

GM Hourly Employees Getting \$11,750 Profit Share Bonus

by TOM KRISHER
AP Auto Writer

DETROIT (AP) – If auto loan interest rates rise as expected this year, General Motors and others

are likely to make more subsidized loans, including zero-percent financing, to keep car sales flowing.

CFO Chuck Stevens told reporters Feb. 6 after GM released

its full-year and fourth-quarter earnings that generally, auto company finance arms try to make up for rising rates with subsidies.

GM expects rates will increase 0.75 percent this year as the Fed-

eral Reserve acts to stave off inflation. As many as three quarter-point hikes are expected. Auto loan rates now run around 3 percent to 4 percent for buyers with good credit.

Across the industry, subsidized loans make up a relatively low percentage of incentive spending now because financing rates remain so

CONTINUED ON PAGE 3

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FCA's 'Battle of the Brands' hockey event is fun and helps United Way.

FCA Charity Hockey Event Being Held at the LCA

by Jim Stickford

It's another cold Michigan winter, and that means it's time for the annual United Way Hockey Challenge Battle of the Brands put on by FCA.

This will be the sixth annual hockey challenge, said FCA spokeswoman Val Oehmke. Money raised by the sale of tickets goes to the United Way of Southeastern Michigan.

In past years the tournament was held at Comerica Park and the Joe Louis Arena. This year it is scheduled to be played at Lit-

tle Caesars Arena in Detroit on Saturday, Feb. 17, beginning at 11 a.m.

Adam Hillock, HR manager at the Toledo Assembly Complex in Toledo, Ohio, playing left wing for Team Ram.

All in all, Hillock said, there are eight teams playing on Feb. 17. They are Team Jeep, Team Ram, Team Maserati, Team Mopar, Team Demons, Team Hellcat, Team SRT Dodge and Team Alfa Romeo.

The first match is Team Jeep

CONTINUED ON PAGE 2

GM Team Building Done Via Table Tennis

GM has five campuses across the metro Detroit area – world headquarters in downtown Detroit, the Tech Center in Warren, the proving ground in Milford, Global Propulsion Systems in Pontiac and Customer Care and After Sale in Grand Blanc.

So how does a company geographically spread out encourage team building? Simple, hold a table tennis tournament.

Which is exactly what happened on Feb. 9, at GM's Global Propulsions Systems site in Pontiac.

The event, called the GM Multi-Campus Table Tennis Tournament, was held for the second year, said Scott Barone, team leader at Customer Care and After Sales. He helped organize the company-wide tournaments.

Despite the snowy weather, the tournament took place, Read said. The winner this was the team from Milford. The Warren Tech Center took second, Ponti-

ac Global Propulsion took third, RenCen fourth and Grand Blanc fifth.

"A couple of years ago, we held a fun little table tennis tournament in Pontiac, where a couple of table tennis tables are out for

people to play on during their lunch breaks," Barone said. "Everyone who participated had a lot of fun. It was then decided to expand the tournament to all

CONTINUED ON PAGE 3



Dennis Cobb Sr., left, battles Ed Lee at GM Global Propulsion Systems.

FCA Bet Big on Super Bowl Commercials

FCA set the stage for the arrival of its three newest and highly anticipated vehicles – the new 2018 Jeep Wrangler, the new 2019 Ram 1500 and the new 2019 Jeep Cherokee – on Sunday night during the Super Bowl LII telecast.

The company debuted a record five spots during the Super Bowl, said FCA spokeswoman Diane Morgan.

"The launches of the all-new Jeep Wrangler and Ram 1500 and the new Jeep Cherokee represent the collective efforts of the men and women at FCA who instinctively recognize their responsibility to these authentic brands," said Sergio Marchionne, CEO, FCA. "These vehicles, and these commercials, reflect our continued commitment to each brand and serve as a validation to our actions to realign our industrial output in the United States to meet customer demand."

Jeep Brand's "Jeep Jurassic" was a 60-second spot aired during the third quarter, Morgan said.

The 60-second "Jurassic World" commercial paid homage to the iconic scene in "Jurassic Park," in which Dr. Ian Malcom (Jeff Goldblum) escapes danger while in the back of a Jeep Wrangler – as he is being chased by a rampaging Tyrannosaurus Rex.

