Bees are important for the crops, they're important for nature,” says Mason. “They are crying out for help, and it's up to us to help them and help the environment. It's critical.”

New Car Tech Can Confuse Vehicle Owners

DETROIT (AP) – Hyundai and BMW customers are the most satisfied with their in-vehicle technology, but those brands and others still need to work on educating drivers about what their cars can do, according to a new survey by the market research company J.D. Power.

The inaugural study, released Oct. 10, asked owners about their experiences after 90 days owning 2016 model-year vehicles. The vehicles had to be new or redesigned in the last three years.

BMW and Hyundai had two models each that were the highest performers in their segments: The BMW 2-Series and 4-Series small cars and the Hyundai Genesis midsize car and Tucson small SUV. The Chevrolet Camaro, Kia

Forte and Nissan Maxima also scored well.

Customers were asked to rate their in-vehicle technology. They gave the highest satisfaction ratings to blind-spot warning systems and backup cameras. Navigation systems got the lowest scores, with many drivers saying they found it difficult to enter a destination using voice commands.

The survey also revealed many owners don't know all the things their cars can do. Forty-three percent didn't know if their car had Android Auto or MirrorLink, which allow owners to connect their smartphones and access apps from their dashboard screens. Thirty-six percent didn't know if their car had Apple CarPlay, a similar system that works with iPhones.



Hau Thai-Tang speaks at the inaugural Mentor Me event in Dearborn.

Ford Mentors Suppliers

Looking to strengthen minority-owned businesses, Ford and the Michigan Minority Supplier Development Council (MMSDC) are launching a new corporate mentorship program to help boost minority-owned business economic output.

The “Mentor Me” program, which launched recently, ultimately aims to develop new and existing minority-owned businesses by connecting them with executive mentors from major public and private entities, like Ford, who provide valuable guidance, said Ford spokeswoman Monique Brentley.

“The Michigan Minority Supplier Development Council facilitates opportunities for certified minority business enterprises to do business with major corporations, educational institutions and government agencies to achieve their business goals,” said Michelle Sourie Robinson, MMSDC president and CEO.

Ultimately, Brentley said, providing development mentorships could help achieve parity for minority groups, which so far have maintained proportionally lower levels of business activity when comparing actual output to parity.

Economic parity will happen when a minority group's level of business activity is proportional to that group's representation in the U.S. adult population.

According to the Minority Business Development Agency, minority-owned businesses em-

ploy about 7.2 million people nationwide and gross about \$1.4 trillion each year.

However, if they were on par with the minority population, these businesses could employ about 20.4 million people and gross \$4.3 trillion.

MMSDC invited certified minority-owned businesses to apply for the Mentor Me program, Brentley said. Eight businesses from various industries were chosen from 35 applicants for the inaugural mentorship event in Dearborn.

Mentor Me will match each business – many without any business relationship to Ford – with a three-person executive mentor team to evaluate business challenges and determine steps for future success.

The program includes 24 Ford senior executive mentors from 13 different skill areas, Brentley said.

Mentorship and access to executive expertise in varying fields, as offered through Mentor Me, could help position minority-owned businesses for great success.

“Ford is committed to developing minority-owned businesses,” said Hau Thai-Tang, Ford group vice president of Global Purchasing and MMSDC chairman.

“The Mentor Me program gives our executives an active role in supplier development. We believe this is not only good for Ford, but good for the community as a whole.”

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Kids say the darndest things, and can be good salespeople.

Chrysler Tags Kids to Sell New Pacifica to Families

CONTINUED FROM PAGE 1

colorful walls and toys on desks, to beanbag chairs and even a slide leading into a ball pit, every corner of the dealership allowed families the opportunity to discover something unexpected. In all, 12 families visited the dealership that day.

With their experience nearing the end, each family was given a hands-on walk-around of the new 2017 Chrysler Pacifica.

"Kids today are influencing their parents' purchasing decisions more than ever, from the clothes they buy, to the music they download, to even the cars they buy," said Tim Kuniskis, head of Passenger Car Brands - Dodge, SRT, Chrysler and FIAT, FCA - North America.

"And kids love minivans. So we thought, why not let children, the ones who are informing those major family purchases and for whom the Chrysler Pacifica is specifically built, take over a real FCA dealership for one day to show moms and dads why the all-new 2017 Chrysler Pacifica is the best vehicle for their family."

The hidden camera stunt kicked off a six-week-long digital and social campaign supported by experiential activations with the PacifiKids for the new 2017 Chrysler Pacifica, Morgan said.

