



2018 Chevy Tahoe PPV features First-in-Class Active Safety Technology.

Chevrolet Adds More Safety Technology to Police Units

When it comes to public safety, one can never be too safe.

Which is why GM Fleet is adding new safety features and options to the Chevrolet 2018 Tahoe Police Pursuit Vehicle (PPV) for the 2018 model year, including technologies designed to help reduce potential crash speeds or help avoid a crash all together, said GM spokeswoman Rita Kass-Shamoun.

"We want to protect our protectors and help them get home safely at the end of every shift," said Ed Peper, U.S. vice presi-

dent, GM Fleet. "The safety technologies we are introducing on the Tahoe PPV may serve as a second set of eyes."

The centerpiece is a new Enhanced Driver Assist Package that's the first of its kind for a pursuit-rated vehicle, Peper said. The option package is built around five distinct technologies and features:

- Low Speed Forward Automatic Braking: This feature, which has never been offered on

CONTINUED ON PAGE 3

Mopar's Moves to Become World Brand Means Expansion in Metro Detroit

by Jim Stickford

Mopar's efforts to become a world brand took another step forward last week with the opening of Mopar Romulus Parts Distribution Center(PDC).

The site will employ more than 100 people and represents a \$10.4 million investment by FCA, said Fiat Chrysler spokesman Darren Jacobs. It increases Mopar's parts distribution network to 23 sites in North America and more than 50 around the world.

With an additional PDC that opened earlier this year in Winchester, Va., FCA US has invested \$22.6 million in 2017 to strengthen its parts distribution network in the U.S., with 23 PDCs in North America, Jacobs said. Combined, the two facilities represent more than 170 jobs.

In addition to U.S. growth, Mopar has also recently expanded its international parts distribution network. In less than five years, Mopar recently has added four new parts distribution centers, including joint ventures in Asia, Europe and South America.

Mark Bosanac, director NAFTA Supply Chain Management and Global Parts for Mopar, said the Romulus facility was built to assist dealers to get parts and rep-



Gorlier opened up a new Mopar parts facility last week in Romulus.

resents Mopar's commitment to providing FCA customers with the best parts possible.

Norwood Jewell, UAW vice president and director of the Chrysler Department, spoke at the opening ceremony.

"Back in 2015, there were discussions about this plant and where it would be built," Jewell said. "To actually see a plant like this pop up just shows the growth of FCA and the UAW. This facility gets to ship parts to dealers and support the new cars that are being built. Just look at

the new Wrangler. There's a vehicle that people want to customize, and this plant will help that."

Pietro Gorlier, head of Parts and Service for Mopar, was also on hand at the opening ceremony.

CONTINUED ON PAGE 3

VW Exec Receives 7 Years for Emission Scandal

DETROIT (AP) – A judge on Dec. 6 sentenced a Volkswagen senior manager to seven years in prison for covering up a scheme to evade pollution limits on U.S. diesel vehicles, calling it an astonishing fraud on American consumers.

Oliver Schmidt, who is the second person to be sent to prison over the scandal, was dispatched to the U.S. from Germany in 2015 to meet with suspicious California regulators. But he didn't disclose rogue software that had long fooled authorities into believing that VW was meeting emissions rules on nearly 600,000 vehicles. He also misled American investigators and destroyed documents.

"I'm sure, based upon common sense, that you viewed this cover-up as an opportunity to shine – to climb the corporate ladder at VW," U.S. District Judge Sean Cox said. "Your goal was to impress senior management."

CONTINUED ON PAGE 4

MCC Hosts Event to Educate Students on STEAM Careers

by Jim Stickford

It's never too soon to get a sense of what one wants to do in life. Which is why for the past decade Macomb Community College (MCC) has been hosting an event that educates local students on potential careers.

Joe Petrosky, dean of Engineering and Advanced Technology at MCC, said that last week's Auto STEAM (Science Technology Engineering Arts Mathematics/Manufacturing) fair held at the school's Warren campus has a tradition at the school.

"This was our 11th year holding the event," Petrosky said. "Over the years the event has changed. We used to call it our RET event, which stood for Robotics Engineering and Technology. But times have changed and over the last decade we've refined what we've been doing in

response to what we perceive as the needs of businesses and students."

The goal of Auto STEAM, Petrosky said, is to create an interactive experience where students from area schools get to meet with representatives from industry to learn what careers are out there.

And MCC representatives have the chance to inform these students how they can obtain the education and skills needed for these potential careers, Petrosky said.

This year, said Sean Patrick, media relations manager at MCC, a total of nine organizations set up interactive "pods" for students. The participating companies were Magna, which had a pod about autonomous vehicles. General Motors' pod was about

CONTINUED ON PAGE 2



Cordioli at GM's pod at the recent MCC Auto STEAM fair.



Ford is working with ARGO at Carnegie Mellon to develop new autonomous driving systems.

Ford Goes Back to School For Autonomous Tech

Developing reliable self-driving cars requires pushing the envelope in computer science and artificial intelligence.

While Ford is applying the latest techniques in computer vision and machine learning to the work the company is doing every day, some of the most advanced research is being done at the university level, said Ford spokesman Alan Hall. That's why it's critical to stay connected to the academic community, so the company can cultivate the young minds that will help us bring cutting-edge work out of the lab and into the real world.

To do this, Ford has formed unique affiliations with Carnegie Mellon University and Georgia Institute of Technology to work with three world-class faculty members, Hall said.

"Developing reliable self-driving cars requires pushing the envelope in computer science and artificial intelligence," said Bryan Salesky, CEO, Argo AI. "While we're applying the latest techniques in computer vision and machine learning to the work we're doing every day, some of the most advanced research is

CONTINUED ON PAGE 10

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A New Housing Project Proposed In Detroit

DETROIT (AP) – Housing Secretary Ben Carson says Detroit will help start a new federal program designed to help those receiving housing assistance.

Carson visited Detroit last week to announce the launch of EnVision Centers, an initiative designed to help HUD-assisted households achieve self-sufficiency. Ten pilot centers are planned nationwide, including one in his native Detroit.

Carson discussed the program Dec. 6 at the Boys & Girls Clubs of Southeastern Michigan's Great Futures Gala.

EnVision Centers will be located on or near public housing developments to help boost character and leadership, educational advancement, economic empowerment and health and wellness. A mobile app is planned.

The effort uses partnerships with federal, state and local governments, nonprofits, faith-based organizations, corporations, public housing authorities and housing finance agencies.

Businesses Help Educate Area Students on Career Choices

CONTINUED FROM PAGE 1

the use of clay sculpting in the design of cars. Fiat Chrysler's pod was about the use of sketching in vehicle design.

