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2019 Corvette ZR1 Makes Its Debut in Dubai

for car fans to be on Santa's nice list because, just in time for Christmas, Chevrolet unveiled the 2019 Corvette ZR1 in Dubai Nov. 12.

The 2019 Corvette ZR1 is a supercar that pushes Corvette's performance legacy with the highest power, greatest track performance and most advanced technology in its production history, said Mark Reuss, executive vice president, Global Product Development,

There's a really good reason Purchasing and Supply Chain.

"I've never driven a Corvette like this before, and nobody else has either, because there's never been one like this before," said Reuss. "Its unprecedented performance puts all other global supercars on notice that the ZR1 is back."

The Corvette ZR1's exclusive LT5 supercharged engine, which is rated at an SAE-certified 755 horsepower and 715 lb.-ft. of

CONTINUED ON PAGE 3



The fastest production Corvette ever - the 755-horsepower 2019 ZR1.

Car Enthusiast Chooses Cadillac Over Mercedes

Baseball enthusiasts relish the chance to visit the Hall of Fame in Cooperstown. But where do car enthusiasts go? The answer is easy, just ask Michael Ulbrich.

Detroit Hamtramck Assembly recently welcomed Ulbrich to the factory. He is one of the very first Cadillac CT6 Super Cruise customers.

A tech enthusiast, Ulbrich is from Indiana, and has spent more than a year researching vehicles with the latest state-of-theart technology, said Cadillac spokeswoman De'Andra Roberts.

She said he wanted a system

that would ease the drive during his extensive work and vacation travels.

Ulbrich test-drove his top choice, a 2017-2018 Mercedes E Class, on the Autobahn, Roberts said. But he was underwhelmed by the experience, and when he came back to the U.S., he visited Lockhart Cadillac to find out more about the Cadillac CT6 with Super Cruise.

Roberts said Ulbrich was "incredibly impressed" with the Cadillac brand's direction and

CONTINUED ON PAGE 3

Warren Library Will Be Hosting **Holiday Events**

The winter holiday time is here and the Warren Public Library has programs appropriate for the season.

A special event titled "Chef Fran Presents - Holiday Appetizers" is scheduled for Wednesday, Nov. 29, at 6 p.m. at the Civic Center branch of the library, said Warren librarian Cyndi Knecht.

"Chef Francine Pamela Salvatore will present a cooking demonstration featuring appetizers for the holidays," Knecht.

"Chef Salvatore loves to share her passion for food and show her students that cooking can be fun. Samples and recipes will be provided."

A demonstration called "Card Making with Cyndi" will be held Monday, Dec. 4, at 6 p.m.at the Civic Center branch. A holiday singalong with Matt Watroba will be held at the Civic Center branch Tuesday, Dec. 5, at 6 p.m., Knecht said.

"Start off your holdiday by joining host Matt Watroba. He leads the audience in singing holiday music," Knecht said. "All ages are welcome, but children must be accompanied by an adult.'

Space at the events is limited. Call 586-574-4564 to save a spot.



Ulbrich checks out his CT6 Super Cruise at Hamtramck Assembly plant.

Butler worked with doctors to improve patient care via auto tech.

A Cancer Diagnosis Drives Patient Care Improvemnts

The manufacturing of automo- Centre for Integrated Oncology biles and treating cancer, at first glance, don't seem to have a lot in common.

But after being diagnosed with cancer, Mike Butler was fascinated by the process through which patients were treated - but saw an opportunity to introduce practices from the car manufacturing facility, where he works, so that it might run more smoothly, said Ford spokesman John Gardiner.

Working together with his colleagues at the Ford assembly plant in Cologne, Germany, Quality Director Butler and the team researched and proposed changes that are now being implemented as part of what is expected to become Germany's biggest dedicated cancer outpatient unit.

And this has since developed into a two-way flow of ideas, as hospital staff at the renowned

(CIO) at the University Hospital of Cologne, one of the leading cancer centres in Germany, are bringing their experience of working with big data to bear on Ford research into future vehicles, Gardiner said.