Consumers in Dallas, Los Angeles and New York can fill out a "Permission Slip" (entry form), which will make one family from each market eligible for a one-day "Field Trip" to videotape their experiences with the mini-

van and ultimately give them the chance to win a new 2017 Chrysler Pacifica. Entry for the ultimate family "Field Trip" ends Oct. 17, 2016.

The three videos captured during the winning families' ultimate "Field Trip" will be posted on www.thePacifiKids.com on Nov. 12, Morgan said. Consumers around the country can then vote for the family they think had the best field trip. The family with the most votes will win a 2017 Chrysler Pacifica.

Additionally, consumers nationwide who voted for any of the three "Field Trip" videos will have a chance to win a new 2017 Chrysler Pacifica of their own, Morgan said. One voter, randomly selected from all people who cast a vote for any of the "Field Trip" videos, will be awarded the new 2017 Chrysler Pacifica. The winning family and the one voter will be announced the week of Nov. 21.

Consumers across 10 markets (Atlanta, Chicago, Cleveland, Dallas, District of Columbia, Los Angeles, Minneapolis, New York, Phoenix and San Francisco) can also submit "Permission Slips" for a week-long "Extended Test Drive" in the 2017 Chrysler Pacifica, Morgan said.

Twenty-one families (two from each market except for Dallas, which will include three families) will be chosen for an "Extended Test Drive." To enter, those interested should visit www.thePacifiKids.com. Entry for the one-week "Extended Test Drive" ends Oct. 26.

Packard Auto Plant Tunes In

DETROIT (AP) - In his Huntington Woods attic, cluttered with drums, keyboards and a '70s photo of Elvis in Detroit, singer-songwriter Stewart Francke strummed his Wallace Detroit Guitar made with reclaimed wood from the Packard Automotive Plant.

"It's a beautiful guitar. It makes you feel good to hold it. It makes you feel good to play it," says Francke, 58, who's recorded with Bruce Springsteen, toured with Bob Seger and opened with the guitar for Joan Jett at this year's Arts, Beats and Eats festival. "I've got 25 guitars, but this one is the one that I play the most live, and it sounds probably the cleanest."

The *Detroit News* reported that Francke is among 70 local and national musicians who own one of Mark Wallace's original guitars. Wallace, the CEO of the Detroit RiverFront Conservancy and a musician who plays the guitar, drums, violin and fiddle (which he played for 10 years with the Ypsilanti bluegrass band Black Jake & the Carnies), started making guitars on a whim.

While touring a reclaimed wood warehouse in Detroit, he saw a counter-top designated for Great Lakes Coffee in Midtown.

"I was looking at the side of it, and I realized it was about the

same width as my electric guitar," he says. "Just daydreaming, I thought, 'it would be really cool to have a guitar made out of that type of wood.'"

He contacted a friend, a University of Michigan architecture professor who worked with CNC technology that could cut wood into different shapes. After some research, he accepted the challenge to create an electric guitar out of reclaimed wood with his computer-driven router.

"I assumed I was going to make two guitars, and one of them would fall apart and maybe one of them would be cool," Wallace said. "That was as far as my aspiration went."

Then in 2013, after friends saw his prototype, he applied for - and won - an \$8,000 Knights Arts Challenge grant that enabled him to turn his whimsical idea into a business.

Wallace, 39, has crafted guitars with wood from the David Whitney Building, Saint Andrews Hall, Cadillac stamping plant and old Detroit homes. His next batch will be assembled with maple from the former Detroit firehouse - now being converted into a hotel - across from Cobo Center. He also uses pine, ash and mahogany collected by the Architectural Salvage Warehouse.

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SUVs Boost Chinese Car Sales

BEIJING (AP) – China's auto sales accelerated in September, propelled by surging demand for SUVs and lower-priced Chinese brands, an industry group reported last week.

Sales of cars, minivans and SUVs in the biggest market by number of units sold rose 28.9 percent over a year earlier to 2.3 million, up from August's 26.3 percent growth, according to the China Association of Automobile Manufacturers.

Total vehicle sales including trucks and buses rose 26.1 percent to 2.6 million.

Chinese auto demand plunged last year, jolting global brands that look to this country to drive revenue growth. The market rebounded after a sales tax cut but analysts expect growth to drop back to single digits when that cut expires at the end of the year.

Sales of SUVs, seen as a safe family vehicle on China's rough roads, soared 54.2 percent to 879,000 units, according to CAAM.

Chinese brands grew faster than the market, clawing back more market share from bigger,

richer global rivals on strong demand for lower-priced sedans and SUVs.