Ford's pod was about rendering vehicles using 3D model technology. Kuka's pod was about the use of programmable logic controllers in manufacturing.

American Axle's pod was about drivability and the use of surface traction. Siemens' pod had a traffic light programming simulation. Comau's pod concerned robotics, and the North American International Auto Show was also on hand. Students learned about the show and how it promotes Detroit and the auto industry.

Petrosky said the students went to each pod and were able to participate in the hands-on demonstrations that took place.

One of the industry professional who interacted with students was Bruna Cordioli, a creative sculptor at GM's Design Dome in the Tech Center.

Cordioli, a native of Brazil, received her degree in product design from the Maua Engineering School San Paulo. She worked first as an intern for GM in Brazil, and eventually got a job with the company. She came to the U.S. three years ago and has worked on several vehicles, including Cadillacs that haven't yet been shown to the public.

"I am here to show kids how the car design process works," Cordioli said. "We try to give them a perspective on what they can do in the future and that you don't have to be an engineer to work on the creation of cars. That's why we have a full-size model car that students can sculpt."

Cordioli said that the students have been telling her that work-



Students from across the Detroit area came to a STEAM fair hosted by Macomb Community College.

ing on the car is "way fun" and that they are surprised how creative they can get.

"But the most frequent question I hear from students is 'how long does it take to create a car from start to finish,'" Cordioli said. "Back in Brazil a lot of people were surprised to learn that women could work in the auto industry designing cars. I want to let students know that they can do this too."

Among the students who attended the STEAM fair was Jade McGuffey of Wyandotte Middle School.

"I wanted to come here to see what you need to be a mechanical engineer," McGuffey said. "I like to build stuff and think it would really be cool to be a mechanical engineer. So an event

like this, where I can learn what I need to know to be a mechanical engineer."

Petrosky said that the 2017 event was a success. Now they

will rest a couple of months, and then get ready for 2018.

"It takes months to put this on," Petrosky said. "But we think it's worth the work."

Ford Working with Chinese Partner

NEW YORK (AP) – Ford is joining with Chinese e-commerce giant Alibaba Group to explore new ways for people to buy and own vehicles in the world's largest auto market.

The carmaker said Dec. 7 that it's signed a three-year agreement to test marketing sales and marketing as well as collaborate on cloud computing and distribution strategies.

Initially the companies will study methods for people to buy vehicles from pre-sale research,

to test drives and leasing options. They'll study areas to cooperate "that are reshaping the automotive industry in China and around the world," Ford said in a prepared statement.

Ford also hopes to better incorporate digital technologies and platforms into its vehicles.

Ford is a relatively small player in China and has been focusing on expanding into the market to better compete globally. It promised to roll out 50 new vehicles in China over eight years.

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Chevrolet Adds More Safety Features to Police Vehicles

CONTINUED FROM PAGE 1

a pursuit-rated vehicle before, automatically applies the brakes to help reduce a collision's severity if the vehicle is traveling at a low speed and the system detects that a front-end collision is imminent and the driver has not already applied the brakes to avoid the detected hazard ahead of the vehicle.

- **Forward Collision Alert:** This system uses radar and a forward-looking camera to measure the closing speeds between a vehicle and any objects that might be in its path.

If a driver-adjustable threshold is passed, the system triggers a visual alert and audible beeps or seat pulses, if so equipped, that warns the driver of potential dangers.

- **Lane Keep Assist with Lane Departure Warning:** This feature provides gentle steering wheel turns to help drivers avoid crashes due to unintentionally drifting out of their lanes when they are not actively steering and the turn signals are not activated.

- **Safety Alert Driver Seat:** The GM-patented Safety Alert Seat gives drivers the option of choosing to get haptic seat-bottom vibration pulses as warnings instead of audible crash avoidance alerts.

- **Power Adjustable Pedals:**

Combined with the Tahoe PPV's standard 10-way power driver seat and tilt wheel, the power adjustable pedals help drivers of all sizes find their optimal driving position for comfort and control, making driving both safer and easier.

"When they're on road patrol, police officers are constantly multitasking," said Theodore Quisenberry, 43-year law enforcement veteran and the retired chief of the Royal Oak Police Department and the Oakland County Homeland Security Division.

"Now when officers are scanning their surroundings, so is their vehicle. That will help them stay safe."

Kass-Shamoun said that according to a 2017 Insurance Institute for Highway Safety (IIHS) report on front crash prevention, vehicles with forward collision warning reduced the rate of rear-end crashes reported to police by 27 percent and when combined with automatic braking further cut the rate by 50 percent.

The Tahoe PPV also includes a number of standard safety and driver assist features, Kass-Shamoun said, including Stabili-Trak Electronic Stability Control System, Bluetooth hands-free connectivity, Rear Vision Camera with Rear Park Assist and steering wheel controls.

Mopar Expansion Plan Comes to Romulus

CONTINUED FROM PAGE 1

"What a great year for Mopar," Gorlier said. "As some of you may know, Mopar is celebrating its 80th anniversary this year. The brand was born in 1937 with an antifreeze product. I can't think of a better way to celebrate this anniversary than by opening a state-of-the-art parts distribution center."

Mopar is experiencing growth around the world, Gorlier said. The Romulus site will serve as a global source PDC, replenishing other regional PDCs in the area with the 10,000 highest-volume products in the Mopar brand's 500,000-plus part portfolio. Overall, the facility will use two shifts of workers to handle approximately 45 million parts annually and an estimated 35 inbound and 35 outbound trailers every day.

"All of this work and investment has one objective," Gorlier said. "Be all of the service our customers need. The only purpose for those who work here will be to implement our motto of 'service to the people who drive us.' These customers deserve prompt, fast efficient service with minium downtime for their vehicles."

The site is part of Mopar's goal of providing total customer service, Gorlier said.

"This is a time when customers have endless possibilities when it comes to ordering parts," Gorlier said. "Often the

part they want is just a computer click away. But it is here at this site and others like it where Mopar's vision of becoming a brand that provides total customer service is made a reality. I say let's keep on building this brand and creating our vision."

Gorlier said that by building the Romulus PDC close to the airport, Mopar is able to get parts to customers faster.

That's important because Mopar is part of FCA as it exists today – an automaker with global reach that has 70 million customers on several different continents.

"We have simply developed across several regions around the world," Gorlier said. "We are using the same model of customer care wherever we are, and we are leveraging our assets. It's important to run the business the same everywhere. It's more efficient. Of our 70 million cus-

tomers globally, 30 million are in North American and 40 million in the rest of the world."

When asked about competition from companies like Amazon, Gorlier said there's always something to learn about how they do business, but at the end of the day, they still need to get any parts they might sell from Mopar.

