

Colorado ZR2 A Muddy Success in Nevada

When it comes to being tough, the Colorado ZR2 puts its money where its mouth is.

The 2017 Colorado ZR2 was the only stock truck to both compete in and finish Best in the Desert's General Tire "Vegas to Reno" race presented by FOX.

The vehicle was recognized by the Best in the Desert organization as 1st in Class 7300. The truck, piloted by Chad Hall and Frank DeAngelo of Hall Racing, crossed the finish line in Carson City, Nevada around 7 a.m. local time on Saturday, Aug. 19.

The Colorado took 18 hours, 50 minutes and 16 seconds to complete the course with an average speed of 28.6 miles per hour, said GM spokesman Phil Lienert.

Despite cutting a few tires along the course and the expected rock damage, the ZR2 held up well under the punishing conditions of this 539-mile race.

Only 204 of the 336 vehicles entered in the race completed the challenging course, Lienert said.

"This truck is a lot tougher than I thought it was going to be," said Chad Hall. "I clobbered some things on the course that would've broken the many of the vehicles we competed with in the past."

ZR2 had onboard co-riders and navigators Austin Hall of Reno,

Nev., and Chris Woo of Truckee, Calif.

The pit crew included Chevy performance and chassis engineers, Chevy Racing project manager, General Motors' technicians and Hall Racing team members.

The truck was modified prior to the race with racing body-mandated safety items such as a roll cage, a 44-gallon racing fuel tank and racing seats with safety harnesses. KC HiLites racing lights, two-way radios and a GPS system were also added, Lienert said.

In addition to these features, the truck was equipped the

Chevrolet Performance Exhaust system currently available for all Colorado models and performance parts currently under development by Chevrolet Performance engineering.

"First and foremost, this was a development trip for our engineering team," said Mark Dickens, executive director of Global Accessories, Performance Variants, Parts & Motorsports, General Motors, who was part of the chase and support team following the race from start to finish at all fourteen pit stops.

"ZR2's performance went beyond

CONTINUED ON PAGE 2



A 2017 ZR2 crossing the Vegas to Reno finish line.



The 2017 Jeep Grand Cherokee won another award for its quality.

Pacifica, Grand Cherokee Again Named Winners

The awards just keep on rolling in for the Chrysler Pacifica and the Jeep Grand Cherokee.

The automotive research group AutoPacific has named Jeep Grand Cherokee and Chrysler Pacifica "Best in Class Ideal Mid-Size SUV" and "Best in Class Ideal Minivan" in their respective segments, said Fiat Chrysler spokeswoman Angela Bianchi.

In the AutoPacific study, owners of the 2017 Jeep Grand Cherokee and Chrysler Pacifica indicated they are driving a vehi-

cle that meets or exceeds their expectations, said George Peterson, president of AutoPacific. This is the seventh consecutive year the Jeep Grand Cherokee has won AutoPacific's Ideal Vehicle Award for the Mid-Size SUV segment and the first year the Chrysler Pacifica has won the award in the Minivan segment.

Surveyed owners placed the 2017 Chrysler Pacifica at the top of the Minivan segment for its best-in-class vehicle, Peterson

CONTINUED ON PAGE 3

Delphi Looks Ahead to Future of Automotive Technology

by Jim Stickford

The auto industry is changing faster than ever, driven by demands for better and more fuel-efficient powertrains and a desire for autonomous cars.

And Troy-based Delphi is doing its best to meet that demand. Mary Gustanski, vice president of Engineering and Program Development for Delphi, recently unveiled to the press just what the company is up to.

She said that Delphi last May announced that it is spinning off its powertrain business to focus on electric vehicles and driverless technology.

"But just because we did this," Gustanski said, "doesn't mean our engineers have removed each other from their speed dial."

The company is still working out the details of the spin off in the next few months, Gustanski said. For now they're calling the two companies Remainco – it will handle the electrical systems

and electronic and safety systems – and Spinco, which will be the new powertrain company.

Each company will work on new technology in their respective specialties for OEMs, Gustanski said.

Spinco is working on two unique propulsion technologies, when combined by Delphi, may prove to be the best solution for reducing carbon dioxide emissions while matching diesel for emissions compliance, performance and cost, Gustanski said.

The two technologies, Dynamic Skip Fire (DSF) and 48-volt, mild hybrid, have been unveiled on separate demonstration vehicles in the past year. On Aug. 21 Delphi showcased a prototype Volkswagen Passat with a 1.8-liter engine that combines these two technologies – reducing carbon dioxide emissions 13 percent.

DSF, developed by Delphi and its partner company, Tula Technology of San Jose, Calif., matches the number of cylinders that



Delphi's test model 48V vehicle receives review from the media.

fire to the work being demanded of the engine, Gustanski said.

When using cruise control on the highway, it's possible to go stretches without any cylinders firing.

Yet, when the driver needs all four cylinders to fire, he or she instantly has all the power the

170-horsepower four-cylinder engine can generate.

DSF is much more than cylinder deactivation, which in a four-cylinder engine, only alternates between four cylinders or two cylinders and can be plagued by

CONTINUED ON PAGE 2

Ford and Anhui Zotye Sign An 'Understanding' in China

Ford Motor Company – in an effort to build on its global promise to provide customers with affordable and capable electric vehicles – on Aug. 22 signed a Memorandum of Understanding with Anhui Zotye Automobile Co., Ltd., a major manufacturer of zero-emission all-electric vehicles in China.

The goal of the MoU is to explore the establishment of a joint venture for the development, production, marketing and serv-

icing of a new line of all-electric passenger vehicles in China, said Ford spokesman Mike Moran.

The announcement is consistent with Ford's vision for a more sustainable auto industry, as well as efforts to contribute to societal goals of improving air quality and addressing climate change.

"The potential to launch a new line of all-electric vehicles in the world's largest auto market is an



Fleet with Jin Zheyong, chairman of Anhui Zotye Automobile Co.

CONTINUED ON PAGE 10

Auburn Hills Palace to Close Soon

Palace Sports & Entertainment on Aug. 24 released a statement declaring that Bob Seger & The Silver Bullet Band, scheduled for Saturday, Sept. 23, will be the final event at The Palace of Auburn Hills.

A sellout for Seger's upcoming concert will mark the performer's 17th at The Palace, setting a record for most sold-out concerts at the venue.

In addition, Tim McGraw and Faith Hill's "Soul2Soul The World Tour 2017" now stands as The Palace's penultimate event on Friday, Sept. 8.