Sales by Chinese automakers rose 39.1 percent to 975,000 vehicles. Their market share grew by 2.4 percentage points over the previous month to 42.7 percent.

• General Motors Co. said sales of GM-brand vehicles by the company and its Chinese partners increased 16 percent to 343,773. Total sales for the first nine months of the year rose 9 percent from the same period of 2015 to 2.7 million. GM said sales by its Cadillac luxury unit rose 63 percent to 12,539 units.

• Nissan Motor Co., the most popular Japanese brand in China, said sales were up 26.3 percent to 123,600 vehicles. Year-to-date sales increased 8.2 percent to 1.3 million.

• Ford Motor Co. said sales jumped 24 percent to 109,277 units. Year-to-date sales were up 11 percent to 879,559.

• Toyota Motor Co. said sales increased 11.2 percent to 104,200 vehicles. Sales for the first nine months were up by a similar margin at 890,000.

Ford Helps City Students

DETROIT (AP) – The Ford Motor Company Fund is opening a second resource center in Detroit to help increase educational opportunities for students who live in the city.

The Ford Resource and Engagement Center is expected to open early next year in the Fisher Magnet Upper Academy school on the city's east side.

The Ford Resource and Engagement Center also will increase access to services for people living in the neighborhood.

Officials say the \$5 million investment will be over a period of five years.

vestment will be over a period of five years.

The fund is the philanthropic arm of Ford Motor Co.

The center will be managed by the Detroit Public Schools Foundation and is modeled after a similar center that opened three years ago in the southwest area of Detroit.

Ford Motor Company Fund president Jim Vella says that while the greater Detroit region is making strides, more still needs to be done to help improve city neighborhoods around Detroit itself.

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<p>2016 TRAVERSE "LS"</p> <ul style="list-style-type: none"> • Chevrolet Complete Care INCLUDED! • 3.6L SIDI V6 Engine! • Remote Keyless Entry! • Rear Vision Camera! • OnStar with 4G LTE with built-in Wi-Fi hotspot! • Outside Power Adjustable Mirrors! • 6.5" Color Touch Screen Radio! • 8 Passenger Seating! <p>Stock #H31420</p> <p>NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!</p> <p>Was \$32,195 Sale Price \$23,890*</p> <p>24 MONTH LEASE: \$164*</p> <p>\$999 DOWN</p> <p>The Best Price... PERIOD!</p>	<p>2017 CRUZE "LT"</p> <ul style="list-style-type: none"> • Chevrolet Complete Care INCLUDED! • 1.4L Turbo DOHC Engine! • Automatic Transmission! • OnStar w/4G LTE w/built-in Wi-Fi hotspot! • Rear Vision Camera! • 7" Color Touch Screen MyLink Radio! • Remote Keyless Entry! • Bluetooth for Phone! <p>Stock #2H1142</p> <p>NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!</p> <p>Was \$22,325 Sale Price \$17,343*</p> <p>24 MONTH LEASE: \$149*</p> <p>\$999 DOWN</p> <p>The Best Price... PERIOD!</p>

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Feds Crack Down on Another Air Bag Auto Supplier

by TOM KRISHER
AP Auto Writer

DETROIT (AP) – The federal government has accused a small air bag parts maker of stonewalling an investigation into a fatal car crash, and threatened a large fine over the lack of cooperation.

The National Highway Traffic Safety Administration said ARC Automotive Inc. of Knoxville, Tenn., has missed deadlines and failed to report crash information and test results as required by law. The allegations are contained in documents made available on the agency's website on Oct. 11.

The failures "raise serious questions regarding the quality and integrity of ARC's air bag inflators," the agency wrote in an Oct. 4 letter to the company.

Email and telephone messages left for ARC were not immediately returned.

NHTSA began asking for detailed information in August after an ARC air bag inflator ruptured and killed a woman in Newfoundland, Canada. As many as 8 million ARC inflators are under scrutiny. The investigation is separate from one that resulted in the recall of 69 million inflators in the U.S. made by Takata Corp. of Japan.

Authorities say the Canadian woman was killed July 8 when the ARC inflator ruptured and sent metal shrapnel into the passenger compartment of a 2009 Hyundai Elantra she was driving. Without the shrapnel injuries, she likely would have survived the low-speed crash, Canadian officials said. Now, U.S. and Canadian investigators are trying to figure out what caused the inflator to blow apart.

With multiple deaths already confirmed from inflators made by Takata, the death involving a different inflator raised questions about the safety of air bags, which rely on explosions to fill bags that protect people in crashes. It also brought new urgency to a probe opened last year by NHTSA after an Ohio woman was injured by an ARC inflator.

