

Chrysler Honors Company's Top Suppliers at Dinner

Fiat Chrysler honored 16 North American supplier partners at the company's annual Supplier Conference held at the Motor City Casino Hotel in Detroit last week.

The Supplier of the Year awards recognize companies that have shown an extraordinary commitment to innovation, quality, warranty, cost, delivery and the Fiat Chrysler Foundational Principles, said Fiat Chrysler spokeswoman Kaileen Connelly.

"We honor those who continue to fuel our momentum by providing us not only the best ideas and cutting-edge technologies, but also the suppliers who consistently exceed our expectations," said Scott Thiele, chief Purchasing Officer, FCA – Global.

"We know that you are the backbone of this industry and the partnerships we have formed over the years have brought forth some of the most exciting vehicles in the market, from the 2017 Chrysler Pacifica Hybrid, the industry's first electrified minivan, to the world's most powerful factory-production V8 in the 2018 Dodge Challenger SRT Demon."

The 2016 FCA US Suppliers of the Year, by category, are:

- Body – Flex-N-Gate;
- Capital Equipment – Komatsu America Industries LLC;
- Chassis – Mubea, Inc.;
- Diversity – Tenneco;
- Electrical – Autoliv;
- Engine Systems – ABC Group Inc.;
- Foundational Principles – Omega Tool Corp.;
- Innovation – Dana Incorporated;
- Interior – Mitchell Plastics;
- Mopar – Kay Automotive Graphics;
- Powertrain – Linamar Corporation;
- Raw Material – AK Steel Corporation;
- Services – IHS Markit;
- Supply Chain Management – Arbomex, S.A. de C.V.;
- Sustainability – BASF Corporation;
- Value Optimization – Yanfeng Automotive Interiors.

"We are proud to work with FCA US and honored to be recognized for our great partnership with their team," said Joe LaFeir, senior vice president and general manager – Automotive, of IHS Markit.

"This achievement is a true

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The main floor of the restored Durant-Dort Factory One in Flint

GM Celebrates Its Flint Origins

GM is a company with a long and proud history. Which is why General Motors on May 1 opened the restored Durant-Dort Factory One to the public. This site is considered to be the company's birthplace and epicenter of the global auto industry, said GM spokeswoman Maria Raynal.

Once home to the Flint Road Cart Co., established in 1886 by William Crapo "Billy" Durant and business partner Josiah Dallas Dort, Raynal said it includes event space and a modern archive where future generations can learn about the innovators and risk takers who reinvented personal transportation.

"Factory One sparked the global auto industry and was a cata-

lyst in the formation of General Motors," said Mark Reuss, GM executive vice president of Global Product Development, Purchasing and Supply Chain, who championed the project.

"It preserves the stories of the early visionaries who built a brand-new industry in this city, within the very walls of where it happened."

The restoration preserves a significant aspect of the shared heritage of GM and Flint, while creating a community space to help spur economic development in the city, Reuss said.

Further, the facility demonstrates GM's commitment to honoring its history and relationship with Flint.

Factory One is available to the public by appointment, with event space offered for rent for corporate, community, educational events and more. It can accommodate up to 300 people, Raynal said.

Factory One's archive is free to use and contains about 100,000 historical documents, photos and other artifacts related to carriage-building and early automobile manufacturing in the Flint area, as well as GM history.

The new research library relocates extensive archives from nearby Kettering University (formerly General Motors Institute). Dr. Gregory M. Miller, Kettering's

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Axalta Opens New Americas Technology Center

by Jim Stickford

Axalta Coating Systems, formerly a part of DuPont, opened its new Americas Technology Center in Mount Clemens on May 2.

Axalta spokesman John Wray said the Americas Technology Center (ATC) is just one more stake in the ground for Axalta as the company continues its efforts to grow in a competitive industry.

David Fischer, vice president, Market Strategy and Growth at Axalta, said the ATC is referred to as the Americas Center for a reason.

"We have similar facilities in Germany and Shanghai," Fischer said. "They will focus on commercializing our products for the local markets. That's important because they will be working with different OEMs in Europe and Asia. Each OEM has its own

way of doing things, and one of the jobs of the technical centers is to develop ways to serve our individual clients.

"That means coming up with production methods that work within each OEM's individual manufacturing process.

"Another reason for regional technical centers is that each country has its own environmental laws. Germany is different from China, which is different from the United States. Having a regional technical center that focuses on regional environmental regulations is good."

The Michigan ATC, Fischer said, is part of a larger system. Axalta has built, in the old Philadelphia Naval Yard, a new research facility where researchers are tasked with coming up with new ideas. It's the job of the technical centers to commercialize these ideas.

Basically, Fischer said, the tech



Polovich shows off the new spray room facility at Axalta's ATC.

centers will take the theoretical and turn it into the practical.

Traditionally, the Mount Clemens facility was used to service the auto industry, Fischer said. With the new technical center

there, it will allow Axalta to leverage all its technologies for all its clients. Automotive can learn from aerospace and vice-versa.

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2016 Sales Show Mustang as World's Best-Selling Sports Car

It's true. People around the world really do love the Mustang.

Ford's Mustang has been the best-selling sports car in the United States over the last 50 years, and now, thanks to growth in international markets, the iconic pony car is the most popular sports car in the world, according to Ford analysis of IHS Markit new vehicle registration data in the sports car segment, said Ford spokesman Dan Jones.

Mustang expanded its sales lead in 2016 as the world's best-selling sports car with more than 150,000 Mustangs sold, according to IHS Markit new vehicle registration data. Overall, Mustang's global sales increased 6 percent

over 2015, fueled by outside-the-U.S. market growth of 101 percent with almost 45,000 Mustangs sold, Jones said.

Mustang's ascension to best-selling sports car in the world in 2016 was driven largely by continued global rollout that saw big sales gains in Germany and China, as well as the car's introduction to smaller nations such as New Caledonia, Gibraltar and Bonaire, Jones said.

Since launching in China in 2015, Mustang has become the best-selling sports car in the world's biggest auto market. Sales in 2016 were up 74 percent

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2017 Mustang in Switzerland

April Vehicle Sales Show A Slowdown

by TOM KRISHER and DEE-ANN DURBIN
AP Auto Writers

DETROIT (AP) – U.S. auto sales fell 4.7 percent last month, the most pronounced slowdown of the year and a strong indication that 2017 will put an end to seven straight years of growth.

Auto executives and analysts, who have been anticipating a slowdown, saw no cause for panic. Many expect sales in the important economic sector to top 17 million for the third straight year, an industry first.

"The demand for the light vehicles is still holding up quite well," said George Mokrzan, director of economics for Huntington Bank in Columbus, Ohio. "It's been coming down from a very high level."

Still, sales have dropped for four straight months, the first time that's happened since the economy ground to a halt in 2009. April sales totaled just over 1.4 million, a figure that translates to an annual sales rate of 16.9 million, far below last year's record of 17.5 million. The April decline brought year-to-date sales down by 2.4 percent from a year ago.

