

## 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 de-

signs 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 exteri-

or 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 International (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, our design studios around the



Michael Simcoe

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Staff, family and friends gather around Batey, Jackson and wife, Warren Mayor Jim Fouts and de Nysschen.

## Prestige Cadillac Opens Across from Tech Center

by Jim Stickford

The future arrived in Warren on Oct. 12 when Prestige Tech Center Cadillac celebrated its grand opening.

Alan Batey, GM North American president; and Cadillac President Johan de Nysschen, were on hand to join in the celebration because the new Prestige dealership is the first built using Cadillac's new dealership model. The work done by Prestige President and CEO Greg Jackson has allowed the first new-style Cadillac dealership to be built in Detroit.

"I am honored to be here," de

Nysschen said. "Cadillac's transformation in the last few years is without precedent. Cadillac was once a brand that set the standard real automotive luxury. If you look at the troubles that recently birthed the new GM, one of the things that will be said is that when you look at Cadillac it should be a premium brand that sets the standards against which all other luxury brands are judged."

And part of that standard extends to the sales experience, de Nysschen said.

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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

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## 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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## Army Wants Its Warfighters to Be Prepared

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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.

## 'The Great Detroit' To Be Shown at Warren Library

"On Oct. 17, the Warren Public Library is showing the documentary that everyone is talking about," said Warren librarian Jennifer Lund. "It's called, 'The Great Detroit,' and people who see it can learn about all the great things that are happening in Detroit."

"It will be introduced by producer Anthony Brogdon. The movie will be shown in the Civic Center Conference Room beginning at 6 p.m."

On Tuesday, Oct. 25, at 6 p.m., representatives from the Michigan Department of the Treasury will be at the Civic Center Conference Room, Lund said, to educate people on scholarships and grants and how to apply for them, as well as answer questions the public might have on programs that are available to help pay for college expenses.

"Space for these events is limited, so folks should call the library at 586-574-4564 to register to reserve a spot," Lund said.

# Prestige Cadillac Opens Across from GM Tech Center

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"And part of that standard extends to the sales experience, de Nysschen said. "We at Cadillac realize that luxury brands are at an inflective point."

"For the first time in history, my generation – baby boomers – are no longer the dominant purchasers of luxury vehicles. By the year 2020, a short four years from now, three out of four luxury vehicles purchased will be bought by members of Gen X and Gen Y."

That's a sobering thought, de Nysschen said, and this change in purchasing demographics will require a new way of selling luxury vehicles because the new buyers want a global car.

"The key word is 'global,'" de Nysschen said.

"The new generation wants a car that meets global standards, whether they live in Detroit, New York, London, Shanghai or Tokyo."

"Second, the next generation of luxury buyers prefers a brand that is more contemporary and progressive. We have transformed our portfolio and these new Cadillacs have been designed by some of the best automotive engineers in the world and they work right across the street."

And part of transforming the Cadillac brand, de Nysschen said, is thinking of "the downstream" picture.

"This transformation is not complete if it doesn't embrace the ultimate purchaser," de Nysschen said. "That's why I'm glad to be here at this dealership that has a new corporate ID and a new look and feel that conveys the sense of modern luxury that is appropriate to the Cadillac brand."

Batey said that he's from another country – Great Britain – and he's been based in Detroit for the last seven years – years that have been a roller coaster for GM.

"Nothing happens until you sell a car," Batey said.

"We have great engineers and designers but without people like Greg Jackson and his team and their passion for selling cars, nothing can happen."

"I look at this new dealership and say, 'wow.' I know how hard it is to get something like this done. I've been here in Detroit for the past seven years, but when I see something like this dealership I get excited about the next seven years. I also want to say thanks to Greg and say that we're proud to have him as a business partner."



The new Prestige Cadillac showroom "conveys the sense of modern luxury," said deNysschen.

And Batey said that he was pleased that during the construction process of the new Prestige dealership that Jackson was able to work with GM so that it was the "first dealership of its kind for the future, and not the last of its kind from the past."

Jackson said it's always exciting to open up a new dealership, but he was humbled that so many people came out for Prestige's grand opening.

"This has not been an easy process," Jackson said. "When we broke ground 16 months ago, we couldn't imagine the difficulties that we would face."

"We opened up three months later than expected and we even tore down some of the construction so that we could make this the first of a new kind of Cadillac dealership."

"I must say I really liked it when Alan said it was the first of its kind and not the last from the past. I'll have to use that."