The video was directed by "Jurassic World" director Colin Trevorrow, who returned as co-writer and executive producer of "Jurassic World: Fallen Kingdom," arriving in U.S. theaters on June 22.

Jeep Brand's "Anti-Manifesto" 30-second commercial aired during the fourth quarter and was meant to speak of the "endless automakers that make declarations or promises of what their

brand or vehicles deliver", Morgan said.

The Jeep brand commercial took the approach that only it can unquestionably deliver while introducing the new 2018 Wrangler, Morgans aid. The brand instead chooses to show the world that there is only one vehicle that needs no words to demonstrate the true meaning of "Manifesto."

Jeep Brand's "The Road" a 30-second spot that aired during the second quarter introduced the new 2019 Jeep Cherokee. It declared that the vehicle is the most capable mid-size sport-utility vehicle – now boasting a new, authentic and more premium design, with superior on-road performance with unmatched Jeep 4x4 capability, Morgan said.

Ram Truck Brand's "Built to Serve" was a 60-second spot aired during the second quarter, Morgan said. It was meant to show the core belief of the Ram Truck brand, and Ram truck owners, that true greatness is

achieved by helping others. It features the new 2019 Ram 1500.

The heart of the 60-second spot was a speech that Dr. Martin Luther King Jr. delivered exactly 50 years ago to the day, Feb. 4, 1968, that illustrates this value perfectly.

The commercial was not without controversy. *The Associated Press* reported it was criticized by viewers and ad experts alike for forging too tenuous a connection with the civil rights hero.

On Twitter, according to *AP*, most people expressed the idea that using King's speech to "sell trucks" crossed a line between a heartfelt message and exploiting emotions just to push a vehicle.

The commercial was meant to show that Ram Truck brand believes in Dr. King's notion that "everybody can be great because everybody can serve," and Ram owners demonstrate this commitment every day in lending helping hands to their families,

CONTINUED ON PAGE 2



Ford's 2019 Transit Connect Wagon debuted at the Chicago Auto Show.

Ford Unveils News Transit Connect Wagon for Public

Who said vans can't be cool? Not the folks at Ford.

The company has reinvented the van for Baby Boomers whose idea of rocking doesn't involve a chair, said Ford spokeswoman Dawn McKenzie.

Ford last week unveiled the redesigned Transit Connect Wagon at the Chicago Auto Show. The last Transit Connect Wagon won over Boomers-born from 1946 to 1964 that grew up driving vans with its unique combination of

affordable, fun and easy-to-use people mover attributes and cargo hauling capabilities, McKenzie said.

At 111 million strong and holding 63 percent of American financial assets, the 50+ demographic is the number one consumer demographic in the United States – far exceeding Gen X's 61 million and Millennials' 75 million, McKenzie said. And one in three

CONTINUED ON PAGE 2



This 2019 Wrangler was used in the "Anti-Manifesto" commercial.

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GM Employees Battle in Table Tennis Tournament

CONTINUED FROM PAGE 1

five campuses around metro Detroit."

The first tournament had more than 100 people sign up to participate, Barone said, in the first 24 hours.

"There was a lot of excitement when people heard about the tournament," Barone said. "Both from people who wanted to be players and from management, because they saw the tournament as a great team-building exercise. Last year the Milford team won."

Barone said it's a "table tennis" tournament, not a ping pong tournament for a specific reason.

"Interesting fact," Barone said. "Back in the old days, Sears sold a table tennis package under the name of 'Ping Pong' and that caught on with the public and became interchangeable with the term table tennis. But the proper name of the game is table tennis."

This year, 345 people sighed up to play. Each campus sent six people to the final tournament, Barone said. Players one through four from each campus played players one through four from the other campuses. Players five and six play as a team in doubles matches against players five and six from the other campuses.

Through a round robin system, the final campus winners are chosen.

The top six players were chosen via individual campuses pre-tournaments, Barone said. Some campuses didn't have their own table tennis tables, so he and others "schleped" tables from their campuses to the other campuses as needed. In fact, he even lent a couple of his personal tables to the cause.