"We can learn from them, but they don't build parts," Gorlier said. "Mopar does. This isn't just about auto parts, it's about passion. There is value in having something that represents more than just a name. Mopar has been doing this for 80 years for many different owners for a company with many different names. They've all invested in the Mopar brand because they saw the value in it. Our customers are passionate for vehicle performance and for the Mopar brand."

Traffic Plan for Downtown Detroit

DETROIT (AP) – The Michigan Department of Transportation plans to move forward with the idea of replacing Interstate 375 in downtown Detroit with surface streets.

Crain's Detroit Business reports an MDOT study reimagine the roadway as a boulevard connecting I-75 with Detroit's central business district and waterfront. Jonathan Loree, a senior project manager for MDOT, says the existing I-375

doesn't meet the city's needs.

The *Detroit Free Press* reports the update comes following years of study and debate but it could be about 2022 at the earliest before the project starts. Details and funding need to be arranged before work on the spur that currently feeds into downtown off I-75.

In its place, plans for the roadway would create surface streets with landscaped medians, bicycle lanes and other amenities.



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VW Exec Receives 7 Years for Emission Scandal

CONTINUED FROM PAGE 1

The judge called Schmidt, who had led VW's engineering and environmental office in Michigan for three years, a "key conspirator" in the deception.

"Without trust in corporate America," Cox said, "the economy can't function."

The diesel vehicles were programmed to trigger certain pollution results only during testing, not during regular road use. The plan was hatched in 2006, and the vehicles were marketed as "clean diesel." Justice Department prosecutor Ben Singer called it the "height of irony."

Schmidt, 48, was arrested in Miami in January while trying to return to Germany after a vacation. He's been in custody without bond.

"For the disruption of my life, I only have to blame myself. ... I accept the responsibility for the wrong I committed," Schmidt told the judge.

Engineer James Liang cooperated with the FBI and was sentenced to 40 months in prison last summer. Six others at VW or Audi were charged, but they are in Germany and out of reach of U.S. authorities. Among them is Heinz-Jakob Neusser, who was described as Schmidt's boss. He was head of engine development and, later, VW brand development.

VW pleaded guilty as a corporation in March and agreed to pay \$4.3 billion in civil and criminal penalties on top of billions more to buy back cars.

Schmidt's lawyer, David DuMouchel, argued that his sentence should be identical to Liang's, noting that his role only heated up in 2015 in the last months of the scheme.

Modern Art Museum Declares Classic Fiat 500 Work of Art

Art can be many things – a painting, a sculpture, a fresco or even a car.

The Fiat 500's acquisition by the New York Modern Art Museum (MoMA) has earned the Fiat brand an accolade at the 2017 Corporate Art Awards, said Fiat Chrysler spokeswoman Diane Morgan. The award celebrates the status of the most popular car in the Fiat brand's history – the icon that brought mass car ownership to Italy and has become a worldwide ambassador for the country and a major symbol of Italian creativity – as a genuine, globally important work of modern art.

Founded last year with the aim of increasing the visibility, recognition and reputation of projects that connect the world of business to the world of art, Morgan said the Corporate Art Awards are organized in association with the LUISS Business School and support from the Italian Arts, Heritage and Tourism Ministry, as well as the Confindustria industrialists' association, ABI banking association, Museimpresa museums' association and the Foreign Ministry.

This year's edition, which concluded Nov. 21 in Rome with the awards ceremony in the Collegio Romano's Sala Spadolini, repeated the international success of 2016, with the participation of 80 companies from 18 countries.

A global scope that very much reflects the identity of the Fiat 500 itself, Morgan said, with more than 80 percent of sales made outside Italy, and the car is a European best-seller in its segment, topping its category in nine European countries and in the top three in another seven.

Attending the private audience with Italian President Sergio Mattarella, was Olivier Francois,

head of Fiat Brand and chief marketing officer, FCA.

"We are honoured to receive this prestigious award," Francois said. "The award is a tangible recognition that Fiat 500 is not just an industrial masterpiece with a 60-year history, but rather a real symbol of Italian creativity, which has won a place in the collective imagination. And its journey continues today, with ever-increasing vigour and awareness of its role as an ambassador for Italian excellence worldwide."

The 2017 Corporate Art Award is yet another prize for the splendid Fiat 500, 60 years after its birth, Francois said. Its acquisition by the permanent collection of the New York Modern Art Museum provides "incontrovertible proof of the car's iconic, global status and is a genuine tribute to its unforgettable style."

The charming "face" of the Fiat 500 with its chrome whiskers and round headlights is recognised around the world – and has inspired artists all over the world to evoke it in their works, Francois said.

The model purchased by the MoMA is a 500 F series, Morgan said, the most popular 500 ever, made from 1965 to 1972. If the 500F is added to the other versions (Sport, D, L and R) of the first generation, more than 4 million cars were produced from 1957 to 1975.

Today's 500, just like its illustrious ancestor, Morgan said, immediately proved highly successful since its reintroduction in 2007. In just 10 years it has already acquired 2 million customers, as well as winning an impressive array of prizes, including World Car of the Year and the Compasso d'oro.

Apart from its worldwide sales and numerous awards, Morgan said the Fiat 500 is a symbol of Italian design and manufacturing



MoMA in NYC has added a Fiat 500 F series to its permanent collection.

worldwide, and fully deserves its place in the collective imagination, with importance far beyond the automotive industry itself.

This status is confirmed by the impressive programme of events that the brand took part in this year to pay homage to the 60th anniversary of the Fiat 500.

In addition to its entry into the

MoMA and its prize at the Corporate Art Awards, Morgan said the Fiat 500 was featured in "See You in the Future," Fiat's first short movie, starring Oscar-winner Adrien Brody, and took part in the delightful "500 Forever Young Tour" roadshow, which saw the iconic Fiat 500 visit some of Europe's loveliest squares.

Lamborghini Joins Crowd, Making a 'Super' SUV

by COLLEEN BARRY
AP Business Writer

MILAN (AP) Supercar makers have long known that parked next to that snarling Lamborghini, racing-red Ferrari, or stately Bentley at some of the globe's toniest addresses is a practical SUV. With the sport utility vehicle market growing by leaps and bounds, they increasingly want in on those profits.

Lamborghini unveiled the once-improbable Urus SUV on Dec. 4 at its headquarters in Sant'Agata, Italy, where the supercar maker owned by the Volkswagen group is expanding the factory to meet utility vehicle demand. The Urus enters a luxury field crowded with the Mercedes G-Class, the Bentley Bentayga and the trailblazing Porsche Cayenne – and soon to be joined by Aston Martin, Rolls Royce and, in all probability, Ferrari.

Analysts say that the move into SUVs has become a natural fit for most brands, even supercar makers like Lamborghini, despite the risk of alienating aficionados.