"I spent five years in treatment rooms and thought about how I could make life easier for patients," said Butler, who is now in remission from colon cancer.

"There was a real lightbulb moment when I realized that many of the systems that ensure car plants run smoothly could be applied to the hospital. Now there is an ideas exchange that is benefitting patients today, and could also help the way we move tomorrow.

"The more we work together, the more synergies we find between our work at Ford and the

CONTINUED ON PAGE 2

Detroit's Thanksgiving Day Parade Boasts Storied Nearly-Century-Old History

Thanksgiving has a storied history in America, and Detroit's annual parade is part of that histo-

According to the Detroit Historical Society, the Thanksgiving parade has been a holiday tradition in Detroit for more than 90 years. Founded by J.L. Hudson's, downtown Detroit's legendary department store, the parade first rolled down Woodward Avenue in 1924, the same year that Macy's began its parade in New York City.

For generations of Michigan families, the official holiday season did not start until "the real Santa Claus" stepped from the

parade's final float onto the bundled-up fans along its two-Woodward marquee of Hudson's to accept the key to both the city "and the hearts of good children everywhere."

The next day, elevators whisked throngs of parents and children up to the store's magnificently-decorated toyland for a personal visit with the man in red velvet.

Detroit's first Thanksgiving parade featured horses pulling a float decorated with Mother Goose, four papier-mâché heads and seven marching bands. Over the years, the parade's size and scope has grown significantly, as it has entertained millions of

mile route down Woodward with giant balloons, floats, marching characters, cartoon bands. celebrities and more.

At that time, Detroit's festivities were comparable to the Macy's Parade in New York City. The event, which marked the arrival of Santa Claus, would become one of Detroiters' favorite local traditions.

The J.L. Hudson store, generally known as Hudson's, was a large retail department store chain that originated in Detroit. Joseph Lowthian Hudson, 35 years old at

CONTINUED ON PAGE 6



A photograph from history: Detroit's 50th Thanksgiving Day Parade.

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Thanksgiving Travel Big For 2017

DEARBORN, Mich. (AP) - AAA projects that more than 1.6 million people from Michigan will travel this month for the Thanksgiving holidav.

The auto club released its annual forecast on Nov. 16 for people traveling 50 miles or more, saying that's up 3.5 percent from last year. AAA says it would be the eighth consecutive year of growth for Thanksgiving travel in Michigan.

Nearly 90 percent of travelers plan to go by using a personal vehicle.

Those motorists are expected to see higher gas prices than last year, since Michigan's current average of \$2.70 is 67 cents higher than last year's average.

Most others will travel by air or train.

AAA's projections are based on economic forecasting by research firm IHS Markit.

The Thanksgiving holiday travel period is defined by AAA as taking place from Nov. 22 through Nov. 26.

GM Continues Celebrating Truck History

It's no joke to say that pickup trucks have played a part in country and western music songs in the past, and for the last 100 years. Chevrolet trucks have found their way into the hearts and souls of fans around the world, said GM spokesman Kyle

In honor of the Chevy Truck Centennial, the brand has curated a Pandora station called Chevy Truck 100 to celebrate its connection with country music, Suba said. The station includes country songs referencing pickups, such as rocking dance tunes about a Silverado with horns on the grille, love songs about a boy in a Chevy truck that had a tendency to get stuck and nostalgic tracks about ridin' around with windows down on a summer night.

To access the station, visit pandora.com/ChevyTruck100,

Chevy trucks and Chevrolet are so common in country music because they play an outsized role in the lives of singers, songwriters and their fans, said Frank Rogers, a record producer and songwriter with five Academy of Country Music awards and more than 70 Top 20 hits to his name.

"At its most basic level, every song tells a story, while the very best songs also make an emotional connection with the audience," said Rogers.

"For artists, many of us grew up riding in a Chevy truck, making it a natural way to tell the story of our experiences. For our fans, a reference to a Chevy truck is something they can instantly relate to, helping make the story relevant to their life as well.'