General Motors, Ford, Toyota, Fiat Chrysler, Nissan and Honda on May 2 all reported weaker U.S. sales than a year ago. Of top-selling automakers, only Hyundai and Volkswagen reported small increases.

Kelley Blue Book says it looks like 2017 U.S. sales will experience their first annual drop since

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In honor of those who have given their lives in defense of our nation, the Pontiac Veterans’ Resource Group will be placing American Flags on the front lawn of the GM Global Propulsions Systems (GPS) Building B, said GM spokesman Tom Read. One flag will be placed for every service member who has fallen since the start of operations in Afghanistan and Iraq since Oct. 2001. According to DoD records, as of April 28, 6,927 service members have been killed. GPS employees and contractors are encouraged to submit names of loved ones who served our nation (during any time period) and are no longer living, Read said. Service members’ names submitted will be printed out and attached to the base of a flag and will become part of the Field of Flags. Employees can submit the name(s) of loved ones lost serving in person on Monday, May 22 through Wednesday, May 24, from 11 a.m. to 1 p.m. in the GPS Commons area, Read said.

Colorado ZR2 Pickup Truck Arriving at Dealerships

At a time when pickup trucks are more popular than ever, GM is finally able to offer customers a truck with something extra. Initial deliveries of the 2017 Chevrolet Colorado ZR2 pickup have begun. The first production trucks were shipped from the Wentzville Assembly Center 40 miles west of St. Louis, on April 28. Customers who placed early orders will begin receiving their trucks in May, said GM spokesman Phil Lienert. Among this first batch of vehicles is a Red Hot Crew Cab equipped with the 3.6L V6 engine and eight-speed automatic transmission to be raced by Chad Hall of Hall Racing. This truck will make its competition debut in August in the Best in the Desert race series. “The Colorado ZR2 really caught our attention with its built-in versatility and the high-speed, off-road potential of the Multimatic DSSV dampers,” said Hall. “We love the ground clearance, ride stability, departure and breakover angles of the ZR2, and the inherent light weight and maneuverability of its midsize package. “It should be a great platform for us to build an off-road desert-racing truck.” Following its modifications, the truck will be used as a development vehicle in races at this year’s Best in the Desert series, including the General Tire Vegas to Reno presented by FOX on Aug. 18-19 and the VT Construction Tonopah 250 presented by Polaris on Oct. 19-22, Lienert said. These events will help provide an excellent validation test of Chevrolet Performance Parts being developed for Colorado owners looking to customize

their vehicles for improved off-road performance, said Lienert. “Producing the Colorado midsize pickup has been a great honor, not to mention great business for the Wentzville plant,” said Satya Veerapaneni, plant manager, GM Wentzville Assembly Center. “ZR2 helps to take the Colorado nameplate to the next level, and we’re thrilled to be delivering one of the very first of these trucks to Hall Racing. We look forward to following its performance at upcoming races throughout 2017.” The ZR2 is effectively a segment of one, Lienert said, combining the nimbleness and maneuverability of a midsize pickup with a host of new off-road features and the most off-road technology of any vehicle in its segment. The Colorado ZR2 is not just marketing hype. Compared to a standard Colorado, the ZR2 features front and rear tracks that have been widened by 3.5 inches and a suspension lifted by 2 inches, Lienert said. Functional rockers have been added for better performance over rocks and obstacles, and the front and rear bumpers have been modified for better off-road clearance. 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 (DSSVTM) damper technology, Lienert said. The ZR2 is officially on sale in dealerships nationwide, joining the award-winning Colorado midsize pickup family. The standard Colorado was recently updated for the 2017 model year with a new V6 engine and a class-exclusive



A Colorado ZR2 being loaded on a rail carrier, ready for market.

eight-speed automatic transmission. The ZR2 is also built for more than show, Lienert said. As with all Chevrolet trucks, the Col-

orado ZR2 is built with durability in mind, including a fully boxed frame, roll-formed high-strength steel bed and Duralife brake rotors.

Experts Like Ford’s HD F-250



The award-winning 2017 Ford F-250 pickup truck in action

The experts from Pickup-Trucks.com and Cars.com named the 2017 Ford F-250 Super Duty King Ranch pickup truck the “Best Premium Three-quarter Ton Pickup truck of 2017” – a clear and decisive win over segment challengers from General Motors, Nissan and Ram.

It’s the latest in a long list of best-in-class accolades the re-engineered 2017 Super Duty trucks have received from the automotive and truck media, as well as consumer guides and industry analysts, said Ford spokesman Jijan Cadiz. “Like a great all-around athlete, the new Ford F-250 King Ranch has the powertrain of a bulldozer, and the interior features and technology of a luxury hotel room,” said Mark Williams, pickup truck expert at Cars.com. For the 2017 Challenge, four competing three-quarter-ton trucks were put through a series of tests and evaluations that included payload and towing capacity, acceleration and braking, and overall driver/passenger comfort and performance, Williams said. The results will be posted for consumers to compare the trucks on the Cars.com Web site. Todd Eckert, Ford truck group marketing manager, said the recognition demonstrates Ford’s continued leadership in the three-quarter-ton segment. The truck is a critical offering for the towing and work truck segment. “We’ve listened to our customers who depend on three-quarter-ton trucks to get the job done, whether that’s the work truck hauling equipment and tools, or the RV-ers traveling cross-country with their boats and campers, it’s clear the editors of Cars.com recognize Ford Super Duty delivers on best-in-class towing, luxury and technology that our customers expect,” said Eckert. The award is the latest in a series of accolades for Ford F-Series trucks, including the new 2017 Super Duty, which took home Texas Truck of the Year and Motor Trend Truck of the Year, Cadiz said. The new F-150

Raptor was named Pickup Truck of the Year by FOUR WHEELER and Best Pickup of 2017 by Cars.com, and honored with Autotrader’s Must Test Drive award. F-150 earned the Kelley Blue Book Best Buy award for the third consecutive year and the Autobytel Buyer’s Choice award, Cadiz said.

Mustang Enjoys
Worldwide
Sales Growth

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over 2015, according to HIS Markit new vehicle registrations. “The legacy of Mustang continues to grow, and in places it never reached before,” said Mark Schaller, Ford Mustang marketing manager. “We continue to make it available in new markets, and drivers in those markets continue to respond with resounding approval.” For decades, many global Mustang enthusiasts went to great lengths to get their hands on Ford’s fast, fun and affordable sports car, Schaller said. Recognizing this passion, Ford decided that in 2015 it would take its iconic Mustang to markets across the world. Ford’s data shows more than 395,000 sixth-generation Mustangs have been produced at Flat Rock Assembly Plant since 2015 and of that, 98,000 have been shipped to customers outside of the U.S., Schaller said. From 2015 to 2016, Ford doubled the percentage of exports to 17.5 percent and the company, said Schaller, expects export growth to continue, reaching 30 percent for the 2017 Mustang. Mustang – with more than 8.4 million likes – is the most-liked vehicle on Facebook, Jones said. Now available in 140 countries across all continents other than Antarctica. Availability of the 2018 Mustang will expand to more new countries, including Brazil, the Palau Islands and the Ivory Coast.

