

GM's NAIAS Displays Are Built to Show Buyer's Personality

by Jim Stickford

Building a display for the 2017 North American International Auto Show is more than just putting a vehicle on a stand.

"The goal we have when we design displays for auto shows is to approach each GM brand separately," said Teckla Rhoads, executive director, Global Industrial Design for GM. "We understand that GM is one family, but we also look at each brand differently so that the different brand displays show the personality of each vehicle and create an environment to support that personality."

Carrie Crawley, GM design manager for Global Environment and Experience – Cross Brand, said that each brand at GM has its own DNA and it's that DNA that drives the story of the presentations.

"A display really tells a story by painting a picture," Crawley said. "Remember the display places people in a space with vehicles, pictures, technology and experts on hand to answer questions. These all combine to create a very personal space for the vehicles and the message."

So, Rhoads said, when designing displays, GM begins with the brand and the marketing message behind the brand.

"Cadillac is about luxury,"



Builders work to match GM product displays with their intended market – like young-at-heart buyers for Chevy.

Rhoads said. "Buick is about premium driving, GMC is about technical precision and Chevrolet is about being young at heart and possibilities."

So designing a display for Cadillac means using different materials and equipment,

Rhoads said. They might use dark wood and leather, while Chevy displays are lighter, literally. The Chevy displays will use brighter lights meant to convey a more youthful feeling.

"People will walk in that Chevy space and feel differently than

they might feel in the Cadillac space," Rhoads said. "What's important to remember is that we now have one centralized design team that works with a global design team so that the branding messages for our products are the same around the world."

Rhoads said there might be slight differences in a Chevy display in North America as compared to South America because of cultural differences, but a Chevy display in either region has been designed and built to present the same branding message.

"We will also work with marketing people and car designers so all our displays and their messages match the DNA of the vehicles themselves," Rhoads said. "It's one organic process where we all work together. It's important that we don't have overlap with our messages."

It can take between six months and a year to complete a car show display design from the first sketch to construction being completed, Rhoads said.

"A short time is six months, a luxurious amount of time is 12 months," Rhoads said. "We start with a conceptual design and then begin exploring things like colors and materials and we work with our auto show suppliers so that they have input on what can be done. We also consult with engineers and builders so that our ultimate designs are practical. We don't want to design something that would require us to take out parts of a

CONTINUED ON PAGE 4



2017 Jeep Renegade



2016 Chevrolet Trax



2016 Ford Edge

CHEVY, JEEP, LINCOLN LEAD DECEMBER SALES

Ram, Jeep Record Sales Gains Over December 2015

Fiat Chrysler reported U.S. sales of 192,519 units in December, a 10 percent decrease compared with sales in December 2015 (213,923 units), said Fiat Chrysler spokesman Ralph Kiesel.

For the full year, the Ram Truck and Jeep brands each recorded year-over-year sales gains versus sales in 2015.

But overall, Fiat Chrysler full-year sales were flat in 2016 compared with sales in 2015, Kiesel said.

In December, fleet sales of 36,532 units were down 34 percent year over year as Fiat Chrysler continues its strategy of reducing its sales to the daily rental segment.

Fleet sales represented 19 percent of total Fiat Chrysler sales in the month. Fiat Chrysler retail sales of 155,987 units were down 2 percent year over year in December, and represented 81 per-

CONTINUED ON PAGE 2

GM Sales Went Up, Up, Up

Sales went well for GM in December and in 2016.

General Motors sold 249,983 vehicles in December to individual or "retail" customers in the U.S., up more than 3 percent from last year, said GM spokesman Dan Flores.

Based on initial estimates, GM was the fastest-growing full-line automaker in December and in 2016, led by strong retail sales gains at Chevrolet. GM turned in its best U.S. December retail sales performance since 2007.

Chevrolet's December retail sales jumped by 8 percent, keeping Chevrolet the industry's fastest-growing brand. Chevrolet posted its best December retail sales performance since 2005 and its best calendar year retail performance since 2006.