Jackson said that when he got his start as a dealer nearly 24 years ago, he had an Oldsmobile-Pontiac dealership in Flint. He later had a Saturn dealership and repped GMC and Chevy.

"I always wanted to represent Cadillac," Jackson said. "It's been and still is the finest luxury brand in the world. I am proud to be across the street from GM's Tech Center."

Jackson said that the idea behind the new Prestige is that every customer is really family, deserving the "grandmama" treatment.



Visitors view various Cadillacs around outside of new dealership.

"I mean grandmama, not grandmother," Jackson said. "When your grandmama visits, everyone rushes out to the car and fights over who will carry her bags. They make sure she gets the best chair and gets the best food. That's what we want, to give everyone that level of service."

After the ceremony was completed, Batey answered some exclusive questions. He said that the new Cadillac dealership model is part of a larger effort on art.

"We've already reinvigorated all the dealerships on Mound Road," Batey said. "We have to remember that the customer comes first."

"At the new GM, we have to prove everything. Being both humble and hungry drives our efforts, but ultimately, customers decide success and failure. Under (CEO) Mary Barra, we've developed a team that has made our future bright."

He also said that it's the commitment of dealers like Jackson that will move GM forward.

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## GM's Top Global Designer Embraces Future Challenges

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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 that 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, these vehicles have become more popular because they give customers what they want, Simcoe said. 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 power-trains.

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 for us, it’s an exciting challenge we are looking forward to be able to meet.”

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 doesn’t last long 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.”

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 and desires for the car he or she is looking to purchase will be informed by the new cars that are sold in a different markets.

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

The days of the North American market being parochial are over, Simcoe said. The economics aren’t there anymore and the world has changed too much for that to be true.

“The days of Detroit being trapped by looking into a mirror and ignoring what was going on in other markets no longer holds



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

true,” Simcoe said. “The world is too connected.”

And General Motors 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 they bring diverse talents, opinions and insights to the company’s design and engineering processes.

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, 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 de-

sign 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 auto industry, why be a car designer?”

Simcoe said as an Australian, he’s been saddened to see companies like Holden, Toyota and Ford end production of vehicles in his home country.

“Anytime a country loses automobile production, it’s a sad occasion,” Simcoe said. “But that’s something that is decided by the economics of the situation. General Motors still maintains a design center in Australia, so they can still influence the cars that will be sold in their own auto market.”

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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, redesigned twin turbocharger with electronic wastegate, and redesigned 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.

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

## Detroit Trucks Earn Praise From Texas Auto Writers

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“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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# GM Designers Create for Capuchin

When help was needed, 11 GM design artists stepped up.

Now their artwork is helping raise money for the Capuchin Soup Kitchen.

The artists from the General Motors Design Center have created one-of-a-kind works of art that will be auctioned to the highest bidders, benefiting the Capuchin Soup Kitchen.

The online viewing site [www.cskdetroit.org/GM](http://www.cskdetroit.org/GM) is available now and bidding is open to the public Oct. 14-21.

The artwork this year has a friendship theme, said Capuchin spokeswoman Colleen Crane, in keeping with the 44th annual SOCK (Support Our Capuchin Kitchen) dinner's theme, "You've got a friend."

This year's SOCK event is being chaired and hosted by Alicia Boler Davis, executive vice president of Global Manufacturing for General Motors.

Tickets for the Oct. 21 SOCK event, to be held at Cobo Center's Grand Riverview Ballroom, 5:30-9 p.m., are still available at \$250 per person and can be purchased by calling 313-579-2100, ext. 153, or ordering online at [cskdetroit.org/sock](http://cskdetroit.org/sock), Crane said.

"GM is fortunate to have a wealth of artistic talent within our GM Design Center, and several of those talented individuals jumped at the opportunity to support the Capuchin Soup Kitchen," said Alicia Boler Davis. "Several artists donated pieces from various genres, including sculptures, prints, and paintings. The SOCK friendship theme is reflected in their amazing creations."

The art pieces are valued at between \$150 and \$350 each, Crane said. The participating artists are Kathy Englehart, Kathy Sirvio, Jeff John, Maria Frontado, Joann Kallio, Deadra



GM Design Center artists, from left: Back row, Sirvio, John, Frontado, Kallio; front row, Englehart, Bell-Smith, Byle

Bell-Smith, Melissa Byle, Jennifer Green, Stephen Rapaski, Thomas Rimatzki and Ronald Rodriguez.