"I think if you look at those brands' image, I think you would look at an SUV – especially a Lamborghini – as almost a sell-out move. I don't think that is the case anymore," Jeff Schuster, senior vice president at LMC Automotive in Detroit. "There is some risk to the purist, who can only see one view of the brand. But as long as they don't move too far out of who they are, a lineup can include an SUV in these brands. I wouldn't have said that five years ago."

From being nonexistent in 2006, high-end SUVs have more than quadrupled in sales since 2010, from 4,700 units to almost 21,000 units in 2016, driven by the Mercedes G-Class and Bentley Bentayga, according to IHS Automotive. The entry of the Urus along with the planned Aston Martin DBX and Rolls Royce "High Side Vehicle" is expected to push those numbers up to 29,300 by 2020. Even Ferrari is considering entering the category, with a decision expected early next year, which could leave McLaren as the only hold-out among supercars.

Luxury SUVs are merely following the mass-market trend. SUVs are the fastest-growing overall segment of the car market, tripling in sales in a decade from just under 8 million units in 2006 to nearly 26.5 million units last year. SUV sales are forecast by IHS Automotive to grow by an-

other 28 percent to over 34 million units by 2020.

Before having a true luxury option, IHS automotive analyst Ian Fletcher said, many SUV owners went to private modifiers and tuners to increase performance and add luxury swag to their off-the-line mass-market vehicle. "A lot of manufacturers said, 'Oh, we can have a piece of that,'" Fletcher said.

Porsche proved the market with the Cayenne, and was followed by the Mercedes G-Class, "which went from being utilitarian to being something synonymous with the Kardashians," he said.

The decision to enter the SUV market was a no-brainer for Lamborghini, which as part of the VW group shares luxury SUV platforms with the Bentley Bentayga and the Audi Q7, bringing down development costs and increasing profit margins.

"The Urus looks like it will be far more rakish than the SUV range that the VW group has, and far more dynamic," Fletcher said. Trailers of the Urus show the vehicle spinning around the desert, an obvious fob to Middle Eastern brand enthusiasts, but could also appeal to buyers in Africa and Russia, where road conditions in some areas may have discouraged buyers from indulging in the lower-slung sportscars.

"They are aiming to have a vehicle which epitomizes what the brand's core characteristics are: sport, high performance and accessible to customers who had to give up a sports car because they are having children, or just couldn't get into a sports car any more or it wasn't practical," Fletcher said. "It broadens the brand to a wider group."

IHS forecasts Urus sales of 2,900 a year to a peak in 2019-2020, putting it on par with the Lamborghini Huracan. And as with cars in the super luxury segment, the profit margins can be astronomical.

In the United States, SUVs are reshaping the luxury market, outpacing car sales and reaching a new audience, with the appeal strongest in trend-setting cities like Los Angeles, Miami and New York.

"I think car companies want to keep the brand pure, but they cannot ignore the market right now," said Jessica Caldwell, senior analyst at Edmunds. "They are in the business to make money and I think that is why they are going this route."

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FCA Executive Teleconferences On Seat Safety

Nothing takes a back seat to safety. In fact, the back seat is where an 8-year-old is most likely to find safety.

That's what Mark Chernoby told an after-school car club at Bowling Green (Missouri) Elementary in a private teleconference, said Fiat Chrysler spokesman Eric Mayne.

The executive who heads vehicle safety and regulatory compliance at Fiat Chrysler Automobiles N.V. connected with the auto aficionados after a club member reached out with an idea to make cars safer, Mayne said. From a safety lab at the Company's U.S. headquarters in Auburn Hills, Chernoby recently shared advice via teleconference.

But it wasn't all business. Back-seat travel affords kids an opportunity to have fun, Chernoby noted.

The teleconference was prompted, Mayne said, by an e-mail to the executive, from club president Jackson Bierly. The 8-year-old pitched an air-bag concept to FCA, maker of his favorite brand – Dodge.

Discussion ranged beyond back-seat travel, with one clever clubber engaging Chernoby on the topic of suspension travel.

"Nothing is more important than encouraging the type of inquisitiveness these kids showed today," he said later. "That's how we develop great engineers. And great engineering can have dynamic impact on the lives we lead."

The FCA Foundation, the charitable arm of FCA US LLC, supports programs that promote science, technology, engineering and math as avenues of study for young people. The foundation recently donated \$900,000 to support academic and nonprofit organizations across the United States.

UAW Caucus Nominates Gary Jones

DETROIT (AP) – An influential caucus of United Auto Workers leaders on Nov. 30 nominated a regional director from Missouri to become the union's next president.

Gary Jones, who heads a regional office near St. Louis, will lead a slate of candidates to be voted on at the union's convention in June. In most cases candidates are elected after being nominated by the caucus of local union leaders.

Jones likely will replace Dennis Williams and take over a 400,000-member union that is dealing with a bribery scandal and stalled efforts to organize workers at foreign-owned auto plants in the south.

Before becoming regional director Jones, a certified public accountant, served as the union's chief accountant and as a top aide to three secretary-treasurers at the Detroit headquarters.

Secretary-Treasurer Gary Cassteel was nominated to return to his post. Vice President Cindy Estrada and Regional Directors Rory Gamble and Terry Dittes were nominated for three vice president posts. Gamble leads a region in Michigan while Dittes heads a regional office based in New York.

Williams will retire, as will Vice Presidents Jimmy Settles and Norwood Jewell.

The pending change in leadership comes as the UAW faces an expanding federal investigation into a corruption scandal involving a worker training center jointly run by Fiat Chrysler and the union.

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Girl Scouts Got to 'STEAM' Along at the GM Design Dome

Girl Scouts from around Michigan had the chance to learn about vehicle design thanks to the GM's "Creative Careers at GM Design" Science Technology Engineering Art Mathematics (STEAM) fair.

The gathering took place on Dec. 2 at the Design Dome located on the GM Tech Center campus in Warren, said Maggie Eko, group manager - Academy and Design.

"The purpose of the event," Eko said, "is to introduce young women to auto design and make them aware of the creative design skills a company like GM has, and how there are roles that women can play in the design of a vehicle."

Roughly 200 Girl Scouts from across Michigan attended the event, Eko said. They were part of the Southeast Michigan Council and Heart of Michigan Council.

Eko herself has been working for GM for about 18 years. She got her start in the auto business after graduating from the Columbus College of Art & Design in Ohio.

"I started out at GM as a clay sculptor," Eko said. "I now work as a digital sculptor. Back when I started, we had to build our own tools and learned things the old fashioned way."

But since then, Eko said, vehicle design has taken a step forward with the use of Computer Aided Design (CAD) technology.

