

Acadia Geared for Mid-Sized SUV Market

by Jim Stickford

SUVs are becoming more popular than traditional sedans, and that's not likely to change anytime soon.

That's why GMC completely redesigned the 2017 Acadia to compete in the mid-size SUV segment, the largest niche in the SUV market.

Speaking at the Detroit Section of the Society of Automotive Engineers' (SAE) November dinner at the San Marino Club in Troy Nov. 17, James Chandra said that, as the Acadia's product manager, it was his job to improve the vehicle because of the public's demand for SUVs.

"The program for the new Acadia got its start back in 2012," Chandra said. "Fun facts about the GMC brand. There is an insatiable demand for trucks and SUVs. We're closing in on six years of growth and we have the highest transaction price for a non-luxury brand and the highest customer loyalty in a decade."

And, Chandra said, the Denali sub-brand now accounts for about a quarter of GMC sales.

"We've been able to nurture the Denali and spend media money on it," Chandra said. "We've been pushing it with a consistency of design, price and packaging. This is important because

the Denali line performs like a luxury brand. The average transaction price is better than Cadillac or BMW."

With the Denali line proving successful, Chandra said that GMC has switched gears to concentrate on the Acadia.

"This next year will be the biggest year for the Acadia in quite some time," Chandra said. "We will use the broadest range of media from traditional to social to cut through the clutter of media to drive our message to SUV intended buyers."

This is important, Chandra said, because SUVs are the big thing and mid-sized SUVs are the

biggest part of the biggest market niche. With the Denali line, GMC can hold its own in the large end of the mid-size SUV market segment.

GMC owns half of the large-SUV market segment, he said. But the previous version of the Acadia, he said, accounts for only about 6 percent of the mid-size range of mid-sized SUVs.

That means there's room for growth and GMC came up with the 2017 Acadia as a way of achieving that goal, Chandra said.

To that end, GMC decided to

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2017 GMC Acadia Denali



Manley at intro of 2017 Jeep Compass

2017 Jeep Compass Debuts At Los Angeles Auto Show

The new 2017 Jeep Compass made its world debut at the Los Angeles Auto Show last week.

"This vehicle," said Mike Manley, head of Jeep Brand - FCA Global, expands the brand's global reach with an unmatched combination of attributes that includes legendary and best-in-class 4x4 off-road capability, advanced fuel-efficient powertrains, premium and authentic Jeep design, superior on-road driving dynamics, open-air freedom, and a host of innovative safety and advanced technology offerings.

"A truly global all-new compact SUV, the 2017 Jeep Compass will be manufactured in Brazil, China, Mexico and India, for consumers in more than 100 countries around the world," Manley said.

"Our all-new 2017 Jeep Compass enters an extremely important and growing segment worldwide, and does so with an unmatched list of attributes that includes benchmark 4x4 off-road capability, exceptional on-road

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2017 Chevrolet Colorado ZR2

Chevy Boasts Off-Road Tech At Debut of Colorado ZR2

Chevy brought a little Hollywood to the introduction of the new Colorado ZR2.

The new mid-size pickup was introduced at the LA Auto Show last week.

The vehicle is poised to reset expectations for off-road trucks, said GM spokesman Monte Doran.

Colorado's new performance capabilities will include more off-road technology than any other mid-size pickup when it goes on sale, Doran said.

He said that, visually, the production version of the Colorado ZR2 closely resembles the concept shown at the 2014 Los Angeles Auto Show. Consumer response to that concept was so overwhelming that the team knew they needed to carry as much of the original design into production as possible.

"For both the concept and the production versions of ZR2, the

exterior design was shaped by the desire to improve capability driving over mud, sand and rock," said Rich Scheer, director of Design for Chevrolet Truck. "The wider, more aggressive stance, modified front and rear bumpers, and even the bed-mounted, spare-tire carrier all improve performance driving over rough terrain."

"The ZR2 is effectively a segment of one, combining the nimbleness and maneuverability of a mid-size pickup with a host of new off-road features and the most off-road technology of any vehicle in its segment," Doran said.

"Compared to a standard Colorado, the ZR2 features a much wider track and a lifted suspension. Functional rockers have been added for better performance over rocks and obstacles,

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Ford Helps Feed Hungry on Thanksgiving

Ford Motor Company has again teamed up with the Detroit Area Agency on Aging for the ninth consecutive year as part of the Holiday Meals on Wheels Thanksgiving program.

