

GM's New \$1 Billion Investment Brings 1,500 Jobs to U.S.

General Motors revealed plans on Jan. 17 about how the company will invest an additional \$1 billion in U.S. manufacturing operations.

These investments follow the \$2.9 billion announced in 2016 and more than \$21 billion GM has invested in its U.S. operations since 2009, said GM spokeswoman Joanne Krell.

The new investments cover multiple new vehicle, advanced technology and component projects. A combination of 1,500 new and retained jobs are tied to the new investments. Details of individual projects will be announced throughout the year, Krell said.

"These investment decisions have been in the works for quite

a while," Krell said. "You just don't decide to do something like this in a short period of time."

GM will begin work on insourcing axle production for its next-generation full-size pickup trucks – including work previously done in Mexico – to operations in Michigan, creating 450 U.S. jobs, Krell said.

"As the U.S. manufacturing

base increases its competitiveness, we are able to further increase our investment, resulting in more jobs for America and better results for our owners," said GM Chairman and CEO Mary Barra.

"The U.S. is our home market and we are committed to growth that is good for our employees, dealers, and suppliers and sup-

ports our continued effort to drive shareholder value."

The details of the plan will not be released to the public at this time, Krell said.

"There is no timeline for when we will share the details, but they will be released to the public as the plans come close to being

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The nearly 1,700-pound Lego Batmobile drew large crowds at the NAIAS Chevrolet exhibit last week.

Chevrolet and Lego Build Batmobile for Auto Show

There's an old saying – often the difference between men and boys are the price of their toys.

Well, GM has developed a toy that will appeal to men and boys.

Chevrolet, along with students from Detroit's Cody Rouge community, A World in Motion and FIRST LEGO League, unveiled its life-size LEGO Batmobile Jan. 14 at the North American International Auto Show, said GM spokeswoman Afaf Farah.

Measuring 17 feet long and featuring exclusive stud shooters, the LEGO Batmobile from Chevrolet was designed to strike fear in the heart of any villain, Farah said. The vehicle was inspired by Batman's Speedwagon featured in "The LEGO Batman Movie," which hits U.S. theaters Feb. 10.

And as part of the promotion, GM has been flashing the Bat-Signal onto the side of its headquarters in downtown Detroit at night. People looking up can see

venture, Batman, DC's Super Hero "who famously prefers to work alone" must learn to cooperate and connect with others to save Gotham City from The Joker, Farah said.

"To work on the LEGO Batmobile with Warner Bros. is an absolute thrill for us at Chevy," said Paul Edwards, U.S. vice president of Chevrolet Marketing.

"Many of the themes in 'The LEGO Batman Movie,' like imagination, family and community, align perfectly with our Chevy brand values and add to the value of the partnership."

In this new animated LEGO ad-

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GM, Cadillac, Volt, Yukon Tops in Loyalty

IHS Markit has recognized General Motors as the company with the highest overall customer loyalty for the second consecutive year.

The news was delivered last month at the *Automotive News* World Congress held in conjunction with the North American International Auto Show, said GM spokesman Jim Cain.

IHS Markit, a source of global automotive industry information, analysis and insight, presents its loyalty awards annually to companies and brands that demonstrate the ability to retain owners over repeat buying cycles, Cain said. They are the only fact-based awards in the industry focused on owner loyalty.

Awards are based on consumer transactions and informa-

tion obtained from state registration and lease transaction information, Cain said.

In addition to the recognition of GM as the company with the best "Overall Loyalty to Manufacturer" during the 2016 model year, the Chevrolet Volt, GMC Yukon Denali XL and Cadillac brands were also honored:

- Cadillac earned the "Most Improved Super Loyalist" award. Super Loyalists are customers who make three consecutive brand purchases.
- The Chevrolet Volt and GMC Yukon Denali XL each received the top award in their segment for loyalty.

"Loyal customers are the foundation of our brands and they are the strongest advocates we have to attract new customers,"

said Alan Batey, president of GM North America.

"The recognition we are receiving from IHS Markit and the rapid market share growth we have seen in the United States follow years of steady investment in new products and every aspect of the ownership experience, including new dealership facilities, advanced technology and customer service."

"We are proud to recognize so many loyalty leaders in the automotive industry," said Joe LaFeir, senior vice president, automotive, for IHS Markit. "Our Automotive Loyalty Awards program highlights the ongoing successes of automakers and brands that continue to win back customers

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GM's Batey, left, receives IHS Markit Loyalty Award from LaFeir.