Founded in 1929, "The Capuchin Soup Kitchen serves Metro Detroit by providing food, clothing, and human development programs to the people of our community," Crane said.

In addition to preparing and serving up to 2,000 meals a day, it operates a shower program, emergency food pantry, and a tutoring and art therapy program for children. It also distributes household items and clothing.

Its Earthworks Urban Farm harvests six tons of produce from a two-and-a-half-acre organic farm, and "educates the community in regards to sustainable relationships between human beings and the earth," said Crane.

The Soup Kitchen's On the Rise Bakery assists individuals "re-entering" society after bouts of incarceration or substance abuse. In addition, the Capuchin Soup Kitchen's Jefferson House – a twelve-bed residential treatment facility – assists indigent males.

# MCC Earns Grant to Fund Improved Water Quality

Macomb Community College has received a nearly \$66,000 grant from the Michigan Department of Environmental Quality.

The grant will fund a greening project at the school's Michigan Technical Educational Center in Warren to improve water quality in the Red Run tributary of the Clinton River watershed, said MCC spokeswoman Tish Wirth.

The initiative consists of four projects – two rain gardens, a green roof and a tree grove – plus educational components.

Macomb will use the project areas as hands-on learning laboratories for its academic programs in civil technology, geology, architectural design and green building construction, as well as in its College for Kids.

The Kids program offers engaging, short-term learning opportunities for those 3 to 17.

The Clinton River Watershed Council will create community outreach and educational opportunities.

"Obviously, the initiative has a positive environmental impact, but perhaps equally as important are the educational opportunities these projects provide," said Randy Young, MCC's associate dean of Arts & Sciences.

"Not only will our professors incorporate these hands-on laboratories into their curriculum, but community members also have the opportunity to see what they can do to address storm-water runoff."

Working with a consulting civil engineer, Macomb will design the projects to capture rainwater and provide natural filtration before water enters the watershed.

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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.

cials 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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# 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 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. And kids love minivans,” said Tim Kuniskis, head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. “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 minivan 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](http://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 all-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.”



Kids say the darndest things, and can be good sales people.

To enter, visit [www.thePacifiKids.com](http://www.thePacifiKids.com) starting Monday, Oct. 10. Entry for the one-week “Extended Test Drive” ends on Oct. 26. Contest rules can be found at [www.thePacifiKids.com](http://www.thePacifiKids.com).

The Chrysler brand’s hidden camera stunt was conducted in partnership with Mosaic, Morgan said. The PacifiKids were first introduced last May by the Chrysler brand.

# Feds Ponder Rules for Self-Driving Cars

by JOAN LOWY and JUSTIN PRITCHARD

WASHINGTON (AP) – Obama administration officials previewed long-awaited guidance recently that attempts to bring self-driving cars to the nation’s roadways safely – without creating so many roadblocks that the technology can’t make it to market quickly.

Traditional automakers and tech companies have been testing self-driving prototypes on public roads for several years, with a human in the driver’s seat just in case. The results suggest that what once seemed like a technology perpetually over the horizon appears to be fast approaching, especially with car companies announcing a string of investments and acquisitions in recent months.

Federal officials have been struggling with how to capitalize on the technology’s promised safety benefits – the cars can react faster than people, but don’t drink or get distracted – while making sure they are ready for widespread use. The new guidance represents their current thinking, which they hope will bring some order to what has been a chaotic rollout so far.

Self-driving cars have the potential to save thousands of lives lost on the nation’s roads each year and to change the lives of the elderly and the disabled, President Barack Obama said in an op-ed published recently by the *Pittsburgh Post-Gazette*.

“Safer, more accessible driving. Less congested, less polluted roads. That’s what harnessing technology for good can look like,” Obama wrote. But he added: “We have to get it right. Americans deserve to know they’ll be safe today even as we develop and deploy the technologies of tomorrow.”

One self-driving technology expert said the overall tenor of the guidance signaled that the federal government truly has embraced autonomous driving. “In terms of just attitude, this is huge,” said Bryant Walker Smith, a law professor at the University of South Carolina who closely tracks the technology. He also cautioned that many details remain unclear.

Under the proposal, the federal transportation regulators, rather than states, should be in charge of regulating self-driving cars since the vehicles are essen-

tially controlled by software, not people, administration officials said.

States have historically set the rules for licensing drivers, but when the driver becomes a computer, “we intend to occupy the field here,” Transportation Secretary Anthony Foxx said. States, he said, should stick to registering the cars and dealing with questions of liability when they crash.