Their efforts ensured that more than 6,000 area homebound seniors can enjoy a Thanksgiving Day meal, said Ford spokeswoman Lisa Wilmore.

Ford's donation of \$50,000 to DAAA went to supply the food for Thanksgiving meals, and provides additional funding for the daily meal service throughout the year, Wilmore said. Additionally, Ford employees and their families came together on Nov.

23, to assemble freshly prepared meals at Valley Services at 1980 Bagley in Detroit, starting at 8 a.m.

"At Ford, we don't just build great cars and trucks, we also build communities," said Pamela Alexander, director of Ford Fund's Community Development. "By providing thousands of Thanksgiving meals to seniors in our region, we help to ensure that no one is hungry on this holiday."

Ford Fund, which works to strengthen communities year-round by assisting hunger relief agencies, also once again has joined The Parade Company and Gleaners Community Food Bank

in helping to feed the hungry in southeast Michigan, Alexander said. According to Gleaners, 715,000 local residents - including 300,000 children - face hunger this year.

"While we celebrate this holiday season with friends, family, and a nice meal, homebound seniors and adults with disabilities in our community are often neglected. So we are sharing the love and feeding our homebound and disabled adults this Thanksgiving," said Paul Bridgewater, DAAA president and CEO. "We are thankful for the Ford Motor Company Fund. They are driving away hunger on Thanksgiving with their generous donation."



Ford employees fill boxes to help feed the hungry in the Holiday Meals on Wheels Thanksgiving program.

Detroit Auto Scene®

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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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www.DetroitAutoScene.com

Chevy Boasts Off-Road Tech In Colorado ZR2

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and the front and rear bumpers have been modified for better off-road clearance.”

The ZR2's class-exclusive features include front and rear electronic locking differentials, available diesel engine, and the first off-road application of Multimatic Dynamic Suspensions Spool Valve (DSSV) damper technology.

As a result, Doran said, the Colorado ZR2 delivers exceptional performance in a variety of scenarios – from technical rock crawling to tight two-track trails to high-speed desert running to daily driving.

“Our engineers have been incredibly successful developing Corvette and Camaro performance variants with broad performance envelopes,” said Mark Reuss, executive vice president, Global Product Development, Purchasing and Supply Chain.

“The ZR2 applies that same philosophy to off-road performance. You can go rock crawling on Saturday, desert running on Sunday, and comfortably drive to work on Monday. This truck can do it all, and do it all well.”

To achieve this unprecedented balance of on- and off-road performance, Reuss said, the Chevy engineering team turned to a surprising partner in creating the ZR2's dampers, which are the heart of any off-road truck and the ZR2 is the first truck to use the off-road application of Multimatic DSSV dampers.

Multimatic Inc., based in Markham, Ontario, is a maker of high-performance (DSSV) dampers as used in championship-winning motorsport vehicles, including Formula One winners.

The first volume production vehicle to use DSSV dampers was the 2014 Chevrolet Camaro Z/28.

“From our experience on Z/28, we knew the performance advantages offered by DSSV dampers,” said Mark Dickens, executive director of Chevy's Performance Variants, Performance Parts and Motorsports Engineering.

“We also know that Multimatic's motorsport development mentality would allow us to bring a uniquely precise and repeatable custom damper to market even more quickly than a traditional damper system.”

Compared to deflected-disk valving common on most dampers, the ZR2 employs spool valves that offer increased precision and manufacturing repeatability along with enhanced ride and handling performance both on- and off-road, Dickens said.

The Colorado ZR2's DSSV dampers are position-sensitive, Dickens said.

Their aluminum bodies each house two spool valves providing both compression and rebound damping optimized for everyday driving.

The ZR2 also features 17- x 8-inch aluminum wheels, in a pattern exclusive to the ZR2.

2017 Jeep Compass Debuts at Los Angeles Auto Show

CONTINUED FROM PAGE 1

driving dynamics, fuel-efficient powertrains, countless advanced technology and safety features, all wrapped in a premium, authentic Jeep design.”

