

Chrysler Employee Car Show to Celebrate Viper's History

by Jim Stickford

The upcoming Chrysler Employee Motorsport Association (CEMA) is scheduled to celebrate the 25th anniversary of the

Dodge Viper specifically and convertibles in general. CEMA's 28th annual charity car show will be held Saturday, June 10, starting at 9 a.m., on the grounds of Fiat Chrysler's

world headquarters in Auburn Hills. "Money raised at the show goes to Leader Dogs for the Blind of Rochester," said CEMA President Lori Emerling. "We've

been working with them for years. They're a great organization that does really good work for the community." Emerling's day job has her working in FCA's Materials

Engineering department at the company's headquarters. Emerling said the show will go until 3 p.m. The show, while being

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Chevrolet to Help Light Up Little Caesar's Arena

Looks like Chevrolet is getting a slice of the action at the new Little Caesar's sports arena in Detroit.

Chevrolet and Olympia Entertainment just expanded their partnership, making Chevrolet the official vehicle of the new Little Caesars Arena. Chevrolet has been the official vehicle of the Detroit Red Wings since 2015, said GM spokeswoman Afaf Farah.

Home to the Detroit Red Wings, Detroit Pistons and other sports and entertainment events, concerts, family shows and community functions, the new arena will open ahead of the 2017-2018 hockey season and is expected to offer an "exceptional viewing experience" for sporting and music events, Farah said.

"We have enjoyed a fantastic relationship with the Detroit Red Wings and it was an honor for Chevrolet to celebrate the historic final season with the team and the fans at Joe Louis Arena," said Paul Edwards, U.S. vice president of Chevrolet Marketing.

"We look forward to continuing

to support the Red Wings and the revitalization of our hometown, the City of Detroit, as a landmark partner in the new Little Caesars Arena – a perfect complement to our partnership

with the Detroit Tigers and presence at Comerica Park."

Chevrolet's imprint on Little Caesars Arena will be evident throughout, with branding of the northeast entrance along De-

troit's famous Woodward Avenue, as well as the Chevrolet Plaza, the distinctive event space on the west side of the arena that

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Chevrolet has become the automotive sponsor at the new Little Caesar's arena opening in Detroit.

Faurecia of Auburn Hills Earns Honor

Faurecia, with North American headquarters in Auburn Hills, was one of 500 companies named on Forbes' annual "Top Employers in America" list.

Employers that made the list were based on the results of an independent survey conducted among 30,000 American employees working at large companies and institutions with a headcount of 5,000 or more, said Faurecia spokesman Tony Sapienza.

Forbes worked with online statistics provider Statista to determine how likely employees at the companies surveyed were to recommend their employer to others, Sapienza said.

The resulting list comprised 500 employers across 25 industries – including corporate giants, universities and government agencies – where employees felt "right at home" at the office.

The company employs approximately 10,000 people in the United States, Sapienza said.

"Unemployment is at its lowest in a long time, and companies are vying to recruit, retain and develop top talent," said Chris Rau, vice president of human resources for Faurecia North America. "We've been actively working to create a company culture that allows us to compete against companies like Google and Facebook, so that our employees are proud to call Faurecia 'home'—and we're honored Forbes has recognized us for these efforts."



2017 GMC Acadia

General Motors' Retail Sales Hold Steady with Last May

At a time when many are predicting trouble ahead for the auto industry, GM showed steady sales in May.

GM's May total sales were 237,364 vehicles. Compared to May 2016 numbers of 240,450, sales were down about 1 percent from the same time last year, said GM spokesman Dan Flores.

General Motors' May U.S. retail sales of 191,388 vehicles, up

slightly from last year. GM's May retail performance was driven by exceptionally strong crossover sales at Chevrolet, Buick, GMC and Cadillac.

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F-Series, Explorer Mark Best May in 13 Years

In a time of corporate leadership change, Ford's May sales posted surprising numbers.

The company sold 241,126 vehicles during the month – a 2.2 percent increase over May of 2016.

Overall retail sales were 158,282, down .8 percent, said Ford spokesman Erich Merkle. But the slight decline in retail sales was more than made up by the company's fleet sales of 82,844, an increase of 8.4 percent compared to May of last year.

In other good news, Merkle said that Ford's average transaction pricing increased \$2,100 last month, which was better than the industry average of \$500.

The vehicle really driving Ford's sales success in May was the F-Series truck. The company sold a total of 76,027 pickups last month, Merkle said. That is a 12.8 percent increase over the same time last year.

"That's the best May results in 13 years," Merkle said. "F-Series saw a \$3,300 increase in average transaction pricing."

Ford's SUV sales also showed strength in May, Merkle said. Sales showed an increase of 4.2 percent over May 2016.

"May marked a standout month for Ford brand SUVs, with a May record 74,910 sold," said Mark LaNeve, vice president of US Marketing, Sales and Service. "Plus, we continued to see strong

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2017 Ford Explorer



2017 Dodge Caravan

FCA's Sales Numbers Even

Fiat Chrysler showed steady vehicle sales numbers in May of 2017. The company reported total sales of 193,040 in 2017 compared to 194,720 in May of 2016.

In May, retail sales of 152,227 units were up 1 percent compared with the same month in 2016, and represented 79 percent of total sales, said Fiat Chrysler spokesman Ralph Kisiel. Fleet

sales of 40,813 units were down 7 percent year over year as FCA US continues its strategy of reducing sales to the daily rental segment. Fleet sales represented 21 percent of total May sales.

The Ram Truck and Dodge brands posted year-over-year sales increases in May, compared

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McLaren Health Sponsoring Local Race

McLaren Health Care, a leading integrated health system in Michigan, has signed a three-year contract to be the title sponsor of The McLaren Brooksie Way as the race celebrates its 10th anniversary this Sept. 24.

Oakland County Executive L. Brooks Patterson said he was thrilled the health care organization had signed on to support the race, which is named in memory of Brooks Stuart Patterson, a young father who died in 2007. He was the son of the county executive.