Barone said he has gotten involved with the tournament because of his 30-year love of the game. He builds his own paddles using parts from the Butterfly table tennis equipment manufacturer.

"I personally like to use what is called the 'hand shake' grip," Barone said. "That's where you grip that paddle handle the same way you would grip a person's hand when shaking it. The other popular grip is known as the 'pen holder' grip. That's where you grip the paddle blade and handle the way one grips a pen."

Table tennis is a game played

across the globe, said GM spokesman Tom Read. That makes it perfect for a company like GM, which employs people who come from around the world at its Michigan facilities.

"What we're trying to do is building a culture of winner," said GM spokesman Tom Read. "With our company being transformed over the past few years, we are now fostering an environment that creates collaboration within and among our campuses. And having a contest that brings people together in the spirit of joyful competition does that. These are people who wouldn't otherwise meet and get to know each other."

Canadian PM Fights For NAFTA Treaty

CHICAGO (AP) - Canadian Prime Minister Justin Trudeau says his nation will not be pushed into any redo of the North American Free Trade Agreement that does not benefit Canada.

Speaking Feb. 7 at the University of Chicago's Institute of Politics, Trudeau said Canada will engage "thoughtfully and constructively" in talks with the U.S. and Mexico. He added his nation will not be pushed into any deal, going on to say it may be that "no deal is better for Canada."

President Donald Trump has threatened to withdraw from the 24-year-old pact. Trudeau says Canada has a stake in a good U.S. economy.

GM Enjoys Strong Profits for Year 2017

CONTINUED FROM PAGE 1

low, Stevens said. But as rates rise, companies likely will move dollars from other sales incentives to keep loan rates low, he said.

"Leasing and cash-based incentives are kind of predominant now," Stevens said. "As interest rates increase, there will be more subvented financing. Then you'll reduce other parts of the toolbox."

A quarter-point rate increase pushes up a typical monthly car payment by only \$3, Stevens said. General Motors expects 2018 to be another strong year for sales for the company because wages are growing, gas prices are low and consumers will have more disposable income due to tax cuts, Stevens said.

He made the comments Feb. 6, just after General Motors reported a \$3.9 billion net loss for 2017 driven largely by a \$7.3 billion accounting charge. Excluding one-time items, the company made \$9.9 billion, or \$6.62 per share, the greatest since leaving bankruptcy in 2009.

The earnings beat Wall Street estimates. Analysts polled by FactSet expected \$6.33 per share. Full-year revenue was \$145.6 billion, which also topped expectations.

GM said the rewrite of the U.S. tax code forced it to write down accumulated losses that it uses to avoid income taxes.

Assets fell from \$33.6 billion, to \$24 billion. Since the corporate tax rate dropped from 35 percent, to 21 percent, the losses are worth less.

Stevens said GM still won't pay much in U.S. corporate taxes until after 2022 or 2023.



GM CEO Mary Barra speaking at a 2017 stockholder's meeting.

GM also announced that about 50,000 union factory workers will get \$11,750 profit-sharing checks this month, based on a full-year pretax North American profit of \$11.9 billion.

For the fourth quarter, GM posted a \$5.2 billion net loss due to the accounting charge. Without charges, the company made \$2.4 billion, or \$1.65 per share, soundly beating analyst estimates of \$1.39.

Company executives also told analysts they are in talks with minority stakeholders and its union in South Korea, which may be the next market that General Motors exits.

CEO Mary Barra said General Motors has to get improved cost performance.

Executives also said General

Motors expects to increase spending on transportation as a service, including autonomous vehicles, moving up to around \$1 billion this year.

It now has about 100 electric self-driving cars operating at the moment.

Executives told reporters that General Motors is on track to reach its goal of \$6.5 billion in annual cost efficiencies this year compared with 2014 and that the company was able to achieve a 10.7 percent pretax profit margin in North America despite vehicle sales to dealers and fleet buyers falling more than 11 percent last year.

It did so with higher prices mainly for revamped SUVs that entered the company's lineup in 2017.

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Mopar is Now Offering Kits For 2018 Durango Upgrade

SUVs are known for a lot of things, but not usually their ability to be customized. But Mopar is doing something about that.