For Sandor Piszar, marketing director for Chevrolet Trucks, the catalog of songs that reference Chevrolet trucks is a testament to the brand's im-



A 2018 Centennial, left, is posed next to a 1972 Chevy C10 pickup truck.

measurable impact on owners' lives

"We have built 85 million Chevy trucks over the past 100 years," said Piszar. "In turn, our customers have created millions of memories associated with our trucks, be it working in the field or job site, cruising with friends or camping with families.

"That connection with generations of people is a defining characteristic of Chevy trucks, and something few other brands can match."

This list would not be complete without input from our fans, who are invited to join the conversation book.com/chevytrucks.

Summit Building New HQ

County and township officials gathered in Bruce Township Nov. 14 along with company leaders and customers for a ceremonial groundbreaking for the new headquarters of Summit Plastic Molding. The development is a 22-acre parcel on 33 Mile Road, east of Van Dyke, said county spokesman John Paul Rea.

This is great news for Bruce Township and Macomb County," said County Executive Mark Hackel. "It is always gratifying to see a company grow and ex-

The development is planned to be completed in three phases. The first will be a 64,200-squarefoot building and serve as the company's new headquarters and manufacturing facility. The building will be a state-of-the-art facility and provide efficiencies in energy, logistics and automation, Rea said.

Construction will begin within the month and be completed by October, 2019. Two additional industrial buildings are planned in the future.

The expansion is needed for a growing customer base for their products

'We are looking forward to beginning our expansion project in Bruce Township," said Raymond Kalinowski, CEO for Summit.

Ford Employee **Helps Create Cancer Therapy**

CONTINUED FROM PAGE 1

challenges faced in cancer research.

It was back in 2008 that the medical staff was first shown the advanced technologies and efficient processes that have enabled the Ford Fiesta Cologne plant to become one of the world's most efficient vehicle production plants, Gardiner said.

A team of 10 to 15 Ford engineers met with hospital administrators as well as patients, nurses, doctors, and the collaboration blossomed from there.

Designed to ensure treatment is less stressful and faster, Gardiner said, colored lines on walls and floors make it easier for staff, patients and visitors to find their way around; and large screens will help make communication between key medical employees easier.

The team also proposed flexible rooms with removable dividers rather than rigid wards and fixed nursing stations.

At the existing facility, all of this has already contributed to an improvement in patient flow.

Meanwhile, Gardiner said the medical teams at the hospital are advising Ford on the processes they use to conceive and develop completely different approaches to tackling cancer.

The company is now applying this "outside the box" thinking in relation to future vehicles and new technologies, said Gardiner.

"Medicine is an ever-changing science where small changes have a huge impact on the lives of patients," said Prof. Dr. Michael Hallek, the director of the CIO.

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NOVEMBER 20, 2017 COVERS THE TECH CENTER AND THE IMMEDIATE AREA

2019 Corvette ZR1 Goes Global with Its Debut in Dubai

CONTINUED FROM PAGE 1

torque, is establishing a new benchmark in performance, Reuss said. Further, the ZR1 elevates Corvette's track capability with two wind tunnel-honed aerodynamics packages, including an available High Wing that provides an estimated 950 pounds of downforce.

The ZR1's LT5 6.2L V8 engine advances Corvette's supercharging legacy, which began with the 2009 sixth-generation ZR1 and continued with the 2015 seventh-generation Z06, Reuss said. The LT5 delivers the highest output ever for a Chevrolet production vehicle, thanks in part to a new, more efficient intercooled supercharger system, said Reuss, that offers 52 percent more displacement than the Z06's LT4 supercharger.

GM's first dual-fuel-injection system, which employs primary direct injection and supplemental port injection, helps the LT5 achieve its record output.

Seven-speed manual and eightspeed paddle-shift automatic transmissions are available with the LT5. It's the first time an automatic transmission has been offered in a ZR1.

The 2019 Corvette ZR1's aggressive appearance is driven by function, contributing to its distinction as the fastest production Corvette to date, Reuss said. A new front fascia is designed to channel air for propulsion-system and drivetrain cooling, with

four new radiators bringing the heat-exchanger total to 13.