The country duo created the Soul2Soul franchise back in 2000, hosting a pair of sellouts at The Palace that same year. This year's tour is celebrating the 10th anniversary of the record-breaking "Soul2Soul II" tour, the highest-grossing country music tour of all time, and the first time Faith Hill has toured since 2007.

Palace Communications Officer Charlie Metzger said concertgoers can follow The Palace on Twitter at @ThePalace (twitter.com/ThePalace), on Facebook at The Palace (www.facebook.com/ThePalaceofAuburnHills) and Instagram at ThePalaceofAuburnHills (www.instagram.com/thepalaceofauburnhills) to share their favorite concert experiences and venue memories by using the hashtag #MyPalaceMemory.

Seger and his Silver Bullet Band have played a major part of the venue's storied history as they have played a total of 16 shows dating back to 1996, Metzger said.

CONTINUED ON PAGE 12

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An Oakland WIC Office Moving

The Oakland County Walled Lake Women, Infants, and Children (WIC) office will relocate to 1010 E. West Maple Road in Walled Lake beginning Sept. 5. The new office will be east of Pontiac Trail in the same building as Easterseals. The move comes after the announcement of the Walled Lake Community Education Center's closing.

"We are excited about our new location and to continue serving our families in the Walled Lake area," said Leigh-Anne Stafford, of the Oakland County Health Division. "Our clients will not experience a lapse in their services due to this move."

WIC provides free nutritious foods, nutrition education, breastfeeding support and peer counseling, and referrals to community services for those that qualify. The federally funded program is available to income eligible pregnant, breastfeeding, or postpartum women, and to children up to age five. Additional WIC offices are located at Oakland County Health Division offices in Pontiac and Southfield.

Delphi Creating Tomorrow's Auto Tech Today

CONTINUED FROM PAGE 1

noise, vibration and harshness. DSF can fire zero-, 1-, 2-, 3- or 4-cylinders, depending on the torques and power required. Sitting in this prototype VW Passat with DSF, a driver can't hear or feel any roughness. And the big bonus – the carbon dioxide emission reductions are substantial.

While DSF does its best work at cruising speeds, the 48-volt, mild hybrid captures energy typically lost while braking and uses that to boost the engine at launch and during some acceleration, while reducing CO2 emissions. The two technologies complement each other.

The technologies come just in time for a megatrend sweeping through the automotive community; a trend Gustanski calls the path to electrification. Car companies are adding mild hybrids, full hybrids, and plug-in hybrids – creating electrified vehicles – in increasing numbers.

For the Powertrain community, that path to electrification will shape the next 20-30 years. The transition will not happen overnight.

"It's all about electrifying vehicles," says Mary Gustanski, vice president of engineering for Delphi. "If you look at what's in the news, what the automakers are talking about and what even the countries are saying – it's that they want to get to zero emission vehicles ... it's all about the path of electrification."

"How are you going to get more electric vehicles on the road? You have to start by electrifying, which means adding some portion of assistance for your internal combustion engines so that they operate more efficiently, improving fuel economy and reducing emissions."

With electrified vehicles, Delphi has two distinct advantages. One is called power electronics, efficiently moving electricity in a car, switching between direct and alternating current as needed, enabling an electrified vehicle. The other is Delphi's long history as a leader in smart architectures. Car companies and more costly.

"I like to say, '1+1= more than 2 when it comes to Delphi's electrified solutions,'" said Gustanski. "We are able to get additive results by leveraging software controls to deliver a true systems solution. In a 48-volt system, the key is systems integration, not just adding components on a vehicle. We start with the problem to be solved: optimizing the vehicle architecture, matched with appropriately-sized components, and then optimize performance with software, for a complete system solution."

The Tula-Delphi system can vary the combination of cylinders firing as much as 6,000 times per minute (@3,000 rpm) on a four-cylinder engine and twice that on an eight-cylinder engine.

"With conventional engines, normally, when you take your foot off the gas, your car starts coasting. The pistons are wasting some energy by pumping air," Gustanski said. "These pumping losses, as we call them, are inefficient. With DSF, when coasting, the pistons are not pumping air and you decelerate less. You improve your fuel economy but you are still wasting energy when you brake. By adding a 48-volt, mild hybrid system, we can now capture that energy typically lost when braking and reapply it when we are boosting the engine during a launch or acceleration. Because we are capturing more regenerative braking, we use the 48-volt system more often in a typical drive and for longer periods of time."

Given the regulatory pressure on diesels, 48-volt, mild hybrids with DSF provides an attractive alternative for car companies to meet stricter emission standards.

"Why do we even consider putting DSF and 48-volt, mild hybrids together? There is a lot of talk in Europe about diesels," Gustanski said. "In 2030 or 2040, somewhere in that timeframe, some people are saying 'No more diesels are going to come into the city limits'. Those are some broad statements. Will it happen? I don't know, but I think consumer confidence in diesels has weakened."

"But the reality is, people like diesels. They've grown up with diesels. A diesel gives you great performance, a lot of extra low-end torque and good fuel economy. You can drive for weeks and not worry about stopping to refuel. For many consumers, they are not willing to just walk away from that."

"You have to show them something with equal value. So, you start with a 4-cylinder diesel and you replace it with a turbocharged, gasoline direct injection engine, using the latest in variable cam phasing. We know that will get you maybe halfway back to the fuel efficiency, CO2 reduction and performance of diesels. The question is, what else can I do to close the gap?" That inspired Delphi engineers to consider the unique combination of DSF and 48-volt, mild hybrids. In addition to reducing carbon emissions, the benefits include:

- Smoother launches for stop/start technology.
- Four times the power for vehicle electronics, active safety and infotainment.
- Eliminating the need for consumers to have to replace urea (ammonia) in their vehicles (for after treatment).

Gustanski said her engineers are just getting started. There is more efficiency to be gained with further testing.

"Down the road, integrating feedback from smart sensors and connected technologies enabling intelligent propulsion control, we should be able to gain even more efficiency if we know if the road ahead is flat or hilly, whether a road is congested or wide open, or even how long I will be stopped at a traffic light and when it is going to



Mary Gustanski

change from red to green. The next few years are going to be very exciting for electrified propulsion."

All this work reflects new notions of developing auto technology, Gustanski said. Delphi met up with the people from Tula at the Consumer Electronics Show in Las Vegas. The company was in no way involved in the car business. They make pacemakers to regulate a person's heart beat.

But outside-the-box thinking convinced Delphi that if an algorithm could regulate a heartbeat, it could regulate the firing of an engine's cylinder.

It is this kind of thinking that will will propel smart suppliers into the future of the auto industry, Gustanski said.