Performance enthusiasts looking for a three-row SUV with a factory-custom look need look no further than the 2018 Dodge Durango, said FCA spokesman Dan Reid.

New for 2018, Durango R/T and SRT models will feature factory-custom stripes and available performance exhaust systems, Reid said. The Durango SRT will also offer an available carbon fiber interior and performance lowering spring kit, giving the menacing SUV an even lower stance and improved handling. Dodge showcased the new features at the 2018 Chicago Auto Show, Feb. 7-19.

“Our Dodge//SRT performance enthusiasts are always looking for ways to make their vehicle their own,” said Steve Beahm, head of Passenger Cars, Dodge//SRT, Chrysler and Fiat, FCA – North America. “The available stripes and carbon fiber throughout the interior really give Durango a custom look from the factory, and they are perfectly complemented by Mopar’s available exhaust systems and performance springs, which make Durango even more fun to drive.”

New features available in the coming months include new dual-center exterior stripe design covers the front and rear fascias, hood, portions of the roof and the tailgate.

The kit also comes with a dual stripe is tailored to the signature NACA duct-hood vent to emphasize the Durango R/T and Durango SRT models functional yet aggressive design, Reid said. With a

Durango Lowering Spring Kit

Durango Performance Exhaust Kit

U.S. Manufacturer’s Suggested Retail Price (MSRP) of \$1,195, the stripes are offered in five colors: Bright Blue, Flame Red, Gun-metal Low Gloss (metallic finish), Low Gloss Black and Sterling Silver (metallic finish). Dealer orders for the new stripe package will start in March 2018.

Mopar’s new performance exhaust systems are bolt on, high-performance units factory-tuned for improved flow, sound and overall performance. The exhaust system’s chromium 304 stainless steel construction improves corrosion resistance. Stainless steel band-style clamps provide tight seals and make installation easy. Welded and polished 4-inch tips provide an aggressive appearance.

Both exhaust systems were developed in concert with Dodge//SRT engineers and designers, which provided access to proprietary sound data, creating unique and unmistakable sound characteristics, Reid said.

The new performance exhaust system for the Durango SRT (Part Number 77072487) is priced at a U.S. MSRP of \$1,850 and will be available in the second quarter of 2018. The new Durango R/T system (Part Number 77072479) is priced at a U.S. MSRP of \$1,595 and is available now.

“Mopar’s performance lowering spring kit enhances the Durango SRT’s already outstanding high-speed cornering stability and consistency,” Beahm said. “The new springs lower the fastest SUV in its class an average of 15 mm (0.6 inches) closer to the pavement for improved handling and an in-your-face vehicle stance.

“As with the performance exhaust, Mopar worked closely with Dodge//SRT engineers and used proprietary data — unavailable to the aftermarket — to tune the lowering springs to the factory-fitted dampers. Performance gains include less rear-end squat during acceleration, less nose dive under braking and reduced body roll while cornering.”

The new performance lowering spring kit (Part Number 77072488) is priced at a U.S. MSRP of \$325 and will be available in March.

The new SRT Interior Appearance Group, which features a premium-wrapped instrument panel is available for orders in February at a MSRP of \$2,495.

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The FT 400 was developed in collaboration with Ignites Research, a subsidiary of the FT that provides specialized content on asset management. To qualify for the list, advisers had to have 10 years of experience and at least \$300 million in assets under management (AUM) and no more than 60% of the AUM with institutional clients. The FT reaches out to some of the largest brokerages in the U.S. and asks them to provide a list of advisors who meet the minimum criteria outlined above. These advisors are then invited to apply for the ranking. Only advisors who submit an online application can be considered for the ranking. In 2016, roughly 980 applications were received and 400 were selected to the final list. The 400 qualified advisers were then scored on six attributes: AUM, AUM growth rate, compliance record, years of experience, industry certifications, and online accessibility. AUM is the top factor, accounting for roughly 60-70 percent of the applicant's score. Additionally, to provide a diversity of advisors, the FT placed a cap on the number of advisors from any one state that's roughly correlated to the distribution of millionaires across the U.S. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of advisor's future performance. Neither Raymond James nor any of its Financial Advisors pay a fee in exchange for this award/rating. The FT is not affiliated with Raymond James. space Neither Raymond James Financial Services nor any Raymond James Financial Advisor renders advice on tax issues, these matters should be discussed with the appropriate professional.

