# **Detroit Auto Scene**

"FIRST IN THE HEART OF DETROIT"

VOL. 85 NO. 26

# **Music Fans Ready to Rock on Riverfront**

means that Chevrolet's "Rockin' on the Riverfront" summer concert series is coming to town.

The annual free concert series (no tickets necessary), will return for its 12th season at the Detroit Riverfront this summer, welcoming crowds every Friday night for classic rock 'n' roll in Detroit, said Chevrolet spokeswoman Afaf Farah.

"Chevrolet is proud to sponsor

It's summer in Detroit and that this event that is open to every- bum in March, Farah said. one," Farah said. "We're proud to be a part of Detroit's comeback."

The concert schedule: • July 14. The featured band is Night Ranger. With notable contributions to popular culture, Night Ranger has entertained fans since the 1980s with hits like "Sister Christian," "Don't Tell Me You Love Me" and "(You Can Still) Rock in America.<sup>3</sup>

The band released a new al-

• July 21. George Thorogood

and the Destroyers headline the evening's entertainment. Farah said that George Thorogood has rocked fans for more than 30 years with hits like "Who Do You Love" and "I Drink Alone." • July 28. Loverboy gets top

billing. With their trademark red

leather pants, bandanas, big rock CONTINUED ON PAGE 3



Detroiters can get ready to rock because Chevy's Rockin' on the Riverfront concert series is about to begin.



The 2018 Dodge Challenger SRT Hellcat Widebody is coming.

# The SRT Hellcat Widebody True Street-to-Strip Car

When the new 840-horsepower Dodge Challenger SRT Demon raced down the drag strip to open the New York Auto Show in April, Dodge unleashed the ultimate street-to-strip car, said Fiat Chrysler spokesman Dan Reid.

The brand is following up on its performance car mantra by introducing the 2018 Dodge Challenger SRT Hellcat Widebody, answering enthusiasts who have been clamoring for a factory-production Hellcat with even more grip, said Reid.

"The new Dodge Challenger SRT Hellcat Widebody completes our strongest Dodge muscle car lineup in history," said Tim Kuniskis, head of Passenger Cars - Dodge, SRT, Chrysler and Fiat -FCA North America.

"Our brand, engineering and design teams poured a ton of effort into making the new SRT Demon the world's fastest quartermile production car, so now we're leveraging that know-how, and some of those vital elements and

CONTINUED ON PAGE 4

#### **Volvo To Offer Only EV and Hybrid Engines**

HELSINKI (AP) - Volvo plans to build only electric and hybrid vehicles starting in 2019, making it the first major automaker to abandon cars and SUVs powered solely by the internal combustion engine.

CEO Hakan Samuelsson said the move was dictated by customer demand. It means that in two years, all new Volvo vehicles will have some form of electric propulsion.

The rest of the auto industry is likely to make similar moves in a few years, said Sam Abuelsamid. senior analyst for Navigant Research, with luxury automakers leading the way.

"I think we'll probably see most of the premium brands do the same thing in roughly the same time frame," he said. "More high-volume mainstream brands will be a little slower."



2018 Chevy Equinox





2018 Jeep Grand Cherokee

# **Detroit 3 June Sales Down, While Trucks, SUVs Step Up**

by TOM KRISHER AP Auto Writer

DETROIT (AP) – Ford, General Motors, Fiat Chrysler and Hyundai all reported U.S. sales drops last month, apparently dragging the industry to its sixth straight month of declining numbers as auto sales slow from last automaker Hyundai posted a hefty 19.2 percent decrease.

Analysts are predicting an overall June drop of more than 2 percent when all sales numbers come in this week, even though Toyota, Nissan and Honda each reported small gains.

If June sales fall as expected, sales for the first half of the year

troubles since unemployment is low and consumer confidence remains high. She doesn't expect a big recovery in the second half of the year, but also doesn't see a huge decline, predicting full-year sales from between 16.8 million to 17.3 million. That's below last

year's record of 17.55 million. "We think the second half could be a little bit stronger than the first half was," says Krebs, who expects 2016 still to be the fifth-best year on record. "We don't see any imbalances that

suggest anything is going to collapse."

Krebs says sales should remain healthy even though credit is tightening slightly and automakers are cutting back on sweet lease deals. "We're down but not out," she said.

Sales are falling largely because people who delayed car and truck purchases in the years since the Great Recession have bought new ones, says Jessica

2017 Ford Explorer

year's record pace.

7.4 percent, while Ford said its was off 4.7 percent and Korean not an indication of economic

would be down for the first time Fiat Chrysler sales were down since the financial crisis in 2009. But Autotrader senior analyst sales declined 5.1 percent. GM Michelle Krebs said a small dip is

**CONTINUED ON PAGE 6** 

Smokin' Mustang Peels Out With New-Line Lock Feature

More rubber meets the road pony cars, including those later this year when Ford expands the availability of electronic line-lock on the 2018 Mustang.

The track-exclusive feature which is traditionally used by drag racers ahead of the starting line to heat up the tire rubber for improved traction when the start light goes green – was previously available only on the V8-powered Mustang GT.

equipped with 2.3-liter EcoBoost engines, said Ford spokesman Dan Jones.

The feature is available with either the 10-speed SelectShift automatic or six-speed manual transmission.

On models equipped with an available 12-inch, all-digital instrument display, drivers will see an industry-first, video-game-like

In order to meet government economy requirements fuel worldwide, automakers are developing more hybrid systems that use both gas engines and electric motors. Many are 48-volt "mild hybrids" that assist a gas engine to move a car to make it more efficient, improving gas mileage by 10 or 15 percent, Abuelsamid said.

Such systems generate enough electricity to allow automakers to move functions such as air conditioners and water and oil pumps to electric power, getting rid of mechanical belts that are a drag on the engine. Those systems can run only when needed, and that can save another 2 or 3 percent on

Electronic line-lock will be a standard feature on all Mustangs.

Now, it will be standard on all

**CONTINUED ON PAGE 2** 

**CONTINUED ON PAGE 3** 

#### View This Week's Edition at http://DetroitAutoScene.com

#### DETROIT AUTO SCENE

**TACOM LCMC Now Has a New Command Sgt. Maj. in Place** 

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Deadline: Thursday 5:00 p.m. for the next edition of Monday

William Springer II, publisher Lisa A. Torretta, operations Jim Stickford, news

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#### Mazda Issues **Massive Recall Of Vehicles**

DETROIT (AP) - Mazda is recalling more than 307,000 cars because the parking brake may not fully release or could fail to hold the cars, increasing the risk of a crash.