Much of the design process is done via computer, but there is still a need for people with clay sculpting skills, Eko said. Vehicles still need to be seen in the real world before going into production.

Eko said that while many of her relatives worked for the auto industry, her parents didn't.

"My father worked for Michigan Bell and my mother was an artist," Eko said. "When I told them I wanted to get an art degree, they had to be talked into supporting me. I had to find a way to make an art degree pay off."

That's where GM came into the picture.

"For me to be able to talk to young women and tell them that they can pursue an art degree and be creative and be able to work for a company like GM is great," Eko said. "If I knew what I could do with my degree before I got it, I wouldn't have had to convince my parents to support me. Talking to the Girl Scouts allows me to pay it forward as it were."

Many people think of car creation as something men do, but statistics show that about 20 percent of vehicle design jobs go to



Girl Scouts got to see, in a hands-on way, how sketching is used to design vehicles at a Tech Center event.

women, Eko said. That figure is up from previous decades.

"You do need math skills and other technical skills to be a designer," Eko said. "Fortunately most art degrees do require students to take math and science classes. The most common question I've been asked when talking to students is do I like cars."

The answer is pretty simple.

"I tell them that cars are art," Eko said. "Everything from the way a car looks on the outside to the switches in the interior and how they are placed has to be designed by artists. You don't have to be a car person to do that. I mean it helps, but as soon as I tell students they, their interest perks right up."

Another fact that Eko shares with students is that cars are seen by everyone.

"An artist with a show in a gallery might have 50 or 100 people see his or her work," Eko said. "Millions of people buy cars and millions more see them."

The day was broken down into seven different segments, Eko said. Scouts were given a 30-minute career awareness presentation. That was followed by a question and answer session. Scouts were then able to go to the various stations that were set up and see how design is done. This was followed by lunch.

Then scouts were able to go to the photo area and see a product of GM design, a green special edition Corvette convertible.

"The car's color was 'Girl Scout' green," Eko said. "Then the scouts were shown videos, and finally, they worked on creating a special badge for their sashes. Everyone who participated in the event got a copy of the badge that was created."

Hosting these events is a privilege, Eko said. GM is all about STEAM, and being able to share this with young ladies who might be interested in an automotive career really matters.

"There are so many careers out there that young women don't know about, careers they'd be good at," Eko said. "Letting them know about these careers can really make a difference in someone's life."

Tesla Makes Good on Battery Promise

ADELAIDE, Australia (AP) — The world's biggest lithium-ion battery has plugged into an Australian state grid, an official said Dec. 1, easily delivering on Tesla Inc. chief executive Elon Musk's 100-day guarantee.

Musk promised to build the 100-megawatt battery within 100 days of the contracts being signed at the end of September or hand it over to the South Australia state government for free.

South Australia Premier Jay Weatherill announced Dec. 1 the battery began dispatching power into the state grid on Nov. 30 afternoon, providing 70 megawatts as temperatures rose above 86 degrees Fahrenheit.

"South Australia is now leading the world in dispatchable renewable energy, delivered to homes and businesses 24/7," Weatherill said.

The official launch came a little over 60 days after the deal was signed. But crucially, it came on the first day of the Australian summer — the season when power usage soars due to air conditioning use. The battery has the capacity to power 30,000 homes for up to an hour in the event of a severe blackout, but is more likely to be used to boost supply during peak demand periods.

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GM has advice on how people can transport Christmas trees.

Tree Transport for 2017

The holiday season is upon us and for many that includes a fun-filled trip with family or friends to find the perfect holiday tree. But before your tree-hunting adventure begins, it's important to be prepared.

A recently published AAA survey estimates that in the past three years 20 million Americans did not properly secure their trees to their vehicles, which may lead to dangerous road debris, said GM spokeswoman Katie Amann.

To help get your tree home safely, Amann said people should check out the following tips from Chevrolet engineers for transporting a tree in or on top of a vehicle:

1. Dress warmly, wear gloves and bring a piece of cardboard to kneel on if you're cutting your tree down.

2. If you're transporting the tree inside your vehicle, make sure to lay down a tarp to keep your car clean.

If you're transporting the tree on top of your vehicle, make sure you have cross-rails installed so you can help avoid damaging the paint on top of your vehicle.

3. Make sure the tree is tightly bound with netting or rope before tying it to the top of the vehicle.

4. Place the stump end of the tree toward the front of the car to reduce aerodynamic drag and ensure a safe drive home.

5. Lay your tree directly over-top the available cross rails, loop twine over and around it and repeat to cinch it with a figure-eight motion to secure your tree tightly to the vehicle.

This can help protect the tree from moving around while you drive it back to your house after purchase.

6. If possible, use secondary roads and avoid highways when driving with your tree on top of the vehicle. That helps keep the tree on top of your vehicle.

7. BONUS TIP: Choose a car such as the 2018 Chevrolet Traverse with available OnStar 4G LTE Wi-Fi hotspot1, Apple CarPlay/Android Auto2 compatibility and 120-volt power outlet so you can take the holiday party with you wherever you travel this winter.

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Payments on 2018 CADILLAC XT5 are for a standard model with MSRP of \$40,990, Escalade on 2017 PREMIUM Luxury AWD CTA Courtesy Transpersion Vehicle with MSRP of \$87,090. CT6 on 2017 Luxury RWD model with MSRP of \$66,010. 36 month, 30,000 total mile lease through GM Financial with a top tier credit approval. \$0 cap cost reduction down, only typical startup costs of taxes, license, registration, first months payment, acquisition and dealer fees due at signing. Take delivery by 12-31-2017. 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 rebate (must currently lease a Buick, Cadillac, Chevrolet or GMC through Ally, GM Financial or US Bank) and Escalade includes \$3000 Cadillac Select Market Loyalty 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. Dealer "Flex Cash" used on CT6 and with \$2,000 Flex Cash on the Escalade lease is only available while supplies last. Price based on GM Employee Pricing. Others slightly higher. ©2017 General Motors. Cadillac® XT5® Escalade® CT6®

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Tesla Wins Court Appeal

KANSAS CITY, Mo. (AP) – Tesla Inc. can continue to sell its electric cars directly to consumers in Missouri after a state appeals court reversed a lower court ruling that favored a trade group representing car dealers.

The Missouri Automobile Association sued the state Department of Revenue in 2015, arguing that the agency violated state law by granting licenses allowing Tesla to sell cars directly to customers.

A three-judge panel of the Missouri Court of Appeals ruled Dec. 6 that the car dealers association did not have standing to sue the state agency, reversing a lower court’s ruling.

“The decision is a victory for Missouri consumers who want the choice to learn about and purchase their Tesla in their home state,” Tesla said in a statement. “We have been serving customers in Missouri for almost five years and have contributed to the state economy and jobs for Missourians _ something that will now continue.”