Automakers should also be allowed to self-certify the safety of autonomous vehicles by following a 15-point checklist for safe design, development, testing and deployment, said officials who briefed reporters. Though companies are not required to follow the guidance – it is voluntary and does not carry the force of formal regulation – Foxx said he expects compliance.

“It’s in their vested interest to go through the rigors that we’re laying out here” to gain the confidence of both regulators and the public, Foxx said.

In somewhat contradictory fashion, officials also said the National Highway Traffic Safety Administration is examining whether it should have “pre-market approval” authority, in which the government inspects and approves new technologies like autonomous vehicles. That would be a departure from the agency’s historic self-certification system and might require action from Congress.

NHTSA has been striving to make the guidelines a concise framework, rather than a lengthy set of detailed standards and regulations. The agency’s administrator, Mark Rosekind, has said he wants the guidelines to be flexible to keep pace with industry innovation.

Some consumer advocates have objected to the administration’s decision to pursue voluntary guidelines instead of drafting safety rules and standards that are legally enforceable. If the government had followed its process for issuing rules, it would have provided the public greater opportunity to weigh in on proposed regulations and required NHTSA to address any concerns that are raised before regulations become final, they say.

But the rulemaking process is often laborious and can take years to complete.

Automakers sought the NHTSA guidance in part because they fear a patchwork of state laws will slow or complicate deployment of self-driving cars. Some state lawmakers see the advent of autonomous cars as a way to attract technology companies and spur economic growth, and are proposing laws friendly to the technology.

The Michigan legislature, for example, is considering bills that would allow the testing of self-driving cars without brakes or pedals on state roads. New York, on the other hand, has a long-standing law that requires drivers keep one hand on the wheel at all times, which undermines the rationale for self-driving technology.

Recently, Uber began offering free rides in self-driving cars to customers in Pittsburgh, making it the first company in the U.S. to offer use of the vehicles to the public.

The cars have a person sitting in the driver’s seat ready to handle situations beyond the abilities of the technology.

# Brake Pad Lines Launched

Akebono Brake Corporation of Farmington Hills has introduced 16 new part numbers to its Pro-ACT, Performance and EURO premium ceramic brake pad lines.

The pads are 100 percent manufactured in the United States and expand coverage to more than 4.6 million additional late-model domestic, European and Asian vehicles, said Ken Selinger, director, Akebono Aftermarket Sales and Marketing.

Of the 16 new part numbers, Akebono released 11 Pro-ACT, four Performance and one EURO, Selinger said.

Akebono’s Ultra-Premium ceramic disc brake pads are formulated for optimum performance, are ultra-quiet and extend rotor life, and are the ultimate upgrade for OE semi-metallic, organic and low-metallic brake pads, Selinger said.

“The addition of Akebono’s

new part numbers enables more vehicle owners to experience the quality, performance and reliability of unique Akebono aftermarket braking solutions,” said Selinger.

“Customers can expect a continuous stream of new numbers featuring Akebono’s superior braking technology, designed to delight drivers while benefiting and enhancing our customers’ bottom line profits.”

Akebono premium brakes fit 27 new models, Selinger said, including the Acura RDX, Cadillac Escalade, Chevrolet Corvette, Ford Escape, Fusion and Super Duty Trucks, Hyundai Genesis, Jeep Cherokee, Lincoln MKZ and Mazda CX-5. The company specializes in advanced brake and friction material development and production, with a focus on noise, vibration and harshness, (NVH) analysis and control.