Colorado Wins Big Race in State of Nevada

CONTINUED FROM PAGE 1

our most optimistic expectations, completing 'Vegas to Reno' in its first outing. We learned a lot of things about the truck and could not be happier with the result, as well as the efforts of the Hall Racing team."

"The fact that the Colorado ZR2 was the only stock midsize truck to compete in 'Vegas to Reno' reinforces our claim to be in a segment of one with this vehicle. Our success in this race is a testament to all that we've accomplished since the relaunch of our midsize truck program three years ago," said Dickens. "We cannot wait to pass along the benefits of what we've learned here under extreme use and at future races to our customers."

The Hall Racing Colorado ZR2 will challenge the next in the Best in the Desert VT Construction "Tonopah 250" race presented by Polaris on October 19-22, Lienert said.

The 2018 Colorado ZR2 is effectively a segment of one, combining the nimbleness and maneuverability of a midsize pickup with a host of new off-road features and the most off-road technology of any vehicle in its segment, Lienert said.

Compared to a standard Colorado, the ZR2 features front and rear tracks that have been widened by 3.5 inches and a suspension lifted by two inches. Functional rockers have been added for better performance over rocks and obstacles, and the front and rear bumpers have been modified for better off-road clearance.

Class-exclusive features include standard front and rear electronic locking differentials, available diesel engine and the first off-road application of Multimatic Dynamic Suspensions Spool Valve (DSSVTM) damper technology, Lienert said. As with all Chevrolet trucks, the Colorado ZR2 is built with durability in mind, including a fully boxed frame, roll-formed high-strength steel bed and Duralife brake rotors.

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The 2017 Chrysler Pacifica minivan won another quality award.

Pacifica, Grand Cherokee Again Named Winners

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said. As the original creator of the minivan more than 30 years ago, Bianchi said that FCA has transformed the segment with firsts – notching 78 innovations through the first five minivan generations.

With the introduction of the new Chrysler Pacifica and Pacifica Hybrid, FCA adds 37 minivan firsts to its portfolio for an unprecedented total of 115 innovations in the segment, including the industry's first minivan available as a plug-in hybrid electric vehicle, Bianchi said.

"Chrysler's new Pacifica minivan checks all the boxes a minivan owner desires. Pacifica is the minivan that most closely meets the expectations of its buyers," said Peterson. "As the inventors of the minivan 35 years ago, the Chrysler Pacifica shows Chrysler designers, planners and engineers understand minivans best."

The 2017 Chrysler Pacifica was designed to reinvent the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling, Bianchi said. Re-engineered from the ground up on a new platform, the Pacifica delivers to customers class-leading gasoline and hybrid powertrains to the minivan segment. The Chrysler Pacifica has earned its spot as the most awarded minivan of 2016 and 2017, Bianchi said.

And AutoPacific's praise didn't stop with the Pacifica. Jeep Grand Cherokee earned the group's top designation, and that only makes sense because it is the most awarded SUV ever, Bianchi said.

"The Grand Cherokee is a perennial best-in-class winner in AutoPacific's Ideal Vehicle Awards," said Peterson. "Its excellent design, capability and breadth of the product offering contribute to Grand Cherokee's award-winning ways."

The 2017 Jeep Grand Cherokee capability comes courtesy of four available 4x4 systems, Jeep's Quadra-Lift air suspension system and class-leading Selec-Terrain traction management system. Grand Cherokee boasts best-in-class towing of 7,400 pounds and a crawl ratio of 44.1:1.

The 2017 awards are based on responses from over 65,000 owners of new model-year 2016 and 2017 vehicles across all major manufacturers, Peterson said. Surveyed after 90 days of ownership, respondents were asked what changes they would make to their car or truck in 15 key categories, including ride and handling, interior storage, safety fea-

tures, power and acceleration and technology.

AutoPacific is a future-oriented automotive marketing research and product-consulting firm, Peterson said. Every year AutoPacific publishes a wide variety of syndicated studies on the automotive industry.

The firm, founded in 1986, also conducts extensive proprietary research, forecasting, and consulting for auto manufacturers, distributors, marketers and suppliers worldwide.

Company headquarters and its state-of-the-art automotive research facility are in Tustin, Calif., with an affiliate office in the Detroit area.

GM Names a New Safety Leader

On Aug. 18 General Motors Co. declared that Jeffrey Massimilla will soon become the company's new leader for global vehicle safety, following the retirement of Jeffrey Boyer, who departs the company effective Sept. 1, 2017, following 43 years of dedicated service.

Massimilla is currently GM's chief cybersecurity officer, where he leads the global organization that develops and implements protocols and strategies to reduce the risks associated with cybersecurity threats related to the vehicle and vehicle connected services, said GM spokesman David Albritton.

In this newly expanded role, he becomes the vice president for Global Vehicle Safety and Cybersecurity, where he adds global responsibility for the safety development of GM vehicle systems, confirmation and validation of safety performance, as well as post-sale safety activities, including recalls.

"In today's connected world, combatting cybersecurity threats have become an integral part of our continued company commitment to quickly identifying and resolving product safety issues of all kinds, so it's a natural extension for us to combine these two roles into one," said Mary Barra, GM's chairman and CEO. "Jeff is a strong leader with a solid track record of leveraging best practices and key learnings to further enhance the safety and



Jeffrey Massimilla



Jeffrey Boyer

security of GM's vehicles and connected services."

Massimilla joined GM in 2001 as a design release engineer and has held multiple roles in both electrical and vehicle product program engineering, Albritton said. He holds a Bachelor's Degree in Electrical Engineering from the University of Michigan and Master's degrees in Industrial and Manufacturing Engineering and Business Administration from the University of Michigan. He will continue to serve as Vice Chair of the Auto Information Sharing and Analysis Center (ISAC), which is focused on further advancing cybersecurity protections within the industry.

Boyer was named as GM's first-ever vice president for Global Vehicle Safety in 2014 and has since grown and further developed

GM's focus on and commitment to vehicle safety across the board.

Among his numerous career successes, he led the launch and execution of the company's successful, Speak Up For Safety program, which encourages GM employees, suppliers and dealers to openly share ideas that make vehicles safer. The program also recognizes them for speaking up when they see something that could impact customer safety.

Since its inception, the SUFS program has received hundreds of product safety submissions monthly that have been instrumental in determining how potential product safety issues can be proactively identified, assessed, and investigated in support of customer centered decisions.



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A Smart Phone Controlled Car Rental Coming

HONOLULU (AP) – A smartphone-controlled car rental service is coming to Honolulu.