The recall covers certain Mazda 6 cars from the 2014 and 2015 model years and the Mazda 3 from 2014 through 2016.

The company says water can get into the brake caliper, causing a shaft to corrode and bind. If that happens, the parking brake can get stuck in the on position or fail to fully engage. That can let the cars roll unexpectedly if parked on a slope.

The problem affects only cars with a hand-operated parking brake lever system, according to documents posted June 30 by the U.S. National Highway Traffic Safety Administration.

The company got its first report of the problem in April of 2015 in Canada but decided to monitor it because it hadn't received other reports. By February of 2017 Mazda had 13 reports in the U.S. of the problem happening on both models. It traced the cause to a sealing boot that wasn't keeping water out.

A company spokeswoman in the U.S. says more than 307,000 cars were recalled in the U.S., Canada, Puerto Rico, Guam and Saipan.

Owners will be notified starting Aug. 21.

#### There's a new sherrif in town. Well, not really a sheriff, but a new man in charge.

New TACOM LCMC Command Sgt. Mai. Ian Griffin is taking over the responsibilities of retiring Command Sgt. Maj. Jesse L. Sharpe.

In a ceremony June 23, TACOM LCMC honored Sgt. Maj. Sharpe and introduced the new leader to soldiers and other TACOM employees.

TACOM spokesman Donald Jarosz said that TACOMC LCMC is a subordinate command within the TACOM structure designed to integrate Army acquisition, logistics and technology responsibilites, authorities and processes to enable closer relationships among all its partner organizations that deveop, acquire and sustain the capabilities provided by ground and soldier systems around the world.

Jarosz said that Sharpe orginally assumed the duties of Command Sgt. Major in January of 2015. Before that, he served as the Battalion Command Sergeant Major for the 172nd Support Battalion in Grafenwoehr, Germany.

His previous duty stations have included the 505th Quartermaster Battalion in Okinawa, Japan; 3/64th Armor in Schweinfurt, Germany; 4/41st Field Artillery Service Battery at Fort Benning, Ga.; B Company 2/501 Aviation at Camp Humphrey, Korea; the 598th Maintenance Company at Fort Benning; E Battery, 1st Battalion, 79th Field Artillery at Fort Sill, Okla.; Headquarters and A 225th Forward Support Battalion at Schofield Barracks, Hawaii; the United States Army Sergeant Major Academy at Fort Bliss, Texas; U.S. Army Garrison Franconia in Wurzburg, Germany; and the 16th Sustainment Brigade in Bamberg, Germany.

In addition to his extensive military training, Sharpe holds an Associate of Arts in business management from Troy University

His replacement, Command Sgt. Maj. Ian Griffin previously served as the Command Sergeant Major for the 3rd Expeditionary Sustainment Command - 541st Combat Sustainment Support Battalion, located at Fort Riley, Kan.

He also served as Delta Company 701st Main Support Battalion First Sergeant and the Headquarters and Headquarters Detachment, 544th Maintenance Battalion Detachment Sergeant.

He held various other positions that include Brigade Rear Detachment Sergeant Major, Operations Sergeant Major, Mechanical Maintenance Supervisor, Maintenance Control Supervisor, Platoon Sergeant, Maintenance Support Team-Team Chief, Automotive Repair Supervisor, Technical Inspector, Squad Leader, Wheel Vehicle Recovery Specialist and Wheel Vehicle Repairer.

Griffin deployed on multiple

combat and contingency security operations in support of U.S. national interests, including deployments to Kuwait, Iraq, Bosnia and Afghanistan. He participated in the Ebola response in West Africa and deployed to Senegal and Liberia in 2014.

Griffin completed his undergraduate studies with the University of Maryland University College with a Bachelor's of Science in Global Business and Public Policy and a minor in Human Resource Management.



Griffin, left, and Sharpe at a recent TACOM ceremony.

# Mustangs Now Can Really Burn Rubber on the Road

CONTINUED FROM PAGE 1

animation of a spinning alloy wheel kicking up a cloud of smoke to indicate when the electronic line-lock feature is activated.

"Burnouts just never get old, no matter how old you are and how many times you've done them," said Vaughn Gittin Jr., Formula Drift Champion. "Who would have thought that we would see an EcoBoost Mustang producing 15 seconds of fury like this? You've got to love these rad things Ford is doing."

To introduce the new updates to the world, Gittin randomly recruited pedestrians in Southern California to join him at Irwindale Speedway, where he put them behind the wheel of a new Mustang to lay rubber, Jones said.

Electronic line-lock leverages state-of-the-art software technology that also allows amateur race car drivers, particularly those competing in bracket racing, to achieve more consistent performance times. Using steering wheel-mounted

thumb switches, a driver toggles through a menu on the instrument cluster to activate electronic line-lock.

Once engaged, the system builds pressure on the front brake calipers. Another button press holds the pressure for up to 15 seconds, allowing the driver to hit the throttle and spin the rear wheels while the car stays in place.

"We introduced line-lock on EcoBoost Mustangs because we didn't want those customers to miss out," said Mark Schaller, Ford Mustang marketing manager.

"The number of people choosing EcoBoost power continues to grow globally, and with the increased torque and new features coming on the new Mustang, customers will not be disappointed."

Electronic line-lock is one of many changes fans will see when the newest version of the iconic ponv car races into showrooms later this year, offering:

• A sleeker design featuring a more athletic stance, with new front and rear end for a leaner, meaner look.

 More advanced technology, including the available 12-inch, all-digital instrument cluster that can be customized, MyMode with memory function that remembers driving preferences, and new driver-assist features such as Pre-Collision Assist with Pedestrian Detection for increased confidence behind the wheel.

• Improved performance with powerful engine upgrades, plus a new available 10-speed automatic transmission for quicker shift times and improved fuel economy, as well as available MagneRide suspension for optimum handling, and available valve performance active exhaust for Mustang GT for more control.

#### **OCC Gives Out 50 New Scholarships**

More than 50 incoming Oakland Community College (OCC) students across the county are getting a head start on their higher education following graduation. These new students will start their first-year with tuition and fees covered by the Chancellor's Scholarship award, said OCC spokeswoman Bridget Kavanaugh.

Each awardee will receive \$2,500 (\$1,250 for the fall semester and \$1,250 for the winter semester) as well as one-on-one counseling and an academic plan to ensure student success.

To be eligible, award applicants must be a current Oakland county public or private high school or qualified adult education/alternative education student when they apply.

"The Chancellor's Office is proud to play a role in providing encouragement and additional support to OCC students through this scholarship opportunity," said Interim Chancellor Peter Provenzano. "On behalf of the entire OCC community, I congratulate these award recipients and look forward to supporting them in their education and career goals.'