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<b>2017 GMC TERRAIN</b> FWD • SLE-1 <b>24 MONTH LEASE FOR ONLY \$129*</b>  <p>Stock #9480-17 • Deal #63132          \$1648 total due at signing.          GM pricing plus tax, title, lic. &amp; doc fees.          Must have non-GM in household to expire within 365 days.  <b>NO SECURITY DEPOSIT REQUIRED!</b></p>	<b>2016 GMC SIERRA</b> 1500 • 4WD • DOUBLE CAB • SLE <b>36 MONTH LEASE FOR ONLY \$219*</b> LOADED!  <p>Stock #9203-16 • Deal #62603          \$1881 total due at signing.          GM pricing plus tax, title, lic. &amp; doc fees.          Must qualify for GMC/Buick lease loyalty or lease conquest.  <b>NO SECURITY DEPOSIT REQUIRED!</b></p>	<b>ALL NEW 2017 BUICK ENVISION</b> FWD • ESSENCE <b>36 MONTH/10K PER YEAR LEASE FOR ONLY \$295*</b> \$1,681 DUE AT SIGNING  <p>Stock #5203-17 • Deal #63678          GM pricing plus tax, title lic. &amp; doc fees.          GM lease figured with lease conquest rebate.  <b>NO SECURITY DEPOSIT REQUIRED!</b></p>	<b>ALL NEW 2016 BUICK ENCORE</b> FWD <b>24 MONTH/10K PER YEAR LEASE FOR ONLY \$127*</b> \$1,643 DUE AT SIGNING  <p>Stock #5214-16 • Deal #62599          GM pricing plus tax, title lic. &amp; doc fees.          Must qualify for Buick/GMC lease loyalty.  <b>NO SECURITY DEPOSIT REQUIRED!</b></p>
<b>2016 GMC SAVANA</b> 2500 WORK VAN • HD <b>\$24,995*</b> WAS \$33,185 *** SAVE BIG! ***  <p>GM pricing plus tax, title, lic. &amp; doc fees. Stock #9001-16</p>		<b>ALL NEW 2016 BUICK CASCADA</b> PREMIUM • 1SP SUMMER FUN! ALL NEW BUICK CONVERTIBLE <b>39 MONTH/10K PER YEAR LEASE SPECIAL \$289*</b> \$1,817 DUE AT SIGNING  <p>Skt. #4858-16 • Deal# 60590          GM pricing plus tax, title lic. &amp; doc fees.          GM pricing must have Non GM in household set to expire 365 days from delivery.  <b>NO SECURITY DEPOSIT REQUIRED!</b></p>	

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\*All lease/purchase examples are figured with GM employee pricing. Lease conquest rebates applies to customers who have a non GM lease in household set to expire within 365 days of new lease/purchase delivery date. \*Buick/GMC lease loyalty rebate applies to customers who have a current Buick/GMC lease in household. IVC certificates may apply to lease/purchase examples and are good while dealer supply last. Expires 10/31/16

## 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 in-

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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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.

AGC 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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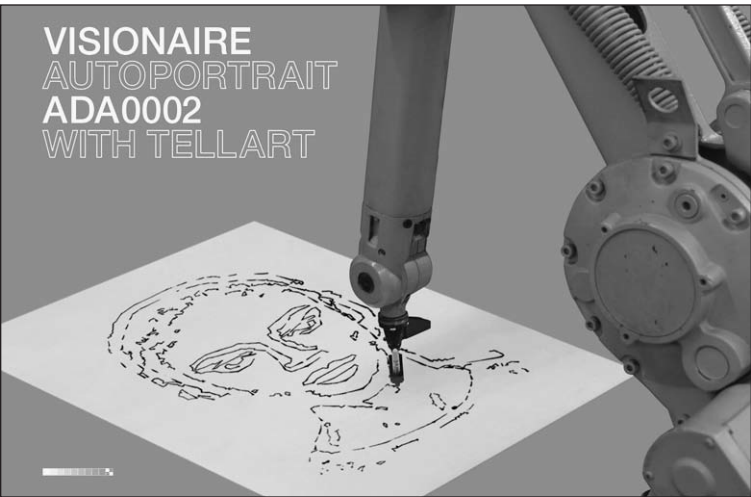
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VISIONAIRE  
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Visionaire Autoportrait is a Cadillac service for the arts.

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 “AUTOPORTRAIT,” 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.

“AUTOPORTRAIT” 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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24 Mo. Lease



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SLE 4x4

Stock# GR 472401  
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24 Mo. Lease



2016 Yukon  
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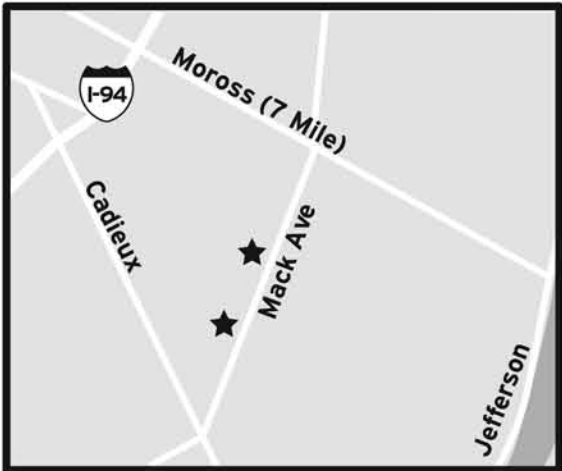
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## Detroit Riverfront Gains New Stage At Dequindre Cut

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.

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