"Lining up McLaren as the title sponsor was a coup for us," Patterson said. "It is a statewide, pre-eminent health care organization that gives back to the communities it serves. We're delighted to welcome McLaren to our quality of life event."

"McLaren Health Care is very pleased to elevate our longtime support of The Brooksie Way as the new Presenting Sponsor," said Philip Incarnati, CEO of McLaren Health Care.

Chevy Only Automotive Sponsor at New Caesar's Arena

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will feature a giant video screen and concert and community programming throughout the year, Edwards said.

Chevrolet nameplates will be incorporated into unique and unexpected displays, and the brand's signature bowtie will be showcased in several key locations, including one of four in-ice partners.

"We are delighted to expand our partnership with Chevrolet, one of the most recognizable, respected brands in the world," said Tom Wilson, president and CEO of Olympia Entertainment. "Adding another Detroit-based name to Little Caesars Arena is a significant point of pride, and one our fans will enthusiastically embrace."

In addition to its partnership with the Detroit Red Wings, Chevrolet is also the official vehicle of several other Ilitch companies, including the Detroit Tigers, the Fox Theatre and Olympia Entertainment, Farah said. Red Wings forward and NHL All-Star Dylan Larkin also serves as a Chevrolet brand ambassador.

Construction of Little Caesars

Arena is on track for a September 2017 opening, Farah said. Features of the new facility include:

- A dramatic bowl incline with strong sightlines designed to place fans closer to the action.

- Increased pregame and postgame entertainment opportunities with expanded access to restaurants and gathering locations connected to The District Detroit, a new world-class sports and entertainment development revitalizing 50 blocks around the arena.

- All-inclusive club spaces with enhanced luxury and amenities, parking and food and drink options.

- State-of-the-art technology that includes Wi-Fi capabilities with greater bandwidth, mobile ticketing, wayfinding, high-definition video, stunning acoustic sound and smartphone mobile applications that will take you from street to seat.

- The Via Concourse, an indoor street-style shopping and dining experience surrounding the arena bowl that will be highly active on game nights and open to the community all year round.

- The Chevrolet Plaza, an out-

door urban plaza that will regularly host music and entertainment and serve as a signature new public gathering place in Detroit.

The District Detroit is one of the largest sports and entertainment developments in the country, Farah said.

Located in the heart of downtown Detroit, this 50-block, mixed-use development led by the Ilitch organization unites six world-class theaters, five neighbor-

hoods and three professional sports venues in one vibrant, walkable destination for people who want to live, work and play in an exciting urban environment.

Home to the Detroit Tigers, Detroit Red Wings, Detroit Pistons and Detroit Lions, District Detroit represents the greatest density of professional sports teams in one downtown core in the country. Learn more at www.DistrictDetroit.com.

OCC Teacher Heads NCMPR

Michele Kersten-Hart, manager of multimedia and web services at Oakland Community College, is the new president of the National Council for Marketing & Public Relations (NCMPR) Board of Directors.

She was installed at the council's national conference in Charleston, S.C., succeeding Jennifer Boehmer, associate director for strategic communications at Portland Community College in Oregon, said OCC spokeswoman Bridget M. Kavanaugh.

A resident of White Lake,

Mich., Kersten-Hart has more than 27 years of experience in marketing and 17 years in higher education, Kavanaugh said. In addition to leading the college's web presence, brand standards and project design team, she has taught marketing and advertising classes as an adjunct instructor at OCC.

Before becoming NCMPR president, Kersten-Hart served on the council's board as vice president/president-elect, secretary and District 3 director, Kavanaugh said.



This dash plaque will go to the first 200 entries in the 2017 CEMA show.

FCA Employees' Car Show Honors Viper, Prowler

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sponsored by CEMA, is open to classic cars of any manufacturer.

"This year things will be a little different for the show," Emerling said. "For the past few years, the show has been held in the parking lot right in front of the Walter P. Chrysler Museum."

"But the museum has been closed down and there is construction around the building, so we'll be holding the show in Parking Lot 25."

"That's near where the show was held last year. We'll have signs up pointing people to the right location."

Emerling said that, in addition to beautiful cars, vendors will be selling food and items of interest to classic car collectors.

"We will also be selling really nice limited edition car show posters designed by people in FCA's design department commemorating the show and its themes," Emerling said.

"We are also honoring the anniversary of the Plymouth Prowler. That vehicle wasn't in production long and people will have the chance to see some great examples of that car."

In addition to helping put on the show, Emerling and her husband Sandy will have two vehicles on display.

"My car is a 1993 Viper RT," Emerling said. "It's red. Sandy, who was the Viper body manager for several years, will be showing off his 1996 Viper GTS. It's just one of three that came in white with blue stripes."

Emerling said the show is great fun and it gives employees a chance to show off their prized vehicles. As of May 31, there were 261 vehicles pre-registered for the show.

"We usually get a lot of people showing up the day of the show who want to display their vehicles," Emerling said.

"Hopefully, the weather will be nice. This is a fun event for fans of classic cars. Everyone's invited."

F-Series, Explorer May Sales Strong

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F-Series performance, with sales and market share rising this year, along with average transaction pricing."

LaNeve said the key vehicle in the success of SUVs in May was the 2017 Explorer. Its sales of 22,715 showed a 20.7 percent increase over May 2016. Along with the F-150, sales of the Explorer reached the vehicle's best May sales figures in 13 years. The 2018 Ford Expedition hits the showroom floor in the fall.

Sales of the Ford Edge were

also strong in May, Merkle said. The model saw a sales increase of 11 percent year-over-year. A total of 13,752 were sold in May 2017.

News for Lincoln was also good in May, Merkle said. The brand saw a 9.7 percent sales increase year-over-year.

That marks the 16th straight month of year-over-year sales gains.