Based on initial estimates, GM's December U.S. retail market share rose 0.3 points to 17.6 percent. GM has gained retail market share in 18 of the past 21 months. For the year, GM gained 0.5 points of retail market share, pushing it to 16.8 percent. For 2016, GM was the U.S. retail in-

dustry's fastest-growing manufacturer.

Chevrolet gained an estimated 0.7 points of U.S. retail market share in December to 11.5 percent.

GM's total U.S. sales in December were 319,108, up 10 percent from last year. In December, GM's total U.S. market share was up 1.5 points to 18.8 percent. GM's December U.S. commercial sales were up more than 1 percent to the highest levels since 2007, reflecting a growing U.S. economy.

"We finished 2016 with a strong December, reflecting the continued strength of GM's U.S. retail and commercial businesses," said Kurt McNeil, GM's vice president of U.S. Sales Operations. "We begin 2017 well-positioned to continue growing our U.S. retail business, driven by all-new products like the Chevrolet Equinox and Traverse being launched into key, growing U.S. market segments."

For 2016, GM's U.S. retail sales were up nearly 2 percent, com-

CONTINUED ON PAGE 6

F-Series, SUVs Top Sales Charts In Ford's Month

Ford's sales in December held their own, while its 2016 sales overall were the best in 10 years. The company's total December U.S. sales of 239,854 vehicles were up 0.3 percent. Retail sales increased 5 percent last month, with 183,454 vehicles sold – the company's best December retail performance since 2004, said Ford spokesman Erich Merkle.

F-Series sales totaled 87,512 trucks in December, up 3 percent. Strong retail demand for F-150 and the all-new Super Duty contributed to the best overall sales month for F-Series in 11 years, Merkle said. Ford van sales gained 3 percent in December, totaling 22,302 vehicles, for the company's best-ever December van performance.

December retail sales of Ford brand SUVs were up 6 percent, driving a 5 percent gain in overall SUV sales, with 68,685 vehicles sold. December was Ford's

CONTINUED ON PAGE 7

Drivers Offered A Cadillac du jour – As They Like It

It's now possible to have access to a Cadillac anytime you want without having to own or lease one.

Cadillac is continuing to push the boundaries of the driving experience with a first-of-its kind luxury vehicle subscription service, BOOK by Cadillac, said GM spokesman Eneuri Acosta.

For a flat monthly fee, BOOK by Cadillac gives members access to popular Cadillac vehicles without the commitment of leasing, financing or buying.

"BOOK by Cadillac is an innovative new option targeted at a growing class of luxury drivers searching for access to various cars over time, dependent on their individual needs, coupled with a hassle-free, white-glove exchange," said Uwe Ellinghaus, Cadillac chief marketing officer.

BOOK by Cadillac members will have app-enabled on-demand access to the latest premium trim Cadillac models to keep in their possession, Ellinghaus said. The vehicles will be delivered via white-glove concierge to members' requested locations and exchanged at their leisure or as their needs change.

"Members can just as easily take to the winding roads in a performance V Series and enjoy a back-mountain winter ski trip in an Escalade in the same week," Ellinghaus said.

"Alternatively, they can keep an SUV during the winter months and switch to a performance sedan during the summer, with each vehicle picked up and delivered to their doorstep."

CONTINUED ON PAGE 7

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Chrysler Sales Show Decline

CONTINUED FROM PAGE 1

cent of total sales for the month, Kisiel said.

Some brands did better than others. Ram Truck brand sales were up 10 percent in December as the Ram pickup truck and the Ram ProMaster van posted year-over-year increases, Kisiel said.

And four Jeep brand models recorded increases in December, led by a 39 percent increase in Jeep Renegade sales. With its 13 percent increase, the Jeep Grand Cherokee turned in its best sales month of the year. The new 2017 Chrysler Pacifica minivan posted an 18 percent sales gain compared with the previous month of November.

