



Kavka sings the National Anthem at Little Caesars Arena.

FCA Supply Chain Manager Sings From Her Heart

by Jim Stickford

It's a long way from FCA's Supplier Quality Program to singing the National Anthem at FCA's Battle of the Brand hockey tournament held at Little Caesars Arena last month, but it's a journey Christine Kavka has made.

Kavka, a Supply Chain manager at FCA, grew up in Sterling Heights and is a graduate of Michigan State University's Supply Chain Management program, but actually started off as a Vocal Performance major.

When asked why she switched majors, Kavka said that she decided to make the switch when she was a sophomore. As a freshman, she got to know a senior in the Vocal Performance program. That senior graduated with a degree and went off to Europe to get her "foot in the door" of the European opera scene. But she came back when she ran out of money.

"The reason for the switch was that I didn't want to be a starving

CONTINUED ON PAGE 2

New Envision Features Latest Technology Combined with Refined Design Features

Building on past success, Buick has invested a lot of time and effort making sure the Envision stays ahead of the pack when it comes to design and performance.

So, refined design cues, responsive performance enhancements and intelligent technology expand on the Envision's growing popularity, Buick spokeswoman Jennifer Korail said.

The 2019 Envision features a newly sculpted front and rear, signature grille and new wheel choices.

With a focus on quality and safety, the design and engineering teams also welcomed input from current Envision owners to enhance the vehicle.

"Some of the 2019 Envision's most notable changes are the results of listening to our customers," said Elizabeth Pilibosian, Envision chief engineer. "Beneath the updated exterior are a number of changes guided by a goal of offering the most refined and pleasant driving experience possible."

Envision highlights include new nine-speed automatic transmission for 2.0L turbo models. Buick now offers this innovative transmission on five models across the lineup, as well as a

2.0L turbo engine that offers increased vehicle performance of 252 horsepower and 295 lb.-ft. of torque. The engine and transmission updates produce 0-60 mph acceleration just under a half-second quicker than the 2018 model.

The engine will also come with stop/start deactivation switch – a Buick first in North America, Pilibosian said. The Envision's other features include single rate brake booster for improved overall brake performance that requires less effort and flexibility

to switch between Adaptive Cruise Control and conventional Cruise Control.

Korail said Buick has put a lot of focus on the customer. Initial owner feedback and solid sales growth indicate the Buick Envision is delivering the luxury and features desired by compact SUV customers.

"Refinements across the 2019 Envision are aimed at providing the best that the vehicle offers, plus the flexibility and options

CONTINUED ON PAGE 3



2019 Envision

Bolt EV Bright Spot for GM February Sales

General Motors reported 220,905 car, crossover and truck deliveries in the United States in February.

Overall, GM sales were down 6.9 percent in total and 10 percent on a retail basis compared to an exceptionally strong February 2017, said GM spokesman Jim Cain. Last year, GM had record sales of crossovers, large SUVs and pickups. The light vehicle SAAR was 17.5 million units,

While overall sales declined,

the Cadillac brand saw a 14 percent sales increase versus a year ago, driven by the XT5, ATS and the Escalade, Cain said.

Since the beginning of 2018, the Cadillac Escalade has gained significant retail market share and posted large increases in average transaction prices (ATPs) despite new competition in the segment. Through February, Escalade retail sales are up 10 percent, retail segment share is up 3 percentage points and transaction prices are consider-

ably higher, rising about \$1,400 per unit to more than \$82,700.

Cain said Chevrolet's crossovers were up 7 percent compared to a year ago, with the Equinox, Traverse and Bolt EV posting their best-ever February sales. The Chevrolet Suburban and Colorado also had very strong February sales, with deliveries up 28 percent and 7 percent, respectively.

GMC crossovers were also up 19 percent, with the Terrain

CONTINUED ON PAGE 6



2018 Bolt EV

Ford SUVs Move Fast, Overall Sales Down

Overall Ford Motor Company U.S. sales for February totaled 194,132 vehicles – a 6.9 percent decline, said Mark LaNeve, vice president of U.S. Marketing, Sales and Service for Ford.

Fleet performance is down 3.8 percent on sales of 71,059 vehicles, LaNeve said. Ford's overall transaction prices compare favorably against the industry, \$36,200 versus \$32,200.

Retail sales totaled 123,073 vehicles last month, a decline of 8.5 percent. With the highest trans-

action pricing of any full-line automaker, Ford posted an increase of \$2,100, with incentive spending down \$80 compared to a year ago.