The OCC Chancellor's Scholarship awardees have a unique opportunity to begin their college experience with greater financial support. The award is made available to at least one student from every Oakland County high school and adult education center and is designed to help students across the county quickly launch their careers.





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# **Detroit Auto Scene**

JULY 10, 2017

"FIRST IN THE HEART OF DETROIT SINCE 1933"

# FEV Breaks Ground on New Building in Auburn Hills

a new Vehicle Test Center building at its North American headquarters in Auburn Hills on June 26, FEV North America, Inc. (FEV) unveiled plans to further expand its campus, with the construction of a new building.

Jochem Wolschendorf, execu-tive vice president of FEV North America, said that the expansions are needed because FEV has outgrown its original facility in Auburn Hills.

The Vehicle Test Center Building construction, Wolschendorf said, will take about a year. Once that building is up and running, FEV will begin construction of the newly announced facility.

"We have taken a two-phase approach," Wolschendorf said. "Phase One is the Vehicle Test Center building. Phase Two starts in a year. This building will contain offices and labs.

The ultimate goal of all the construction is to move testing from the road to the lab. We can CONTINUED FROM PAGE 1 do that now thanks to sophisticated computer programs and systems.'

The new building will be the third one at the FEV campus in Auburn Hills, Wolschendorf said.

The unvieling was made in conjunction with the Michigan Economic Development Corporation, which offers business assistance services and capital programs for business attraction and acceleration, Wolschendorf said said.

The MEDC assisted in laying the groundwork for the new facility. The announcement was made by Patrick Hupperich, president and CEO of FEV North America Inc. at the groundbreaking ceremony, which was attended by Michigan Governor Rick Snyder, MEDC and local officials, and FEV executives.

This is an exciting addition for FEV and for Southeast Michigan," Gov. Snyder said. "This develop-

Along with breaking ground for ment will contribute to our growing economy and continue to solidify Michigan's place as a global automotive hub."

At 25,600 square feet, when the Vehicle Test Center building is complete, the campus expansion will create approximately 250 additional jobs, bringing the total number of employees at the company's Auburn Hills campus to about 750.

The company is investing more than \$27 million into further developing the facility, and has received a performancebased grant from the Michigan Business Development Program.

"From its founding, FEV has built its reputation by providing state-of-the-art facilities needed to support product developments," said Hupperich.



Snyder speaks at the FEV groundbreaking ceremony.

emissions chassis dyno repre- train and vehicle development, sents our effort to provide a complete, one-stop-shop to power- customers' needs.'

and keeps us in step in meeting

### Volvo First OEM to Leave ICE Powertrains

fuel consumption – so a vehicle that gets 20 mpg could get about another four miles per gallon he said.

European luxury brands such as Audi and Mercedes-Benz already are rolling out mild hybrid systems on cars in Europe. Those systems likely will be coming to the U.S. because it's expensive for the companies to build different cars for different markets, Abuelsamid said. General Motors and others already have such systems as options on some models in the U.S.

Cars with mild hybrid systems also can accelerate better because both electric and gas systems can be used at the same time when needed.

Fully electric and hybrid vehicle sales have risen a little since 2012 but still accounted for only 2.6 million, or about 3 percent of world-"The addition of the vehicle

wide new vehicle sales, last year. Navigant predicts that will in-

crease to around 3.7 million in 2018 and to more than 9 million by 2025. That's about 9 percent of sales.

Volvo, which is based in Sweden but owned by Chinese firm Geely, will launch five fully electric cars between 2019 and 2021. Three of them will be Volvo models and two will be electrified cars from Polestar, Volvo Cars' performance car arm. It also plans to offer a range of hybrids as options on all models.

Volvo expects to reach its target of selling 1 million electrified cars by 2025, with a range of models, including fully electric vehicles and hybrid cars.

The company said its long range models could travel 500 kilometers (310 miles) on a single charge using current technology, but it is looking for suppliers for new and better batteries.

Samuelsson, who acknowledged that the company had been skeptical about electrification only two years ago, said circumstances have changed.

#### **Chevrolet Gets Detroit Rocking** With Concerts

CONTINUED FROM PAGE 1

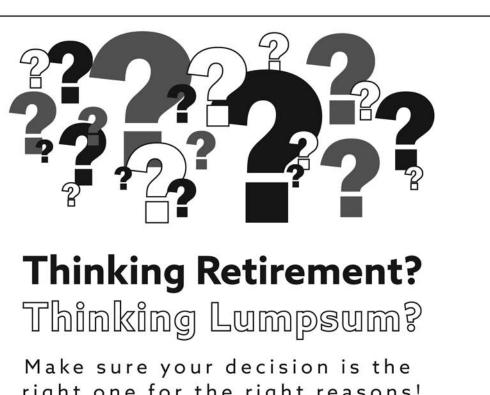
sound and high-energy live shows, Loverboy has captivated fans for years, said Farah, with songs like, "When It's Over" and "Turn Me Loose."

• Aug. 4. The main attraction is Gin Blossoms. A fusion of pop, rock, folk and country elements make Gin Blossoms a musical force that helped define the era of '90s rock, Farah said.

Gin Blossoms formed in the late '90s and shot to the top of the charts in 1992 with "New Miserable Experience," an album that had multiple hits, including "Hey Jealously" and "Until I Fall Away.'

• Aug. 11. Known for their Southern Rock sound, 38 Special brings their signature brand of 'muscle and melody' to fans across the globe. After more than three decades, Farah said 38 Special continues to rock crowds with hits like "Hold On Loosely" and "Rockin' Into the Night."

• Aug. 18. The featured band is Everclear. Formed in 1991, Farah said that Everclear has enjoved a long career entertaining fans with their trademark combination of melody, rhythmic energy, evocative lyrics and thundering guitar crutch. Ten albums later, songs like "Santa Monica" and "Father of Mine" still resonate with fans.



# **Three Oakland Cities Join County's Economic Program**

The City of Orchard Lake Vil- boards and commissions and lage, Farmington Hills and Madison Heights are the newest members of Oakland County's One Stop Ready program, which helps communities embrace and streamline strategies that ento implement a community's vision.

The three communities were introduced last month during a One Stop Ready Academy "Back to Basics" session at the Oakland County Executive Office Building Conference Center. 2013 by County Executive L. Brooks Patterson and recently honored for its innovative approach to economic development by the National Association of Counties. "As Oakland County continues to grow and investment decisions become more complex, leaders need information, strategy and creative insight to help bring out the vision they have for community," Patterson their said. "One Stop Ready gives them those tools.' The communities join 20 others who are part of a program ment readiness to more than 750 that provides resources, tools and trainings necessary to capitalize on community strengths. It focuses on alignment between

makes the development process more efficient through customerfriendly, solutions-oriented approach to economic development.