Mary Barra, center in leather jacket, with students and journalists at the Detroit Auto Show last week.

Journalists Benefit From GM's 'Discover Your Drive'

General Motors launched its second annual Discover Your Drive diversity journalism program Jan. 7-11, hosting 13 college students and nine journalists from across the country at Detroit's North American International Auto Show.

Students from diverse backgrounds participated in the program, which promotes diversity in automotive journalism and news coverage, said GM spokesman Margarita Bauza.

Discover Your Drive ended Jan. 11 with an awards presentation recognizing students for their work at NAIAS as well as

their social media presence during a scavenger hunt through Detroit, Bauza said.

Students used the new, award-winning all-electric Chevrolet Bolt EV, named 2017's NAIAS Car of the Year, and OnStar technology to find their way around the city. They posted about their adventures on Twitter, tagging @GM_Diversity using the hashtag #DiscoverYourDrive.

"We were blown away by the talent and creativity of these fearless students," said Leslie Gordon, senior manager,

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General Motors Fined by SEC Over Ignitions

DETROIT (AP) – General Motors will pay the federal government a \$1 million civil penalty for violating accounting rules involving the company’s deadly ignition switch scandal.

The penalty, announced Jan. 19 as a settlement with the U.S. Securities and Exchange Commission, is for failing to have accounting controls in place to determine the potential for a recall and estimate the possible loss.

GM said it consented to an SEC cease-and-desist order without admitting or denying any wrongdoing.

The order found that GM personnel knew in the spring of 2012 that the switches were a safety issue but failed to tell accountants until November of 2013.

Because of that, for at least 18 months, accountants didn’t properly evaluate whether there would be a recall or the potential losses from the scandal, the agency said.

“Internal accounting controls at General Motors failed to consider relevant accounting guidance when it came to considering disclosure of potential vehicle recalls,” Andrew Calamari, director of the SEC’s New York regional office, said in a statement.

General Motors said in a statement that since the ignition switch problem, it has reorganized vehicle engineering teams for greater accountability and set up a new vehicle safety organization.

State Manufacturers Can Apply for Education Grants

Metro Detroit manufacturers can benefit from a new grant program designed to reduce training costs and increase the number of apprentices in the Michigan Advanced Technician Training program.

The Michigan Talent Investment Agency (TIA) is hosting a webinar at 3 p.m. Thursday, Jan. 26, to explain how the

Black-Tie NAIAS Charity Preview Raises \$5.2M

Detroit’s celebration as the epicenter of all things automotive, including the heart of the automotive industry, was again demonstrated Jan. 13 as nearly \$5.2 million was raised for children’s charities at the 2017 North American International Auto Show’s (NAIAS) Charity Preview at Cobo Center.

As the largest annual single-night fundraiser in the world, Charity Preview has raised more than \$111 million for southeastern Michigan children’s charities since the Detroit Auto Dealers Association (DADA) established the gala 41 years ago.

In all, 12,881 people attended the black-tie Charity Preview, presented for the second consecutive year by Axalta Coating Systems.

Charity Preview follows on the heels of five days of total mobility immersion at NAIAS, including the inaugural AutoMobili-D that continues to generate social media buzz and discussion among automotive, business and tech industry executives worldwide.

“The past five days at NAIAS have exemplified the transformation that is reshaping the auto industry as we know it,” said 2017 NAIAS Chairman Sam Slaughter.

“Tonight’s Charity Preview continues with the theme of transformation in that the monies raised in this one single night will help in some way to transform the lives of children and families in our local community.”

Proceeds from Charity Preview directly benefit a wide range of children’s charities. Funds raised will support services for children of all ages from birth to 18.

program benefits manufacturers.

“Michigan employers have the opportunity to invest in the next generation of skilled technicians by offering training designed to meet their company’s unique needs,” said TIA Director Wanda M. Stokes.

“The cutting-edge MAT2 apprenticeship program has a proven track record of success, including providing a wide array of employer benefits such as increased productivity and knowledge transfer, a skilled talent pipeline and enhanced retention.”

The MAT2 Employer Training Grants are \$5,000 per student and are for employers who have students enrolled at a MAT2 college, which in southeast Michigan are Oakland Community College and Henry Ford College. Employers must also register their

student with the U.S. Department of Labor.