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GM's Early History Celebrated at Its New Flint Facility

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director of special collections and archives, will oversee them from his new office at Factory One, Raynal said.

The move makes the collection more accessible to the public, and it complements other historical assets at Kettering, the University of Michigan-Flint and Sloan Museum in the nearby College and Cultural Area.

Thousands of Durant documents and items donated by his widow include a 1908 letter from a New York law firm suggesting he name his new automotive company General Motors, Raynal said. The archive also includes papers from former GM leaders Harlow Curtice, F. James McDonald and Elliott "Pete" Estes, and innovator Charles "Boss" Kettering, for whom Kettering University is named.

Rare, vintage carriages and automobiles with Flint roots also will be displayed at the grand opening of the facility, which includes provisions to host classic auto clubs and events such as the city's annual "Back to the Bricks," which brings visitors from around the world to Flint each August.

"Factory One is part of the very fabric of Flint, and its reopening is as much about the future as it is the past," said Kevin Kirbitz, Factory One operations manager.

"It is a tremendous community asset and academic resource that will educate and inspire generations to come."

Kirbitz, a GM engineer, automotive historian and Flint native, has been involved in the project since 2012, when GM – and Reuss – first became interested in the building, Raynal said.

The history of Durant-Dort Factory One is interesting, Kirbitz said. Located on the Flint River near downtown Flint – in the aptly named Carriage Town neighborhood – parts of the factory date to 1880, when it was built by the Flint Woolen Mills company as a short-lived venture into cotton textiles.

In 1886, Durant and Dort leased the then-empty facility to build horse-drawn carriages.

The company would become known as the Durant-Dort Carriage Company and one of the world's largest carriage makers, Kirbitz said.

Eventually, Durant would take control of another company – Buick Motor Co. – and leverage his Durant-Dort resources to grow the young automaker into one of the most successful car companies in the country.

Durant used Buick's success to

build General Motors in 1908 and turned to his friends from Flint's carriage industry to form Chevrolet in 1911.

Carriage sales eroded with the rise of the automobile and the Durant-Dort Carriage Factory ceased production in 1917, Kirbitz said. Dort then formed the Dort Motor Company, which closed in 1924.

In the more than 130 years since Durant and Dort set up shop at Factory One, it housed countless other businesses and was renovated in the 1980s before falling into disrepair, Raynal said.

GM purchased it in 2013 and stabilized it with new, period-accurate windows and doors, as well as a new roofing system, with the goal of preserving and showcasing the original architecture.

Contractors replaced 17,000 bricks color-matched to the original, as well as 20 percent of the mortar on the building.

The foundation, damaged by flooding and grade changes over time, was repaired and waterproofed.

The last phases of the restoration included all-new heating/cooling, electrical, plumbing, state-of-the-art fire-suppression equipment and additional interior renovations, Kirbitz said.

And despite numerous interior renovations over the years, many of vintage architectural elements such as the wooden beams, brickwork and more were preserved and restored.

GM also provides financial support to the Durant-Dort Carriage Company Foundation to operate and maintain the historic office building, a National Historic



Scholars can check historic records at the Factory One archives.



An exterior view of the new Factory One site in Flint

Landmark, across the street, Raynal said.

GM is also working with the Genesee County Historical Society, which occupies the office, to conduct combined tours of the office and Factory One.

In addition, in 2015, GM donated \$2 million to Kettering to create a powertrain laboratory and the GM Foundation donated

\$2 million for the Kettering University GM Mobility Research Center. The Center contains a 3.25-acre test pad and outdoor lab space to test and develop driverless car systems.

To learn more about using the archive or hosting an event at Factory One, visit www.gmfactoryone.com or contact factory.one@gm.com.

FCA Presents Awards to Top Suppliers

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testament to our teamwork to consistently deliver quality insight and information, while working across the automaker's organization to support market insight needs and quickly respond with solutions that meet their requirements."

"Kay Automotive Graphics is honored to be presented with the 2017 FCA Supplier of the Year award," Ed Olmeda, Account Management, said in a statement.

"As a longtime supplier partner, this award symbolizes our dedication to providing the best graphic services available in the automotive industry. We are extremely excited to be recognized with this prestigious award, and we look forward to many successful years growing our business together with FCA."

Award recipients were determined based on an evaluation of each company's supplier scorecard performance in 2016 – a rating system that evaluates supplier performance in areas such as quality, delivery, cost, warranty and partnership – and input from FCA senior leadership, Connelly said. Suppliers nominated themselves for the innovation, sustainability and diversity award categories.

Fiat Chrysler also awarded 117 global production suppliers for their outstanding quality, Connelly said. To qualify, the supplier had to have 100 percent warranty and incoming material quality scores. FCA holds similar supplier recognition ceremonies in three other locations across the globe, Connelly said.

Visteon Wins Award for New Technology

Visteon Corporation of Van Buren Township, a cockpit electronics supplier, has been awarded The German Center of Automotive Management's (CAM) 2017 top innovation prize in the "strongest innovation from automotive supplier – interface and connectivity" category for its market-leading SmartCore cockpit domain controller solution, said Visteon spokesman Jim Fisher.

The presentation took place at the automotiveINNOVATIONS award ceremony hosted by the CAM and PricewaterhouseCoopers (PwC) Automotive, at Frankfurt's Tower 185 on May 4.

Visteon's technology won based on the strength of SmartCore's security-focused electronic control unit (ECU) consolida-

tion and centralized cockpit domain controller approach, Fisher said. Visteon is the only supplier offering an automotive-grade, integrated domain controller that can independently operate several cockpit domains on one System on Chip (SoC) through a single driver interface.

The CAM is an independent scientific institute for automotive

and mobility research, including strategic consulting, at the University of Applied Sciences (FHGW) in Bergisch Gladbach, Germany. The automotiveINNOVATIONS awards, organized in partnership with PwC Europe – now in their fifth year – celebrate game-changing innovation in the worldwide auto sector, Fisher said.

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Animated airborne pigs are the center of attraction in commercial promoting the new Pacifica Hybrid minivan.

These Li'l Piggies Went to Pacifica Campaign

The Chrysler brand is celebrating the arrival of the new 2017 Chrysler Pacifica Hybrid with a new 60-second video, “Flying Pigs,” which started running across digital media channels on April 28.

The ad also has been running on commercial television stations since that time.

“Flying Pigs” can be viewed on the Chrysler brand’s official YouTube page, in addition to the brand’s social channels, Facebook, Twitter and Instagram.

The new 2017 Chrysler Pacifica Hybrid minivan is arriving in dealerships now, said Fiat Chrysler spokeswoman Diane Morgan.

“If I had told you even two years ago that the Chrysler brand would transform the minivan segment with the industry’s first hybrid minivan, and that it would achieve 84 MPGe, with class-leading features and inno-

ventions and that it would deliver relevant vehicle information many consumers would have said they’ll believe it ‘when pigs fly,’” said Tim Kuniskis, head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America.