Madison Heights Mayor Brian courage economic development Hartwell said his city has a potential project that could mean a \$10 million investment in the community and is hopeful the program will help land the project. "I've been looking for a program like this," Hartwell said. "When I saw One Stop Ready, I The program was created in knew right away this was what our city needs."

Khalfani Stephens, director of economic development for Farmington Hills, said the program provides continuing education for staff as well as their elected and appointed leaders.

"From an economic development standpoint, we believe the program will help us stay at the forefront of new ideas," Stephens said.

"We hope to use it as a tool of innovation to introduce us to new ideas and new prospects."

Since inception, it has provided formal training in developcommunity staff members and officials and has showcased One Stop Ready communities to more than 200 investors.

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# The SRT Hellcat Widebody True Street-to-Strip Car

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PAGE 4

transferring them to the new Challenger SRT Hellcat Widebody for improved performance on the street and a bolder, more aggressive new look."

With a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$71,495 (including gas guzzler tax, excluding destination of \$1,095), the new Challenger SRT Hellcat Widebody model features the same fender flares first shown on the SRT Demon.

These wider fender flares add 3.5 inches to the SRT Hellcat's overall width, covering the new 20 x 11-inch "Devil's Rim" split-five spoke aluminum wheels, which ride on new, wider 305/35ZR20 Pirelli P-Zero tires with a new tread pattern.

A new electric power steering (EPS) system with SRT Drive Modes adds new selectable steering tuning for the first time on a Hellcat model.

In addition to its wider, more menacing stance, said Reid, this new Challenger SRT Hellcat Widebody delivers improved lap times, lateral grip, acceleration and braking, compared with the "already ferocious" performance numbers of the Hellcat:

• Road course lap time on a 1.7-mile track lowered by approximately 2 seconds per lap, approximately 13 car lengths after one lap;

• Quarter-mile elapsed time (ET) improved by approximately .3 sec (10.9 ET in Widebody vs. 11.2 ET in standard Hellcat);

• Lateral skid pad grip increased by .04 g (.97 g in Widebody vs. .93 g in standard Hellcat);

• 0-60 mph acceleration im-

proved by .1 second (3.4 in Widebody vs. 3.5 in standard Hellcat);Top speed of 195 mph.

The 2018 Challenger SRT Hellcat Widebody features a new standard electric power steering (EPS) system – a first for Hellcat. The system uses SRT Drive Modes with selectable settings for Street (Auto), Sport and Track.

Not only does the EPS system improve handling performance, owners will also notice better steering feel and ease of turning efforts at parking lot speeds.

With EPS and SRT Drive Modes, drivers can tailor their experience by controlling horsepower, transmission shift speeds, steering, paddle shifters (automatic transmission only), traction and suspension. Also, a Custom setting lets the driver use individual preferences.

Production of the 2018 Challenger SRT Hellcat Widebody begins later this summer with deliveries to Dodge//SRT dealers in the third quarter.

#### Accident at GM Plant in Detroit

DETROIT (AP) – Three people have been injured during a maintenance operation at the General Motors Detroit-Hamtramck assembly plant.

Spokesman Tom Wickham says the incident occurred about 9:45 a.m. July 5 as pressure was being supplied to a valve at the facility on Detroit's eastside. The injuries are not life-threatening. He adds that the incident was "not an explosion" and was "contained in an area of the plant away from the production" line. The cause is under investigation. There's an art to making a beautiful car, and sometimes cars can be art.

The best-loved car in Fiat's history, the icon that made Italians into car owners and worldwide ambassadors for the country, celebrates its 60th birthday this month.

A special event held on the Fourth of July honored the Fiat 500's history and the style and design that made the Fiat 500 a car that was famous across the globe.

Not by chance, it joined the permanent collection of the MoMA, the Museum of Modern Art, in New York.

"While the Fiat 500 has unquestionably left its mark on automotive history, it is equally true that it has never been just a car," said Olivier François, head of FI-AT Brand and Chief Marketing Officer, FCA – Global.

"In its 60 years of history, the 500 has transcended its material manifestation to enter the collective imagination and become an icon, which has now the honor of being certified by being acquired by MoMA in a tribute to its artistic and cultural value."

"The Fiat 500 is an icon of automotive history that fundamentally altered car design and production," said Martino Stierli, The Philip Johnson Chief Curator of Architecture and Design at Mo-MA.

"Adding this unpretentious masterpiece to our collection will allow us to broaden the story of automotive design as told by the Museum."

The model acquired by MoMA will be a 500 F series, the most popular 500 ever, made from 1965 to 1972.

Fiat's "great little car," said Fiat spokesperson Diane Morgan, was an instant success worldwide and the 18 horsepower of



A 1957 Fiat 500F has been made a museum piece for its style.

its 500cc engine gave it a top speed of 59 mph.  $\,$ 

Fiat 500 Joins the Museum of Modern Art

Over 4 million units were made from 1957 to 1975, from the new 500 in the late '50s, on to the Sport and then the D, both more powerful, followed by the F, which holds the record for the number produced, through to the more comfortable L and finally the R.

The Fiat 500 is not just a symbol of mass car ownership, said Morgan. Over time, it has become a style and design icon.

Unmistakable design has inspired the imagination of many artists, who have responded with elegant, exclusive and sporty interpretations, said François.

What's truly amazing is that the Fiat 500 has achieved the feat of maintaining its identity as a car that has achieved classic status while remaining youthful over 60 years of automotive history and lifestyles, fashion and society.

The Fiat 500 is a successful car, said François, but also a cultural phenomenon on center stage for 60 years, never going out of fashion. With the launch of the new generation in 2007, the 500 has appeared in a variety of original and cool interpretations, both hatchback and convertible, with an array of extraordinarily successful special editions, such as the 500 by Diesel, the 500 Gucci and the 500 Riva.

Success is reasserted by numbers: the Fiat 500 is the best seller in Europe, ranking first in eight countries and among the first three in six others.

The 2007 version won over 2 million motorists in just 10 years and has reaped accolade after accolade since its debut, said François, including Car of the Year and the Compasso d'oro design award.

The Fiat 500 is the symbol of Italian creativity, which has always inspired artists and designers worldwide, becoming an icon of beauty and art, said François.