"Our higher trim level vehicles are really resonating with our customers, who are looking for more content and technology than ever before," LaNeve said. "This is especially true of our trucks and SUVs. Our all-new Ford Expedition and Lincoln Navigator are moving fast, as we work to increase our output to

keep up with our customers' passion for these two vehicles."

LaNeve said that Lincoln Navigator sales' climb, with retail sales up 60.1 percent for February.

The new SUV is sitting on dealer lots for just 9 days on average and 6 for Black Label. Demand for Lincoln's Reserve and Black Label SUVs is overwhelming, representing 85 percent of sales, providing Navigator with a

CONTINUED ON PAGE 6



2018 Expedition

Renegade, Wrangler Best February Ever

FCA US reported sales of 165,903 vehicles in February 2018, a 1 percent decrease compared with sales in February 2017 of 168,326 vehicles.

Overall sales were bolstered by the Jeep brand which posted a 12 percent total sales increase, said FCA spokesman Jeff Bennett. The Jeep brand also reported the best-ever February retail sales of 61,122 vehicles.

Meanwhile, fleet sales for the

month fell by 3 percent compared with February 2017. Fleet accounted for 26 percent of total sales.

Jeep brand total sales increased 12 percent in February to 70,020 vehicles, Bennett said. The Jeep Renegade and Jeep Wrangler led the portfolio by reporting their best February sales ever.

Wrangler sales increased 17 percent to 15,936 vehicles while

Renegade rose 4 percent to 8,249 vehicles.

Ram Truck brand sales fell 14 percent to 36,737 vehicles compared with the previous year. Ram fleet sales were cut by 44 percent compared with the prior year, Bennett said. Ram Light Duty pickup retail sales increased 8 percent to 20,384 vehicles. The new 2019 Ram 1500

CONTINUED ON PAGE 2



2018 Renegade

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FCA Monthly Sales Drop, Jeep's Rises

CONTINUED FROM PAGE 1

pickup truck is slated to begin production by the end of March in Sterling Heights.

Chrysler brand total sales declined 3 percent in February to 16,150 vehicles compared with the same month a year ago.

The good news is that Chrysler Pacifica minivan posted a 27 percent sales increase to 11,482 vehicles.

The Dodge brand total sales for February fell by 8 percent to 40,187 vehicles.

Not all the news was bad. Sales of the Dodge brand's Charger rose 9 percent to 7,568 vehicles.

Sales of Fiat declined 42 percent to 1,241 vehicles. That is compared to the Alfa Romeo brand, where sales of 1,568 vehicles were up significantly compared with the same month a year ago.

Giulia led the brand with 853 sales followed by Stelvio at 695, Bennett said.

Jeep Brand Officially Earns Its 'Cult' Status in 2018

Many have said in jest that fans of the Jeep brand are members of a cult. Turns out that there is some truth to that comical observation.

Jeep has been recognized as a 2018 "Cult Brand" Honoree at the annual The Gathering (Society of Cult Brands).

Jeep is the first and only automotive brand to be recognized by the association. Eight brands, and their leaders, were honored at The Gathering in Banff, Alberta Feb. 21-23. The brands named 2018 honorees were chosen for their outstanding courage and unconventional thinking in achieving enviable brand engagement and reaping the benefits of cult-like status, said FCA spokeswoman Diane Morgan.

Other winners included Snickers, a candy bar; Gatorade, a sports drink; Vans, a shoe manufacturer; Jack Daniels, a whiskey; Beats by Dr. Dre, an audio equipment provider; Charity: Water, a charity that helps poor communities get water; and Playstation, a video game hardware system.

"Having the Jeep brand acknowledged as a Cult Brand Honoree, just as the all-new 2018 Jeep Wrangler and new 2019 Jeep Cherokee begin to arrive in dealerships, is a testament to the people who since 1941 have dedicated themselves to building the world's most capable SUVs with off-road capability that is second to none," said Mike Manley, head of Jeep Brand – FCA.

"The global Jeep community is like no other. There is no other automotive brand that is so instantly recognizable and woven into the history of its home nation yet recognized around the world, and one that is protected with such a passion by its owners, fans and followers."

"Other automotive brands," said Chris Kneeland, The Gather-



Wranglers have enjoyed strong support for years, and are a big reason Jeep has been named a "Cult Brand."

ing co-founder and chair of the Brand Selection Committee, "have been nominated over the years, but it's so fitting that Jeep is the first Cult Brand Honoree. It's an iconic brand with vehicles that stand apart from any other in the automotive category."

Their marketing, product innovation and customer engagement are best-of-breed and represent exactly how cult brands foster internal and external brand engagement."