NHTSA has said it wants to determine the entire population of ARC inflators in the U.S., which it estimates at 8 million mainly in older vehicles made by General Motors, Fiat Chrysler, Hyundai and Kia. About 2.6 million of the parts were sold to General Motors.

In the Oct. 4 letter, NHTSA accused ARC of missing multiple deadlines to provide data and test results showing inflator failures, failing to report a recall done by Toyota due to an ARC inflator defect, and failure to comply with directives from the agency.

ARC has questioned whether it needs to give NHTSA the information and that it has failed to provide documents in a readable format and has "appeared nonchalant" in developing a plan to test the inflators, the letter said.

"Instead of noting the serious nature of these incidents earlier this year and committing to work with NHTSA to determine the appropriate range of issues at hand, ARC's counsel stated that they had no obligation to provide such information and chastised agency staff for indicating otherwise," said the letter from Michael Brown, acting director of NHTSA's Office of Defects Investigation.

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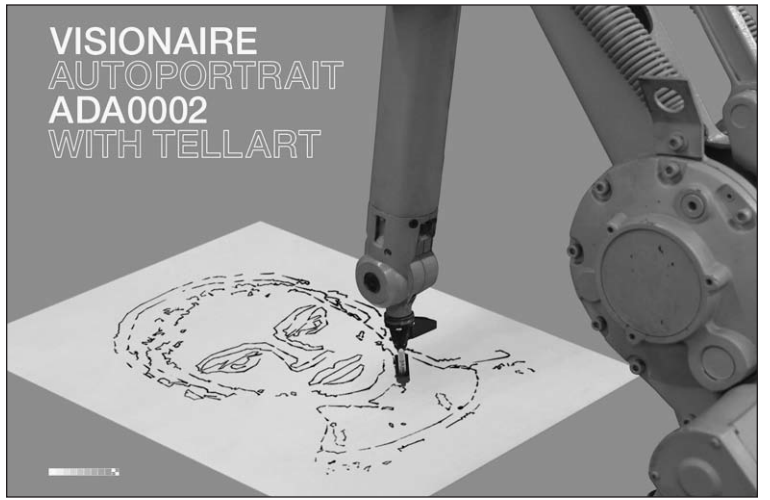
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Visionaire Autoportrait is a Cadillac service for the arts.

Cadillac Merges Machines, Art at Brand's NYC Site

Cadillac and Visionaire unveiled on Oct. 12 the newest exhibit at Cadillac House, "AUTO PORTRAIT."

The exhibit features a welding robot, similar to the robots found on the assembly lines building Cadillac vehicles, coded to be a human-like artist, said GM spokesman Eneuri Acosta.

Any Cadillac House guest will be able to have their portrait sketched by robotic artist ADA0002.

The robot - named after the self-described "poetical scientist, analyst and metaphysician" Ada Lovelace (1815-1852), considered to be the world's first computer programmer - is a pioneer of the relatively new concept of robotic artistry, Acosta said.

"The exhibit is meant to blur the line between human and machine intelligence and examines potential consequences for the field of art," Acosta said.

"With 'AUTO PORTRAIT,' Cadillac and Visionaire explore the metaphysical lines between art, artist, value and the digital dichotomy, while confronting notions of the intrinsic meanings that may lie behind artworks created by the hand of a robot."

As audiences arrive to examine ADA's processes in the gallery space at Cadillac House, the Advanced Drawing Automaton (ADA) examines back, selecting viewers for whom it creates a portrait, Acosta said.

Using image processing algorithms, ADA0002 stylistically synthesizes the image of its subject, transforming the viewer from a tangible being into processed computer data and back into a unique physical object.

This artifact can be taken out of the gallery context and hung on the wall at the subject's home, Acosta said.

Without the pressure to sell art, Acosta said the gallery space at Cadillac House is able to provide a different perspective, challenging the conventional gallery experience enjoyed by most patrons by creating interactive installation-based art.

"AUTO PORTRAIT" will be live at Cadillac House, located at 330 Hudson Street in New York City, from Oct. 12 - Nov. 4, Acosta said.

The exhibit is free and open to the public for viewing and participation from 10 a.m. to 7 p.m. on weekdays and 10 a.m. to 5 p.m. on weekends.



The 2017 Cadillac XT5 has proven popular with the public.

GM Adds 650 to Spring Hill Plant to Meet XT5 Demand

SPRING HILL, Tenn. (AP) - General Motors said Oct. 11 that it plans to hire 650 people at its Tennessee plant ahead of the introduction of a third shift to boost production of the Cadillac XT5 and GMC Acadia.