Today, he said, it takes another step forward, becoming a work of art in its own right – next to other great icons of Italian design and yet again remaining "Forever Young."

ion. "Forever Young." – Chrysler Targets Hispanics With New 'Hero' Commercial

The Chrysler brand is launching a new campaign this week to share key features of the new Chrysler Pacifica with Hispanic customers.

"Hero" is a 30-second commercial featuring Pablo, a young boy attempting to impress the girl next door. Pablo utilizes Pacifica's functionality, versatility, technology and bold styling to make the ride to school with his neighbor much more special.

"Hero" will run across television, digital and social channels and also will be available on the Chrysler brand's official YouTube channel.

"We built the all-new 2017 Chrysler Pacifica with kids in mind – and for the moms and dads who perform superhero feats every day – by designing a minivan with more than 100 available safety and security features to transform the minivan segment," said Tim Kuniskis, head of Passenger Cars, Dodge, SRT, Chrysler and FIAT, FCA -North America. "With a full array of comfort and convenience technologies, including hands-free sliding door, Uconnect Theater ParkSense Rear Park Assist and our exclusive Stow 'n Go, the Pacifica's 'super' powers give parents and children the ability to play the role of hero in their everyday life.' The campaign will air in top Hispanic markets including Austin, Chicago, Dallas, Houston, Fort Myers, Los Angeles, Las Vegas, Miami, New York, Orlando, Phoenix, Sacramento, San Antonio, San Diego, San Francisco, Tampa and West Palm Beach.

up 13 percent of total U.S. auto sales and accounted for more than 50 percent of total U.S. auto industry's increase last year. They are a growing population, with increasing financial and cultural influence.

"They will continue to be a growing force for our industry and economy and FCA has made a commitment to reach to this important population by integrating cultural values and insights in our advertising messages to emotionally connect with the Hispanic buyer," Torres said.

"Almost 30 percent of the total U.S. minivan segment is multicultural and an important portion of the sales increase in this segment comes from Hispanic con-



Juan Torres, head of Multicultural Advertising for Fiat Chrysler said that Latinos make sumers.

"The Pacifica is the perfect family vehicle for the Latino driver, who tend to be younger and earn a good income. Pacifica has a good opportunity to continue to gain market share in major minivan segment like L.A., Miami, Houston and New York, where multicultural sales are critical. Our new campaign, Hero, is specifically developed for bicultural Latino families."

Advertising to multicultural consumers is a high priority for the company, said Torres. FCA is dedicated to the multicultural marketplace. One in three people in the USA today is Multicultural.

These audiences command high purchasing power, with a significant portion of their earnings going into vehicle expenditures.

FCA currently develops Hispanic campaigns for all of its major brands, including Dodge, Chrysler, Ram and Jeep.

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JACKSON, Miss. (AP) \_ Mississippi's state auditor says the leader of a troubled electric car

maker should repay state and local aid the company received.

Auditor Stacey Pickering said Wednesday that he is demanding \$6.36 million from Charles Wang, the CEO of GreenTech Automotive.

That's \$4.9 million that the state and Tunica County contributed, plus what Pickering says are penalties, interest and recovery costs.

GreenTech promised to invest \$60 million and create 350 jobs in Robinsonville. Peter Huddleston, an official with GreenTech's parent company, confirms the company received the letter. He declined immediate comment.

Previously, GreenTech raised money from Chinese people who can obtain U.S. residency by investing \$500,000.

A 2015 report found a federal official broke ethics rules when he aided GreenTech's visas. Among former insiders is Terry McAuliffe, now Virginia's governor.



UUUU @

# SUVs, CUVs and Trucks Drove Vehicle Sales for the Month of June

**CONTINUED FROM PAGE 1** 

Caldwell, executive director of analysis for Edmunds.com. "We're kind of at the point where we don't have a boost from that,' she says.

Also, auto companies are cutting back on lease deals as usedcar values fall, curtailing another incentive to buy, Caldwell says.

She says now is the time to buy a car with dealer stockpiles growing before production cuts take effect later in the year.

With few exceptions, U.S. buyers continued a trend they've been following for years. They're buying SUVs and trucks and shunning cars.

Sales of Toyota's Camry, normally the top-selling non-pickup truck in the U.S., fell nearly 10 percent. But Ford's F-Series pickup, the top-selling vehicle in America, rose nearly 10 percent.

Toyota reported a 2.1 percent sales increase, while Honda posted nearly a 1 percent gain and Nissan sales were up 2 percent. Volkswagen sales rose 15 percent increase over June of 2016 when they were depressed by VW's diesel engine emissions-cheating scandal.

The shift is good news for companies that rely heavily on pickup trucks and SUVs such as Ford, GM and Fiat Chrysler.

'Our crossover renaissance began last year with the introduction of the all-new GMC Acadia and Cadillac XT5, and continued this year with the Chevrolet Bolt EV and Equinox," said Kurt McNeil, U.S. vice president of Sales Operations.

"The all-new Equinox is off to a strong start and we will leverage that momentum as we introduce four additional crossovers in the second half of 2017.

By the end of 2017, GM will offer customers the U.S. industry's crossovers, McNeil said.

"U.S. total sales are moderating due to an industry-wide pull-back in daily rental sales, but key U.S. economic fundamentals clearly remain positive," said Mustafa Mohatarem, GM chief economist.

"Under the current economic conditions, we anticipate U.S. retail vehicle sales will remain strong for the foreseeable future.

Mark LaNeve, Ford's vice president of sales, said even though Ford's retail sales to individual

newest and broadest lineup of customers were down 1 percent in the first half of the year, its revenue will be up because of strong sales of loaded-out pickup trucks.

Fiat Chrysler spokesman Ralph Kisiel said that the Ram pickup truck, Ram ProMaster and Ram ProMaster City each posted their best June sales ever.

Sales of the Jeep Grand Cherokee were up 21 percent for its best June sales since 2005. The Jeep Renegade recorded its best June sales ever. Sales of the allnew Chrysler Pacifica were up 59 percent, the minivan's best sales month since launch last year.

The shift won't be such good news for brands like Hyundai, which is heavily dependent on car sales. Sales of Hyundai's Elantra compact car, normally among the brand's top-selling vehicles, fell more than 40 percent to just over 13,000. A year ago, Hyundai set a sales record for the month of June.

Even with the sales decline, auto prices remain high, according to J.D. Power and LMC Automotive.

The average vehicle sold for \$31,720 in June, a record for the month, surpassing the old record of \$31,073 set last year.

But some automakers are having to raise discounts and sell more vehicles to rental car companies to keep their sales numbers up.

The average incentive spent per vehicle in June was \$3,661 in June, also a record for the month. Even spending on trucks and SUVs is up about \$350 from last year, J.D. Power and LMC estimated.