Servco Pacific Inc. and Toyota have partnered to launch the service, which allows users to rent, unlock and turn on vehicles through a mobile application, the *Honolulu Star-Advertiser* reported Aug. 24. The plan is to station 20 Toyota Prius vehicles around residential buildings in Kakaako, the companies stated.

The service expedites the process of renting a vehicle for a short period, as users never have to interact with a person to register, reserve and use a vehicle. Registration and background checks are handled through the mobile application, and the smartphone's Bluetooth connection to the vehicle will start the cars with a digital key. Users, who must be at least 18 years old, will rent and return the vehicle at the same location.

The companies are still working on the brand and expect to announce the name of the service closer to its launch. The date cars will be rolled out depends on when Servco finishes testing the technology.

Casey Nishimura, senior communications and marketing manager for Servco, said the prices are going to be comparable to similar, existing services and rental-car pricing.

"If all goes well, this is going to serve as a model for how other distributors and dealers can roll out a car-share platform in their market," Nishimura said. "Hawaii is a good test bed for transportation and mobility options. Especially in the Kakaako area, the issues with congestion and parking, (the service) just started to make sense."

The Grand Cherokee Trackhawk Comes with True Power

Who says SUVs have to be unwieldy. Certainly not the creators of the 2018 Jeep Grand Cherokee Trackhawk.

Injected with an unmatched 707 horsepower – courtesy of an awe-inspiring supercharged 6.2-liter V8 engine – the most awarded SUV ever and the most capable full-size SUV on the planet has been transformed into the most powerful and quickest SUV ever.

Built in Detroit at the Jefferson North Assembly Plant, the new 2018 Grand Cherokee Trackhawk will arrive in Jeep showrooms in the fourth quarter of 2017 with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$85,900, excluding \$1,095 destination. Customers can place orders at their local Jeep dealer beginning Aug. 10, said Mike Manley, head of Jeep Brand – FCA Global.

"The 2018 Jeep Grand Cherokee Trackhawk delivers astounding performance numbers, backed by renowned SRT engineering that combines world-class on-road driving dynamics with luxury, refinement and an array of innovative advanced technology," said Manley. "As the most powerful and quickest SUV, there is nothing else like the Grand Cherokee Trackhawk in the market, and with its starting price of \$85,900, there is no better value for a high-performance SUV."

The new benchmark 707-horsepower supercharged engine combines with an upgraded high-torque capacity TorqueFlite eight-speed automatic transmission, world-class on-road driving dynamics and new Brembo brakes to deliver a new level of performance: 0-60 miles per hour (mph) in 3.5 seconds, quarter mile in 11.6 seconds at 116 mph, top speed of 180 mph, 60-0 mph

braking distance in 114 feet and .88g capability on the skid pad.

As the most powerful and quickest SUV ever, the 2018 Jeep Grand Cherokee Trackhawk is packed with standard performance features, including:

- Supercharged 6.2-liter V8 engine that delivers 707 horsepower, 645 lb.-ft. of torque and 3.5-second 0-60 mph times.

- TorqueFlite eight-speed automatic transmission that delivers improved shift response, quality and consistent performance and drivability.

- Jeep Quadra-Trac on-demand four-wheel-drive system, which includes an electronic limited-slip rear differential and a single-speed active transfer case.

- Launch Control that optimizes the Grand Cherokee Trackhawk's performance by coordinating the engine, transmission, driveline and suspension for a textbook launch and consistent straight-line acceleration.

- Selec-Track system, which



The 2018 Grand Cherokee Trackhawk

uses performance-tuned software to pre-configure and distinguish the five dynamic modes (Auto, Sport, Track, Snow and Tow), enabling drivers to choose a vehicle setting that ideally meets their requirements and ambient conditions.

- 7,200-pound towing capability.

- New high-performance Brem-

bo braking system, with a new distinctive yellow finish, that includes the largest standard front brakes ever offered on a Jeep vehicle and delivers 60-0 mph braking performance of 114 feet.

- One-inch lower ride than non-SRT Grand Cherokee models.

- Sculpted hood with dual heat extractors.

Rumors Abound About Chrysler and China

by JOE McDONALD
AP Business

BEIJING (AP) – Chinese SUV maker Great Wall Motors is considering making a bid to buy Fiat Chrysler's Jeep unit, spokespeople for the company said Aug. 21, in a possible ambitious new step onto the global stage for China's fast-growing auto brands.

Great Wall has yet to formally declare its interest in Jeep, but a possible acquisition would be in line with chairman Wang Jianjun's goal, announced in February, of becoming the top specialty SUV producer by 2020.

Great Wall "has this intention," said the public relations director

for its Haval SUV brand, Zhao Lijia, when asked about a report by Automotive News that the Chinese automaker wants to buy Jeep. An employee of the press office for the company headquarters, who would give only his surname, Zhang, said, "Yes, we are interested in Jeep."

Zhao and Zhang said they had no other details when asked about a possible price. Zhao said it may take some time to assemble a formal bid.

Fiat Chrysler CEO Sergio Marchionne has said the company is for sale and cannot compete globally without a tie-up to a bigger partner due to the high costs of developing and marketing vehicles.

In a statement Aug. 21, Fiat Chrysler Automobiles NV said it had not been approached by Great Wall.

Marchionne said in April that Jeep and Chrysler's Ram truck brand are strong enough to stand alone. The company spun off its Ferrari brand in 2015 into a separate business.

Chinese companies in industries from autos to robots are spending billions of dollars to acquire brands and technology to strengthen their competitive position at home and speed their development.

Great Wall Motors Ltd., headquartered in Baoding, southwest of Beijing, is one of a series of independent Chinese automakers that have grown up alongside state-owned giants such as Shanghai Automotive Industries.

If it goes ahead with a Jeep bid, Great Wall could become the second Chinese automaker, after Geely Holding Group, to expand onto the global stage by acquiring an established foreign brand.

Geely bought Sweden's Volvo Cars from Ford Motor Co. in 2010

and has launched a third brand, Lynk & Co., as a partnership between Volvo and Geely's Chinese brand.

In June, Geely bought a 49.9 percent stake in Malaysian automaker Proton and a controlling interest in British sports car maker Lotus.

In 2011, a state-owned Chinese automaker, Dongfeng Motor Group, bought 14 percent of France's PSA Peugeot Citroen, Europe's second-largest automaker.

Great Wall sold just under 1.1 million SUVs last year, behind Jeep's 1.4 million. Its revenue of 98.6 billion yuan (\$14.4 billion) was a fraction of FCA's global total of \$118 billion (111 billion euros), but its \$1.5 billion profit was almost equal to the Italian-U.S. automaker's \$1.8 billion.