The 2017 Jeep Compass is available in four different trim configurations: Sport, Latitude, Limited and Trailhawk, said Fiat Chrysler spokesman Todd Goyer.

The new 2017 Jeep Compass, said Goyer, delivers best-in-class off-road capability, courtesy of two advanced, intelligent 4x4 systems, each of which can send 100 percent of available torque to any one wheel:

- Jeep Active Drive – full-time 4x4 system;
- Jeep Active Drive Low – class-exclusive full-time 4x4 system with 20:1 crawl ratio.

Both Jeep Active Drive and Active Drive Low 4x4 systems include the Jeep Selec-Terrain system, providing up to five modes (Auto, Snow, Sand and Mud modes, plus exclusive Rock mode on the Trailhawk model) for the best four-wheel-drive performance on- or off-road and in all weather, Goyer said.

For even greater Trail Rated off-road capability, Selec-Terrain includes Selec-Speed Control with Hill-descent Control on Trailhawk models, he said.

Compass features a disconnecting rear axle and power take-off unit (PTU), in order to provide 4x4 models with enhanced fuel economy. Jeep Active Drive and Active Drive Low 4x4 systems instantly engage when 4x4 traction is needed.

For those who seek adventure off the beaten path, Goyer said the Compass Trailhawk model delivers best-in-class Trail Rated 4x4 capability with:

- Standard Jeep Active Drive Low 4x4 20:1 crawl ratio;
- Selec-Terrain with exclusive Rock mode;
- Increased ride height of almost one inch, skid plates and Jeep signature red front and rear tow hooks;
- Unique fascias with 30-degree approach angle, 24-degree breakover angle and a 34-degree departure angle;
- Hill-descent Control;
- Aggressive 17-inch off-road tires;
- Up to 19 inches of water fording;
- Up to 2,000 pounds towing capability.

Fiat Chrysler's “small wide architecture,” a fully independent suspension, segment-exclusive frequency damping front-and-rear-strut system, and precise

electric power steering combine to deliver superior on-road driving dynamics in the all-new 2017 Jeep Compass, Manley said.

“Compass boasts a rigid foundation,” he said. “The upper body structure and frame are engineered as a single unit for a stiff and more mass-efficient structure, and it is designed and built with an extensive use of high-strength steel and liberal use of structural adhesive.

“More than 65 percent high-strength steel is used for maximizing vehicle dynamics and crash performance while optimizing weight efficiency.”

A total of five engines – three gasoline and two diesel – will be offered, depending on the market worldwide, Goyer said. In North America, the proven, fuel-efficient 2.4-liter Tigershark four-cylinder engine will power the Compass, delivering up to 30 miles per gallon.

“Efficiency and refinement also are hallmarks of FCA's 16-valve, 2.4-liter Tigershark I-4 engine with the MultiAir2 electro-hydraulic, fully variable valve-actuation system,” Manley said.

The advanced technology engine produces 180 horsepower, 175 lb.-ft. of torque and is mated

to the choice of three transmissions in North America:

- Class-exclusive nine-speed automatic transmission for 4x4s;
- Six-speed manual transmission (4x2 and 4x4 models);
- Aisin six-speed automatic transmission for 4x2 Compass models.

The new 2017 Jeep Compass is the only compact SUV to offer a nine-speed automatic transmission, enabling the vehicle to optimize engine output and for aggressive launches and smooth, efficient power delivery at highway speeds, Goyer said.



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Salvation Army Attacks Detroit-Area Poverty



The Big Red Kettle at Campus Martius in Detroit

The Salvation Army of Metro Detroit kicked off the holiday season on Nov. 18 with the annual lighting of the Big Red Kettle in downtown Detroit.

This year, said Salvation Army spokeswoman Andrea Kenski, the group's goal is to raise \$8.4 million through its Red Kettle Fundraising Campaign throughout Wayne, Oakland and Macomb counties.

"The need is great," Kenski said. "The campaign begins on the heels of new data from the U.S. Census Bureau reporting that while metro Detroit's median household income increased more than two percent, poverty rates remained flat at 16 percent. "Among communities with more than 65,000 residents, Detroit continued to post some of the nation's highest poverty rates at nearly 40 percent."

Detroit's poverty rate for children was higher at 58 percent, Kenski said.