# **Tomas Replaces Quattrone as GM Human Resources Head**

John Quattrone, GM's senior vice president of Global Human Resources has elected to retire effective Sept. 1, 2017, after more than 41 years with the company. said GM spokesman Dan Flores.

Jose Tomas is Quattrone's replacement, effective July 1, 2017. Tomas, like Ouattrone, will report to Mary Barra, GM's chairman and CEO, and serve as a member of GM's senior leadership team.

'John has played a crucial role in the development of GM's senior leadership team, as well as serving as a trusted advisor and counselor on many important issues across the company," said Barra.

"In addition, he's been a big part of the cultural transformation that has occurred at GM over the past several years, led by his passion for the company and its people.

John leaves a legacy based on vision, dedication and a strong commitment to building relationships throughout his career."

Quattrone, a native of Syracuse, N.Y., began his GM career in 1975 at the Fisher Body Syracuse plant, said GM spokesman



Jose Tomas

Dan Flores. Over the past four decades, he's held a variety of leadership positions in personnel, labor relations and human resources.

Quattrone has held GM's top global HR position since April 2014. He previously was vice president of Human Resources for GM's Global Product Development and Global Purchasing and Supply Chain.

In his previous role, Quattrone played a key role in reorganizing GM's Global Product Develop-



John Quattrone

ment organization.

Jose Tomas joins GM after building more than 20 years of strong human resources experience in leadership positions in the healthcare, food service and transportation and logistics industries, Flores said.

Most recently, Tomas served as the executive vice president and chief human resources officer for Anthem, Inc., one of the nation's leading health benefits companies.

Prior to his time at Anthem,

Tomas served as the global chief people officer for the Burger King Corporation. In addition, Tomas was concurrently the president of Burger King's Latin American and Caribbean operations, which consisted of more than 1,400 restaurants in 30 countries, generating more than \$1.3 billion in sales.

During his tenure at Burger King, the company shifted between public and private ownership multiple times. Tomas played a crucial role in leading the cultural transformations during these moves.

As a member of Anthem's executive leadership team, Tomas was responsible for human resources, corporate communications and security. Tomas led the implementation of culture-shaping programs designed to enhance organizational performance and employee engagement, leveraging technology to drive predictive talent insights.

"Jose brings to GM a strong, well-rounded background with experience managing a complex global employee base in a challenging, results-oriented and diverse environment," said Barra.





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# Tesla Output to be Less Than **Previous Musk Estimates**

Tesla Model 3 electric car for the masses came off the assembly line on July 7 with the first deliveries in late July, the company's CEO says.

CEO Elon Musk, in several Twitter messages early July 3, said the new car passed all government regulatory requirements for production to begin two weeks ahead of schedule. The company plans to hold a party to hand over the first 30 Model 3s to customers on July 28, Musk wrote in a tweet.

The Model 3 is to start around \$35,000 and with a \$7,500 federal electric car tax credit, could cost \$27,500. Tesla says the five-seat car will be able to go 215 miles on a single charge and will be sporty.

Musk tweeted that the company expects to produce 100 cars in August and more than 1,500 in September. "Looks like we can reach 20,000 Model 3 cars per month in December," he wrote.

That figure is less than previous estimates. Musk earlier had said Tesla would make 10,000 Model 3s per week by December.

Tesla also said July 3 that it delivered about 22,000 vehicles in the second quarter, bringing first-half deliveries to about 47.100.

That's at the low end of the company's prediction earlier this year of 47,000 to 50,000 Model S sedan and Model X SUV deliveries in the first half, as much as a 71 percent increase over 2016.

While second-quarter deliveries rose 53 percent from a year ago, they still were about 12 percent below first-quarter deliveries. Tesla said in a statement that second-quarter production was hampered by a severe shortfall

NEW YORK (AP) - The first of battery packs. Production averaged 40 percent less than demand until early June, the company said.

Tesla said that as long as global economic conditions don't worsen considerably, secondhalf Model S and Model X deliveries are likely to exceed deliveries in the first half.

Musk's tweets about the Model 3 appear to erase doubts that Tesla would be able to meet deadlines for mass-producing the cars, which is key to the company making money. Previously, it has faced delays in getting vehicles to market. The Palo Alto, California-based company aims to make 10,000 Model 3s per week in 2018.

Tesla's last new vehicle, the Model X SUV, was delayed nearly 18 months. Musk says the Model 3 is much simpler to make, but 14-year-old Tesla has no experience producing and selling vehicles in high volumes. Tesla made just 84,000 cars last year. Bigger rivals like General Motors, Volkswagen and Toyota routinely sell around 10 million vehicles a year.

Even if the Model 3 is on time, servicing all those vehicles will still be a challenge. Model S and Model X owners are already worried about having to share Tesla's company-owned charging stations with an influx of new cars. And while Tesla is promising to increase its network of stores and service centers by 30 percent this year, it began 2017 with just 250 service centers worldwide. That leaves many potential owners miles from a service center.

Musk has said a new fleet of mobile service trucks will be deployed to help customers who are far from service centers.



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# **GM Employee Car Show to Honor Camaro's 50 Years**

#### by Jim Stickford

Camaro will take the forefront at the 2017 GM Tech Center-UAW Local 160 Employee Car Show July 26.

The show at the Tech Center will celebrate 50 years of the Camaro.

UAW Local 160 car show representative Nick Alexander said the show will be open to the public at no charge. It starts at 10 a.m. and lasts until 2 p.m.

The show will be by the Mound entrance to the Tech Center," Alexander said.

"In previous years, we held the show in the parking lots near the VEC building off of Van Dyke. But last year, we held it by the Mound entrance because of construction near the VEC building and it proved to be a success, so we're holding it there again this year.'

Jim Suzak, a manager in Design Fabrication at the Tech Center, is handling GM's side of things for the show. The Camaro theme makes sense given the storied history of the vehicle that was first produced in the model year 1967.

"We really like putting on this show," said Suzak, "because it gives those of us who work for GM, both salaried and hourly, the chance to show off our passion for cars and to see what other people at the company have been up to.

"It also allows us to celebrate the great history of GM vehicles and the design and engineering that went into the cars that built this company."

It's not uncommon, Suzak said, for people at GM to have spent time and money restoring or souping up a classic muscle car and not have any co-workers be aware of what's been done.

"By showing off our cars at the show, our co-workers can see what we've been spending all our free time on," Suzak said.

"I myself in past years have shown off my 2000 Pontiac Firebird at the show. But I won't be doing that this year because I sold the car."