A special carbon-fiber "halo" hood is open in the middle to clear the LT5 engine's supercharger/intercooler assembly. Additional features, including aero packages with stanchion-mounted wings, help push the ZR1 harder onto the track for more confident handling and faster lap times. Top speed of the ZR1 is over 210 mph.

"As the highest-performing Corvette ever, the ZR1's design supports its capability in every way," said Kirk Bennion, Exterior Design manager. "The new wings, for example, help generate more downforce without adding drag, enhancing road holding and top speed."

The ZR1 will offer two aero packages, said GM spokesman Ron Kiino. One is a standard rear Low Wing, which delivers the highest top speed and helps generate up to 70 percent more downforce than the Z06's base aero package.

The other is an available twoway-adjustable High Wing that offers maximum downforce on the track for the quickest lap times – about 60 percent more downforce than the Z06 with the available Z07 Performance Package. All models also feature a Chevrolet-first, downforce-enhancing front underwing, said Kiino.

The adjustable High Wing is part of the new ZTK Performance Package, which also includes a front splitter with carbon-fiber



The 2019 Corvette ZR1's interior

end caps, Michelin Pilot Sport Cup 2 summer-only tires, and specific chassis and Magnetic Ride Control tuning for greater cornering grip.

Both of the ZR1's wings are tied into the chassis, like the Corvette Racing C7.R racecar, for strength and stability.

The Corvette ZRI introduced on Nov. 12 also debuted a dynamic, available Sebring Orange Design Package.

Centered on its Sebring Orange Tintcoat exterior color, the package also includes orange brake calipers, orange rocker and splitter accent stripes, orange seat belts, orange interior stitching and unique, bronze aluminum interior trim.

The new design package, Reuss said, complements the Corvette ZR1's tradition of offering maximum performance with refinement and design distinction.

The driver-focused, well-appointed cockpit includes standard leather-trimmed seats, with sueded microfiber inserts.

Heated and vented Napa leather-trimmed seating is also available, as well as a carbon fiber-rimmed steering wheel, competition sport seats, Performance Data Recorder, Bose premium audio system and more.

The 2019 Corvette ZR1 goes on sale next spring, poised to take on the world's best cars, Reuss said.

All in all, he added, it's a vehicle that any car lover would like to see under their tree.

Car Enthusiast Chooses Cadillac Over Mercedes

PAGE 3

CONTINUED FROM PAGE 1

fascinated by the vehicle's technical capabilities – so impressed that he ordered the vehicle six months ahead of the Ship to Commerce (STC) date.

Roberts said that after hearing his story, the D-HAM staff invited Ulbrich to visit the plant so they could express their gratitude. He finally got to drive his vehicle and had lunch with members of the launch team, which included Barry Walkup, chief engineer of Autonomous and Electric Vehicles, and Lyndon Lie, chief engineer of Cadillac Product Programs. To top off the experience, D-HAM provided Ulbrich with a video showing his car being built from start to finish, with the employees thanking him for his purchase.

Ulbrich was ecstatic about his visit.



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Electric-Powered Trucks Now a Real Thing

by DEE-ANN DURBIN AP Auto Writer

DETROIT (AP) – Electric trucks are having a moment in the spotlight, but they won't replace diesel-powered trucks in big numbers until they overcome costs and other limitations.

Tesla Inc. plans to unveil a semitractor-trailer this week, its first foray into trucking after more than a decade of making cars and SUVs.

German automaker Daimler AG showed off its own electric semi in October and says it could be on sale in a few years.

Truck rental company Ryder just added 125 all-electric vans made by California startup Chanje to its fleet.

"It's kind of like the checkered flag is being waved," said Glen Kedzie, energy and environmental counsel with the American Trucking Associations. "We've seen different fuels come and go, and electric has gotten to the front of the line."

As battery costs fall and more options enter the market, global sales of pure electric trucks are expected to grow exponentially, from 4,100 in 2016 to 70,600 in 2026, according to Navigant Research.

Delivery companies, mail services and utilities will be among the biggest purchasers, and most of the growth will come from Europe, China and the U.S.

Most electric trucks on the road will be medium-duty vehicles like delivery vans or garbage trucks.