“With the all-new 2017 Chrysler Pacifica Hybrid arriving into dealerships, consumers will no longer have to say they’ll believe it when they see it, and can now experience it firsthand for themselves.”

“To celebrate this next critical chapter in our Minivan Firsts,” said Olivier Francois, chief marketing officer – FCA Global, “our story requires a very specific message – one that speaks to two very distinct audiences (parents and children).

“Through the spot’s unique story-telling device, flying pigs and blue moons are seen as the device to highlight segment-first features that are almost unbe-

lievable and will appeal to adults and kids alike.”

The 60-second “Flying Pigs” video, Morgan said, opens in an animated picture-book view, from the perspective of a young boy and his sister sitting in the passenger seats of the new 2017 Chrysler Pacifica Hybrid as their parents take the minivan for a test drive.

As mom and dad learn about the class-leading safety and technology features, the children see the unexpected as they gaze into the sky through the Chrysler Pacifica Hybrid’s tri-pane panoramic sunroof.

With CGI aerial shots that include flying pigs, “down under” freezing over and a blue moon, the moral of the story is that the new Chrysler Pacifica Hybrid defies all conventional thinking, Morgan said.

“Flying Pigs” was created in partnership with Goodby Silverstein & Partners.

Fiat Chrysler Launches New Program for Technicians

The need for qualified technicians at the dealership level is greater than ever, and Fiat Chrysler is doing something about it.

Fiat Chrysler has recruited 50 technical training schools from across the country to train the next generation of automotive service technicians for its U.S. dealerships, said Fiat Chrysler spokesman Ralph Kisiel.

Through its program – Mopar CAP (Career Automotive Program) LOCAL – Fiat Chrysler will continue to grow this network of schools in the U.S. Ultimately, FCA US would like to have more than 100 certified training sites across the country to help its dealerships combat the industry shortage of service technicians.

“We envision that the majority of our dealerships will be located within roughly an hour’s drive from the nearest certified-training facility,” said John Fox, director of the FCA Performance Institute.

“So far, FCA US has successfully enlisted 50 local community colleges, technical colleges and vocational schools that are training the next generation of highly skilled dealership service technicians.”

Fiat Chrysler established Mopar CAP LOCAL in July 2015 in partnership with the National Coalition of Certification Centers (NC3) of Kenosha, Wis., Kisiel said.

“When FCA launched Mopar CAP LOCAL in 2015, we estimated that we had roughly 5,000 technical job openings in our dealerships,” Fox said. “As we continue to expand our network of training sites, we are helping our dealers to staff their service bays with technicians that already have the knowledge and the experience to hit the ground running when they are hired.”

Mopar CAP LOCAL prepares technicians to work as Level 1 Certified Technicians upon graduation from a NC3 certified two-year training institution. NC3 certifies each Mopar CAP LOCAL school to ensure they meet the stringent requirements necessary for success.

In as little as 24 months, students can earn a two-year associate’s degree in Automotive Technology or equivalent. Mopar CAP LOCAL graduates are qualified to handle a variety of customer pay and warranty work for FCA US dealerships.

“Mopar CAP LOCAL is one of the most forward thinking technician training programs in the country,” said Patrick Hart, executive director, New York Auto-

tive & Diesel Institute in Jamaica, N.Y.

“Incorporating Level 0 and Level 1 training into high-quality, entry-level training will produce a highly skilled workforce now and for years to come. This should be the training model all manufacturers in all industries use.”

Mopar CAP LOCAL is an extension of FCA’s traditional Mopar CAP program that has been training service technicians to work in Chrysler, Jeep, Dodge and Ram dealerships since 1984, Kisiel said. The traditional Mopar CAP has 31 colleges training service technicians primarily in metropolitan areas of the country. The new Mopar CAP LOCAL program is enlisting schools in secondary and rural markets as well.

“The Mopar CAP LOCAL program has been a great way to infuse OEM training into our General Service automotive classes,” said Matthew Janisin, instructor and NC3 coordinator at Gateway Technical College in Kenosha, Wis.

“This way, students are better prepared technicians regardless of choosing a dealership or independent shop. The ease of integrating the Mopar CAP LOCAL curriculum into an existing general service automotive program makes it an all-around win for the college, FCA, local dealers and, most importantly, students.”

In addition to the Mopar CAP and Mopar CAP LOCAL technician training programs, Fiat Chrysler has a variety of programs in play to attract, train and retain service technicians, as well as other dealership employees.

For example, in conjunction with Strayer University, Fiat Chrysler launched its Degrees@Work program in 2015 that enables a dealership service technician (or any other dealership employee) and their immediate family members to earn a no-expense college degree while employed by participating dealerships, Kisiel said.

Fiat Chrysler also has introduced a technician-exemption policy that allows technicians to work one level above their certification if the technician is in training for the next certification level.

FCA also launched its Mopar Top Tech program to recognize its top-performing, elite technicians at Fiat Chrysler dealerships, and partnered with Snap-On Inc. to equip students in training with the necessary tools of the trade at a significant discount.

New Takata Lawsuit Filed in Michigan

KUALA LUMPUR, Malaysia (AP) – A Malaysian man whose wife’s death is one of at least 16 blamed on air bag defects has sued Japanese automaker Honda and the Takata Corp. in a U.S. court, saying he wants the companies to disclose more about the dangers.

Nida Fatin Mat Asis, a 29-year-old doctor, died almost instantly after the Honda City she was driving hit a pole and skidded into a ditch in Malaysia’s eastern Sabah state on April 16 last year. An autopsy found shrapnel from a Takata air bag inflator in the base of her skull.

The lawsuit was filed by her husband in a U.S. District court in Michigan on May 1.

Her father, Mat Asis Mahnoon, said May 3 the family decided to sue after Takata pleaded guilty to fraud in February and agreed to pay \$1 billion in penalties for concealing the defect blamed for 11 deaths in the U.S. and five in Malaysia.

More than 180 injuries have

occurred worldwide and more than 100 million inflators have been recalled.

Plaintiffs alleged in dozens of lawsuits that Honda, Toyota, Nissan, Ford and BMW had independent knowledge that Takata’s air bags were unsafe before putting them in millions of vehicles. The auto companies have asserted that they were deceived by Takata and shouldn’t be held liable.

Mat Asis told the Associated Press that the family refused a settlement offer from Honda and Takata that was conditioned on them not speaking publicly.

The woman’s husband says her family wants to ensure the companies do more. “I refuse to let my wife die in vain. By telling her story, we hope Takata and Honda will do more, particularly in Malaysia, to notify everyone with impacted cars that they are potentially deadly,” Abdullah Shamshir Abdul Mokti said in a statement released by U.S. law firm Motley Rice LLC.





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Mopar-Powered Racing Teams Earn Success

It doesn't matter whether the drag strip has two lanes or four, cars featuring Mopar Hemi power in the NHRA Mello Yello Drag Racing Series will find the winner's circle this season.

Ron Capps took home the Wally trophy in the NHRA Four-Wide Nationals at Charlotte's zMAX Dragway on April 30 to claim his 51st Funny Car win and back-to-back victories after winning last week's NHRA Spring Nationals in Houston.