Ram Truck brand sales, which include the Ram pickup, Ram ProMaster and Ram ProMaster City, were up 10 percent in December versus the same month in 2015. The pickup truck posted a 15 percent year-over-year sales gain while the ProMaster recorded a 13 percent increase in December, the large van's second best sales month of 2016.

For the full year, Ram Truck brand sales were up 11 percent compared with sales in 2015, Kisiel said. The pickup truck turned in a 9 percent year-over-year increase in 2016, while the ProMaster and ProMaster City vans each posted a 45 percent increase in 2016 versus 2015.

Jeep brand sales were down 6 percent in December compared with the same month a year ago.

Ford Plans to Debut 13 Global EVs in Next Five Years

Ford's recently announced global plans call for a lot of work to be done in Michigan.

Ford CEO Mark Fields on Jan. 3 detailed seven of the 13 new global electrified vehicles it plans to introduce in the next five years, including hybrid versions of the F-150 pickup and Mustang in the U.S., a plug-in hybrid Transit Custom van in Europe and a fully electric SUV with an expected range of at least 300 miles for customers globally.

"The era of the electric vehicle is dawning," Fields said. "And we at Ford plan to be a leader in this exciting future.

"Leading in connectivity, autonomy and electrification are critical as we expand to be both an auto and a mobility company. They are part of a remarkable opportunity for Ford to extend our legacy of both innovation and progress."

Fields said changing tastes and trends around the world are changing consumer behavior at a time when consumer acceptance of electric vehicles is growing while EV prices are becoming more affordable for the average car buyer.

This improved affordability is coming from higher economies of scale in terms for EV production and the fact that internanl combustion engines will be more expensive in order to meet new fuel and emissions regulations, Fields said. The result is that Ford predicts global EV offerings will exceed ICE offerings within the next 15 years.

"And Ford intends to lead the way," Fields said. "Electric cars are no longer an untested concept. They've been driven millions of miles and saved consumers millions of dollars in the cost of fuel."

Fields said that thanks to improvements in EV technology, these vehicles can now not only save consumers fuel costs, but also give them better performance. So Ford is investing \$4.5 billion in 13 new electric vehicles within the next five years.

To help make all this possible, Fields said that Ford plans to invest \$700 million to expand its Flat Rock Assembly Plant in Michigan into a factory that will build high-tech autonomous and

electric vehicles along with the Mustang and Lincoln Continental. The expansion will create 700 direct new jobs.

So by 2020 Ford will be offering customers greater fuel efficiency, capability and power across Ford's global vehicle lineup, Fields said. The plans are part of the company's expansion to be an auto and a mobility company, including leading in electrified and autonomous vehicles and providing new mobility solutions.

"As more and more consumers around the world become interested in electrified vehicles, Ford is committed to being a leader in providing consumers with a broad range of electrified vehicles, services and solutions that make people's lives better," said Mark Fields, Ford president and CEO. "Our investments and expanding lineup reflect our view that global offerings of electrified vehicles will exceed gasoline-powered vehicles within the next 15 years."

Ford is focusing its EV plan on its areas of strength – electrifying its most popular, high-volume commercial vehicles, trucks, SUVs and performance vehicles to make them even more capable, productive and fun to drive, Fields said. He released information on seven of the 13 vehicles that will be built in the next few years. The seven global electrified vehicles announced include:

- A new fully electric small SUV, coming by 2020, engineered to deliver an estimated range of at least 300 miles, to be built at the Flat Rock plant and sold in North America, Europe and Asia.
- A high-volume autonomous vehicle designed for commercial ride-hailing or ride-sharing, starting in North America. The hybrid vehicle will debut in 2021 and will be built at the Flat Rock site.