Pritchett Racing For Schumacker With Mopar Tech

It's shaping up to be a busy 2018 season for Leah Pritchett. In addition to the Don Schumacher Racing (DSR) star's responsibilities behind the wheel of her Mopar Dodge/SRT NHRA Top Fuel Dragster, Pritchett will also steer a supercharged Mopar Dodge Challenger Drag Pak in the full slate of 2018 SAM Tech NHRA Factory Stock Showdown events.

Pritchett's 354-cubic-inch Hemi engine-powered Drag Pak will be prepped and maintained by the DSR team, led by crew chief and new DSR employee Kevin Helms. Helms brings years of experience driving and tuning a Mopar Dodge Challenger Drag Pak to his new role, including a 2015 NHRA Stock Eliminator World Championship and 2017 NHRA Stock and Super Stock runner-up finishes.

"We're excited that, in addition to competing under the banner of the Mopar and Dodge brands in the NHRA Top Fuel class, Leah Pritchett will also carry our colors into NHRA Factory Stock Showdown competition," said Pietro Gorlier, Head of Parts and Service (Mopar), FCA. "Leah is a fierce competitor and a great brand ambassador, and we look forward to cheering her on in double-duty at seven events this year."

Pritchett first tasted Factory Stock Showdown competition last year, racing at two events in the popular NHRA Sportsman category. That exposure stoked her competitive fires to embark on a full 2018 schedule.

"You should see the smile on my face, whether I'm talking about it or my team is talking about it," said Pritchett, who in 2018 will also mark her second full year in a Top Fuel dragster. "It's a dream come true. The double-duty aspect, I had a taste of it last year and honestly, I think it makes me a better racer overall. When we roll out in 2018, the Mopar Dodge Challenger Drag Pak will be put on the track by Don Schumacher Racing, which makes me feel fulfilled in every way. We have proven to have a very competitive racecar, and the goal is to be the quickest and fastest in both silos (Factory Stock and Top Fuel)."

U.S. Government Orders Recall for Harley-Davidson

DETROIT (AP) — Under pressure from U.S. safety regulators, Harley-Davidson is recalling over 250,000 motorcycles worldwide because the brakes might fail.

Documents posted Feb. 7 by the U.S. National Highway Traffic Safety Administration say the recall covers more than 30 models from the 2008 through 2011 model years. Harley says deposits can form on brake parts if the fluid isn't changed every two years as specified in the owner's manual. That can cause a valve in the antilock brake control unit to stick.

The U.S. agency began investigating problems in July of 2016 after getting 43 complaints including three reports of crashes and two injuries.

Documents show Harley wanted to do a field service campaign instead of a recall, but the government refused.

The company says it cooperated with NHTSA and began a thorough evaluation of the issue. "Complex, ongoing discussions regarding what was ultimately identified as a maintenance issue continued with the agency through January 2018," Harley-Davidson said in a printed statement.

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VW Suspends Top Executive Over Monkey Test Scandal

FRANKFURT, Germany (AP) — Automaker Volkswagen has suspended a top executive in response to widespread public criticism over experiments in which monkeys were exposed to diesel exhaust.

The company said in a statement Jan. 30 that Thomas Steg, head of government relations and sustainability, was stepping away from his duties at his own request.

The statement said the company was “drawing the first consequences” as it investigates the activities of EUGT, the entity backed by Volkswagen and other carmakers that commissioned the monkey experiment.

Steg had said in an interview published in the newspaper *Bild* that he had known about the experiment but did not inform the company’s then-CEO, Martin Winterkorn. Steg said he rejected an initial proposal to use human volunteers and said that even after animals were substituted the experiment “should not have taken place.”

The move follows a report in *The New York Times* that the now-disbanded EUGT commissioned the 2014 monkey test at the Lovelace Respiratory Institute in Albuquerque, N.M., to measure how VW’s diesel technology was succeeding in controlling harmful emissions.

Diluted exhaust gases from a late-model Volkswagen vehicle were fed into chambers where the monkeys were exposed for four hours. Then lung fluid samples were taken from the sedated monkeys, which were not killed in the experiment. The study didn’t deliver a definitive result.