They're quiet and emissionfree, and they can be plugged in and charged at the end of a shift. They're ideal for predictable urban routes of 100 miles or less; a longer range than that requires more batteries, which are heavy and expensive. One issue: Cost. A medium-duty electric truck costs about \$70,000 more than equivalent diesel trucks, according to the consulting firm Deloitte. Buyers considering electrics have to weigh what they can save on fuel and maintenance costs, since electrics have fewer parts.

Heavy-duty trucks like electric semis have even further to go before they can be competitive with diesels. Some of those trucks are used for shorter routes, but to achieve a longer range of 300 miles, they require more batteries.

Deloitte estimates electrification adds around \$150,000 to the cost of a heavy-duty vehicle, or more than double the cost of some diesel tractor-trailers. Electric semi trucks will have the added problem of long charging times and little highway charging infrastructure.

"I see it being relevant but not ready for prime time," Chanje CEO Bryan Hansel said of longhaul electric trucks.

He thinks it will be five years or more before the battery technology and infrastructure can support cross-country electric trucking.

"It's a big prize, but the physics haven't caught up yet," he said.

But analysts believe that will change. Battery costs are expected to fall significantly over the next decade as technology improves. Deloitte expects battery costs for trucks to fall from \$260 per kilowatt-hour in 2016 to \$122 in 2026.

That would cut the cost of a 300 kWh battery pack – like the one in Daimler's prototype semi – from \$78,000 to \$36,600.

In the meantime, regulations will drive interest in electric trucks

In the U.S., trucks must meet

stricter emissions standards through 2027 under rules that went into effect last year. China is also tightening emissions standards.

And several major cities, including Paris and Mexico City, have called for a ban on diesels by 2025 to improve air quality.

Incentives are also enticing companies to add electric trucks to their fleets. Companies that buy or lease vans from Chanje are eligible for an \$80,000 voucher per vehicle from the state of California, for example.

France pays out 10,000 euros (\$11,669) to buyers who replace diesel vehicles with electric ones.

Companies are also experimenting with electrics – and other alternatives, like natural gas – because they want to meet their own sustainability goals and figure out the optimal mix for their fleets.

United Parcel Service, for example, has 300 electric trucks in its global fleet of 100,000 vehicles, mostly in the U.S. and Europe, said Scott Phillippi, UPS's senior director of Maintenance and Engineering for international operations.

Many of UPS's delivery routes require trucks to travel less than 100 miles per day, a range easily met by an electric truck, Phillippi said.

He said electric trucks also help the company take advantage of incentives.

UPS has set a goal of having 25 percent of its fleet be made up of alternative fuel vehicles by 2020, in part to encourage manufacturers to keep building and improving such trucks.

"The proof of concept time is over," Phillippi said.

"Everybody is starting to agree it's not a matter of if, it's a matter of when."



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General Motors' Ride Share Program Expands Its Reach

Drivers in the greater Los Angeles and Dallas metro areas can now enroll in BOOK by Cadillac, a first-of-its-kind luxury vehicle subscription service that gives members access to a variety of Cadillac vehicles on a month-tomonth basis with no long-term commitments.

The availability of BOOK by Cadillac in these new pilot markets comes on the heels of overwhelming demand for enrollment in the New York metro area, where the program launched earlier this year, said Melody Lee, Global Director, BOOK by Cadil-

"Since BOOK by Cadillac was first introduced, we've seen widespread enthusiasm and demand from consumers who are seeking ways to complement traditional methods of buying or leasing a vehicle," said Lee. "BOOK by Cadillac has introduced entirely new customers to the brand and has been fully embraced by younger audiences as an innovative service that meets their ever-changing needs. Introducing the service in Los Angeles and Dallas is a natural evolution of the program."

BOOK by Cadillac members in Los Angeles, Dallas and New York have access to a curated selection of vehicles - now including the CT6 PLUG-IN. With BOOK by Cadillac, members can experience the thrill of performance driving in an ATS-V or CTS-V, or explore their local countryside from the driver's seat of an XT5 or Escalade.