"The Lincoln MKC delivered strong gains," Merkle said. "Sales were up 17 percent, followed by the all-new Lincoln Continental, with sales of 1,061 cars."

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GM Propulsion's Field of Flags Honors Vets

The employees at GM's Global Propulsion Systems facility in Pontiac took Memorial Day to heart.

The Pontiac Veterans Resource Group placed 6,926 flags – one for each fallen service member since October of 2001 – on the front lawn of the Pontiac Engineering Center's main entrance.

GM spokesman Tom Read said the flag display is part of Global Propulsions larger efforts to honor and aid veterans.

"The emotion-provoking display was especially meaningful to one veteran – GPS employee David Mooty, senior manager, Global Propulsion System Processes and Operations," Read said.

"Since 2015, Mooty has had full support from leadership to recruit veterans to fill positions on his team. In just under two years, David has successfully recruited 50 veterans from a base with extraordinary meaning to him – Fort Campbell in Kentucky."

Read said that in 1985 Mooty was a soldier with the 101st Airborne Division based out of Fort Campbell. He was scheduled to join his unit aboard an Arrow Air DC-8 jet at the Gander International Airport in Newfoundland, Canada.

Mooty's unit had been on a six-month peacekeeping tour and was in transit from the Sinai Peninsula in the Middle East, Read said. Mooty decided to give up his seat to a close friend who



Flags on the grounds of the GM Global Propulsion Systems site honored fallen American service people.

wanted to meet up with his wife who had already returned to Fort Campbell.

Read said that Mooty learned only a few hours after the plane had taken off that it never made it over 1,000 feet before crashing. All passengers and crew died.

"Understandably, Mooty didn't discuss this story with many," Read said. "In fact, it took him 25 years to revisit Fort Campbell."

"He returned in 2010 for the 25th Remembrance Anniversary for the lives lost on that return flight. While at Fort Campbell, Mooty recognized veterans who

were looking to transition out of the military."

Read said Mooty realized that opportunities existed at GPS for such veterans, considering the kinds of skills they possessed. Mooty then began coordinating with Fort Campbell officials to set up a recruiting program.

And, Read said, that program has been successful. Among the Fort Campbell veterans that have been hired are Eric Heard and Jason Schaffer. Both joined the GM GPS team, Read said. GM has really benefitted from their knack for standardized work and atten-

tion to detail gained from their experiences as soldiers.

Heard, Read said, is a technician in the Non-Firing Development Department, and likens working for GM to working in the Army in that, if one has a great boss and the right tools, that person can be successful.

Schaffer is a technician in the Transmission Validation department and was born in Royal Oak.

Read said Schaffer always wanted to work in the auto industry and has transitioned from the Army to systematically validating products.

Chrysler's May Vehicle Sales Numbers Steady

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with the same month in 2016, Kisiel said. Ram Truck brand sales were up 18 percent.

Dodge brand sales were up 8 percent in May as five Dodge vehicles posted year-over-year sales gains, led by the Dodge Grand Caravan's 58 percent increase, Kisiel said.

Jeep Grand Cherokee sales increased 14 percent, while sales of the Jeep Wrangler were up 2 percent.

Sales of the new Chrysler Pacifica minivan continue to show strength. The model posted a 325 percent increase in May, compared with the same month a year ago, Kisiel said. May was the minivan's best sales month since it was launched last year.

Sales of the new 2017 Jeep Compass more than doubled from the previous month of April as Jeep dealers continue to build their new Compass inventories, Kisiel said.

Sales of the Dodge Journey full-size crossover were up 23 percent, while the Dodge Durango turned in a double-digit percentage increase.

And Chrysler wasn't the only brand to enjoy strong minivan sales, Kisiel said.

The Dodge Caravan sold 13,786 in May, a 58 percent increase over the same period last year.

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Alfa Romeo Will Sponsor PGA's Presidents Event

Fiat Chrysler's Alfa Romeo brand has become the third global partner of the PGA Tour's Presidents Cup golf tournament, said Fiat Chrysler spokeswoman Eileen Wunderlich. The other two sponsors are Rolex and the global bank Citi.

The biennial competition resumes the week of Sept. 26-Oct. 1 at Liberty National Golf Club in Jersey City, N.J., Wunderlich said.

The partnership will showcase Alfa Romeo's series of new model launches, including the new Alfa Romeo Stelvio, which will mark its arrival in the U.S. this year, and the new Alfa Romeo Giulia. Also featured as part of the Alfa Romeo lineup will be the Alfa Romeo 4C Coupe and 4C Spider.

As a Global Partner, Alfa Romeo will gain exposure through PGA TOUR media and marketing assets, including advertising and in-program enhancements on Golf Channel and NBC during television coverage of the Presidents Cup; onsite branding and hospitality; and extensive exposure on TOUR-related media, including PGA-TOUR.COM, PresidentsCup.com and other digital properties.

Alfa Romeo will also have brand exposure at the Presidents Cup Fan Experience, located at the Oculus at the World Trade Center in New York City.

"We are very excited to welcome such an iconic global brand as a new Global Partner of the Presidents Cup," said Charlie Zink, chairman of the Presidents Cup.

"Alfa Romeo's reputation for excellence, innovation and its distinguished history in auto racing make it an ideal fit for a premier international team event featuring the best golfers in the world."

"Alfa Romeo is seeing increasing presence on a global stage and we couldn't be more thrilled that they have selected the Presidents Cup as a premier partner in the positioning and evolution of their momentous brand."

"Precision," said Reid Bigland, head of Alfa Romeo, "and the ability to adapt to any situation, whether on the Nürburgring or on the grounds of Liberty National golf course, are elements for driving to success, shared by both Alfa Romeo and members of the PGA TOUR."

"Our partnership with the PGA TOUR and the Presidents Cup fittingly aligns the brand with the world's best golfers."