The company said the new overnight shift is expected to begin in January and that the new positions will be filled through the end of the year.

Vehicle production was halted at the facility for about two weeks this spring because of supply chain interruptions caused by the earthquakes in Japan.

The Cadillac XT5, a newly redesigned SUV, is the brand's best-selling vehicle with just under 22,000 sold through September.

While that's slightly below the

sales of the model - the Cadillac SRX - it replaced at this time last year, the new version didn't go on sale until April.

General Motors announced a \$790 million investment at the facility in April to build a new high-efficiency engine and upgrade vehicle production, creating nearly 800 jobs. The plant, located about 30 miles south of Nashville, employs about 3,300 hourly and salaried employees.

The Spring Hill plant turned out more than 3.7 million Saturn cars between 1990 and 2007 before undergoing an overhaul and turning to other General Motors products.

Assembly was idled during the Great Recession of 2008, but the company has poured more than \$2 billion into the facility since 2010.

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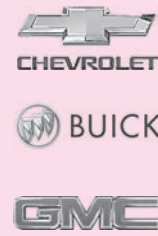
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*All prices and payments include GM rebates. Pictures may not represent actual vehicle. Pricing subject to change per GM incentives. Prices and payments are inclusive of active GM employee discount (unless otherwise stated). All leases are 10,000 miles per year with approved S Tier credit. Acadia, Terrain, Regal, Verano and Encore are 24 months leases. Yukon and Envision are 36 month leases. Cascada and Lacrosse are 39 month leases. All Vehicles shown are \$999 down. Deposition Fee may be required at vehicle turn in. Must have lease loyalty and/or closing competitive lease. Prices and payments are plus tax, title, plate fee w/ acquisition fee up front, refundable security deposit required on certain vehicles - to be determined by lender. Pricing is subject to select model vehicles - while supplies last. **\$3,500 trade in is valid on 2003 or newer vehicles w/ under 115k miles in drivable condition, no branded titles, reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. **Due to advertising deadlines prices and programs are subject to change.

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Detroit Riverfront Gains New Stage At Dequindre Cut

DETROIT (AP) – A new gathering place is being unveiled along the Dequindre Cut Greenway in Detroit, from Gratiot to Mack, just west of St. Aubin.

The McGregor Fund and the Detroit RiverFront Conservancy held a private ceremony Oct. 13 to celebrate the Campbell Memorial Terrace.

The outdoor performance space includes features such as a covered stage.

Those involved say they hope the terrace becomes a popular destination for impromptu performances as well as scheduled events.

The public is invited to the terrace Oct. 22 during the Harvest-fest Detroit celebration.

The terrace is named after David Campbell, the former president of the McGregor Fund.

Campbell, who died in 2014, also was a founding member of the conservancy's board.

The terrace is located at the base of the Lafayette Street ramp to the Dequindre Cut, a former rail line.

End of an Era in Australian Car Manufacturing

CANBERRA, Australia (AP) – Ford Motor Co. ended 91 years of car manufacturing in Australia Oct. 7, with the last two Australian carmakers due to close their doors next year.

Ford Australia said it built the world's last six-cylinder, rear-wheel-drive Falcon XR6 at its Broadmeadows plant in Melbourne.

As a result of this action, approximately 600 employees lost their jobs, the company said in a statement to the media.

About 3.5 million Falcons, once Australians' most popular automobile, have been built since 1960, although few have been exported.

Perhaps the most famous was a black 1973 XB GT Ford Falcon Coupe that became the Interceptor driven by Mel Gibson's character in the 1981 movie, "The Road Warrior."

The last Falcon will be exhibited in the Ford Australia museum, the Australian subsidiary's chief executive officer Graeme Whickman told reporters outside the plant.

"Today is an emotional day for the entire team of Ford Australia," Whickman said. "We are saying goodbye to some wonderful manufacturing colleagues who have done a great deal for Ford in Australia."

Ford, General Motors Co. and Toyota Motor Corp. announced in 2013 that they were quitting Australia and shedding 6,600 jobs because of high production costs, distance from potential export markets and increasing competition.

Ford will continue to sell and service imported cars in Australia and Australia-based engineers will help develop designs of vehicles that will be manufactured overseas, the company said.

Ford will employ 2,000 staff at Broadmeadows and the Victoria state towns of Lara and Geelong. Ford opened its first Australian production line at Geelong in 1925.

Because of that continuing presence, Whickman said Ford will become the largest employer in the Australian automotive industry when Toyota and General Motors' subsidiary GM Holden, end production in 2017.

The V8 Holden Commodore is currently sold in the North American market as the Chevrolet SS.