MAT2 is the state’s effort to address Michigan’s skills gaps in manufacturing by partnering with community colleges and local employers to offer free student apprenticeships.

MAT2 helps students avoid debt by earning tuition-free associate degrees while simultaneously getting paid to gain on-the-job experience in high-paying, high-demand, advanced manufacturing careers.

Employers have said recruiting young people into the trades and training them in their company’s way of operating is a key value of the MAT2 program. There are now 122 MAT2 students and 44 companies across Michigan.

To make the MAT2 grant application process easier, business services staff with local Michigan

Works! agencies that partner with employers and will submit grant applications to the TIA on their behalf. Applications for MAT2 Grants may be submitted through Sept. 30, 2017.

Eligible companies that team with their local Michigan Works! agency will need to submit a copy of their MAT2 Employer Training Plan, proof of tuition payment and a copy of their firm’s USDOL Certification Letter. The grant is a one-time award of \$5,000 per student.

The goal is to enlist more metro Detroit businesses into the program and recruit more students who recognize the importance of apprenticeships as the way to transfer knowledge and skills from retiring workers to new workers. To register for the webinar and learn more email wda-mat2@michigan.gov.



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Ice sculptures were a feature at the Cold Rush Ice Festival in Warren.

Cold Weather Celebrated at Festival

Warren's 10th Annual Cold Rush Ice Festival was a success, and a great time was had by all.

Thousands of people came out to partake in a wide range of winter fun activities including ice skating, a petting zoo, putt-putt golfing through the ice sculptures, music and more.

"We had a great turnout," said Henry Bowman, director of Warren Parks & Recreation. "It was a great time- we had crowds all day, thousands of people came

out to the festival," said Bowman.

The Cold Rush Ice Festival is sponsored by local businesses and held annually at Warren City Square.

Chevy Toys With LEGO Batmobile At Auto Show

CONTINUED FROM PAGE 1

the Bat-Signal morph into the Chevrolet logo as they look at the Renaissance Center's middle building.

The LEGO Batmobile from Chevrolet will also appear in the next variation of Chevrolet's "Real People, Not Actors" campaign, Farah said. In the new spot, real LEGO Minifigure figurines discuss what kind of person would drive the all-new LEGO Batmobile.

To learn more about all the options available on the LEGO Batmobile, visit Chevrolet.com.

Here are some facts about the LEGO Batmobile:

- It's 83 inches (6.92 feet) high, 204 inches (17 feet) long and 111 inches (9.25 feet) wide.
- Total weight is 1,695.5 pounds. Each tire is just over 100 pounds.
- The interior frame is made from more than 86 feet of square tube aluminum and weighs 282.5 pounds.
- Total number of LEGO bricks used to build the Batmobile: 344,187.
- Total LEGO kits: 17.
- The LEGO Batmobile took 222 hours to design and 1,833 hours to build.
- The LEGO Batmobile was designed and assembled in the LEGO Model Shop in Enfield, Conn., by LEGO Master Builders.

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The Goodfellows of Warren are in need of non-perishable items for their charity drive, such as clothes, blankets, shoes, toys, canned goods and small household items.

Each year, the Goodfellows help hundreds of families in Warren, Center Line and Sterling Heights. They provide monthly food and dry goods for needy families, as well as clothing, small furniture, and appliances.

Donations can be left at the Goodfellows warehouse on the west side of the parking lot at the Warren Community Center, 5460 Arden.

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Buick Safety Commitment Earns Brand High Praise

Safety, said Buick spokesman Stuart Fowle, is one of the top three reasons people buy Buicks, and that's good news for the 2017 LaCrosse.

Buick's new 2017 LaCrosse flagship sedan has earned the federal government's National Highway Traffic Safety Administration's (NHTSA) highest five-star Overall Vehicle Score for safety rating, giving Buick a NHTSA five-star sweep across its entire tested lineup of premium vehicles for the third consecutive year, said GM spokesman Michael Ofiara.

Buick was one of only two brands in the industry to earn a five-star Overall Vehicle Score for safety ratings on every model with its 2015 product line, and every Buick vehicle tested since has been rated at this highest level, Ofiara said.

In 2016, four new or significantly enhanced Buick vehicles were launched in the U.S., and each one earned NHTSA's five-star Overall Vehicle Score for safety ratings – including the Cascada, which is the first convertible for 2017 with a five-star Overall Vehicle Score, Ofiara said.