California Has More Questions For Volkswagen

SACRAMENTO, Calif. (AP) — California environmental regulators say Volkswagen needs to better explain its plans for an \$800 million investment that it's required to make under a settlement of the company's emissions cheating scandal.

The California Air Resources Board wants the company to describe how it will help lower-income residents buy zero-emission vehicles. The issue is a priority for some Democratic state lawmakers who want the state budget to require VW to invest at least 35 percent of the settlement money in lower-income communities.

The board also wants VW to advertise hydrogen fuel technologies, not just electric vehicles. Air Resources Board Executive Officer Richard Corey outlined the request in a letter dated May 25. A spokeswoman for VW says the company is reviewing the letter.

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GM May Sales Stay Steady For 2017

CONTINUED FROM PAGE 1

GM's U.S. Commercial sales in May were up 14 percent, while Government sales jumped 21 percent, Flores said. Daily rental sales were down 36 percent, as planned. GM is on track to deliver its third consecutive year-over-year decline in daily rental volume.

On a brand level, Buick's U.S. retail sales in May were up 12 percent, while retail sales at Cadillac and Chevrolet were up 10 percent and less than 1 percent, respectively, Flores said.

In May, GM crossovers were up 19 percent on a U.S. retail sales basis compared to last year. This strong performance was carried across all GM's U.S. brands:

- Chevrolet Equinox – up 17 percent;
- Chevrolet Trax – up 18 percent;
- Chevrolet Traverse – up 2 percent;
- Buick Encore – up 12 percent;
- Buick Envision – 3,256 deliveries in May, up significantly from last year's launch;
- GMC Acadia – up 33 percent;
- Cadillac XT5 – up 110 percent.

"As we see the industry shift to more crossovers, we are extremely well-positioned to take full advantage of this dynamic," said Kurt McNeil, U.S. vice president of Sales Operations. "We expect these launches will enable us to continue gaining retail share as we introduce more all-new compact and midsize crossovers than anyone else, including the all-new GMC Terrain, Chevrolet Traverse, Buick Encore and the Regal TourX."

GM, Tesla Facing Technology and Financial Challenges

by TOM KRISHER and DEE-ANN DURBIN, AP Auto Writers

DETROIT (AP) – When General Motors CEO Mary Barra introduced the Chevrolet Bolt at the CES gadget show last year, she took a shot at Tesla.

Buyers can be confident because Chevy has 3,000 U.S. dealers to service the new electric vehicle, she said. The implication was that Tesla, with just 69 service centers nationwide, can make no such promise.

The uncharacteristic insult from Barra was designed to highlight the difference between 108-year-old GM and Tesla, a disruptive teenager. It also acknowledged a budding rivalry that could help determine whether Detroit or Silicon Valley sets the course for the future of the auto industry.

The tale of the tape favors GM. It has made billions in profits since returning to the public markets in 2010. GM got the Bolt, a \$36,000 car that goes 238 miles per charge, to market before Tesla's Model 3.

Tesla, the 14-year-old company led by flamboyant CEO Elon Musk, has never posted an annual profit.

Yet, as both CEOs face shareholders for annual meetings June 6, it is Barra who must explain to skeptical investors why GM's future is as bright as Tesla's.

GM's stock is trading around the \$33 price of its initial public offering seven years ago. During that time, Tesla shares have soared more than tenfold to \$335. Wall Street now values Tesla at about \$55 billion, compared with around \$50 billion for GM.

Despite efforts to paint themselves as technology companies,



Mary Barra unveiled the Bolt in 2016, well before Tesla's Model 3.

automakers can't shake their giant, capital-intensive global manufacturing operations. The huge investment needed to build vehicles yields low profit margins compared with tech companies that make software or cell phones, says Michael Ramsey, an analyst with Gartner. GM's net profit margin in 2016 was 5.7 percent. By comparison, Alphabet Inc., parent of Google, had a 22 percent margin.

Although it's an automaker, Tesla started in the tech bucket and remains there in the eyes of investors and buyers, Ramsey says.

Tesla's electric cars are the envy of the industry, and its semi-autonomous technology is among the most advanced on the road. Musk says Tesla's California assembly plant – which used to be GM's – will soon be among the most efficient in the world. And it's branching into areas with potential for bigger returns, including solar panels, energy storage and trucking.

"Tesla is absurdly overvalued if based on the past, but that's irrelevant. A stock price represents risk-adjusted future cash flows," Musk tweeted in April.

Still, Musk can't risk any missteps as Tesla pivots from a niche manufacturer of 84,000 high-priced cars per year.

The Model 3 sedan, Tesla's first mainstream car, is due out

later this year, but previous launches have been plagued with delays. Tesla has yet to prove it can build high-volume vehicles with quality and reliability, as GM does.

Musk aims to make 500,000 vehicles per year in 2018; GM made more than 10 million cars and trucks last year.

GM, too, is stretching into new areas. Its Maven car-sharing service has 35,000 members in 17 North American cities, and it's providing cars for ride-hailing services.

GM is developing autonomous cars with Cruise Automation, a software company purchased last year. Its SuperCruise semi-autonomous driving system, due out this year, is designed to be safer than Tesla's.

And GM isn't the only automaker with a stagnant stock price. Of the seven best-selling carmakers in the U.S., only Toyota and Fiat Chrysler have seen significant growth in seven years. Ford, Honda and Hyundai all have lost value.

"Investors and the financial markets are much more interested in investing in the potential of what might be huge than in the reality of what's already profitable and likely to remain so for years to come," says Sam Abuelsamid, a senior analyst with Navigant Research.

Abuelsamid says GM could better trumpet its technology achievements. For instance, it scarcely markets the Bolt. By contrast, Musk builds hype with nightclub-like events for Tesla owners and Twitter banter with 8.8 million followers.

"The only way you can get people to perceive you in the same light as a company like Tesla is to demonstrate it," Abuelsamid says.