- A hybrid version of the best-selling F-150 pickup available by 2020 and sold in North America and the Middle East. The F-150 Hybrid, built at Ford's Dearborn Truck Plant, will offer powerful towing and payload capacity and operate as a mobile generator.
- A hybrid version of the Mustang that will deliver V8 power and even more low-end torque. The Mustang Hybrid, built at the Flat Rock Plant, debuts in 2020 and will be available in North America to start.
- A Transit Custom plug-in hybrid available in 2019 in Europe engineered to help reduce operating costs in even the most congested streets.
- Two new, pursuit-rated hybrid police vehicles. One of the two new hybrid police vehicles will be built in Chicago, and both will be upfitted with their police gear at Ford's police vehicle modification center in Chicago.

The company also plans to be as aggressive in developing global electrified vehicle services and solutions, Fields said. These include EV fleet management, route planning and telematics solutions. To support the new era of vehicles, Ford is adding 700 direct new U.S. jobs and investing \$700 million during the next four years, creating the new

Manufacturing Innovation Center at its Flat Rock Assembly Plant, Fields said. Employees there will build the new small utility vehicle with extended battery range as well as the fully autonomous vehicle for ride-hailing or ride-sharing – along with the Mustang and Lincoln Continental.

This incremental investment in Flat Rock Assembly Plant comes from \$1.6 billion the company previously had planned to invest in a new plant in Mexico.

Fields said Ford is canceling plans for the new plant in San Luis Potosi, Mexico. But to improve company profitability and ensure the financial as well as commercial success of this vehicle, the next-generation Focus will be built at an existing plant in Hermosillo, Mexico. This will make way for two new products at Michigan Assembly Plant in Wayne, where Focus is manufactured today – safeguarding approximately 3,500 U.S. jobs.

"Ford's global EV strategy is to build on our strengths," said Raj Nair, executive vice president, Product Development, and chief technical officer. "While some others seem to be focused on marketing claims and numbers, we're focused on providing customers even more of what they love about their Ford vehicles."

Motor City Chorale Seeking Singers

Do you have a passion for singing or often find yourself humming along to showtunes?

The Motor City Chorale may be the place to showcase your talents. The Motor City Chorale, previously known as the GM Chorus, is looking for new members for the 2017 season.

The MCC is a charitable organization based in Warren, and is celebrating 84 years of continued service.

Each year, the group performs in more than 20 concerts across the metro Detroit area for various community and charitable events.

Rehearsals will begin on Monday, Jan. 9, from 6:45 to 9 p.m. and will be held at Lincoln High School, 22900 Federal Road, Warren.

For more information on the club and how to join, visit its Web site, motorcitychorale.com.

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GM Offers to Bring Back Former Employees

If you first succeed – try, try again.

At least that's what GM is doing with a program designed to bring back employees who left the company for whatever reason and might want to rejoin it.

To that end, General Motors is offering a third round of its successful Take 2 program – 12-week career re-entry internships for experienced technical professionals – in spring 2017, said GM spokeswoman Rebecca White.

Paid internships will begin in mid-March and will be available in the following areas:

- Customer Care & Aftersales (NEW);
- Global Finance (NEW);
- Manufacturing (NEW);
- Global Propulsion Systems;
- Information Technology;
- Manufacturing Engineering;
- Vehicle Engineering.

GM, partnering with the Society of Women Engineers and iRelaunch, is a founding member of the STEM Reentry Task Force, which aims to create a structural change in the STEM sector by introducing the re-entry internship program as a vehicle for engaging with returning technical employees, White said.

"General Motors has the fastest-scaling program of any of our member companies," said Carol Fishman Cohen, iRelaunch CEO and co-founder.

"GM is fully embracing the Take



Susan Gray

2 concept and is reaping the benefits of tapping into this population of experienced professionals who have stepped away from their careers for various reasons."

Take 2 is an opportunity for professionals with technical backgrounds who took a career break of two or more years and are interested in returning to the workforce, White said.

This 12-week "audition" will prepare experienced interns for a full-time career in one of several fields at GM through training, professional development and networking opportunities.