The test was done with a vehicle that used illegal software to

cheat on emissions tests, turning controls off when the vehicle was not being tested. That practice was exposed in 2015, leading to Winterkorn’s resignation.

The Lovelace Respiratory Research Institute said in a statement that the tests were designed by EUGT and the lab itself was initially not aware the vehicle had been rigged. It said it complied with regulations for the treatment of lab animals and was committed to their humane and ethical treatment.

The labs president and CEO, Robert W. Rubin, said in a statement that when the lab later learned that the vehicle engine had been modified to produce less pollution “we determined the study was compromised” and did not meet the standards for publication.

“We understood that the EUGT organization was financially supported by automobile manufacturers, but we believed the goal of the study was to advance the scientific understanding of the effects of diesel fumes on our lungs, including the effects of new vehicle technologies that are designed to produce less pollution,” he said.

VW’s current CEO, Matthias Mueller, said in a statement that “we are investigating in detail the work of EUGT, which was dissolved in 2017, and drawing the necessary conclusions.” He said Steg “has said he takes full responsibility, and I respect that.”

VW said the probe would be carried out “at top speed.” Board Chairman Hans Dieter Poetsch said the board’s executive committee expected to hear the status of the investigation by mid-February week, the *dpa* news agency reported.

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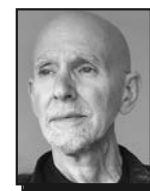
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Plymouth-Based Supplier Adient ‘Woman-Friendly’

Plymouth-based Adient, a global manufacturer of automotive seating, has been named by the Women’s Business Enterprise National Council (WBENC) to its 18th annual list of America’s Top Corporations for Women’s Business Enterprises (WBEs).

This is the only national award honoring corporations for world-class supplier diversity programs that reduce barriers and drive growth for women-owned businesses, said Adient spokeswoman Mary Kay Doderro. The company was honored for its commitment to innovative supplier development initiatives.

“Fostering diversity across our business is an important component of Adient’s values,” said Bruce McDonald, chairman and CEO of Adient. “Being honored as a top corporation for women’s business enterprises is recognition of our commitment to developing diverse suppliers, which brings significant benefit to our company.”

Adient operates an innovative program to recruit and develop diverse suppliers, Doderro said. The company is a member of the Billion Dollar Roundtable, a non-profit organization created in 2001 made up of 27 Fortune-level corporations that each spend \$1 billion or more annually on a Tier 1 basis with minority- and women-owned businesses.

“Supplier diversity is embraced at every level of our company. Our relationships with women-owned and other diverse suppliers are key to our success, enabling innovation across our supply chain and strengthening our capabilities,” said Kelly Bysouth, vice president of global procurement and supply chain at Adient.



Kelly Bysouth

“America’s Top Corporations know that stronger women’s business enterprises drive new sources of revenue, deepen customer satisfaction, and generate a stronger economy,” said Pamela Prince-Eason, president and CEO of WBENC.

Adient is a global leader in automotive seating, Doderro said. “With 85,000 employees operating 238 manufacturing/assembly plants in 34 countries worldwide, we produce and deliver automotive seating for all vehicle classes and all major OEMs,” he said.

“From complete seating systems to individual components, our expertise spans every step of the automotive seat-making process,” McDonald said. “Our integrated, in-house skills allow us to take our products from research and design all the way to engineering and manufacturing – and into more than 25 million vehicles every year.”

Adient will be honored at the WBENC Summit & Salute to Women’s Business Enterprises March 20-22, in Dallas, Doderro said.

DeBest at Cooper Standard

Cooper Standard has appointed Jeffrey A. DeBest to the newly created position of president, advanced technology group.

Based at the company’s global technology center in Livonia, he will report to Jeffrey Edwards, chairman and CEO. DeBest was also appointed a member of Cooper Standard’s Global Leadership Team, said Cooper Standard spokeswoman Sharon S. Wenzl.

In his new role, DeBest will lead the company’s Advanced Technology Group, responsible for accelerating and maximizing the value stream of Cooper Standard’s material science innovations in non-automotive markets.