Musk is crucial to Tesla's success. The risk-taking billionaire founded PayPal and rocket company SpaceX before taking over Tesla. He espouses big ideas like Hyperloop high-speed transportation and colonizing Mars.

Barra, on the other hand, is a methodical engineer who rarely strays from script. She has only 29,500 Twitter followers. She's a GM lifer who earned a company-paid MBA from Stanford; Musk left a Stanford graduate physics program after just two days to form a publishing startup.

"Mary is like a normal high-level performing executive," Ramsey says. "Elon Musk is like an almost unrivaled superstar, even in comparison to Silicon Valley executives."

Still, the big changes in the auto industry are in the early stages. Electric vehicles make up less than 1 percent of global auto sales and fully self-driving cars are years away. The economy can falter and company fortunes can shift. Already this year, sales in the U.S. and China are slowing, and GM pulled out of the European and Indian markets because they weren't profitable.

GM knows the ups and downs of auto sales, but Tesla will have to learn to manage them. If the Model 3 is late and Tesla sales fall, its stock price could drop and reduce Tesla's access to cheap capital, Ramsey says.

"I don't think they're completely immune to economic cycles," he says. "That will be when we really know if Tesla can maintain this out-of-whack share value with their fundamentals."

BorgWarner Trophy Goes To 2017 Indy 500 Winner

BorgWarner President and Chief Executive Officer James R. Verrier presented the BorgWarner Trophy to Takuma Sato following his win at the 2017 Indianapolis 500.

As the first winner in a new century of the legendary race, Sato has earned his place on the iconic trophy, which sports the image of every Indianapolis 500 winner, said BorgWarner spokeswoman Michelle Collings. Sato's victory is also the first win for a Japanese-born driver at the Indianapolis 500.

"BorgWarner was here when the Indianapolis 500 was born, and we are proud to be here as the race celebrates a new century with its 101st race," said Verrier.

"Every year, we have the privilege to present the BorgWarner Trophy in Victory Lane. It is a sterling silver symbol of history, excellence, cutting-edge performance and technology leadership. We are equally proud to boost every racecar at the starting line with BorgWarner EFR turbochargers, which have earned a sterling reputation of reliable, powerful performance."

"Since 2012, BorgWarner's EFR turbochargers have offered competitors in the Verizon IndyCar Series an unprecedented combination of advanced technologies. Low-weight Gamma-Ti turbine shaft and wheel assemblies provide quick boost response," Verrier said.

"The investment cast stainless

steel turbine housing increases efficiency, improves durability and resists corrosion. Patent-pending ceramic ball bearings increase thrust capacity and durability while improving turbine efficiency at low expansion ratios. Available through authorized distributors, BorgWarner's EFR turbochargers offer street and race enthusiasts the same powerful performance as professional teams."

As for the BorgWarner Trophy, it has a storied history, Collins said.

The BorgWarner Trophy features the sterling silver image of every Indianapolis 500 winner dating back to Ray Harroun in 1911. Known as the Little Professor, Harroun helped build and design the vehicle that ended up winning the 1911 Indy 500.

Made of 110 pounds of sterling silver and standing 5 feet, 4-3/4 inches tall, the trophy originally cost \$10,000 and is currently valued at \$3.5 million, Collins said.

The BorgWarner Trophy stays on permanent display at the Indianapolis Motor Speedway Hall of Fame Museum.

To give the winner and team owners a personal keepsake of their victory, BorgWarner established the BorgWarner Championship Driver's Trophy (also known as the "Baby Borg") in 1988 and the BorgWarner Team Owner's Trophy in 1998, Collins said. Both are sterling silver replicas of the BorgWarner Trophy.

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GM’s Tech Center Gets Street Signs – 60 Years Later

by Jim Stickford

It’s an idea whose time has come – giving official names to the streets that go through the GM Global Technical Center in Warren.

Candice Messing, program manager of Global Technical Transformation at GM, said that many people are surprised by a couple of sign-related facts at the Tech Center.

First, there are traffic signs such as stop signs, speed limit signs that are enforceable by law.

“We have a partnership with the Warren police,” Messing said, “to enforce traffic regulations as laid down by the traffic signs at the Tech Center campus. We want to keep people safe, which is why there are traffic signs limiting speeds and telling people to stop at intersections. That is why there are speed bumps on the Tech Center roads. Remember, 25,000 people use the Tech Center every day. It’s really like a small town.”

And now, Messing said, it’s like

a small town that has roads with actual names.

“We are putting in street signs with new names for the Tech Center roads,” Messing said. “It’s something that is being done for the first time since the Tech Center opened in 1956. That’s more than 60 years. People are surprised to learn that most of the roads weren’t named.”

The reason for naming the Tech Center roads is part of a larger effort by GM to remove any barriers to innovation within the company, Messing said.

“We can now give people directions to particular locations within the Tech Center,” Messing said. “So if someone needs to go to the Tech Center to collaborate with someone who works there, that visitor can now punch in an address using a service like Google Maps and get directions that will take the visitor directly to where he or she needs to go.”

The street names have been registered with the Post Office, so now mail can more quickly get to where it needs to go, Messing said.

The actual street signs were

designed to fit in with the historic signage used throughout the Tech Center.

“When it comes to street signs, they really don’t make them like they used to,” Messing said. “The signs we put up look like they’ve always been there, and they are made of stronger materials than street signs people might see today on regular roads.”

When it came to actually naming the Tech Center roads, a decision was made to pick names that would reflect on GM’s history as well as the Tech Center’s character.

“We actually debated renaming the Tech Center,” Messing said. “There was some talk of changing its official name from Technical Center to Technology Center. But in the end the only thing we did was add ‘Global’ to its official name.

“The reason for that is because it is now the global center of GM development.”

They decided to stick with Technical because technology, at the end of the day, is a thing, Messing said.



The Tech Center’s new street signs are a callback to 1956.

But the word technical indicates skills and expertise.