Mopar Dodge Funny Car drivers have now claimed five wins in six events this year.

Mopar Hemi-powered Don Schumacher Racing (DSR) teams have also won nine of a possible 12 Nitro (Top Fuel and Funny Car) events in 2017, and a DSR Mopar driver has won at least one event in the Nitro classes at seven consecutive races, dating back to last season.

Mopar drivers have also doubled-up with Funny Car and Top Fuel wins in three of this season's six events, and a Mopar driver has led the point standings in both Top Fuel and Funny Car after every event of 2017.

Three Mopar Funny Cars went to the final round at Charlotte, while two Mopar-powered Top Fuel cars made the final four.

Capps, the 2016 Funny Car champion, bested his Mopar teammates Jack Beckman and Matt Hagan, along with J.R. Todd, with a pass of 3.933 seconds at 322.65 mph after a .061-second reaction time in lane number one to the win the event.

He also took over the Funny car points lead.

The Four-Wide Nationals only require three rounds to crown a winner, with two drivers advancing from each quadrant of four until an event champion emerges in the final round.

Defending Funny Car champion Capps drove his Mopar Dodge Charger R/T alongside John Force in the first round to beat Chad Head and Del Worsham.

Capps and Force advanced to a Don Schumacher Racing versus John Force Racing matchup in round two against DSR's Jack Beckman and Force's Robert Hight.

Capps and Beckman then went to the final round to square off against their Mopar DSR teammate Matt Hagan and first-year Funny Car driver J.R. Todd, where Capps won.

Beckman meanwhile advanced his Infinite Hero Dodge Charger R/T Funny Car out of round one along with Hight, defeating Dodge Charger R/T competitor Jim Campbell.

State House Passes Bill On Car Idling

LANSDING, Mich. (AP) - Legislation advancing in Michigan aims to let residents legally leave a vehicle running unattended on private property.

The bill, approved 77-30 by the House May 2, was proposed after a Detroit-area man was ticketed \$128 for leaving a car running in his driveway as the vehicle warmed up. A state rule requires people to stop the engine and remove the key before letting a vehicle stand unattended.

The bill would keep the prohibition in place only for vehicles parked on public streets. The sponsor, Republican Rep. Holly Hughes, says warming up or cooling down a car is common practice.

The legislation goes to the Senate. It's opposed by cities and others who say it would make it easier to steal cars.

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1. **Must be a current Owner/lessee of a 2003 model year or newer Cadillac vehicle.** Payments are for a 2017 XT5 Crossover Standard Collection with an MSRP of \$40,985. 36 monthly payments total \$10,764. Payments are for a 2017 CT6 AWD Luxury Collection with an MSRP of \$61,390. 39 monthly payments total \$19,071. 2. **Must be a current GM lessee through GM Financial, Ally or US Bank.** Payments are for a 2017 ATS AWD Sedan Standard Collection with an MSRP of \$37,590. 24 monthly payments total \$6,696. Payments are for a 2017 Escalade 4WD Premium Luxury with an MSRP of \$87,090. 36 monthly payments total \$30,564. Payments are for a 2017 XTS Sedan Standard Collection with an MSRP of \$46,590. 39 monthly payments total \$15,561. Option to purchase at the end for an amount to be determined at lease signing. GM Financial must approve lease. Take delivery by 5/31/17. Mileage charge of \$.25/mile over 20,000 miles for ATS. Mileage charge of \$.25/mile over 30,000 miles for XT5 Crossover & Escalade. Mileage charge of \$.25/mile over 32,500 miles for XTS & CT6. Lessee pays for maintenance, excess wear and a disposition fee of \$595 or less at the end of lease. Not available with some other offers. Residency restrictions apply. ©2017 General Motors Cadillac® ATS® XT5® Escalade® XTS® CT6®



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Cadillac V-Performance
Racing Finishes Third

Cadillac V-Performance Racing drivers Michael Cooper (Syosset, N.Y) and Jordan Taylor (Apopka, Fla.) finished third April 30 in the GT Pro/Pro category in this weekend’s second Pirelli World Challenge (PWC) SprintX race at Virginia International Raceway (VIR). Teammates Johnny O’Connell (Flowery Branch, Ga.), and Ricky Taylor (Lake Mary, Fla.) finished 12th in the Pro/Pro class.

Based upon their fast race lap from April 29, Jordan Taylor started the No. 8 Cadillac ATS-V.R Coupe from the second row in fourth. Brother Ricky Taylor had the wheel of the No. 3 Cadillac ATS-V.R Coupe on row six in 12th. At the drop of the green, Jordan Taylor was able to make up one position into Turn 1 and slotted into third. A little further back, Ricky Taylor was battling a swarm of cars in the No. 3 Cadillac.

As the race progressed to the mandatory pit stop window, a caution flew 19 minutes into the event. The race went green again at the 30-minute mark. The two Cadillac ATS-V.R Coupes came to the pits for the driver change at 34 minutes. Cooper took over the No. 8 Vector Blue Cadillac and returned to the race in third place, and O’Connell jumped behind the wheel of the No. 3 Velocity Red Cadillac and rejoined the race in seventh.

Fifty-four minutes into the race the second full course slowed the field. O’Connell reported that he ran over some debris on the track and had a tire going flat. The team had to pit O’Connell to change the tire. He went out in 13th (12th in class) position and the race ended under yellow.

“We had a really smooth driver change,” Cooper said. “I had a big battle on the out lap and was able to get a position. There was a lot going on with the traffic. Jordan did a good job moving us up from fourth to third. We came in as soon as the pit window opened, and we were able to gain

that last podium position. It is nice to get a second podium finish on the weekend for everyone at Cadillac Racing.”

“I think it was a good race,” Jordan Taylor said. “When we started the weekend in practice we were seventh or eighth. This was my first time starting a race in three years. I was able to get by the No. 4 Audi in Turn 1 and get behind the Mercedes. They were fast all weekend and I knew if I could hang with them, it would be good. We made the most of the race, no mistakes. Michael and I had a clean run. The team gave us a good car. To leave here with two podium finishes is a good weekend.”

“It was an eventful start,” Ricky Taylor said. “It was my first start with the Cadillac ATS-V.R. I learned a lot and I know what to do different the next time. I settled into the stint and was able to make up a couple of positions. We suffered from the track position that we lost from yesterday.

“You really have to put in a full weekend here in PWC. We were having a pretty good run, Johnny was pushing his way into the top five and then the flat took that away. The encouraging thing is that the team really executed well with no mistakes in this first SprintX weekend.”

“Congratulations to the guys in the No. 8 Cadillac. They had a great weekend,” O’Connell said. “We had a great race car both days. We moved up in our run today like we did yesterday. The Mercedes checked out, the rest of us were in a nice pack. Unfortunately, during that last wreck, I picked up a puncture and had to pit for a tire. We were running seventh and I was ready to make a move toward the end, then that crash happened. We have had three tough race weekends. Canadian Tire Motorsport Park is next and I have won there more than anyone else and we will be looking to add to that in a couple of weeks.”