The ruling followed a decision by Cole County Judge Daniel Green last year that the Revenue Department should not renew Telsa’s motor vehicle dealer liit-the carmaker is not a franchisee. After that ruling, Tesla temporarily closed its offices in Kansas City and a St. Louis suburb.

Gurung's Retail Lab at Cadillac House has the his latest collection.

Cadillac House Brings New Fashion to Marketplace

For the Cadillac brand, style is something that extends beyond automobiles.

The Council of Fashion Designers of America (CFDA) and Cadillac recently named the next four designers participating in Retail Lab, a mentorship program which provides fashion designers a real-world education in retail, including a rotating physical retail space at Cadillac House, said Cadillac spokesman CJ Smith. The 2018 Retail Lab shops, which will operate for three months each, are Title of Work, Dannijo, Rosetta Getty and Rachel Zoe.

The four designer brands follow the first class, Smith said, which featured Timo Weiland, Cushnie et Ochs, Public School, Tanya Taylor, Pamela Love and Prabal Gurung, whose retail shop opened at Cadillac House this past October for the holiday season.

Retail Lab is a pioneering program developed with Cadillac in which designers are selected through a competitive application process to gain valuable retail experience under the tutelage of fashion industry experts. Participating designers also receive access to a brick-and-mortar retail space at Cadillac House to show their work and sell products.

At Cadillac House, which Smith describes as a brand experience center that invites innovators across art, fashion, entertainment and hospitality to create unique programming for the public, designers are encouraged to transform the space as they see fit to bring to life their unique vision and point of view.

“The selected 2018 Retail Lab designers are a diverse group of American fashion designers with a unique brand story to tell,” said Ashley Sandall, director of Strategic Partnerships for the CFDA. “With Cadillac’s continued support, these designers are able to grow their businesses while receiving valuable resources as they consider opening their owned retail stores.”

“Retail Lab is the full embodiment of our brand’s commitment to fashion and Cadillac House’s

mission to curate ever-changing programming for the community, beyond automotive,” said Nathan Tan, associate director of brand partnerships and experiences at Cadillac. “We are proud to provide this year’s class of designers with a blank canvas to experiment with as a physical extension of their brand and look forward to seeing what they each create.”

Retail Lab is also supported by way of store fixtures provided by Alu, mannequins from DK Display, hangers from Henry Hangers and technology and retail business solutions from Prism, Axis and KWI, Smith said.

Retail Lab is located within Cadillac House at 330 Hudson Street in New York. The store will be open six days a week, Mondays through Fridays from 11 a.m. to 7 p.m., and Saturdays from 11 a.m. to 5 p.m.

Retail Lab is a program launched by Cadillac and CFDA providing tangible value to designers who are driving the fashion industry forward, Smith said. Participating designers, selected through a competitive application process, will gain valuable retail experience under the tutelage of fashion industry experts.

The main component of Retail Lab will be a custom retail shop located on the ground floor of Cadillac House in New York, while also learning integral keys to success in retail, including business development, marketing and public relations, Smith said. In addition to covering costs associated with a retail space, such as real estate, display units, mannequins, signage and point of sale system, Cadillac will provide each designer with a \$75,000 grant to put towards wholesale buys, sales support and marketing.

As the first Innovation Partner of CFDA’s Retail Lab, Accenture works closely with the Lab’s select group of emerging fashion designers to develop customized retail strategies and equip them with the critical business knowledge and digital skills required to stay competitive in today’s challenging retail market, Smith said.

GM Sees Self-Driving Cars on Streets in 2019

By TOM KRISHER
AP Auto Writer

DETROIT (AP) - General Motors Co. expects to carry passengers and deliver goods with self-driving vehicles in big cities sometime in 2019, telling investors it's moving quickly and plans to be ahead of other automakers and tech companies.

The Detroit automaker recently made the announcement at an investor presentation in San Francisco, saying that based on its current rate of change, it expects "commercial launch at scale" of the autonomous vehicles within the next year or so. The vehicles would not have a human backup driver, the company said.

Company executives didn't say how many vehicles GM would deploy or what cities they would be in, but they were clear that the company plans to run ride-hailing and delivery services and quickly make money off them _ at higher profit margins than it now makes from selling cars and trucks.

"This business is potentially bigger than our current core business," Chief Financial Officer Chuck Stevens told the group.

GM said it is important to be first to get the self-driving electric vehicles on the road so the rider experience can be improved quickly and give the company a competitive advantage. GM said there still was much more difficult engineering work to do. And it's not quite clear yet whether the automaker will be first.

Delphi, an automotive supplier, has said it expects commercial vehicles to be using its autonomous system in limited areas in 2019. Delphi recently bought autonomous software startup NuTonomy and is also

partnering with BMW AG, chipmaker Intel Corp. and camera and visual recognition software maker Mobileye.

Google's Waymo division is testing self-driving minivans in Phoenix, carrying passengers without a backup driver in the front seat. An employee in the back will be able to stop the vehicle by pushing a button but won't be able to steer the vehicle. Waymo plans to announce a commercial service in the next few months.

German automaker Daimler AG has teamed up with supplier Bosch to develop autonomous taxis by 2020. And Ford plans to have a self-driving car available for ride-hailing services by 2021.

GM President Dan Ammann said the first commercial use of EVs would be in ride-sharing. He wouldn't say if the service would involve ride-hailing company Lyft, in which GM has invested \$500 million. More details, he said, would come closer to 2019.

GM's Cruise Automation unit is testing autonomous Chevrolet Bolt electric vehicles with human backup drivers in San Francisco, Detroit and Phoenix, and has plans to test in Manhattan next year.

The automaker says it's focused on deploying self-driving vehicles safely, but it also wants to beat rivals to market. Ammann said GM is in the lead to deploy the vehicles in large numbers. Once they're on the road, the vehicles' computers will constantly learn and improve.

"Getting first onto that learning curve is pretty important," he said.

GM estimated the total ride-sharing market could reach \$1.6 trillion once it hits 75 percent of all rides in the U.S. Now it's less than 1 percent. Ammann said GM now makes about \$30,000 per ve-

hicle by selling them, but said ride-hailing and delivery profits could rise to hundreds of thousands of dollars per vehicle.

Because GM has software and sensor development, as well as manufacturing, it can roll out autonomous vehicles cheaper than competitors, the company said.

Investors apparently weren't impressed by the presentation or had already built autonomous vehicles into GM's stock price. After the afternoon presentation, shares of GM fell 1.8 percent to close at \$43.04 while the broader markets ended higher.

Auto Writer Dee-Ann Durbin contributed to this report.