“GM has a lot of skilled people, and we wanted to honor them,” Messing said. “Plus, we are bringing a lot of new people to work at the Tech Center. Many of them aren’t from Michigan.

“It’s easy to forget that not everybody grows up absorbing the history of the auto industry the way people from Detroit do. By giving the streets names of

historic General Motors figures we are doing our part to inform people of the company’s history and the role it played in the auto industry.”

To pick the street names, a team was put together, Messing said. In collaboration with Design, Transformation and Executive Leadership, the team chose 18 street names. All signage with the new street names will be up by mid-June.

New Tech Center Street Names Honor GM’s Past Executives

For the first time in its 60-year history, the GM Tech Center roads within the Warren campus have proper names. The chosen names are meant to reflect the company’s history and technical expertise.

The 18 new street names are:

- Eero Saarinen Boulevard. Named after the Finnish-American architect and industrial designer selected by GM’s Harley Earl to design the Tech Center campus after the end of World War II.

- Charles Kettering Road. Named after Charles “Boss” Kettering, a scientist and inventor who helped found GM’s Research Laboratories. He joined GM in 1920 and led its research and development efforts until his retirement in 1947. He helped pioneer advances in anti-knock gasoline, fast-drying automotive lacquers and the high-compression engine.

- Charles Chayne Road. He was elected vice president of GM Engineering in 1951 and was serving in that position when the Tech Center opened in 1956. Chayne is credited with bringing a number of advancements to Buick, including the automatic Dynaflo transmission in 1948 and power steering in 1952. He retired in 1963.

- Harley Earl Boulevard. Earl was GM’s first vice president of Design (then called the Styling Section). He joined GM in 1927 as head of its new Art & Colour Section after having designed the body for Cadillac’s successful new companion car, the LaSalle. From 1927 until his retirement in 1958, he and his teams set industry trends and introduced such innovations as shared body platforms and the one-piece steel roof.

- Alfred Sloan Road. Sloan was both president of GM (1923-1937) and chairman of the board (1937-1956). He joined the company as president of its United Motors parts and accessories subsidiary when Billy Durant consolidated all his automotive holdings into GM in 1918.

- Edward Cole Boulevard. Cole served as president and CEO of GM from 1967 to 1974. He started out as a student at the General Motors Institute in Flint and by 1946 was chief engineer at Cadillac.

He oversaw the design of light tanks during WWII and later became known as the father of the Small Block Chevy V8 engine.

- David Buick Road. David Dunbar Buick was an early auto-

motive pioneer and co-creator of the overhead valve engine. He founded the Buick Motor Company in 1903 after getting his start in the plumbing business. He successfully developed a method of fixing enamel to cast iron that allowed for the development of the modern porcelain bathtub.

- Louis Chevrolet Road. Chevrolet got his start in the auto industry, like so many others, via the manufacture of bicycles. He came to the U.S. as a representative of a French motor manufacturer. He founded his namesake company in 1911 with the help of exiled GM founder Billy Durant.

- Pete Estes Road. Elliott “Pete” Estes served as president of GM from 1974 to 1981. He joined the company in 1946 as motor development engineer at Oldsmobile. In 1966, he introduced the world to the Camaro via a live teleconference broadcast from the Statler-Hilton Hotel in downtown Detroit.

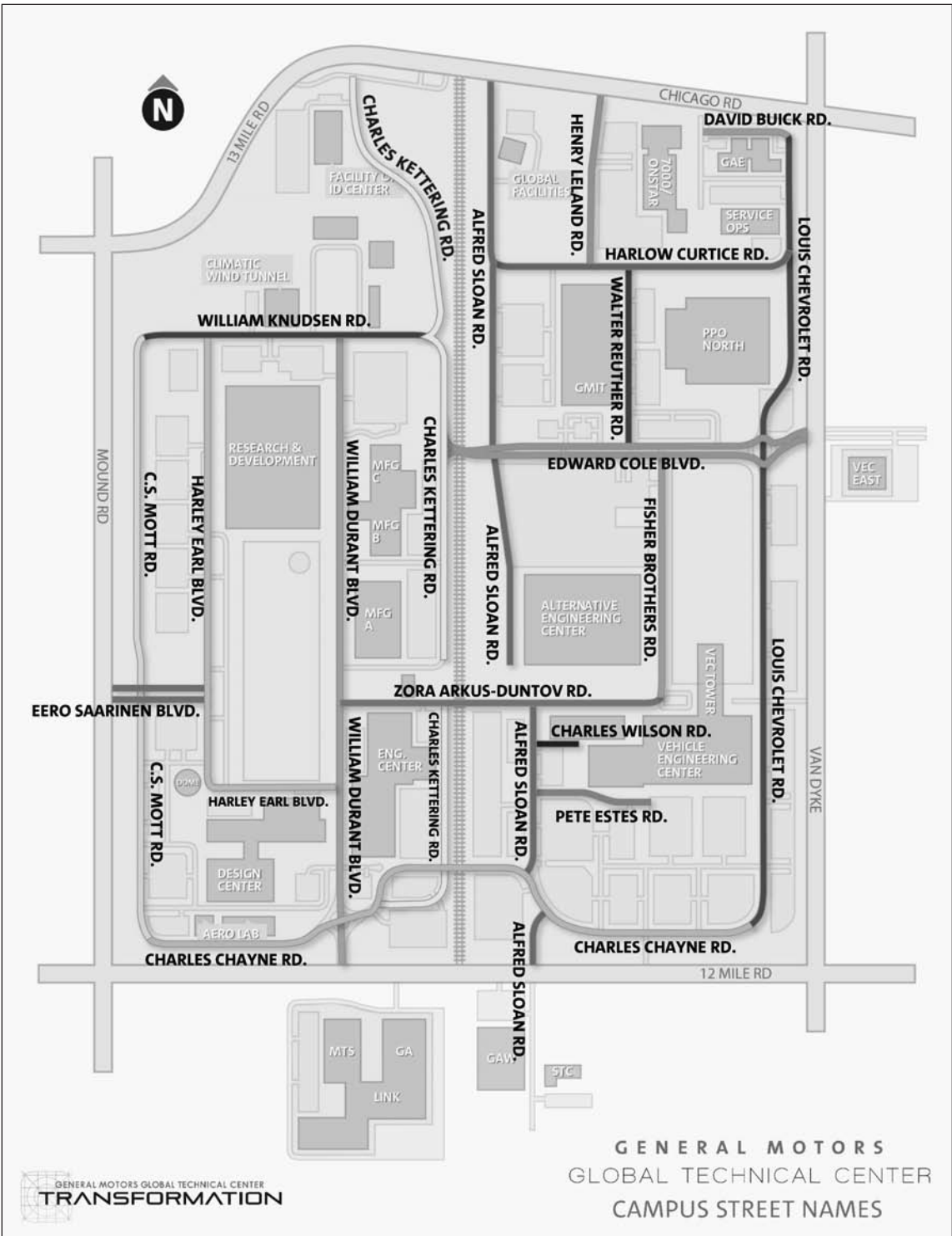
- Charles Wilson Road. Wilson was the 10th president of GM, serving that position from 1941 through 1953, when he left to become President Eisenhower’s Secretary of Defense. Both Wilson and Eisenhower attended the dedication of the Tech Center in 1956 via the world’s first closed-caption television broadcast.
- Zora Arkus-Duntov Road. He was an engineer who twice won his class of the 24 Hours of Le Mans and is considered the Godfather of the Corvette.