Delphi Spinning Off a Unit

DETROIT (AP) – Automotive parts and electronics maker Delphi Corp. plans to spin off its vehicle powertrain operations into a separate publicly traded company.

The British company with U.S. operations in suburban Detroit says Delphi shareholders will get stock in both companies in the tax-free deal.

Delphi, the former parts arm of General Motors, has been shedding conventional automotive businesses ever since it was spun off as a separate company by GM in 1999. The rest of the company will now focus on central computing platforms and advanced safety and autonomous driving systems, Delphi said in a statement.

The new company will design and make components that enhance efficiency and vehicle performance, selling the parts to automakers. The powertrain unit has about 20,000 employees worldwide with 5,000 engineers. It had revenue of \$4.5 billion last year, according to Delphi, which expects the spinoff to be completed by March of 2018.

Liam Butterworth, who is now president of Powertrain Systems, will be the new company’s chief executive.

The split gives the companies “flexibility to pursue accelerated investments in advanced technologies that solve our customers’ most complex challenges,” Delphi CEO Kevin Clark said in a statement.

Shares of Delphi surged \$4.75, or just over 6 percent, to \$83.20

in premarket trading after the announcement was made.

Also May 3, Delphi Automotive PLC (DLPH) reported first-quarter net income of \$335 million.

The Gillingham, Britain-based company said it had profit of \$1.24 per share. Earnings, adjusted for one-time gains and costs, were \$1.59 per share.

The results beat Wall Street expectations. The average estimate of 11 analysts surveyed by Zacks Investment Research was for earnings of \$1.46 per share.

The vehicle parts maker posted revenue of \$4.29 billion in the period, also exceeding Street forecasts. Seven analysts surveyed by Zacks expected \$4.13 billion.

GM Tours Halted
At Corvette Site

BOWLING GREEN, Ky. (AP) – For the next year-and-a-half, the public won’t be able to tour the Kentucky plant that manufactures the Corvette.

Katie Frassinelli of the National Corvette Museum tells the *Bowling Green Daily News* that the suspension is due to extensive work planned at the GM Bowling Green Assembly Plant.

All plant tours will be shut down after June 16. Tours generally last an hour and are one mile long. The facility charges a fee.

Frassinelli says tourism officials have planned for the long gap by offering a package that includes the National Corvette Museum, the Historic RailPark and Train Museum and Aviation Heritage Park.

Volkswagen Can Weather Cheat Scandal Costs

FRANKFURT, Germany (AP) – German automaker Volkswagen saw its first-quarter profit jump 44 percent as the company continued to work past its scandal over diesel cars rigged to cheat on emissions tests.

Costs and fines from the scandal that emerged in Sept. 2015 has dinged VW's large cash pile since, but the chief financial officer said May 3 that the company was solid enough to handle added costs this year. VW also reaffirmed its profit goal for the full year.

After-tax profit rose to 3.4 billion euros (\$3.7 billion), up from 2.4 billion euros in the year-earlier quarter. The results beat analyst estimates for 3.1 billion euros profit compiled by financial information provider FactSet.

VW officials said the improved result came from tighter cost controls, a sales mix favoring its more-profitable models and favorable shifts in currency exchange rates.

It also saw a better profit performance from its namesake Volkswagen brand. Operating earnings rose to 869 million euros from a meager 73 million euros in the year-ago quarter. The VW brand has struggled with high costs and low profit margins. Volkswagen's other brands include luxury makes Audi and Porsche, as well as Skoda, SEAT and Lamborghini.

Fines and related costs from the scandal reduced the company's cash pile somewhat but CFO Frank Witter said the group retained "a strong financial foundation" despite facing further scandal outlays this year in double-digit billions. Net cash fell by 3.9 billion euros.



2017 Ram 1500



2017 Ford F-150



2017 Chevrolet Silverado

Auto Sales Slow, But Analysts See 17M-Plus Year Ahead

CONTINUED FROM PAGE 1

2009. It expects full-year sales of 16.8 million to 17.3 million.

Jessica Caldwell, an analyst with the Edmunds.com auto buying site, said all growth cycles eventually come to an end. "It's an economic cycle in buying that has to occur. I think that's why we're starting to see sales back off a little bit," she said.

Sales are slowing despite strong economic fundamentals. Wages and consumer confidence are up, unemployment is down and gas prices and interest rates remain at historically low levels.

Mokrzan said because cars and trucks last longer these days, people may be choosing to spend money elsewhere. Home remodeling and new home construction are up, he said.

Full-size pickup truck sales, a big factor in the industry's comeback from the recession, fell 3.8 percent in April, while car sales dropped 11 percent according to Autodata Corp. Small crossover SUVs continued to drive sales. Nissan Rogue sales rose 18 percent, pushing the segment up 6.7 percent.

Automakers took the declines in stride. Ford reported a 7.2 percent drop due largely to car demand that tumbled 21 percent. Vice President of Sales and Mar-

keting Mark LaNeve said Ford is still getting healthy prices for its vehicles as people load on options. "We have to let the year play out," he said.

General Motors sales dropped 5.8 percent as strong performances from some SUVs and the Cruze compact car couldn't offset falling pickup truck demand.

Fiat Chrysler sales fell 7 percent. Sales of the usually strong Jeep brand fell by 17 percent.

The results caused investors to punish stocks of Detroit automakers. Ford and Fiat Chrysler shares fell more than 4 percent, with Ford hitting a new 52-week low during the day. GM shares fell almost 3 percent.

While sales still are healthy, automakers find they have to offer deals to compete for a piece of the shrinking pie. But there are economic signs that the industry is relying too heavily on incentives.

The average price consumers are paying per vehicle is starting to wane after years of steady increases, even for popular SUVs. Previously, SUV prices kept growing while car prices fell due to sagging demand.

The average price paid for an SUV in April was \$33,165, according to the consulting firm J.D. Power and Associates. That was down 2 percent from last April.

Axalta Opens New Technology Center

CONTINUED FROM PAGE 1

The Mount Clemens ATC will still work on new vehicle colors and coating technology, Fischer said.

"You have to remember that a significant minority of consumers, about 35 percent, will actually switch automotive brands to get a car with the color they want," Fischer said. "There's been a lot of change in the auto industry in the past decade. OEMs always want more efficient ways to get things done and we have to work with them to be more efficient in painting cars."

Barry Snyder, chief technical officer at Axalta, said the Mount Clemens ATC was in the works

for the past 24 months. Actual construction and investment in the building started 18 months ago.

"In this building, we will broaden the scope our business," Snyder said. "We can cut across all our businesses and use the facility to meet all our customers' needs, not just auto. "We picked Detroit as the location for our Americas ATC because the Mount Clemens facility has a critical mass of people with business and scientific skills. Detroit also has a labor pool that we can take advantage of. This plant is important to us and it's important to our customers."