OEM Not Phased By Efforts to End EV Incentive

SMYRNA, Tenn. (AP) - The head of Nissan Motor Co.'s operations in North America said Dec. 4 that the company is undaunted by congressional efforts to do away with a federal tax credit for plug-in electric vehicles.

Boasting a 40 percent increase in battery range to 150 miles (240 kilometers), the 2018 Leaf will hit dealerships early in the new year with a sticker price of just under \$30,000. But that's before a \$7,500 federal tax credit that has been a major selling point for buyers of the previous version of the Leaf or other electric offerings from companies like Tesla or General Motors.

The tax credit could disappear if the House version of a federal tax overhaul bill prevails in negotiations with the Senate, which included the incentive in the bill it passed last week.



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36 months

10,000 miles year

\$624 total due at signing (includes first month payment)

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2018 GMC Terrain

SLE FWD Lease Offer MSRP: \$29,370

\$277

per month

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39 months

10,000 miles year

\$517 total due at signing (includes first month payment)

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2017 GMC Acadia

SLE1 FWD Lease Offer MSRP: \$33,770

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GM ‘Marketplace’ Tech Turns Car Into Shopping Center

Starting in the beginning of December General Motors Co. rolled out the automotive industry’s first commerce platform for on-demand reservations and purchases of goods and services. With Marketplace, drivers can now order and pay for their favorite coffee – and much more – on the way to work with a simple tap on the dash.

Marketplace allows customers to order food, find the closest gas station to save on fuel, and make dinner reservations on the go, said GM spokesman Vijay Iyer.

This means Marketplace gives drivers of eligible Chevrolet, Buick, GMC and Cadillac vehicles the opportunity to more safely interact with a growing number of their favorite brands in retail, fuel, hospitality, food, hotel and transportation through the in-vehicle touchscreen.

Marketplace, Iyer said, also features a “Shop” section dedicated to offers specific to GM vehicles, for instance purchasing Wi-Fi data, discounts for an oil change or deals on General Motors accessories. Simple on-screen notifications can identify relevant offers.

“The average American spends 46 minutes per day on the road driving. Leveraging connectivity

and our unique data capabilities, we have an opportunity to make every trip more productive and give our customers time back,” said Santiago Chamorro, vice president for Global Connected Customer Experience, GM.

“Marketplace is the first of a suite of new personalization features that we will roll out over the next 12 to 18 months to nearly four million U.S. drivers.”

Leveraging the embedded 4G LTE connectivity, Chamorro said GM is adding Marketplace to millions of existing 2017 and 2018 model-year cars, trucks and crossovers that have compatible infotainment systems, with continued rollout to compatible new vehicles.

A separate data plan is not required to use Marketplace.

“For most retailers and consumer brands the daily commute is the only time not accessible in a consumers’ day,” said Chamorro. “Marketplace gives merchants the ability to more safely engage with drivers and passengers in a meaningful way that provides true value for our customers.”

Marketplace is designed to be used while driving, Iyer said. It uses machine learning from real-time interaction data, such as location, time of day and a driver’s

established digital relationship with third-party merchants, to offer highly personalized experiences.

Adhering to industry distracted driving guidelines, as well as GM’s strict in-house safety guiding principles, Chamorro said GM designs its in-vehicle systems to minimize manual interactions, helping drivers keep their eyes on the road and their hands on the wheel.

GM lets customers buy 4G LTE Data packages, extend their On-Star subscription or receive offers for certified service, parts and accessories for their specific vehicle, Iyer said.

The first brands accessible through Marketplace include:

- Starbucks offers another convenient way for customers to order ahead and enjoy their favorite handcrafted beverage or food item.

And as part of the Starbucks Rewards program, members enjoy more value by earning Rewards towards free food and drink. (Early 2018)

- Dunkin’ Donuts will help customers start their day off right through an experience that allows DD Perks members to pre-order and pay onscreen for their favorite coffee and donut, at their preferred pickup location.
- Wingstop will allow you to skip the wait by re-ordering your favorites and paying ahead, so you can get home in time for the big game

- TGI Fridays will let customers schedule a table reservation for them and their closest friends and family when they need a break from the week.
- Shell will enable the exceptional driver experience, providing ease of payment and savings with INSTANT GOLD STATUS in



Marketplace is a platform that allows shopping from a car.

the Fuel Rewards program. Customers’ closest Shell station will be identified and station amenities showcased among the largest fuel station network in the U.S., with the ability to pay in-dash coming soon.

- ExxonMobil will quickly locate Exxon and Mobil fuel stations with details of what they offer, route you there and get you back on the road faster.
- Priceline.com gives drivers access to hundreds of thousands of hotels and exclusive hotel savings on the go.

- Parkopedia allows drivers to find, reserve and pay for parking, all at the click of a button.
- Applebee’s ensures customers are never too far from Eatin’ Good in the Neighborhood whether close to home or miles away with the ability to locate their nearest restaurant, order featured menu items and reorder recent favorites through the convenience of their vehicle’s touchscreen.

- IHOP makes it easy for guests to enjoy hot, fresh all-day breakfast favorites like fluffy buttermilk pancakes on the go, thanks to safe and secure on-dash ordering and location service capabilities that help search and find the nearest restaurant for pickup.
- delivery.com empowers the neighborhood economy by enabling customers to order online from their favorite local restaurants, wine and spirits shops, grocery stores and laundry and dry-cleaning providers.

To allow merchants to efficiently and quickly integrate their content as part of the in-vehicle Marketplace ecosystem, Iyer said General Motors is working with three main platform partners: Xevo (www.xevo.com) in Seattle, Washington; Conversable (conversable.com) in Austin, Texas; and Sionic Mobile (www.sionicmobile.com) in Atlanta.

Merchants interested in Marketplace can contact the above platform partners or email General Motors at Marketplace@onstar.com.



Ford’s Special Service Plug-In Hybrid sedan.

Ford Building New Hybrid Pursuit Police Vehicle

Earlier this year, Ford revealed the world’s first-ever pursuit-rated hybrid police vehicle.

Today, the company is giving law enforcement an even more efficient option with the reveal of a plug-in hybrid vehicle capable of driving up to 21 miles without a drop of gas, said Ford spokesman Chris Terry.

The Special Service Plug-In Hybrid Sedan, the first plug-in hybrid police vehicle from Ford, is designed for police and fire chiefs, detectives, and other government personnel whose jobs don’t require a pursuit-rated vehicle.

“This is the first Ford police vehicle that can potentially get through an entire shift using no gasoline whatsoever,” said Stephen Tyler, Ford police brand marketing manager. “Anyone can plug this in to any wall outlet to run gas- and emissions-free on battery-only operation.”