The addition of CT6 to all fleets also means members will now have the opportunity to experience Super Cruise, the first true hands-free driving system for the freeway.

The app-enabled, on-demand service allows BOOK by Cadillac members to browse a Cadillac portfolio and based on their needs, exchange a vehicle up to 18 times per year, all through a white-glove concierge service at a location of their choosing, like a home or office.

All BOOK by Cadillac vehicles CTS-V.

DETROIT (AP) - Japanese

technology conglomerate Soft-

Bank has reached a deal with

Uber to invest billions in the

Uber Technologies Inc. con-

But a person briefed on the

deal told The Associated Press

that SoftBank Group will buy

about \$1 billion worth of new

Uber stock, then will offer to pur-

chase shares from investors and

Uber employees with the goal of

reaching a 14 percent stake in

firmed the investment in a state-

ment Nov. 12 without giving de-

by TOM KRISHER

ride-hailing giant.

AP Auto Writer

Uber Getting More Funding

are 2017 and 2018 models with Platinum and Premium Luxury trims. With maintenance, insurance and detailing of the vehicle handled by BOOK by Cadillac, members have the freedom and flexibility to enjoy the driving experience with no long-term com-

In addition to the expansion of the pilot to the Los Angeles and Dallas markets, BOOK by Cadillac has also increased the number of vehicles in the New York metro area fleet. This increase in inventory will help satisfy an already-strong demand for enrollment in the program, with vehicles including CT6 and CT6 PLUG-IN, XT5, Escalade and Escalade ESV.

The demand for BOOK by Cadillac extends beyond the United States; the service has also been launched as a pilot project in the Munich, Germany metro area, with potential plans to debut in other global markets. BOOK by Cadillac members in Munich have access to the latest top-trim level Cadillacs, including XT5, CT6, Escalade, ATS-V and CTS-V.

The details are as follows, said Lee: A flat monthly fee of \$1,800 in addition to a one-time initiation fee of \$500 entitles members to experience driving in a variety of different Cadillac vehicles. Registration, taxes, insurance and maintenance costs are included in the monthly fee.

Membership is month-tomonth, with no long-term commitment required. Members can use a mobile app to reserve vehicles that will be delivered to their specified locations via a white-glove concierge service. Total driving mileage is limited to 2,000 miles per month, per BOOK by Cadillac account.

Certain location restrictions

Members will have access to 2017 and 2018 model-year Platinum and Premium Luxury Level Trim Cadillac vehicles, including the XT5, the CT6, the CT6 PLUG-IN, the Escalade, ATS-V and the





Van Dyke Across From **GM Tech Center**





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DOWN

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Payments on 2018 Cadillac XT5 are for a standard model with MSRP of \$40,990. Escalade payments based on 2017 Luxury $model \ with \ MSRP \ of \$82,900.36 \ month, 30,000 \ mile \ lease \ through \ GM \ Financial \ with \ a top \ tier \ credit \ approval. \$0 \ cap \ cost \ respectively. The second is the second of the second of$ duction funds down, only typical startup costs of taxes, license, registration, first months payment, acquisition and dealer fees due at signing. Take delivery by 11-30-2017, Lessee pays for excess wear, over mileage and disposition fee of \$595 at end of lease. Residency restrictions apply. May not be available with other offers. XT5 and CT6 includes \$750 Cadillac Customer Lease $Loyalty \ (must \, currently \, lease \, a \, Buick, Cadillac, Chevrolet \, or \, GMC \, through \, Ally, GM \, Financial \, or \, US \, Bank) \, and \, Escalade \, includes \, Constant \, Co$ \$3000 Cadillac Select Market Lovalty Bonus (must currently own or lease a 2003 or newer Cadillac). Customers are not required to terminate their current lease or trade in their vehicle. Loyalty offer is transferable to individuals residing in the same household. CT6 lease includes \$10,000 in limited supply "Flex Cash," while supplies last. Price based on GM Employee Pricing. Others slightly higher ©2017 General Motors Cadillac® XT5® Fscalade® CT6®



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the company. \$68.5 billion, but stock offers will be based on a lower valuation, so it's unknown just how much the total multibillion-dollar deal will be worth, said the person, who spoke on condition of anonymity because details were not re-

leased. Uber's statement said it reached an agreement with a consortium led by SoftBank and Dragoneer Investment Group. The deal is a vote of confidence in the company's potential and "will help fuel our investments in technology and our continued expansion at home and abroad. while strengthening our corporate governance," the statement

The move also clears the way for Uber, among the most valu-

able tech firms in the world, to sell stock to the public. Under the deal, the initial public offering will take place before the end of 2019.