One of the new facilities built at the Mount Clemens site is the

Spray Room. Ray Polovich, North American Technical Manager for Light Vehicles, said the new room represents a smaller scale example of their OEM customers' facilities. They can develop manufacturing methods that match their clients.

The room is also climate-controlled, which is useful for recreating manufacturing sites as well as recreating environmental conditions in which the coatings will have to exist.

"We also do design work in the lab," Polovich said. "We develop new application processes and then test paints to meet customer specifications. All this is new here and it's exciting to be a part of something like this."

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Convenience FWD Lease Offer MSRP: \$40,060

\$219 per month

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

24 months **10,000** miles year **\$726** total due at signing (includes first month payment)



expires: 5.31.2017

BUICK

2017 GMC Terrain

SLE1 FWD Lease Offer MSRP: \$28,295

\$214 per month

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INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT

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

24 months **10,000** miles year **\$522** total due at signing (includes first month payment)



expires: 5.31.2017

GMC

2017 GMC Acadia

SLE1 FWD Lease Offer MSRP: \$33,445

\$251 per month

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SP66488

Chevrolet Promotes Brand With Twitter Ad Campaign

It turns out that there is actually something new under the sun. Just look at what GM is doing with the Internet service Twitter. Chevrolet is collaborating with Twitter to deliver the automaker's new "Everything but Football, Football Show" directly to fans through a first-ever global video subscription service on Twitter, said GM spokeswoman Alicia Boltach.

To help fans remember to tune in, they are invited to "Retweet to Subscribe" so that through a simple retweet they receive a notification each week when a new "Everything but Football, Football Show" episode is available, before it is widely released, Boltach said. Each episode will be published as a Twitter Moment.

Chevrolet enlisted the help of Commonwealth and MOFILM, a global community of filmmakers and content creators. Together, they created the weekly web series, which features pranks, trivia and more. Comedian Mark Smith interacts with Manchester United players, connecting fans to some of the world's greatest athletes when they are off the pitch (that's playing field to Americans), Botach said.

Chevrolet is creating numerous opportunities for viewer interaction by deconstructing each episode of the "Everything but Football, Football Show" into short segments that will be served up as multimedia stories within a Twitter Moment.

Fans will be able to take the viewing experience to a new level by participating in fun trivia and polls, in addition to receiving easy-to-share highlights and content while going through an immersive video-viewing experience.

"It is our goal to break through the newsfeed-scrolling behavior of social media, drawing fans to our brand and keeping them coming



Chevy is using Twitter to promote a special soccer-based Internet show to promote the brand.

back week after week," said John Gasloli, Global Chevrolet Marketing. "Using Twitter Moments and Retweet to Subscribe, Chevrolet is changing the video viewing experience from one that is passive, to one that is fully participatory and engaging. It also keeps the user

within the experience, allowing them to engage with all content without ever leaving Twitter." "Executing creative and innovative work is not easy, and our team was elated that Chevrolet possessed the appetite to push the boundaries of video content

on Twitter," said Alex Josephson, head of global brand strategy at Twitter. "It's a true testament to the trust and partnership we have built with Chevrolet." Visit @ChevroletFC to learn more.

Fiat Chrysler First-Quarter Profits Strong

MILAN (AP) – Carmaker Fiat Chrysler Automobiles reported April 26 that its first-quarter earnings rose by more than a third, with all regions contributing except Latin America, which posted losses.

The Italian-American carmaker made a net profit of 641 million euros (\$700 million) in the first three months of 2017, up 34 percent from 478 million euros in the same period last year.

The carmaker, formed from the 2014 merger of Fiat and Chrysler, confirmed its 2017 targets, including net profit of 3 billion euros on revenues of 115 billion-120 billion euros. Shares in the company closed up 9 percent in Milan trading last week.

Fiat Chrysler said adjusted earnings before interest and taxes rose by 85 percent to 178 million euros in Europe, with the Fiat Tipo family and the Alfa Romeo Giulia and Stelvio SUV driving higher shipments, and by 75 percent to 21 million euros in Asia due to a joint venture in China.

In North America, which accounts for some 80 percent of profits, adjusted earnings were flat at 1.24 billion euros. Margins improved as shipments dropped 6 percent to 609,000 vehicles due to lower fleet volumes and product changeovers, including the transition to the new Jeep Compass.

Latin America swung to a 20-million euro loss due to inflation driving up product costs and negative foreign exchange effects.

The new Maserati Levante helped boost the luxury marquee's earnings by more than 500 percent to 107 million euros.

Fiat Chrysler, which has staked the relaunch of its Italian produc-

tion on luxury brands, is targeting sales of 230,000 Alfa Romeos and Maseratis globally in 2017.

CEO Sergio Marchionne said the brands would still not be hitting break-even at that level, but that the "proper execution" of Alfa Romeo's expansion was key to the success of both Maserati and Dodge going forward.

Marchionne also told an analyst call that the company was on track to hit its goal of 4.5 billion to 5 billion euros in cash on hand by 2018, and that it would be achieved without any asset sales. When asked, however, if Jeep and Ram were big enough to exist as stand-alone companies like Ferrari, which was spun off last year, Marchionne replied with a dry, "Yes."

The CEO has backed away on talk of another merger, and said that he had not been in any discussions with Volkswagen, though he didn't rule out future talks.

"Right now, I have been busy delivering our best quarter in history," he said.

Ford Breaks Ground on Dearborn Project

Ford's Dearborn campus expansion to West Dearborn began on May 3 with the groundbreaking of Wagner Place, a unique urban development featuring office and retail space.

Michigan Gov. Rick Snyder and Dearborn Mayor John B. O'Reilly, Jr. participated in the ceremonial groundbreaking along with Dave Dubensky, Ford Land chairman and CEO, said Ford spokeswoman Monique Brentley.

The \$60 million Ford investment ushers in a new era for West Dearborn that will provide Ford employees and residents with new retail and restaurant options, complemented by generous amounts of green space, outdoor seating and better walkability.

Ford is transforming about two blocks of largely vacant buildings into this unique mixed-use urban space, Brentley said. The 150,000-square-foot development will be certified for Leadership in Energy and Environmental Design, and will be resource-efficient with water and energy conservation features. Wagner Place will have first-floor retail and restaurants, two floors of work space and a rooftop patio.

Approximately 600 Ford Global Data Insights and Analytics (GDIA) employees will occupy Wagner Place, Brentley said, adding, "As the company transforms to an auto and mobility company, the growing GDIA team is working to transform the customer experience, enabling new

mobility products and services and helping Ford operate more efficiently."

"Developing an urban office environment positions Ford to offer a work setting that will appeal to a new generation of employees," said Dubensky. "Wagner Place supports our goals to create a more collaborative and inviting campus atmosphere for all employees."

The property is designed to complement the streetscape with varying rooflines, windows, awnings and ample green space, Dubensky said. The development, scheduled to be completed in mid-2018, will retain a piece of Dearborn history, featuring the restored façade of the 120-year-old former Wagner Hotel with its iconic turret.