The vehicle’s 3.3-kilowatt on-board charger allows agencies to fully charge the 7.6-kilowatt-hour battery in just 2.5 hours on a 240-volt, level-two charger, Tyler said. But Ford is confident most agencies won’t need anything more than a regular 120-volt wall outlet to recharge. The lithium-ion battery can move the vehicle up to 21 miles on a single charge and up to 85 mph on battery power alone.

Once the battery runs down, the vehicle is powered by its gasoline-electric hybrid powerplant – with a range surpassing 500 miles – eliminating any concerns of range anxiety typically associated with battery-only electrics.

The custom interior features heavy-duty cloth front seats with reduced bolsters, for officer comfort, and rear anti-stab plates, plus vinyl rear seating and flooring.

Other highlights include a reinforced top tray for mounting equipment, metal console mounting plate, red and white task lighting in the overhead console, police engine-idle feature, unique alloy wheels and an auxiliary power distribution box in the trunk, Tyler said.

Several unique options are available for the Special Service Plug-In Hybrid Sedan, including a driver spot lamp, a trunk storage vault, trunk ventilation system, and a rear door control-disabling feature. A special dark-car feature turns off interior lighting and allows the dash cluster to be dimmed 100 percent for surveillance, and several emergency lighting packages like those found on other Ford police vehicles are also available.

The new Special Service Plug-In Hybrid Sedan joins two other Ford police vehicles revealed this year – Ford Police Responder Hybrid Sedan and F-150 Police Responder, Terry said. Recently, both successfully completed rigorous testing conducted by Michigan State Police at Grattan Raceway in Belding, Mich., and Los Angeles County Sheriff’s Department at Auto Club Speedway in Fontana, Calif.

Customers will be able to order the Special Service Plug-In Hybrid Sedan in December with sales starting next summer.

CONTINUED FROM PAGE 1

being done at the university level. That’s why it’s critical to stay connected to the academic community, so we can cultivate the young minds that will help us bring cutting-edge work out of the lab and into the real world.”

To do this, Salesky said, unique affiliations have been formed with Carnegie Mellon University and Georgia Institute of Technology to work with three world-class faculty members.

Simon Lucey, Deva Ramanan and James Hays are collaborating with Argo AI to push the limits in computer vision and machine learning, Salesky said. These research scientists are playing an instrumental role in developing the core technologies that will allow self-driving cars both to see and understand the world around them, and to predict road user behavior.

While Lucey, Ramanan and Hays are spending time at Argo AI, Salesky said they are also benefiting from Argo funding that supports student research covering a wide range of issues pertaining to self-driving cars.

“We’re backing their campus work and supporting the time spent with their university colleagues to ensure we are investing in the future of robotics,” Salesky said.

Last year, fewer than 60,000 students graduated in the field of computer and information science, according to the National Center for Education Statistics, Salesky said. Yet there are close to 500,000 computing jobs available right now across the United States.

“So it’s important we support the faculty’s continued presence and engagement on campus,” Salesky said, “as this talent shortage can only be addressed if industry and academia work

together to support research and invest wisely in educational programs that get students more involved in science and technology.”

These collaborations reflect one way Argo is investing in that future and looking to apply lessons from academia to make self-driving cars a reality, Salesky said. Deva Ramanan is an associate professor at the Carnegie Mellon University Robotics Institute, where his research interests span computer vision and machine learning. With a focus on visual recognition, Ramanan’s work involves training computer programs to identify people by distinguishing different body parts and comparing them against a trove of human and nonhuman models.

“Making sure self-driving cars can accurately identify people in all of their different shapes, sizes and positions is an essential step to establishing their safety and reliability,” said Ramanan. “I look forward to developing solutions for this problem with Argo, while continuing to stay connected with my students at Carnegie Mellon and uncovering new areas of research for them to explore.”

Prior to this, Salesky said Ramanan was an associate professor at the University of California, Irvine. He was awarded the David Marr Prize in 2009 and the PASCAL VOC Lifetime Achievement Prize in 2010. He earned an NSF Career Award in 2010, the UCI Chancellor’s Award for Excellence in Undergraduate Research in 2011 and the PAMI Young Researcher Award in 2012. Popular Science named Ramanan one of its “Brilliant 10” researchers in 2012.

Also from Carnegie Mellon is Simon Lucey, Salesky said, an associate research professor at the Robotics Institute. Lucey leads

the organization’s CI2CV Computer Vision Lab, which is engaged in cutting-edge research developing technology in computer vision and machine learning. His work includes training computers to extract geometric information from images and videos, novel approaches for applying vision and learning to embedded devices, and developing ways for computer systems to effectively read facial actions and body behavior.

“Working with Argo is a great opportunity to develop systems that can more readily interpret and anticipate the 3D world,” said Lucey. “Not only will students at Carnegie Mellon benefit from this collaboration by spotting fertile ground for further research, but we’ll be able to make great strides in preparing autonomous vehicles for the real world.”

Prior to his current position, Salesky said Lucey spent five years as a principal research scientist at Australia’s leading federal research agency, the Commonwealth Scientific and Industrial Research Organization. Lucey was awarded the prestigious Australian Research Council’s Future Fellowship in 2009, and holds numerous NSF awards. He also has research gifts from Apple, Adobe, Samsung and Bosch.

James Hays is an associate professor at Georgia Tech’s School of Interactive Computing, where he focuses on using internet-scale data and crowd-sourcing to improve scene understanding and allow smarter image synthesis and manipulation, Salesky said. His research interests span computer vision, graphics, robotics and machine learning. The opportunities and challenges of creating perception systems for autonomous driving are significant, said Hays.

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Dennis Thacker
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All prices and payments include GM rebates. Pictures may not represent actual vehicle. Pricing subject to change per GM incentives. Prices and payments are inclusive of active GM employee discount (unless otherwise stated). All leases are 10,000 miles per year with approved S Tier credit. Disposition Fee may be required at vehicle turn in. Vehicles. Must have lease loyalty and/or closing competitive lease depending on vehicle model. Lacrosse purchase price is gm employee discount, lease loyalty, and trade in rebate. Lacrosse purchase price is plus interest rate. Lacrosse purchase is \$2500 down plus title taxes and fees. Prices and payments are plus tax, title, plate fee w/ acquisition fee up front, refundable security deposit required on certain vehicles - to be determined by lender. Purchase pricing is gm employee discount plus title, taxes and fees. Pricing is subject to select model vehicles- while supplies last. Pricing has included instant value certificates, while supplies last. **\$3,500 trade in is valid on 2003 or newer vehicles w/ under 115k miles in drivable condition, no branded titles, reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. ** Exp date: 12/31/2017.



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Nicole Dodge
nhuminski@edrinke.com



Jim Pfeiffe
jpfeiffe@edrinke.com

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