Suzak said that he originally bought the vehicle back in 2012.

"I wanted the restoration of the black Firebird to be a family project," Suzak said. "I wanted my three sons - Garrett, Austin and Conrad - to learn how to use tools and how to work on a car.

"My plan proved successful. They really enjoyed the project and they are now good with tools and have car projects of their own.'

Suzak said that part of the restoration was dropping an LS2 Corvette engine into the Firebird.

"The car was originally powered by a simple six-cylinder engine," Suzak said.

"I was able to buy the vehicle from the proverbial little old lady. This one was from Livonia,

not Pasadena. But the vehicle was in good shape for one that was more than a decade old.'

Suzak said he and his sons had fun restoring the Firebird and they posted photos of the vehicle on various Internet forums. The vehicle proved popular with people who saw the photos on the forum pages.

In fact, Suzak said, that's how a car fan from Dubai became aware of the vehicle.

"He saw photos I posted and contacted me with an offer to buy the car," Suzak said.

"I am fully aware of the fact that there are scams out there where people from overseas buy cars with phony checks. I was careful and checked out the offer. It was legitimate.

"I ended up getting \$23,000 for the Firebird, which is certainly more than I could have gotten by trying to sell it here in the States by myself. I got the money and sent off the Firebird last year."

Suzak said he still has the money and is looking for his next restoration project - something in the neighborhood of a Corvette Z06 from 2010 or thereabouts.

"That's my story," Suzak said. "Every car that will be on display at the show will have its own story. That's what's so great about this event.

"And I want to emphasize that all the money raised at the show goes to charity. This year we are



PAGE 9

Suzak's 2000 Firebird got a new Corvette engine.



Suzak's Firebird after restoration made past Tech Center car shows.

# European Authority OKs GM's Opel Sale

pean Union on July 5 approved French automaker PSA's acquisition of Opel and British brand Vauxhall from General Motors.

The EU's executive Commission said that the body has given unconditional approval to the deal, making it possible for the sale of Opel and Vauxhall to be completed.

tion would raise no competition concerns in the relevant markets.'

BRUSSELS (AP) - The Euro- for years, General Motors announced in March that it would sell Germany-based Opel and sister brand Vauxhall to PSA in a deal worth 2.2 billion euros (\$2.5 billion).

> The now-approved acquisition will make PSA the No. 2 European automaker after Germany's Volkswagen.

PSA strategy director Patrice It "concluded that the transac- Lucas described the decision as "an important step" and said that the companies' teams are now concentrating on fulfilling After losing money in Europe other conditions necessary to

close the deal, which is expected to be completed before the end of the year.

The two companies specified that, while the July 5 decision approves the acquisition of the automotive business, European Union antitrust authorities are still going to be reviewing the planned acquisition of General Motors Financial's European operations by BNP Paribas as well as by PSA.

A decision on that is expected in the year's second half, they said.

to arrive in Fraser to repair the collapsed sewer interceptor along 15 Mile Road. The \$2.5 million worth of pipe will both repair the collapsed section of pipe

> nent danger of collapse. "The arrival of this pipe marks another milestone in this massive project. I am very pleased to report that this project remains on schedule and on budget," said Macomb County Public Works Commissioner Candice S. Miller. "All of the contractors, the government agencies, the neighbors everyone involved in this project - have worked together as a team to get us to this point."

Nearly 4,000 feet of fiberglass-

chemical polymer pipe – 9 feet, 2

inches in diameter – has begun

and line an adjacent 3,700 feet of

sewer deemed as being at immi-

The new pipe was manufactured by the Hobas company, which is based in Texas. It is in the process of being shipped to the work site in 20-foot segments, known as "sticks." It will begin to be installed in early August. Final completion of the sewer line repair is expected to be completed by the end of September, with the re-opening of 15 Mile Road expected by the end of the year. The repair became necessary after the 11-foot diameter pipe under 15 Mile Road collapsed on Christmas Eve 2016, causing a sinkhole to develop.

The sewer line is owned by the

as part of a maintenance project. With the purchase of the pipe, Miller noted that all the major components of the project were made in America - steel from Indiana and pipe from Texas. All of the major contractors on the project are based in the Detroit region, with the largest contractor, Dan's Excavating, and the lead engineering firm, Anderson, Eckstein & Westrick, both based in Shelby Township.

"Here in Macomb County, we appreciate the value of the words 'Made in America.' American-made products, installed with local expertise, ensures we won't be standing out here in another sinkhole again on 15 Mile Road," she said.

Some details about the work. LINER PIPE:

 20 foot increments, 9-foot, 2inches in diameter, weighs about 7 tons per 20-foot "stick":

• Nearly 4,000 feet in all to be installed - 3,700 feet to line the pipe east of the collapse and about 280 feet for the collapsed portion of the interceptor;

• Will be installed from east to west:

• Manufactured in Texas.

SHAFT:

• 300 feet long by 28 feet wide; • Will be 60 feet deep when

complete. Every 12 feet of depth, the shaft is reinforced with steel beams to prevent collapse.



**Cadillac Vehicles Now Start a Conversation** 

Cadillac's CTS sedan, one of the first production vehicles in the world to contain Vehicle-to-Vehicle (V2V) communication, has now successfully demonstrated Vehicle-to-Infrastructure (V2I) capability in Michigan.

Cadillac CTS development vehicles received real-time data from traffic controllers on signal phasing and timing during suc-



**Sewer Project Continues** 

cessful demonstrations recently conducted in collaboration with Michigan road agencies, said Cadillac spokesman Steve Martin.

velopment vehicles to its surrounding infrastructure, allowing the vehicle to alert the driver when there are safety, mobility or environment-related conditions ahead. Martin said.

The traffic signals, located adjacent to the GM Warren Technical Center campus at the intersections of 12 Mile and 13 Mile roads, were able to send realtime data using Dedicated Short-Range Communications (DSRC) protocol to the development vehicles, which alerted the drivers of a potential red light violation at current speed.

This alert helps avoid the dangerous decision to either brake abruptly or accelerate through a busy intersection.

To ensure the privacy of the driver, the vehicles do not trans-



Cadillac CTS sedan displays stoplight and alerts drivers to issues.

V2I connects the Cadillac de- mit any identifying information showcase leadership in the consuch as VIN number, registration or MAC address, in their messages. Martin said.

For example, if a connected car runs a red light, the traffic signal may be able to say someone ran a red light, but will not be able to say who or what vehicle.

As for cybersecurity, firewalls and other measures are used to ensure the DSRC signals cannot be interfered with and are only exchanged between the vehicle and the infrastructure.