Great Wall also can draw on strong demand in China, the biggest auto market by units sold. Total SUV sales rose 16.8 percent over a year earlier to 4.5 million in the six months ending in June.

Great Wall emerged from a collective founded in the 1980s to repair and customize vehicles. Wei, then 26, took control in 1990 and shifted into auto manufacturing. The company launched its first sedan in 1993 but narrowed its focus a decade ago to SUVs.

Wei said in February that the company's "globalization strategy" included improving technology to meet United States safety standards.

But he gave no indication when Haval might export to the United States or major European markets such as Germany.

Great Wall shares rose 1.6 percent in Hong Kong, while Fiat Chrysler Automobiles NV gained 2.8 percent in Milan.

Detroit Creating Protected Bike Lanes

DETROIT (AP) – Detroit is creating new "protected" bike lanes in an effort to ensure safe biking.

The green and white lanes are deemed protected because they have a separation between bike and parking lanes. Detroit has more than 200 miles of bike routes are protected, *The Detroit News* reported.

Some bike lane advocates said installing protected lanes projects a more cosmopolitan, environmentally friendly image of the city, while keeping cyclists safer.

"I love the idea of all the new protected bike lanes because of the sustainability, clean energy, the adrenaline rush of just getting out there and riding every morning, getting exercise and

saving on gas," said Emmanuel Nelson, a Detroit resident who rides his bicycle almost daily. "And having protected lanes helps a lot because the only accident I ever had was from a car door opening, so I feel safer."

Despite the new logos and paint, the lanes can still be confusing to drivers who still drive and park in them, which risks a \$45 ticket.

Department of Public Works Director Ron Brundidge said the agency usually budgets about \$150,000 per mile for all improvements related to installing protected bike lanes. Creating a non-protected bike lane costs about \$20,000 per mile. The work is paid out of city or state transportation funds or grants.

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Mopar Honors Great Racers At Yearly Event

Each year, the prestigious U.S. Nationals at Lucas Oil Raceway near Indianapolis bring together not only the best Pro drag racers in the world, but also the top Sportsman competitors from all categories. Mopar's Sportsman racers have reached national and divisional winner's circles across the country this season, and during Labor Day weekend they will be a major part of "The Big Go."

2017 marks the 17th edition of the Mopar Hemi Challenge, a unique event in which Super Stock/Automatic Hemi (SS/AH) drivers battle for bragging rights in 1968 Hemi-powered Dodge Darts and Plymouth Barracudas: the original Mopar package cars. The vehicles were purpose-built for the drag strip and served as the precursor to today's Mopar Dodge Challenger Drag Pak vehicles.

The winner claims \$15,000 and a Hemi Challenge trophy, while the event also provides a cash payout to the top 16 finishers. All competitors receive special HEMI Challenge decals, hats and limited-edition posters.

"We take pride in how our classic Mopar package cars have remained so popular close to 50 years after they were introduced," said Pietro Gorlier, head of Parts and Service (Mopar), FCA - Global. "As we celebrate our brand's 80th anniversary in 2017, we continue to support the passion and commitment of our Sportsman racers not only through the Mopar HEMI Challenge, but also with contingency programs and our modern-day package car, the Mopar Dodge Challenger Drag Pak."

The night before the Hemi Challenge winner is crowned, the Mopar brand's annual Sportsman Appreciation Night will take place at Lucas Oil Raceway from 7 - 8:30 p.m. on Thursday, Aug. 31. Food and drinks, special guest speakers, demonstrations by SRT engineers, Mopar raffle giveaways, trivia and more are on the docket to reward the multitude of loyal Mopar Sportsman racers. In addition, the prestigious Presidents' Award will be handed out to one particularly deserving individual who is synonymous with the Mopar brand.

Pritchett Wins Race at Brainerd Track

Mopar-powered Leah Pritchett dominated the Top Fuel category in the 36th annual NHRA Nationals at Brainerd International Raceway in Minnesota, starting with a national elapsed-time record during qualifying on Aug. 18 and ending with a spot in the winner's circle on Aug. 20.

Pritchett's victory in her Papa John's Pizza/Mopar Pennzoil dragster from Don Schumacher Racing (DSR) was her fourth of the season.

It was also the fifth win for Mopar Hemi power in the Top Fuel ranks in 2017, as well as the 17th victory overall for Mopar-backed Nitro vehicles from DSR on the NHRA Mello Yello Drag Racing Series this year.

Pritchett's DSR teammate Tommy Johnson Jr. meanwhile appeared in his fourth Funny Car final round in the last five events, but again finished just short of collecting his second win of the season in the Make-A-Wish Dodge Charger R/T.

Eric Bell also won his first-ever national event Wally in the Sportsman ranks, taking the Super Stock win for Mopar at Brainerd in his GT/EA 1968 Plymouth Barracuda.

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Studies Laud Autonomous Safety Tech

by JOAN LOWY
Associated Press

WASHINGTON (AP) – Safety systems to prevent cars from drifting into another lane or that warn drivers of vehicles in their blind spots are beginning to live up to their potential to significantly reduce crashes, according to two studies released Aug. 23.

At the same time, research by the Insurance Institute for Highway Safety raises concern that drivers may be less vigilant when relying on automated safety systems or become distracted by dashboard displays that monitor how the systems are performing.

The two institute studies found that lane-keeping systems, some of which even nudge the vehicle back into its lane for the driver, and blind-spot monitoring systems had lower crash rates than the same vehicles without the systems.

The lane-keeping study looked at police crash data from 25 states between 2009 and 2015 for vehicle models where the systems were sold as optional. Lane-keeping systems lowered rates of single-vehicle, sideswipe and head-on crashes of all severities by 11 percent, and crashes of those types in which there were injuries, by 21 percent, the study found.

Because there were only 40 fatal crashes in the data, researchers used a simpler analysis that didn't control for differences in drivers' ages, genders, insurance risk and other factors for those crashes. They found the technology cut the fatal crash rate by 86 percent.

That's probably high, said Jessica Cicchino, the institute's vice president for research, but even if lane-keeping systems cut such crashes in by just half it would be significant, she said. Cicchino

said about a quarter of traffic fatalities involve a vehicle drifting into another lane.

"Now we have evidence that this technology really can save lives and has the potential to prevent thousands of deaths once it's on every vehicle," Cicchino said.

If all passenger vehicles had been equipped with lane departure warning systems in 2015, an estimated 85,000 police-reported crashes would have been prevented, the study found.