GM has extended offers for permanent positions to 85 percent of the past Take 2 interns, White said.

Susan Gray, currently a design release engineer responsible for electronic brake controls, took a short career break from GM when expecting her third child.

She always thought she'd re-

turn to work when her three girls were in school, but her short break turned into a 20-year hiatus, White said.

"The Take 2 program has been a phenomenal experience for me," Gray said. "I never expected to be able to return to a high-profile engineering position after such a long break in my career. The mentoring, job shadowing and peer network provided by this program have all been invaluable and critical to my success."

The spring program will offer positions at GM's southeast Michigan campuses, including Warren, Milford and Pontiac, as well as the company's IT innovation centers in Austin, Texas, and new for spring, in Atlanta.

Available positions for the spring 2017 Take 2 program will be posted Jan. 6-27. Interested applicants can visit the GM Careers website – careers.gm.com/working-with-us/experienced-internships.html – for more information and to submit their application, White said.

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The Community Choice Foundation empowers local students to achieve their college dreams while remaining in Michigan after graduation. The scholarship awardees are required to attend Michigan colleges and pledge to stay in the state after they graduate so that their skills and talents will continue to enrich Michigan.

The 2017 Community Choice Foundation scholarship application is open and currently seeking high school seniors who have excelled in their education as well as their communities.

This program is funded by the Credit Union and the support of members, team members and local business partners. Community Choice has awarded more than \$800,000 in scholarships to students since 2009.

The deadline to apply for 2017 scholarships is Feb. 1. For more information and requirements, visit www.communitychoicecu.com.

Warren to Host Winter Festival

Are you ready to celebrate and embrace Michigan winters? The City of Warren will be hosting its Cold Rush Ice Festival on Saturday, Jan. 14 from 11 a.m. to 6 p.m.

The winter festival offers free ice skating, ice carving shows, a petting zoo and live music. If you need to take a break from the cold, the building near the rink will be selling many hot drinks and other treats.

Cold Rush will be held at the Warren City Square, north of 12 Mile Road and east of Van Dyke.

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GM Readies for Auto Show

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ceiling, and thus would not be allowed to build.”
Rhoads said the exhibit and marketing company Czarnowski in Farmington Hills is GM’s Detroit auto show supplier. She calls them creative partners.
“We really have so many stakeholders involved in the design and construction of displays,” Crawley said. “There are marketing, communications, brand designers, vehicle designers who all work together to develop and build displays.
“It’s a lot of fun. I also have to say that improvements in communications technology in the past few years has really opened up what we can do. I was at Cobo recently and went backstage where all the tech people run the computer and TV displays. There were so many wires and so much equipment, it looked like NASA. It’s amazing what we can do these days.”
Rhoads said GM doesn’t come up with new display designs every year.
“The lifecycle of an auto show display design is three or four years,” Rhoads said. “Roughly the same as the lifecycle of the actual vehicle designs themselves.”
Rhoads said that displays are taken to shows across the country, so they have to be able to be put up and taken down efficiently.
“The Detroit auto show is special because we have more time,” Rhoads said. “We started placing equipment there in November. But the New York auto show, for example, we have a week to get everything done. In the end, we get to tell our stories and that’s what matters.”

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Trump Slams Toyota Plan

DETROIT (AP) – President-elect Donald Trump has trained his sights on Toyota in his latest effort to badger a company into building its products in the U.S. rather than Mexico.
Trump tweeted Jan. 5 that if the Japanese automaker goes ahead with plans to build the compact Corolla in a new factory in Mexico instead of the U.S., it faces a “big border tax” when it ships the cars north.
The threat echoed those targeted at Ford Motor Co. and General Motors Co. Trump has repeatedly threatened Ford with a 35 percent tax on small cars made in Mexico, and last week he called out GM for importing cars from south of the border. He also has made similar threats against companies outside the auto industry.