“With his extensive operations, engineering, portfolio management and leadership background, Jeff brings the unique skillset required to foster the

success of our new Advanced Technology Group,” said Edwards. “Our material science advancements have the potential to transform products across many industries, with near term focus in the construction, wire and cable, and footwear markets, and I’m pleased that Jeff is on-board to lead this endeavor.”

Before joining Cooper Standard, DeBest served as chief operating officer of APM Terminals B.V., one of five companies within the Maersk Group of Copenhagen, Denmark.

In that position, he had full operational responsibility for the company’s more than 100 terminals and depots, as well as managed its transition from a holding company into an operating company. While at APM Terminals, he held many board positions with APM regional companies.

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Ram's 2018 Super Bowl Commercial Raises Controversy

by COREY WILLIAMS, TOM KRISHER and ALEXANDRA OLSON
Associated Press

DETROIT (AP) – In the 60-second spot aired during the Super Bowl, viewers see images of the rugged Ram pickup along with people working, helping others or hugging loved ones.

The images are set against audio of “The Drum Major Instinct” sermon delivered by Martin Luther King Jr. at the Ebenezer Baptist Church in Atlanta exactly 50 years ago, in which he says that in order to be “great” and to serve the greater good, “you only need a heart full of grace, a soul generated by love.”

Missing from the Ram ad are the slain civil rights leader’s words in the same speech guarding against commercialism: “In order to make your neighbors envious, you must drive this type of car ... And you know, before you know it, you’re just buying that stuff. That’s the way advertisers do it.”

The irony is not lost on the throngs of critics who took to social media to question how Fiat Chrysler could use King’s sermon to sell trucks.

“It should have been used for something more important – the things that are going on in America now,” said Samantha Williams, 26, while visiting the Martin Luther King Jr. Historic Site in Atlanta.

An FCA spokeswoman said the company intended to inspire people with King’s words that everyone can be great by serving others. FCA, she said, knows that Ram truck owners often volunteer to use trucks for charitable work, and the ad was intended to reinforce their service.

“It was selling the message of serving in your community, that was the message,” she said.



Ram faced criticism for its recent Super Bowl commercial.

Unfortunately for FCA, not everyone got that message.

Chris Allieri, founder of the New York-based public relations agency Mulberry & Astor, said corporations often use the Super Bowl to showcase their corporate ethos – but Fiat Chrysler went too far.

“Let’s not fool ourselves ... this is about branding and seeking products,” Allieri said. “In an attempt to unite us, in increasingly divisive times, behind the words of a great American, it fell flat because it seems to co-opt and trivialize his monumental words to that of ad copy.”

Allieri said it was difficult for him to imagine any scenario where using King’s legacy to sell products would not cause a backlash.

“Dr. King’s words should never be confused with ad copy. To me it really misses the mark,” Allieri said. “If you are a marketer, using the words of Dr. King to sell your products is a hard no. There is no way I could see defending this.”

FCA’s spokeswoman said the

company’s advertising agency approached the King estate to get licensing to use words from “The Drum Major Instinct” sermon and was referred to Intellectual Properties Management Inc., which manages King’s estate. Both his estate and the management firm were involved in every step of the ad, she said.

“The message of our spot and the quotes that were used were all about service and serving,” the spokeswoman said. “That’s something the estate felt comfortable with granting permission for us to use.”

A similar debate was sparked nearly two decades ago when Telecom Alcatel used King’s “I Have a Dream” speech in an ad that was also approved by IPM. That ad shows King giving his most famous speech to an empty Mall in Washington D.C. to illustrate the idea that “before you can touch, you must first connect.”

Eric Tidwell, managing director of IPM, confirmed that it granted FCA permission and said in an email that the overall message of Ram Truck’s “Built To

Serve” ad embodies King’s philosophy on serving others.

Business records filed with the Georgia secretary of state’s office show that Dexter Scott King, one of the late King’s children, is chief executive of IPM. It wasn’t immediately clear Monday whether the younger King would have had to sign off on the use of his father’s sermon or whether someone else within one of those companies would have been authorized to do so.

Dexter Scott King and his siblings Bernice King and Martin Luther King III are the sole shareholders and directors of the Estate of Martin Luther King Jr., Inc. Dexter is the estate’s chief executive, records show.