But Detroit is not alone. Oakland and Macomb Counties have also experienced spikes in poverty levels since the recession in 2008. According to the Brookings Institute, one in three poor Americans – about 16.4 million people – lives in the suburbs.

"Red kettle donations during the campaign are vital in ensuring the organization can continue providing more than 2.7 million meals and more than 652,000 nights of shelter that are the hallmarks of The Salvation Army," Kenski said.

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Chrysler's Music Partnerships Show Off Cars

The ongoing collaboration between Fiat Chrysler and the music industry's top music labels has resulted in nearly 8 billion views of music videos on YouTube featuring Chrysler products.

To celebrate this partnership, Fiat Chrysler debuted a two-minute spot ("Music Brings Us Together") and a one-minute spot ("Work") celebrating its ties to the music industry during the American Music Awards broadcast Nov. 20 on ABC.

"This music program embodies the best of FCA's culture of leadership – mind-blowing engagement numbers, an exclusive connection with the Millennials, authentic relevance for our brands and a targeted audience that aligns organically with each brand's set of values and ethos," said Olivier Francois, chief marketing officer, FCA – Global.

"This number – 8 billion views – is not only the equivalent of one view for every person on the planet, it also means that FCA has probably the most viewed products in the automotive category on YouTube. And more importantly even, it also represents 70 Super Bowls at a nominal cost, which for me, is the best ROI on planet marketing."

"This obviously wouldn't have been possible without the personal commitment of four visionary music executives who got their respective labels – Warner music, Interscope, Atlantic Records and Epic – to buy into our approach and pragmatically make the most of today's market appetite for branded content, in the best interest of their respective artists."

To mark the extraordinary achievement, FCA has created a two-minute "mashup" (aired one time only during the American Music Awards) entitled "Music Brings Us Together," which included footage from some of the more recent music videos from labels with whom Chrysler has partnered over the years.

Mopar Racing Team Wins NHRA Cup

Through dedication, perseverance and with a generous supply of Hemi horsepower, the Mopar and Dodge brands have achieved a remarkable goal in earning NHRA's 2016 Manufacturers Cup, according to Fiat Chrysler spokesman Darren Jacobs.

The cup was presented to Mopar representatives during the season-closing NHRA Mello Yello Drag Racing Series awards ceremony in Hollywood on Nov. 15, just following the NHRA Finals where Ron Capps was awarded the Funny Car championship for a brilliant season-long performance in his Don Schumacher Racing (DSR) Mopar Dodge Charger R/T.

The Manufacturers Cup is awarded to the automobile manufacturer whose current-year model earns the most points for qualifying and category victories in NHRA Mello Yello Drag Racing Series national and divisional events, said Jacobs.

Entries in Funny Car, Pro Stock, Super Stock and Stock are awarded 60 points for an event win, 40 points for a runner-up and 20 points for qualifying. The most recent Manufacturers Cup victory for Mopar was in 1970.

"It is a great honor for the Mopar and Dodge brands to receive NHRA's coveted Manufacturers Cup," said Pietro Gorlier, head of Parts and Service (Mopar), FCA – Global.

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Chevrolet Racer Comes From Behind, Wins

HOMESTEAD, Fla. (AP) – Jimmie Johnson walked across the stage after driver introductions to find his car inexplicably missing from pit road.

In a dramatic start to his race for a record-tying seventh championship on Nov. 20, Johnson learned NASCAR's inspectors had yanked his Chevrolet off the pre-race grid and sent it back through tech.

The Hendrick Motorsports team had been accused of manipulating a body panel, and Johnson had to start last in the field.

In less than 30 laps, he was sniffing the top-10.

"He came from last doing that?" Joey Logano asked his team, "Wow."

The best was yet to come.

For most of the day, Johnson was the worst of the championship contenders in a winner-take-all season finale at Homestead-Miami Speedway. He needed only to beat three other drivers to tie Richard Petty and Dale Earnhardt with a record seven titles, but he was clearly not in the same league as the other finalists Nov. 20.

Johnson, who seemed to have sensed the last 10 weeks that he was finally going to grab that special seventh title, never panicked.

"I felt like something was going to happen, and I was going to be OK with it," Johnson said. "For a while, I came to grips with the reality of (finishing) third, fourth, somewhere in there and shaking somebody else's hand and being happy for them."