"We know safety is top-of-mind for buyers when shopping for new vehicles, and the recent ratings by NHTSA showcase our brand's dedication to providing our customers with safe, reliable transportation," said Duncan Aldred, vice president of Global Buick Sales, Service and Marketing.

"We've launched four new vehicles in 2016 and we are extremely proud to continue to offer a lineup of award-winning vehicles that have NHTSA five-star Overall Vehicle Score ratings across the board."

On sale since August 2016, the 2017 LaCrosse is longer, lower and wider than the previous generation, Aldred said.

The car's safety, handling and efficiency benefit from its advanced structure, thanks to the use of stronger, lighter press-hardened and high-strength steels.

"LaCrosse is a perfect blend of sophisticated technologies, advanced safety systems and authentic craftsmanship and continues to be Buick's flagship sedan," Aldred said.

And the Buick lineup offers a host of innovative safety features, including the company's patented Safety Alert Seat, which provides alerts to the driver using haptic seat vibrations, Aldred said. The 2017 Enclave also offers the segment's only front-center air bag, delivering enhanced protection to front passengers in side collisions.

The new LaCrosse is the first Buick vehicle hitting the marketplace that offers GM's Front Pedestrian Braking safety feature.

This is a feature that helps to provide peace of mind for those inside the car and enhanced safety for those outside of the car, Ofiara said.

The Regal 5-Star Overall Vehicle Score applies to vehicles without optional rear seat-mounted side-impact airbags and Envision 5-Star Overall Vehicle Score applies to vehicles with all-wheel drive, Ofiara said.

The federal government's 5-Star Safety Ratings for automobiles are part of the National Highway Traffic Safety Administration's New Car Assessment Program (www.SaferCar.gov), Ofiara said.

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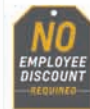


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Student Journalist Receive Support from GM Program

CONTINUED FROM PAGE 1

GM Diversity Communications.

“Many of them had not been exposed to automotive journalism, had never been to Detroit or seen snow. But they brought with them the right amount of curiosity required to cover an event as massive and complex as the North American International Auto Show and they did so with grit and class.”

One student demonstrated that drive by chasing a face-to-face interview with GM Chairman and CEO Mary Barra on the auto show floor, Bauza said.

Another coaxed GM North America President Alan Batey into a video that won the program’s top prize: an all-expense-paid trip to a national journalism conference.

Students Rushawn Walters and Nia Muhammad, both of Howard University, and Sarah Rahal, of Wayne State University, won the prize with “Jammin’ with GM,” a video story told through carpool karaoke, focusing on the new Chevrolet Cruze and technologies such as Apple Car Play, Android Auto, Teen Driver, Rear Seat Reminder and the car’s fuel economy.

“As an aspiring student journalist from Detroit, getting the opportunity to learn more about what’s in my backyard was a priceless gift,” said Rahal.

“This program gave me a network of people that are proficient in the industry and the knowledge to use it in the field. Discover Your Drive allowed me to believe that automotive news is a possibility for my future.”

The students took part in a journalism workshop led by Ray Suarez, former host of NPR’s Talk

of the Nation, Bauza said. They also heard a panel on the state of diversity in newsrooms.

The panel, moderated by award-winning journalist Ed Gordon, featured fashion critic Michael Quintanilla, formerly of the *Los Angeles Times* and *San Antonio Express News*; political journalist Patricia Guadalupe, a contributing writer to *NBC Latino*; Walter Middlebrook, *Detroit News* assistant managing editor; and Salvador Rodriguez, *Inc.* magazine’s tech reporter.

Students attended news conferences and vehicle reveals, explored the auto show floor and interviewed auto experts. The professional journalists mentored the students and helped them produce news stories and presentations. The program ended with an awards ceremony at the GM Heritage Center in Sterling Heights.

“As a diversity and business reporter, it’s really great to see GM put its money and weight behind discovering and helping young journalists of diverse backgrounds get started with their careers,” said Inc.’s Rodriguez, also a mentor.

Quintanilla, a returning mentor whose team won last year, says news groups need to take note.

“This is the most original experience for college students that encourages them to consider automotive journalism while also promoting diversity in newsrooms,” he said.

“By diverse, I mean not only diversity in one’s ethnicity but also in ideas and a promise from everyone involved to protect and uphold journalism’s existence and the profession’s commitment to tell accurate and honest stories.”

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