SoftBank in Tokyo declined comment.

Such IPO deals generally take some time to be finalized, as they involve many people.

The long-awaited deal was made public in October but was delayed by a corporate governance and legal dispute between investor Benchmark Capital and ousted CEO Travis Kalanick. Both sides ended their feud on Nov. 12, clearing the way for the SoftBank investment, the person

Kalanick, who controls three of Uber currently is valued at 11 seats on the Uber board, agreed to allow a majority of board members to vote on any future appointments he makes, according to the person. Benchmark agreed to suspend a lawsuit against Kalanick and drop it once Softbank gets through a one-month tender offer period that will start in about two weeks. Benchmark, a major Silicon Valley venture capital firm that was among Uber's early backers, alleged in the lawsuit that Kalanick covered up turmoil and legal threats at Uber.

The deal allows early investors such as Benchmark to sell at least some of their shares at a handsome profit. But there will likely be some wrangling over how much shares are worth in the coming weeks.





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Thanksgiving Day Parade Has Storied Detroit History

CONTINUED FROM PAGE 1

the time, founded the company in 1881. Then merely a clothing store for men and boys, it was first located in the old Detroit Opera House Building. The store directly competed with C.R. Mabley, where Hudson had previously worked.

In 1911, Hudson opened a larger location on Woodward Avenue, with confidence that the area would become the center of downtown Detroit. The store was housed in a 25-story structure that was the world's tallest department store until 1961.

At one point, Hudson's claimed it was also the secondlargest store in the country in terms of square feet (2 million), with the largest being Macy's Herald Square location in New York City.

The Hudson family also had a hand in the city's early auto industry. They created Hudson Motor Car Company, which later became part of the American Motors Corporation. At its most successful sales year in 1929, the company was ranked behind only Ford and Chevrolet.

Hudson's will always be remembered for owning the world's largest flag, which was draped across the building's Woodward façade on Armistice Day and other patriotic holidays.

The flag was first hung in 1923 and was later shown off at the World's Fair in 1939.

The original flag was last displayed in 1949, to be replaced a year later with a new seven-story flag that required 55 men to hang it. After being hung for the final time in 1976, the flag was donated to the Smithsonian Institu-

Local business and community leaders also volunteer as the parade's Distinguished Clown Corps, doling out candy and good cheer to all parade atten-

First televised locally in 1948, the parade is now broadcast nationally to more than 100 million viewers.

Hudson's stopped sponsoring the parade in 1979. But if the Hudson's name is gone (along with its flagship downtown store), the event lives on as America's Thanksgiving Parade, supported by area corporations and the Michigan Thanksgiving Parade Foundation whose nonprofit Parade Company organizes the event with the help of hundreds of volunteers.

Even for residents from farther suburbs, a visit to Hudson's warranted a trip to Downtown Detroit. Older Detroiters fondly remember the magical children's toy floor.

For children throughout the Detroit area, holidays were marked by a visit to Hudson's 12th floor, where the "real" Santa awaited them.

Yet as the City of Detroit began to suffer from the economic downturns of the 1970s and 1980s, so did Hudson's. In 1969, the Dayton Co. purchased Hudson's and renamed the store the Dayton-Hudson Corporation.

Gradually, the comfort of suburban locations lured shoppers and the downtown Hudson's began to slowly downsize. In 1983, the downtown Hudson's store closed.

The building was sold in December of 1989 and, nearly one decade later, on October 24, 1998, the structure was implod-





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Was \$26,895 Sale Price: \$19,799*

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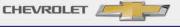
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