"Ford's continued investment in our state and in attracting tal-

Costly Recalls Hurt Ford's Early Profits

DEARBORN, Mich. (AP) – Ford Motor Co.'s net income fell 35 percent to \$1.6 billion in the first quarter as it was hit by costly recalls, lower sales and rising prices for steel and other materials.

The automaker had warned investors and analysts on April 27 to expect weaker results in the first quarter. Ford earned a record pretax profit in the first quarter of 2016.

Ford Chief Financial Officer Bob Shanks said the company remains on track for a pretax profit of \$9 billion for the full year. That's down from \$10.4 billion in 2016. Without one-time items, including a gain from the closure of a planned plant in Mexico, Ford earned 39 cents per share, beating forecasts. Wall Street expected earnings of 35 cents per share, according to analysts polled by FactSet.

Ford announced two North American product recalls in March that cost the company \$295 million. Ford recalled more than 230,000 vehicles because of the risk of engine fires and 210,000 vehicles for bad door latches. Those actions were in addition to a recall last fall of 2.4 million vehicles to fix door latches, which cost \$600 million.

Ford's sales dropped slightly in the first quarter to 1.7 million vehicles. Ford's North American market share dropped as it sold fewer vehicles to rental fleets, but it said U.S. sales to individual buyers were up. Sales also fell in China. Shanks said Chinese customers rushed to buy vehicles at the end of 2016 before a tax incentive expired, so the market suffered in the first quarter.

North America powered Ford's profits. The company earned a pretax profit of \$2 billion in the region, down 45 percent from a year ago. Revenue rose as the company sold a higher mix of high-profit trucks and SUVs. Ford said the average price paid for a vehicle was up \$1,971 in the U.S. in the first quarter, compared to an industry average increase of \$506.

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A rendering of Ford's new West Dearborn development project



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2017 TRAX "LS"



- ECOTEC 1.4L "Turbo" DOHC VVT Engine!
 - OnStar w/4G LTE w/built-in Wi-Fi Hotspot!
 - 7" Color Touch Screen Radio w/Bluetooth!
 - Remote Keyless Entry!
 - Bluetooth for Phone!
 - Rear Camera!
 - Steering Wheels Radio Controls!
 - Chevrolet Complete Care INCLUDED!
- Stock# H37851

Was \$21,895 Sale Price: **\$15,399***
24 MONTH LEASE

No
Employee
Discount
REQUIRED!

\$59*

\$999 Down

NQ Security Deposit required. Tax, title and plate fees extra.

The Best Price...
PERIOD!

2017 CRUZE HATCHBACK "LT"



- 1.4L Turbo DOHC Engine!
 - Automatic Transmission!
 - 7" Color Touch Screen MyLink Radio!
 - OnStar w/4G LTE w/built-in Wi-Fi Hotspot!
 - Aluminum Wheels!
 - Remote Keyless Entry!
 - Rear Vision Camera!
 - Bluetooth for Phone!
 - Chevrolet Complete Care INCLUDED!
- Stock# H33195

Was \$22,795 Sale Price: **\$16,499***
24 MONTH LEASE



\$79*

\$999 Down

NQ Security Deposit required. Tax, title and plate fees extra.

The Best Price...
PERIOD!

2017 EQUINOX "LS"



- 2.4L DOHC Engine!
 - 7" Color Touch Screen MyLink Radio!
 - OnStar with 4G LTE w/built-in Wi-Fi Hotspot!
 - Bluetooth for Phone!
 - Remote Keyless Entry!
 - Rear Vision Camera!
 - Aluminum Wheels!
 - Chevrolet Complete Care INCLUDED!
- Stock# H37937

Was \$26,405 Sale Price: **\$20,499***
24 MONTH LEASE



\$99*

\$999 Down

NQ Security Deposit required. Tax, title and plate fees extra.

The Best Price...
PERIOD!

2017 MALIBU "LT"



- 1.5L Turbo DOHC Engine!
 - 6 Speed Transmission!
 - 8" Color Touch Screen MyLink Radio!
 - Bluetooth for Phone!
 - Rear Vision Camera!
 - OnStar w/4G LTE w/built-in Wi-Fi Hotspot!
 - Power Driver's Seat!
 - Remote Keyless Entry!
 - Chevrolet Complete Care INCLUDED!
- Stock# H32114

Was \$26,000 Sale Price: **\$20,800***
24 MONTH LEASE



\$129*

\$999 Down

NQ Security Deposit required. Tax, title and plate fees extra.

The Best Price...
PERIOD!

2017 TRAVERSE "LS"



- 3.6L SIDI V6 Engine!
 - 6.5" Color Touch Screen Radio!
 - 8 Passenger Seating!
 - Rear Vision Camera!
 - Power Driver's Seat!
 - Bluetooth for Phone!
 - OnStar with 4G LTE w/built-in Wi-Fi Hotspot!
 - Chevrolet Complete Care INCLUDED!
- Stock# H37182

Was \$32,195 Sale Price: **\$24,199***
24 MONTH LEASE



\$129*

\$999 Down

NQ Security Deposit required. Tax, title and plate fees extra.

The Best Price...
PERIOD!

2017 SILVERADO "LT" 4X4 DOUBLE CAB



- ECOTEC3 4.3L V6 Engine!
 - Automatic Transmission!
 - GM Bed Liner INCLUDED!
 - 8" Color Screen MyLink Radio w/USB Ports!
 - OnStar w/4G LTE w/built-in Wi-Fi Hotspot!
 - Steering Wheel Radio Controls!
 - Remote Keyless Entry!
 - Aluminum Wheels!
 - Chevrolet Complete Care INCLUDED!
- Stock# H32640

Was \$41,060 Sale Price: **\$31,199***
24 MONTH LEASE



\$169*

\$999 Down

NQ Security Deposit required. Tax, title and plate fees extra.

The Best Price...
PERIOD!

We'll Give You **\$2000 MINIMUM** for Your Trade-In... **GUARANTEED!***



RICH MILNE
rmilne@moranautomotive.com

The Best Price...
PERIOD!



AUSTIN ELYA
aelya@moranautomotive.com

SHOWROOM HOURS:

Monday	8:00 AM - 9:00 PM
Tuesday	8:00 AM - 6:00 PM
Wednesday	8:00 AM - 6:00 PM
Thursday	8:00 AM - 9:00 PM
Friday	8:00 AM - 6:00 PM

(586) 791-1010

35500 S. Gratiot Avenue... North of 15 Mile / Clinton Township / **FIND NEW ROADS**

*Pictures may not represent actual sale vehicle. All applicable incentives including bonus cash, bonus tags, competitive lease, lease conquest and/or lease loyalty offers have been deducted from Sale Prices/Payments and are subject to change by the manufacturer without notice and are plus title, tax, plate and CVR fees and were valid at time of printing. GM Employee discount is required except where noted. Chevrolet Loyalty varies on model. Leases are 10,000 miles per year. Disposition fee may be required at lease turn in. \$2000 minimum trade-in guarantee is for 2006 or newer vehicles in drivable condition, less reasonable reconditioning. No branded titles. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 5/12/2017 @ 6:00PM.