The Gathering's Web site said of the Jeep brand that for "75

years the Jeep brand has been indelibly linked to freedom, adventure, authenticity and passion. The brand's unwavering commitment to strength and meaningful engineering has helped forge an extraordinary, uncommon bond between the vehicles and their owners.

"Jeep's core values are embodied in every Jeep vehicle's DNA. Jeep vehicle owners have long known that 'Go Anywhere, Do Anything' is a way of life, not just a slogan.

"The Jeep badge stands for

more than a brand. In truth, it's a badge of honor."

Founded in 2013, The Gathering is a summit focused on exposing the principles and practices employed by the world's most successful brands, Morgan said. Keynoted by Brene Brown, The Gathering 2018 brought together respected thought leaders and senior executives behind brands who've dominated their industries or categories by winning the irrational loyalty and devotion of customers and fans the world over.

FCA Supply Manager Sings from the Heart

CONTINUED FROM PAGE 1

musician my whole life," Kavka said. "Plan B was always some sort of business degree.

"As a freshman, I took a Supply 101 class and found that I enjoyed it. My older brother was a business major at MSU and said that Supply Chain Management was a good major, so I made the switch."

After graduation, Kavka got a

job in the purchasing department of the A&W Root Beer restaurant chain.

"Their headquarters used to be in Livonia," Kavka said. "Over the years, I've had a few jobs with Tier I suppliers. I joined FCA back in 2010."

While she has pursued a career in supply management, Kavka never gave up on her love of music. She performed, over the years, in several area

choirs and currently sings with Renaissance Voice of Henry Ford College in Dearborn.

And because she kept up with her singing, Kavka jumped at the opportunity to try out and sing the National Anthem for the Detroit Tigers back in 2003.

"I had seen an advertisement in a paper covering the 'Tiger Fest' event back in 2003," Kavka said. "That's something the Tigers do in January. Players go out and meet with the media and people during staged events. One year, they went to the Detroit Arsenal in Warren. They do stuff like that every year."

In 2003, they held an open audition at a Tiger Fest event.

They were only taking the first 50 applicants and the audition song was the National Anthem. She was one of the 50 and passed her audition.

"They were pleased with my performance before the game I sang and called me up to perform two more times in 2003 and 2004," Kavka said. "They normally don't do that, but the Tigers have a lot of home games – 81 – during the year they sometimes will bring people back."

Kavka said that singing the National Anthem is considered difficult by many performers because it has a wide range between the low notes and the high notes.

Kavka even got to sing the Canadian National Anthem at the 2008 Detroit Grand Prix. The event was being sponsored by the Bosch company and she was working there at the time.

The person they lined up to sing the song realized, at a late date, that she couldn't do it, so Kavka received a call about 24 hours before the event, asking if she could do it. She could and did.

Kavka said she also used to sing the National Anthem for minor league soccer games in Pontiac.

And, for the last three years, she has sung both the American and Canadian national anthems at FCA's "Battle of the Brands" hockey tournament. This year, it was held at the new Little Caesars Arena in downtown Detroit.

"I got to sing the anthems for two of the four games," Kavka said.

"I have to say that it was nice performing at the new arena and I really hope to continue to do this for future tournaments."

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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 advisers who meet the minimum criteria outlined above. These advisers are then invited to apply for the ranking. Only advisers 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 advisers, the FT placed a cap on the number of advisers 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.



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Meeting 1: 7:00 a.m. - 7:50 a.m. (breakfast included)
Meeting 2: 11:30 a.m. - 12:20 p.m. (lunch included)

LOCATION: Courtyard Marriott
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(across from GM Tech Center)

THURSDAY, MARCH 29, 2018

Meeting 1: 7:00 a.m. - 7:50 a.m. (breakfast included)
Meeting 2: 11:30 a.m. - 12:20 p.m. (lunch included)

LOCATION: Detroit Marriott at the Renaissance Center
400 Renaissance Drive
Detroit, MI 48243

New Envision Features Latest Technology Combined with Refined Design Features

CONTINUED FROM PAGE 1

customers desire most at a price point true to Buick's attainable luxury promise," Korail said.

"Pricing starts at \$32,990 (excludes tax, title, license, dealer fees and optional equipment).

All trim levels have been adjusted toward the heart of the premium compact SUV market, further positioning the Envision to capture the interest of loyal Buick owners looking to move up to the next-sized compact SUV and conquest buyers who are considering Buick for the first time."

"The Envision brings a tremendous growth opportunity for the Buick brand," said Sam Russell, Buick marketing director. "The new pricing strategy not only

puts the Envision in the heart of the industry's largest segment, but also better positions it in relation to Encore, our top-selling nameplate."