"Now we have evidence that this technology can really save lives"

**– Jessica Cicchino
IIHS**

A second institute study of blind-spot detection systems – usually warning lights in side mirrors – found the systems lower the rate of all lane-change crashes by 14 percent and the rate of such crashes with injuries by 23 percent. If all passenger vehicles were equipped with the systems about 50,000 police-reported crashes a year could be prevented, the study found.

Lane-keeping, blind-spot monitoring, and automatic braking systems, which can prevent rear-end crashes, are some of the building blocks of self-driving car technology.

Greg Brannon, the Automobile Association of America's director of automotive engineering, called the institute's studies "encouraging." But he cautioned that is "critical that drivers understand

the capabilities and, more importantly, the limitations of the safety technology in their vehicle before getting behind the wheel."

For all the promise technologies hold to enhance safety, researchers are also concerned that they are changing driver behavior.

A separate study by the insurance industry-funded institute and the Massachusetts Institute of Technology's AgeLab found that drivers using automated systems that scan for parking spots and then park the car spend a lot more time looking at dashboard displays than at the parking spot, the road in front or the road behind. That was true even when the systems were searching for a parking spot and drivers were still responsible for steering.

Drivers of vehicles equipped with blind-spot monitoring have also told researchers that they don't look behind them as often when changing lanes because they rely on the safety systems.

While the safety systems are reducing crashes, "it's still possible that there are some crashes that are happening that wouldn't have happened before because people are now behaving in different ways," Cicchino said.

Persuading drivers to use safety technology can also be a hurdle. An institute study released in June found lane-keeping systems are turned off by drivers nearly half the time. Drivers often find the beeping or buzzing warnings irritating.

OEMs, taking note, appear to be switching to systems that vibrate the steering wheel or driver's seat, Cicchino said.

"The vibrating is often more subtle than the beeping," she said. "When a system beeps, it's telling everybody in the car you did something wrong."



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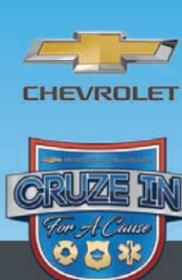
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State's Development Board Approves Jobs Incentives

LANSING, Mich. (AP) – Michigan's economic development board on Aug. 22 approved state incentives designed to snag at least 1,500 new jobs, including more than 400 to be created by an auto supplier that wants to build a seating assembly plant in the embattled city of Flint.

Southfield-based Lear Corp., which makes automotive seating and electrical systems, will qualify for a grant worth up to \$4.35 million if it adds 435 jobs by mid-2020 at the new \$29.3 million facility to be constructed on the site of General Motors' largely abandoned former Buick City complex.

Impoverished Flint is still recovering from a man-made crisis in which the water supply was tainted with lead. Lear will get a \$10,000 incentive for each job that goes to a city resident and \$5,000 for each non-resident hired.

Lear chose Michigan over Mexico for the project, which will provide seats for a full-size truck program, according to a memo prepared for the Michigan Strategic Fund Board. Flint is providing a 50 percent property tax abatement.

Construction is expected to begin this fall, with operations starting next spring – which would mark the return of auto-related manufacturing to sprawling Buick City for the first time since 1999.

Its closure was the end of an era for a place that had defined the city's identity for nearly a century.

"We are happy to welcome another new company to Flint, and look forward to the boost it will give our local economy. It's been a long time coming," said Mayor

Karen Weaver, whom Gov. Rick Snyder appointed to the Michigan Economic Development Corp.'s executive committee in the wake of the water catastrophe for which his administration has largely been blamed. Snyder made a rare visit to the Strategic Fund meeting on Aug. 22 to discuss the Flint project.

The fund's board also approved two other big incentive packages that MEDC CEO Jeff Mason dubbed "high-impact."

One is a \$2.5 million grant to secure Reading, Pennsylvania-based Penske Logistics LLC's planned addition of 403 jobs by October 2021 at a new Midwest distribution warehouse in Romulus that could cost up to \$98.6 million. The Michigan Economic Development Corp. said the incentive was needed because competitor Indiana's corporate income tax is set to decline.

The other project is a \$2.9 million grant for LG Electronics USA Inc. to spend up to \$25 million and create 292 jobs in Hazel Park and Troy by the end of 2021. LG plans to open a renewable battery plant and to expand its engineering and design facility.

The new Hazel Park factory will produce components for electric vehicles beginning next year.

The company had considered locations in Ohio, Indiana and China, according to the state memo.

The state on Aug. 22 also approved community revitalization projects in Lansing and Tecumseh, along with a \$300,000 grant to boost a literacy center in Flint. It will house a computer lab and coaches tasked with increasing adult literacy rates and job readiness.

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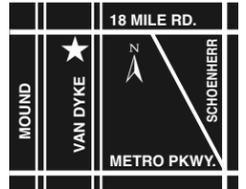
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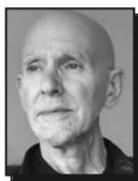
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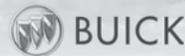
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The 2018 F-150 pickup comes with a stronger powertrain.

2018 F-150 Powers to a Stronger Future

The American pickup truck market is very competitive. The automaker that falls behind loses out in a very profitable market niche. Ford knows that and has made sure that the F-150 is staying ahead of the pack.

Ford's new F-150 debuts for 2018 even tougher, even smarter, and even more capable than ever – with the most advanced F-150 powertrain lineup ever that delivers best-in-class towing, payload and efficiency for America's pickup drivers, said Ford spokesman Jiyan Cadiz.

The new F-150 has an EPA estimated rating of 20 mpg city, 26 mpg highway and 22 mpg combined which is best-in-class from the second-generation 2.7-liter EcoBoost engine, plus best-in-class towing (13,200 lbs.) and payload capacity (3,270 lbs.) from the 3.5-liter EcoBoost and enhanced 5.0-liter V8, respectively.

“The Ford F-150 lineup again delivers on its promise to give full-size truck customers even more value, functionality and smart technology innovations, with engines with best-in-class towing, payload and fuel economy,” said Todd Eckert, Ford truck group marketing manager. “Our new F-150 highlights Ford's commitment to its hardworking truck customers and how we listen to their demands for their new F-150 to be even tougher, even smarter and even more capable for work and play.”

Three years after introducing a high-strength, military-grade, aluminum-alloy-bodied F-150, a new truck arrives with new styling, advanced technologies, a segment-first 10-speed automatic transmission and F-150's most advanced engine lineup yet, Eckert said, which includes the first available diesel ever for F-150. F-150 is part of Ford's F-Series

truck lineup – America's best-selling truck for 40 consecutive years and its best-selling vehicle for 35 years.

New powertrain lineup for available best-in-class payload, towing and gas mileage

The new F-150 offers the F-150's most advanced engine offerings ever – all to offer the right engine for every hardworking truck customer.