The Martin Luther King Jr. Center for Nonviolent Social Change, known as The King Center, was founded by Martin Luther King Jr.’s wife, Coretta Scott King, to carry on her husband’s legacy. Bernice King is now the CEO of the center, located in Atlanta.

On Twitter, the King Center distanced itself from the Ram ad by noting that neither the center nor Bernice King “is the entity that approves the use of #MLK’s words or imagery for use in merchandise, entertainment (movies, music, artwork, etc) or advertisement, including tonight’s @Dodge #SuperBowl commercial.” It also retweeted a YouTube clip of the civil rights leader’s full sermon.

University of Detroit Mercy marketing professor Michael Bernacchi disagrees with how the Ram truck ad is being interpreted.

“To suggest it was to sell automobiles is just crazy,” he said. “That wasn’t the purpose of the ad. I think that’s important. We have to doff our cap to that ad and to the brand for doing it.”

Despite the uproar, the ad has become exactly what any compa-

ny wishes after spending millions of dollars to get it aired – a talker.

Wayne Gibson, 51, founder of a Los Angeles nonprofit that works with troubled youth, said his take from the commercial was that the automaker was saying “we’re going to try to start serving and helping people and indoctrinate Dr. King’s philosophy.”

“You don’t connect Dr. King with selling a product,” Gibson said. “It’s logical to think these people are trying to do something different than the regularly automakers.”

Meanwhile, the Drum Major Institute, a nonprofit think tank and social activist group, put out a statement reminding the public of what King’s original sermon was all about.

Widow of UAW Official Makes Guilty Plea

DETROIT (AP) – The wife of a late union official has pleaded guilty to a tax crime in a federal corruption investigation at a training center run by Fiat Chrysler and the United Auto Workers.

Monica Morgan pleaded guilty Feb. 6 and faces up to 27 months in prison. She owes \$191,000 in restitution.

Morgan was married to General Holiefield, who was a UAW vice president before his death in 2015. Former Fiat Chrysler labor negotiator Al Iacobelli admits he spent more than \$1.5 million in cash and gifts on high-ranking UAW members, including Holiefield.

A \$262,000 mortgage on Holiefield’s home was paid off with training center money that came from Fiat Chrysler.

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INCENTIVES INCLUDED: GM EMPLOYEE PRICE, GM LEASE LOYALTY

36 months

10,000 miles year

\$643 total due at signing (includes first month payment)

BUICK

2018 GMC Terrain

SLE FWD Lease Offer

MSRP: \$29,370

\$237

per month

TRANSPARENT PRICING

INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT

INCENTIVES INCLUDED: GM EMPLOYEE PRICE, GM LEASE LOYALTY

36 months

10,000 miles year

\$579 total due at signing (includes first month payment)

GMC

2018 GMC Acadia

SLE FWD Lease Offer

MSRP: \$34,000

\$255

per month

TRANSPARENT PRICING

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INCENTIVES INCLUDED: GM EMPLOYEE PRICE, GM LEASE LOYALTY

36 months

10,000 miles year

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- Bluetooth for Phone!
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- Remote Start and Entry!

Stock# 2J3303

Was \$26,895 Sale Price: **\$20,499***

24 MONTH LEASE

\$205*

\$999 Down

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PERIOD!**

2018 "All New" TRAVERSE "LS"



- 3.6L V6 SIDI VVT Engine!
- 8 Passenger Seating!
- Color Touch Screen Radio!
- Rear Vision Camera!
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Stock# J40442

Was \$32,995 Sale Price: **\$27,629***

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24 MONTHS
10,000 MILES PER YEAR
\$995 DOWN
MSRP: \$30,340
STOCK#PLR110104



2018 SILVERADO 1500
WT DBL CAB 4X4

Lease For **\$89***

PER MONTH
24 MONTHS
10,000 MILES PER YEAR
\$995 DOWN
MSRP: \$37,810
STOCK#PJR208451



2018 TRAVERSE LS FWD

Lease For **\$129***

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24 MONTHS
10,000 MILES PER YEAR
\$995 DOWN
MSRP: \$33,115
STOCK#PLR164855



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