This is similar to the encryption used on Cadillac's V2V technology

The Michigan Department of Transportation, Macomb Country Department of Roads, and General Motors' Research & Development are collaborating to

nected and automated vehicle environment. Development of safety technologies, such as V2V and V2I communications, lays the groundwork for a connected. safer future.

Cadillac's V2V solution uses GPS for positioning and DSRC for communication, which can handle 1,000 messages per second from vehicles up to about 1.000 feet away. V2V-equipped vehicles create an ad hoc wireless network that allows for the transfer of information without relying on sight lines, good weather conditions or cellular coverage.

V2V is included as a standard feature on the 2017 CTS sedan in the U.S. and Canada and complements a robust suite of available active safety features

Macomb Interceptor Drain Drainage District and managed by the Public Works Office.

The pipe was purchased at 2014 prices, leveraging a previous purchase of similar pipe for the Oakland-Macomb Interceptor

The entire shaft is surrounded by a "cage" of 300 cement & steel circular piers that are 3 feet wide and 70 feet deep

As of July 6, the shaft is 49 feet deep on the east end and 40 feet on the west.

#### **Art Van Helps Recent Flood Victims**

rential rains that caused flooding in mid- Michigan, Warren-based Art Van Furniture is offering to help area residents whose homes and contents sustained water damage.

Starting on June 28, Art Van Furniture began extending its best pricing, the company's employee family purchase pricing, to flood victims through the Art Van Furniture, Mattress and Flooring Flood Damage Relief Program.

Customers who visit the retailer's Mt. Pleasant, Midland, Bay City and Saginaw stores must bring in photos of their damaged

In the wake of last month's tor- furniture, mattresses or flooring -- or an insurance claim – to receive a discount on furniture, mattresses and flooring, said Art Van spokeswoman Diane Charles. The one-time purchase offer requires store or sales manager approval and expires in six months.

> "Our hearts go out to area residents whose homes and belongings were damaged or destroyed in the area's worst flooding in 30 years," said Kim Yost, president and CEO of Art Van Furniture. "During emergencies such as these, Art Van is committed to helping our neighbors in need to let them know they are not alone."

# IIHS Says That Continental Crashes Well, Tesla Does Not

The Lincoln Continental came out at the top of a group of six large cars recently evaluated by the Insurance Institute for Highway Safety.

The Continental qualified for Top Safety Pick+, the Institute's highest award, said David Zuby, IIHS executive vice president and chief research officer.

"This group of large cars includes some with stellar ratings, but our small overlap front test remains a hurdle for some vehicles," said Zuby.

Vehicles qualify for either the Top Safety Pick or Top Safety Pick+ award if they have good ratings from IIHS in five crashworthiness tests – small overlap front, moderate overlap front, side, roof strength and head restraints – and an available front crash prevention system that earns a superior or advanced rating.

To qualify for Top Safety Pick+, a vehicle also must come with good or acceptable headlights, Zuby said.

The 2017 Continental is a new vehicle with a revived model name. It replaces the Lincoln MKS. The Continental's optional front crash prevention system earns a superior rating.

When equipped with the system, the car avoided collisions in IIHS track tests at 12 mph and 25 mph. The system also has a forward collision warning component that meets National Highway Traffic Safety Administration (NHTSA) criteria, Zuby said.

The Continental's LED projector headlights, an option on the Reserve trim line, earn a good rating, providing ample lighting on a straightaway and most kinds of curves, Zuby said.

They can be obtained with high-beam assist, a feature that automatically switches between high beams and low beams, depending on the presence of other



2017 Lincoln Continental

vehicles. However, the vehicle is also available with high-intensity discharge (HID) lights that earn a poor rating.

The IIHS' latest report also showed that the Tesla Model S fell short of any award because it earns only an acceptable rating in the small overlap front test.

The Tesla Model S, Zuby said, initially had earned an acceptable rating in the small overlap test, which represents the type of crash that occurs when the front driver-side corner of a vehicle hits a tree or utility pole or collides with another vehicle.

The main problem with the performance of the Model S was that the safety belt let the dummy's torso move too far forward, allowing the dummy's head to strike the steering wheel hard through the airbag.

Tesla made changes to the safety belt in vehicles built after January with the intent of reducing the dummy's forward movement. However, when IIHS tested the modified Model S, the same problem occurred, and the rating didn't change, Zuby said. Although the two tested vehicles had identical structure, the second test resulted in greater intrusion into the driver's space because the left front wheel movement wasn't consistent. Maximum intrusion increased from less than 2 inches to 11 inches in the lower part and to 5 inches at the instrument panel in the second test.

The first test resulted in a good rating for structural integrity, while the second test resulted in an acceptable structural rating. The two tests' structural ratings were combined, resulting in acceptable structure and an acceptable rating overall for the Model S.

······

2017 Tesla

The greater deformation in the second test also resulted in damage to the left front corner of the battery case. The deformation was limited to an area that didn't contain battery cells in the tested vehicle, so this damage didn't affect the rating. Higher-performance variants of the Model S could have battery cells in this area, but, according to Tesla, they also have different structure. They haven't been tested separately and aren't covered by this rating, Zuby said.

The Model S is only available with headlights that earn a poor rating and hasn't been rated yet for front crash prevention. While automatic braking comes standard, the software for the feature was only recently activated.

# **Federal-Mogual Motorsports Has a Store**

Federal-Mogul Motorparts, a supplier to the automotive aftermarket on June 28 launched its new Gear Store at BuyFM Gear.com. for all lifestyles, including items for babies, children, home and pets, in addition to men's and women's apparel such as t-shirts, hats, sweatshirts, and raingear.

The launch kicks off with expanded merchandise offerings from the company's Champion brand and Bow Tie logo, said company spokeswoman Karen Shulhan. Featuring items from its Champion Motorsports Collection, the store now offers an increased selection of products for all lifestyles, including items for babies, children, home and pets, in addition to men's and women's apparel such as t-shirts, hats, sweatshirts, and raingear. Merchandise from Federal-Mogul Motorparts' other leading brands, including MOOG, Fel-Pro and Wagner, will be available for purchase later this year.

As racing enthusiasts know, the Champion brand has a legacy of success in motorsports, Shulhan said. As a nod to this history, Champion is the official sponsor of the Champion Motor Speedway at M1 Concourse, a state-ofthe-art, 1.5 mile automotive performance track in Pontiac.

"The intent behind offering these new products is to make Champion Motorsports more accessible to auto buffs, as well as other discerning consumers who appreciate the power of associating with our iconic brands," said Laura Soave, chief marketing, Federal-Mogul Motorparts.

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