An second-generation 2.7-liter EcoBoost V6 with segment-exclusive SelectShift 10-speed automatic transmission has an EPA-estimated rating of 20 mpg city, 26 mpg highway and 22 mpg combined which is best-in-class. With advanced dual port and direct-injection technology, the second-generation 2.7-liter EcoBoost engine delivers a 25 lb.-ft. increase in torque – and at lower engine speeds compared to a traditional V8. Like the second-generation 3.5-liter EcoBoost, this 2.7-liter EcoBoost will be paired with Ford's segment-exclusive 10-speed SelectShift automatic transmission.

An enhanced 5.0-liter V8 boasts a best-in-class payload capacity of 3,270 pounds.

This normally aspirated engine features significant upgrades for 2018 including advanced dual port and direct-injection technology for 10 more horsepower and an additional 13 lb.-ft. of torque.

Spray-on bore liner technology also featured in the Shelby GT350 Mustang has been added to squeeze out even more weight from the aluminum block. For the first time, the V8 is paired with the 10-speed SelectShift automatic.

For best-in-class towing, the second-generation 3.5-liter EcoBoost V6 delivers 13,200 pounds of towing capacity, thanks to its 470 lb.-ft. of torque that beats all diesel- and gasoline-powered competitors, including V8 engines with nearly twice its displacement.

With dual port and direct-injection technology, the 375-horsepower twin-turbo engine provides ideal low-end and peak engine performance for hauling heavy payloads and towing heavy trailers.

Even the all-new 3.3-liter V6 engine is more efficient, more powerful and delivers more torque to get the job done, compared to the previously standard 3.5-liter V6. Plus, the now standard 3.3-liter provides a 5 percent power-to-weight ratio improvement versus the 2014 F-150 featuring steel body and 3.7-liter V6 – with better fuel economy and performance based on EPA-estimated ratings.

Designed, engineered and tested in-house, an all-new 3.0-liter Power Stroke turbo diesel V6 paired with 10-speed SelectShift automatic joins the F-150 engine lineup for 2018.

The first diesel engine offered for F-150 will be available next spring, Cadiz said.

The Arts, Eats & Beats Festival Returns

The 20th Annual Ford Arts, Beats & Eats presented by Soaring Eagle Casino & Resort takes place in Downtown Royal Oak. The four-day event begins on Friday, Sept. 1 and concludes on Labor Day.

The festival offers more than 200 performances on nine stages, a highly ranked Juried Fine Arts Show, and local restaurants with some of the finest cuisine in Metro-Detroit.

Each year international, regional and local attractions at the festival make the City of Royal Oak the premier destination for Labor Day weekend.

In 2016, over 400,000 visitors attended the festival and over \$350K was raised for local charities. Festival admission is \$3 until 3pm, \$5 after 3pm, and \$7 after 5pm on Saturday, Sunday & Monday. Ford Arts, Beats & Eats is free to enter until 5pm on Friday only. Admission on Friday after 5pm is \$7.

Sponsors include Ford, Soaring Eagle Casino & Resort, Pepsi, Flagstar Bank, the Michigan Lottery and Bud Light.

To learn more about the event, go to the Arts, Beats & Eats Web site at artsbeatseats.com.

Nexteer Revenue Hits \$2B

Nexteer Automotive, a global provider of intuitive motion control, reported financial results for the six-month period ended June 30, 2017.

Revenue, said Nexteer spokesman Luis Canales, reached U.S. \$1.974 billion, an increase of 2.6 percent over the same period in 2016; gross profit reached U.S. \$371.5 million, an increase of 11.1 percent over the same period in 2016; and net profit reached U.S. \$179.7 million, an increase of 20.7 percent over the same period in 2016.

The company's backlog of booked business was \$24.0 billion as at June 30, 2017.

The strong financial results highlight Nexteer's continued focus on delivering long-term profitable growth, Canales said. In the first half of 2017, the company launched 15 new product applications across multiple regions and customers, including 4 in North America, 9 in Asia-Pacific, and 2 in Europe and South America. These new programs include two major product lines: electric power steering and driveline.

In the first half of 2017, the company made two significant announcements related to ADAS and Automated Driving with the introduction of new product offerings leveraging its steer-by-wire technology, Nexteer Steering on Demand System and Nexteer Quiet Wheel Steering.

Nexteer also announced its intent to form a joint arrangement with the supplier Continental Automotive Systems, Inc. focused on the advancement of motion control systems and actuator components for automated driving.

Separately, the company also formed a joint venture with Dongfeng Motor Parts and Components Group Co., Ltd. in China for expanded business opportunities in the Asia-Pacific region.

Michael Richardson, board executive director and president of Nexteer Automotive said, “Through careful expansion of our global footprint, strategic alliances, product diversity and program launches in our major product areas, Nexteer is on track to maintain long-term profitable growth.”

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Ford Makes a Move to Create New All-Electric Car In Chinese Market

CONTINUED FROM PAGE 1

exciting next step for Ford in China,” said Peter Fleet, Ford group vice president and president, Ford Asia Pacific. “Electric vehicles will be a big part of the future in China and Ford wants to lead in delivering great solutions to customers.”

China is the fastest-growing market in the world for new energy vehicles (NEVs), Fleet said. Ford expects the market for NEVs in China to grow to six million units per year by 2025, of which approximately 4 million vehicles will be all-electric.

Zotye Auto is a pioneer in the Chinese all-electric vehicle segment and was one of the first automakers to produce all-electric passenger vehicles in the country, Moran said. It is the market leader in China's all-electric small vehicle segment.

Zotyesold more than 16,000 all-electric vehicles through July this year, representing a growth of 56 percent year-over-year.

Vehicles produced would be sold under an indigenous brand owned by the new joint venture and would aim to capture a sizeable share of China's all-electric passenger vehicle market, Moran said. Additional details, including information about the brand, products and production volumes, will be announced at a later date, pending a final definitive agreement and regulatory approvals.

“The MoU between Zotye Auto and Ford opens the door for us to explore our cooperation in the development of clean energy vehicles,” said Jin ZheYong, chairman and president, Anhui Zotye Automobile Co., Ltd., based in Huangshan, Anhui province “This presents us with an exciting opportunity to leverage each other's strengths in achieving a win-win situation for both parties' growth in the fast-evolving Chinese electric vehicle market.”

As part of the company's global electrification commitment, Ford has also invested \$4.5 billion to make electric vehicles that offer customers more capability, productivity and performance.

Ford plans to introduce 13 new electrified vehicles globally in the next five years, including an all-electric small SUV to be sold in Asia, North America and Europe.