He joined GM as an engineer in 1953 after seeing the first Corvette at the New York Motorama Show. He is credited with turning the Cor-vette into a true performance car.

- Fisher Brothers Road. The Fisher Brothers – Fred, Charles and Albert – founded Fisher Body in 1908 to build closed auto bodies for brands such as Cadillac and Buick. Along with their other brothers – William, Lawrence, Edward and Howard – they held many key positions at GM and built car bodies for GM for 75 years.

- Walter Reuther Road. Reuther was one of America’s great labor leaders. He served as president of the UAW from 1946 to 1970, and helped give birth to the middle class.

- Harlow Curtice Road. Curtice began his career in the auto industry as a bookkeeper at the AC Spark Plug Division and served as president of GM from 1953 to 1958.
- Henry Leland Road. Leland



The Tech Center in Warren, now called the GM Global Technical Center, has named the campus’ streets.

is considered the guiding genius of the Cadillac Motor Car Company. He founded it and became the division’s first general manager when it was purchased by Billy Durant and GM in 1909.

- William Knudsen Road. Knudsen was president of GM from 1937 to 1940, when he left the company at the request of President Franklin Roosevelt to direct manufacturing operations for the military during WWII.

He began his career at GM in 1922 and was tapped to run Chevrolet shortly after that

brand began outselling Ford in marketshare and production in 1927.

- C.S. Mott Road. Charles Stewart Mott was known as the dean of GM directors, serving continuously on the board of directors from 1913 until his death in 1973. He got his start in the industry in 1898, when his company Weston-Mott began selling wire to OEMs.

The company later shifted to making axles when wire wheels went out of vogue. He later became known for his philanthrop-

ic efforts, many of which centered around Flint.

- William Durant Boulevard. William C. “Billy” Durant was the founder of both GM (1908) and Chevrolet (1911). He made his fortune in the carriage-making business of Flint before switching to automobiles.

Durant took over the then-struggling Buick Motor Co. in 1904 and made it the nation’s leading producer of cars within a few years. Durant left General Motors for the final time in the year 1920.

Yukon Denali Offers New Enhancements

Just because a vehicle is big doesn't mean it can't have an elegant style and becoming grace. The new 2018 Yukon Denali proves that point, said GM spokeswoman Meg Soule.

GMC is elevating the 2018 Yukon Denali lineup with styling and trim enhancements, as well as a new, advanced 10-speed automatic transmission, said GM spokeswoman Meg Soule.

A new, sculpted grille design distinguishes the Yukon Denali, while new Mastique Ash real wood trim adds depth and richness to the interior.

The new Hydra-Matic 10-speed transmission – paired with Yukon Denali's 6.2L V8 engine – enhances refinement with world-class shift smoothness, responsiveness and quietness, said Duncan Aldred, vice president of Global GMC.

"Yukon Denali has always matched style with substance, and the enhancements for 2018 advance that legacy," said Aldred.

"The foundational elements of exclusive design, premium touches and uncompromising capability have made Yukon Denali an icon for nearly 20 years."

GMC designers evolved the iconic Denali grille with a multidimensional, sculpted interpretation that, like other contemporary GMC elements, was designed in a layered manner, Aldred said.

It's a theme seen in other new GMC models such as the Acadia and Terrain.

"The new grille, which is flanked by HID headlamps and LED Signature Lighting, advances the design legacy established with the very first Yukon Denali in 1999," said Matt Noone, director, Global GMC Exterior Design.

"It's a more exciting and sophisticated design, while re-



2018 GMC Yukon Denali

maintaining instantly recognizable as part of the GMC Denali family."

In addition to a more sophisticated appearance, the new grille offers greater airflow to the radiator, Noone said.

Active aero shutters behind the grille close in certain conditions on the highway to reduce aerodynamic drag and enhance efficiency.

The Yukon Denali's new 10-speed automatic leverages the engineering experience of General Motors' multispeed transmissions to deliver improved performance.

A wider, 7.39 overall gear ratio spread, compared to the Yukon Denali's previous eight-speed automatic, enables a lower numerical top gear ratio and contributes to greater efficiency, Noone said.

The transmission's optimized gearing and proprietary controls allow the 6.2L V8 engine to deliver a winning combination smooth operation and precise response, said Noone.