"Then it changed so quick at the end."

Johnson was practically gifted his seventh title when Carl Edwards' aggressive attempt to win the championship ended in a wreck. Johnson got the restart of his life in overtime, took the lead on the very last lap of the race, won for the first time in his career at Homestead and grabbed the final Sprint Cup trophy.

The win was the 15th for Hendrick Motorsports and seventh for crew chief Chad Knaus, who now only trails Dale Inman's record eight.

"When I was coming to the checkered flag, I had to really look closely at it going by to make sure it was, like, 'Is this really happening?'" Johnson said.

Chrysler Recalls Cars, SUVs Over Leaks, Wipers

DETROIT (AP) – Fiat Chrysler is recalling nearly 89,000 cars and SUVs to fix possible fuel leaks or problems with windshield wipers.

The most serious recall covers nearly 35,000 Dodge Durango and Jeep Grand Cherokee SUVs worldwide from the 2016 model year. All have 3.6-liter V6 engines. A fuel tube may have been damaged in manufacturing, and could cause a gas leak and fire.

Fiat Chrysler says an employee found a leak in one vehicle and no fires have been reported. The company estimates that only 30 vehicles may have leaks, but the recall is needed to find them. Owners will be notified by mail starting Dec. 19. In the meantime, Fiat Chrysler says owners should be alert for fuel leaks and contact dealers if they spot one.

The other recall covers more than 54,000 Dodge Dart compacts from the 2016 model year in North America. Electrical voltage spikes caused by a windshield washer pump can cause short circuits. That can cause the wipers to fail.

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Acadia Geared for Mid-Sized SUV Market

CONTINUED FROM PAGE 1

redesign the 2017 Acadia from the ground up. That meant talking with customers before the process began to find out what exactly they wanted.

"We even went on garage visits," Chandra said. "We talked with people about how they felt the Acadia fit into their lifestyles. We even talked with Grand Cherokee owners. What we found out was that these people were busy and wanted an SUV that fits their lifestyles."

People want a light, agile vehicle that's a good drive, Chandra said. And many people still want that third row of seats "just in case" they might need it, even though most people admitted they don't use a third row during everyday use.

"We changed the Acadia to grow our sales volume," Chandra said.

"People want an SUV that fits their lifestyles."

— Jim Chandra, Acadia Product Manager

Paul Spadafora, chief engineer on the 2017 Acadia, said that one way GMC was able to change the Acadia was by using an entirely new architecture that managed to reduce the size of the vehicle length by three-and-a-half inches and reduce weight by 728 pounds. The Toyota Highlander is now 200 pounds heavier and two inches longer, he said.

The reduction in length allows



Spadafora, left, and Chandra at SAE dinner

Photo by Gabriela McGill

the new Acadia to have a turning radius under 39 inches, said Spadafora. This is in a segment where the average vehicle's turning radius is over 40 inches.

"And the vehicle is really strong in terms of structure," Spadafora said.

"We looked at all the joints and are using new bonding technologies to bond dissimilar materials.

"When you use a lot of great but different materials, you have to find new ways to bond them together.

"We used advanced analytics so that we put only what was needed to do the job. We didn't overengineer this vehicle and we were able to use a lot of aluminum."

The new Acadia uses a new five-point lightweight suspension system that was created through integrated work between GMC and its suppliers.

"The 2017 Acadia will come in four trim levels," Spadafora said. "That includes an all-terrain level as well as a Denali level.

"The seating comes in five-, six- and seven-passenger configurations."

"We even changed the way it feels to depress the gas and brake pedals," Spadafora said.

While people may want a third row of seats just in case, Spadafora said, in the past it's been difficult for people to get to that back row to sit.

"We took care of that and it's possible for someone my size to get there quite easily – and I'm not a small guy," Spadafora said.

He added that developing the vehicle was really a matter of evolution. GMC was able to learn from the work done on previous GM vehicles and use that experience to integrate new technologies into a new structure using new bonding techniques on new materials.

The result is a lighter, more maneuverable vehicle that was designed with input from customers at the very beginning of the design and engineering process.

Chandra said GM invested \$167 million at the Spring Hill (Tenn.) assembly plant to support production of the new 2017 Acadia and additional vehicles. The first models hit the showrooms this past June.

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