Ford also recently announced an ambitious China electrification strategy and confirmed that 70 percent of all Ford vehicles sold in China will have electrified powertrain options by 2025, Moran said.

The new 50:50 joint venture would be a major step forward in building on Ford's electrification initiatives and will significantly expand Ford's footprint in China, along with the company's successful joint ventures, Changan Ford and Jiangling Motors Corporation.



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- ECOTEC3 4.3L V6 Engine!
- GM Bed Liner INCLUDED!
- Color Touch Screen Radio!
- Steering Wheel Audio Controls!
- Remote Keyless Entry!
- Aluminum Wheels!

Stock# H32640

24 MONTH LEASE



\$999*

The Best Price... PERIOD!

\$999 Down

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

Was \$41,060 Sale Price: **\$30,499***

2017 TRAX "LS"



- Color Touch Screen Radio!
- Remote Entry!
- Rear Camera!
- Steering Wheel Audio Controls!
- Deep Tinted Glass!
- Bluetooth for Phone!

Stock# H40142

Was \$21,895 Sale Price: **\$14,399***

24 MONTH LEASE



\$1119*

The Best Price... PERIOD!

\$999 Down

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

2017 TRAVERSE "LT"



- Style and Techonology Package!
- Color Touch Screen Radio!
- Remote Start and Entry!
- 7 Passenger "Captain Chair" Seating!
- Rear Vision Camera!
- 20" Aluminum Wheels!

Stock# H36948

Was \$36,965 Sale Price: **\$27,349***

24 MONTH LEASE



\$1229*

The Best Price... PERIOD!

\$999 Down

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

2018 "All New" EQUINOX "LT"



- Color Touch Screen Radio!
- Remote Entry!
- Rear Vision Camera!
- Power Driver's Seat!
- Aluminum Wheels!
- Bluetooth for Phone!

Stock# J39796

No Employee Discount REQUIRED!

Was \$27,695 Sale Price: **\$22,291***

24 MONTH LEASE



\$1499*

The Best Price... PERIOD!

\$999 Down

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

2017 MALIBU "LT"



- Color Touch Screen Radio!
- Bluetooth for Phone!
- Rear Vision Camera!
- Power Driver's Seat!
- Remote Keyless Entry!
- Aluminum Wheels!

Stock# H32146

Was \$26,000 Sale Price: **\$18,299***

36 MONTH LEASE



\$1699*

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The land the Palace occupies is valued by Oakland County businesses, including many auto suppliers.

Bob Seger to Play Palace's Last Concert

CONTINUED FROM PAGE 1

That year, he played a string of six sold out dates (March 10th, 12th and 14th and on May 3rd, 5th and 7th), setting a venue record for most sellouts during the same tour.

Seger's concert marks the end of Palace, Metzger said. Conceptualized and built in 1987-88 by Arena Associates, consisting of late Pistons managing partner William Davidson, along with David Hermelin and Robert Sosnick, The Palace has experienced a series of upgrades and renovations during its history, including \$40 million of capital improvements made during the ownership of Tom Gores that touched nearly every part of the venue.

Throughout its history, The

Palace has been viewed as one of the world's most innovative and premier sports and entertainment venues in the world.

No decisions or timetable regarding future plans for the building or the property have been made at this time, Metzger said. Given the value and highly desirable location of the property, it is expected that a number of options will be available.

Business operations for the Detroit Pistons and PS&E will continue to function and be headquartered inside the building and basketball operations will commence at the team's practice facility adjacent to the venue while the new Henry Ford Detroit Pistons Performance Center in Detroit is being constructed.

Since its inception and first event, a sold-out concert by Sting on Aug. 13, 1988, The Palace has hosted practically every major concert act touring the last 29 years, Metzger said.

The Palace was immediately recognized as an all-encompassing entertainment venue and quickly became one of the nation's top concert facilities when it opened in 1988.

After just one season, The Palace was honored by two entertainment trade publications, being named "New Venue of the Year" by *Performance* and "Best New Concert Venue" by *Pollstar*.

Overall, The Palace was nominated "Arena of the Year" a total of 10 times by *Performance* magazine and won the award seven times.

General Motors Getting the Hang of New Rental Model

DETROIT (AP) – General Motors Co. started its car-sharing service, Maven, just over a year ago, placing Chevrolets and Cadillacs in New York apartment buildings for occupants to rent.

Since then, the service has grown exponentially. Maven is still working with apartment dwellers, but it is also offering hourly and daily rental cars in 17 North American cities. It also offers Maven Gig, a service that lets people rent cars to do odd jobs, like ride-hailing for Lyft or delivering food for GrubHub. Maven Gig expanded into Los Angeles earlier this month; it's coming to Boston, Phoenix, Washington, Baltimore and Detroit this fall.

Maven is now moving onto college campuses. This week, it became the exclusive car-share provider to the University of Southern California. Students will be able to rent vehicles for \$5 per hour, a lower rate than Maven's usual starting price of \$8. College administrators will have their own dedicated vehicle to reserve.

Maven now has 7,000 total vehicles in its fleet, including hundreds of all-electric Chevrolet Bolts and big SUVs like the Chevrolet Equinox and Cadillac Escalade. That's good exposure for GM, which says the typical Maven user is 30 years old. The company is just starting to track whether users are more likely to purchase a GM car after driving them through Maven.

"We're not running after shiny objects. We're building a service capability and a platform," says Julia Steyn, GM's vice president for Urban Mobility and Maven.

Steyn recently talked to The Associated Press about Maven.

Answers have been edited and condensed.

Q. Why is it important for an automaker to offer this kind of service? Why not just build cars and let others rent them?

A. It comes from where the customer preferences are. You look at the changing environment and you clearly see a very growing part of the population who wants to interact with cars in a different way, and it's not ownership. I'm a big believer that the preference for ownership will continue, and it will be determined by what you do, where you live and how you deploy the vehicle. But the growth part of this population... wants the fractional ownership of it.

So it's very important for automakers... to become a service provider and interact with the customer in a different way. And being a service provider is very different. You have different customer habit formation, different marketing, you need to have a platform that you can integrate the offerings and differentiate the offerings. It's not just the vehicle and an app. It's the whole ecosystem around this that you have to develop as a service to make sure you're successful. It's understanding how all of your assets interact together.

Q. Are customers in different cities using Maven differently?

A. What is different city by city is the commuter patterns and ultimately the end use of what people are using the vehicle for. In New York, there's great public transportation, so the vehicles are used for traveling on the weekends. They're also used to run errands, whether on an hourly basis or longer term. People just want to get out of the city.



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