Standard and available features include:

- 420-hp 6.2L V8 engine with

direct injection and Active Fuel Management;

- StabiliTrak electronic stability control, tow/haul mode, trailer sway control, auto grade braking and hill start assist;

- Magnetic Ride Control for improved body motion control;

- Standard 20-inch wheels and available 22-inch wheels;

- Automatic locking rear differential;

- Four-wheel-disc brakes with Duralife brake rotors;

- Active Noise Cancellation for a quieter interior;

- 8-inch diagonal GMC Infotainment system with Navigation, including Apple CarPlay and Android Auto capability;

- Standard 8-inch diagonal customizable driver display with head-up display;

- Multiple USB ports and accessory power outlets, including a 110-volt three-prong outlet, to support electronic devices;

- OnStar Basic Plan, standard for five years and includes access to an in-vehicle 4G LTE Wi-Fi hotspot and select features via the myGMC mobile app;

- Wireless phone charging.

Lawrence Tech Scholarship Contest Rewards Hard Work

Lawrence Technological University offered \$600,000 in scholarships to the winners of the first-ever E-Sports Michigan Invitational video game tournament held May 20 on LTU's Southfield campus.

Some 75 students from 15 high schools in the Detroit area competed. LTU and the State Champs! high school sports TV show sponsored the event, said Lawrence Tech spokesman Eric Pope.

Teams competed throughout the day in brackets. In the finals, Troy High School defeated Bloomfield Hills High School 2-1. Members of Troy High's team were Wesley Chiu, Linus Garin, Ken Lu, Evan Jiang, and Eric Zhang, Pope said.

LTU offered scholarships of \$16,000 a year for up to four years to the Troy High winners, and \$14,000 a year for up to four years for the Bloomfield Hills runners-up.

The teams competed in League of Legends, a multiplayer online battle arena game first released in 2009, Pope said. League of Legends has become one of the world's most popular multiplayer games, with more than 60 million people playing online per month, with peak hours reaching 7.5 million people playing simultaneously around the world.

National championships in the game are contested in the United States, Germany, China, South Korea, Taiwan, and other nations. In the U.S., the championship draws 20,000 people to the Staples Center in Los Angeles.

Lisa Kujawa, LTU assistant provost for enrollment management, said the tournament was part of the university's continu-

ing outreach to K-12 students interested in LTU's computer science, game art, interaction design, and other tech programs.

Kujawa said the university plans to host the tournament again next year. For more information, visit <http://esportsmichigan.com/>.

Other teams competing included Canton High School, Clarkston High School, Warren De La Salle High School, Lakeland High School, Salem High School, Warren Consolidated Schools, Seaholm High School, Dakota High School, Plymouth High School, Chippewa Valley High School, Milford High School, Clawson High School, and Martin Luther King Jr. High School.

Brothers Cop to TACOM Fraud

PITTSBURGH (AP) – Two brothers who formerly owned a Pennsylvania defense contractor and their former chief financial officer have pleaded guilty in a \$6 million scheme to overcharge the U.S. Defense Department for Humvee window kits.

The Butler-based contractor, Ibis Tek LLC, removed the former co-owners, 68-year-old Thomas Buckner and 66-year-old John Buckner, as directors of the company in January along with former CFO Harry Kramer.

The three pleaded guilty May 31 in Pittsburgh to fraud and tax evasion charges. The brothers agreed to repay more than \$6 million to the government, and have already repaid nearly \$900,000 in income tax losses.

The target of the fraud was the Warren-based Army TACOM command.



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GM Board Faces Proxy Fight

DETROIT (AP) – Shares of General Motors are rising May 30 as a proxy fight escalates between the company and an activist shareholder who wants to split its shares into two classes.

David Einhorn’s Greenlight Capital said May 30 that it’s sending a letter to shareholders emphasizing that the stock price has barely grown since GM’s initial public offering at \$33 seven years ago.

GM pointed out last week that two independent corporate evaluation firms, ISS and Glass Lewis, recommended against the proposal. The company says the stock split is too risky and the company has returned capital to shareholders.

Greenlight’s plan would create one dividend-paying stock and one “capital allocation” stock designed for growth. The hedge fund, which owns 3.6 percent of GM’s shares, argues that its plan unlocks tens of billions of value in the company’s stock. Greenlight also is nominating three directors for GM’s board.

“There is nothing to lose from insisting on fresh thinking at a company whose stock trades at its 2010 IPO price,” Greenlight’s letter says.

GM, however, says that by the end of this year it will have given \$25 billion back to shareholders since 2012. The stock currently pays a 4.6 percent annual dividend.

In its evaluation, ISS said that the dual stock structure proposed by Einhorn would set up conflicts of interest between dividend and capital appreciation shareholders with different objectives.

“The negative outcomes associated with the proposed dual class share structure, combined with the lack of visibility regarding value creation for shareholders, drive our recommendation against the dual class proposal,” ISS wrote, according to materials provided by GM.

Votes on the proposal and directors will take place at the annual shareholders meeting on June 6.

BMW Recalls 45,000 Cars

DETROIT (AP) – BMW is recalling more than 45,000 older 7-Series cars in the U.S. because the doors can open unexpectedly while they’re being driven.

The recall covers certain 745i, 745Li, 750i, 750Li, 760i, 760Li and B7 Alpina cars from the 2005 through 2008 model years that have the comfort access and soft door close options.

BMW says the doors may appear to be closed and latched but can inadvertently open due to road conditions or occupant contact with the door. A sudden opening could cause someone to be ejected or increase the risk of injury in a crash.

The company says in documents posted by the government that the latches can malfunction over time. The company said in a statement May 26 that it isn’t aware of any crashes or injuries caused by the problem.

The recall came after the National Highway Traffic Safety Administration, the government’s road safety agency, asked BMW about owner complaints about doors opening unexpectedly. The agency asked if a 2012 recall of about 7,500 7-Series cars from the 2005 to 2007 model years should be expanded and if the remedy was adequate. Call BMW at 800- 525-7417 for more info.

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