Nearly all automakers build small cars in Mexico to take advantage of lower wages. Consumers generally pay lower prices for small cars, making it difficult to cover U.S. labor costs.
Trump’s tweet incorrectly stated the location of Toyota’s new Mexican plant – it’s Guanajuato, not Baja – but he’s correct in saying that Toyota has plans to build the Corolla in Mexico. The automaker announced the new factory in April of 2015, saying it will create 2,000 jobs.
Corolla production is to start in 2019 with a new model and would be moved from a factory in Cambridge, Ontario. Toyota also would keep building Corollas at a U.S. factory in Blue Springs, Miss. The Ontario plant will build more higher-priced midsize vehicles.

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INCENTIVES INCLUDED: GM Employee Pricing, GM Lease Loyalty + Select Model

24 months 10,000 miles year \$518 total due at signing (includes first month payment)



BUICK

2017 Buick Enclave

CONVENIENCE FWD Lease Offer MSRP: \$40,455


\$269 per month

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BUICK

2017 GMC Terrain

SLE1 FWD Lease Offer MSRP: \$28,225


\$179 per month

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Stock# G35514

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Was \$32,195 **Sale Price: \$24,390***

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Cadillac Users Book Ahead

CONTINUED FROM PAGE 1

“With maintenance, insurance and detailing of the vehicle handled by Cadillac, members are freed from the baggage that comes with traditional vehicle ownership and given the freedom and flexibility to fit their lifestyle.”

BOOK by Cadillac will launch first in the New York metro area, with plans to debut in other markets as time goes on, Acosta said.

“A flat monthly fee of \$1,500 eliminates the hassles of car ownership so members can experience uninhibited driving,” Ellinghaus said.

Members can use a mobile app to reserve vehicles that will be delivered to their specified locations via a white-glove concierge service.

Certain location restrictions apply, Acosta said. Members will have access to the current year Platinum Level Trim Cadillacs, including the XT5, CT6, Escalade and V Series. Registration, taxes, insurance and maintenance costs are included in the monthly rate and there is no limit on mileage.

Other fees may apply. For detailed information on all the benefits of membership and how to join, please visit www.BOOKBy-Cadillac.com.

Ford Sales Strong in 2016

CONTINUED FROM PAGE 1

best SUV sales month since 2002, with gains from Edge, Explorer and Expedition, Merkle said.

Overall, Lincoln sales were up 18 percent for the month, with 12,791 vehicles sold. Strong performance from the new Lincoln Continental, with 1,845 cars sold, contributed to a 28 percent increase in December car sales for Lincoln versus a year ago. Lincoln MKX sales of 3,527 vehicles – a 19 percent increase – drove a 13 percent rise in Lincoln SUV sales for December.

“December marked Ford’s best retail performance since 2004, with average transaction prices increasing \$1,600 for the month – \$1,000 more than the industry average,” said Mark LaNeve, Ford vice president, U.S. Marketing, Sales and Service. “Thanks to strong customer demand for F-Series, Transit and a new lineup of heavy trucks, Ford capped 2016 as America’s best-selling truck brand.”

Meanwhile, the company’s 2016 U.S. sales of 2,614,697 vehicles mark its best results in 10 years, Merkle said. Ford brand sales of 2,502,973 vehicles make Ford America’s best-selling brand for seven straight years.

For 2016, F-Series sales totaled 820,799 trucks, making it America’s best-selling pickup for 40 years straight and best-selling vehicle for 35 years. Ford U.S. truck sales, including vans, pickups and heavy trucks, totaled 1,077,006 vehicles, a 7 percent increase versus a year ago.

Ford sold a total of 240,721 vans in 2016 – up 9 percent – making Ford America’s best-selling brand of commercial vans for 38 straight years. Total Transit sales of 143,244 vehicles represent a 22 percent increase.

Ford sold 772,667 SUVs in 2016, marking its best annual performance since record 2001 sales, Merkle said. Escape and Edge had record years with Escape sales of 307,069 and Edge sales totaling 134,588 vehicles.

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