Nearly 60 percent of all Encore buyers come from outside General Motors, Korail said. These new-to-Buick customers are increasingly return buyers, with nearly half of them likely to trade in their vehicle to buy another Buick SUV, she said.

In addition to attracting new customers to the Buick brand, said Russell, the 2019 Envision is designed with these existing Encore customers' evolving needs and preferences in mind.

Part of what attracts these new customers is how the Envision is thoughtfully refined, inside and out, he said. Its exterior has a

sculpted front fascia, new grille and headlamps that align with the new face of Buick.

Crisp horizontal lines on the front, he said, create a more premium look and feel, while re-designed taillamps, reflectors and side markers give the back end a wider and more athletic stance.

New optional 19-inch wheels provide an expressive and distinct profile, said Russell.

The 2019 Envision goes on sale in the spring of 2018 and will be available in five trim levels starting at Envision (\$32,990), Preferred (\$34,495), Essence (\$36,795), Premium (\$41,695) and Premium II (\$44,595).

Prices exclude tax, title, license, dealer fees and optional equipment.

GM Pushes Ahead with Landfill-Free Sites

Being a green company is not a one-time thing, which is why General Motors expanded its landfill-free program to make all of the company's manufacturing plants in Canada, Mexico, South Africa and South America all plants that recycle, reuse or convert to energy all waste from daily operations.

With the addition of 27 newly certified facilities, General Motors has 142 manufacturing and non-manufacturing landfill-free facilities globally - more than any other automaker, said GM spokeswoman Carolyn Markey.

"We aspire to be a zero-waste company with all manufacturing plants achieving landfill-free status," said Dane Parker, vice president, Sustainable Workplaces.

"That zero mindset is driven by our local teams and their efforts to find innovative and sustainable solutions that improve the communities where we live and work. Our Canadian manufacturing operations are diverting 100 percent of waste from landfills, keeping resources in the value chain and reducing greenhouse gas emissions.

"Small, simple solutions also are having a significant impact. At the Oshawa Assembly Plant and Canadian Technical Center (Oshawa Campus), new waste, compost and recycling container systems in kitchenettes and high-traffic areas are improving recycling efficiencies. Through onsite leadership efforts and employee participation, mixed container recycling has improved from 45 percent to 80 percent since 2016."

"We don't see things as they are, but what they could be," said John Bradburn, General Motors Global Waste Reduction manager. "To us, waste is simply a resource out of place."

From repurposing old concrete for new walkways at the company's sites to cleaning instead of disposing of oil-soaked cloths



Employees in South Africa help make GM landfill-free.

used in the paint processes, the teams in South America find creative and simple solutions to reduce waste, Bradburn said.

For instance, General Motor's São Caetano do Sul plant in Brazil lines waste cans throughout the facility with plastic bags originally used by a local supplier for parts shipment. The project avoids sending nearly 8,000 plastic bags to landfill each year.

Global waste management efforts remain important to the company's top and bottom lines by delivering efficiencies, generating revenue and helping with cost savings, Markey said.

The 79 landfill-free manufacturing operations on average reuse, recycle or compost approximately 96 percent of their

waste from daily operations and convert 4 percent to energy.

A key part of the company's strategy is to scale impact through collaboration and best practice sharing among its global operations and external mentorship, Markey said.

General Motors co-chaired the U.S. Business Council for Sustainable Development's Materials Marketplace, an online database for companies that match traditional and nontraditional industrial waste streams with new product and revenue opportunities.

In addition to sharing its landfill-free blueprint, the company also mentors approximately 25 businesses each year on how to best manage complex waste streams, Markey said.

UAW's VEBA Selling Stock

The UAW Retiree Medical Benefits Trust (the "Selling Stockholder" or "the VEBA Trust") intends to offer for sale 40 million shares of GM common stock in an underwritten secondary offering, according to a Feb. 27 General Motors Co. announcement.

The Selling Stockholder will receive all of the proceeds from this offering. No shares are being sold by GM, said GM spokesman Tom Henderson.

In connection with the VEBA Trust's acquisition in 2009 of the shares of GM common stock subject to this offering, the U.S. Department of Labor required the VEBA Trust to appoint an independent fiduciary to make all decisions with respect to the disposition of such shares, Henderson said.

Brock Fiduciary Services LLC is the independent fiduciary and investment manager to the VEBA Trust for these shares.

GM also announced that, subject to the completion of the offering, it intends to repurchase from the underwriters a portion of the 40 million shares of common stock being offered having an aggregate value of approximately \$100 million at a price per share equal to the price per share that the underwriters pay to the VEBA Trust in the offering, Henderson said.

Citigroup and Barclays are acting as underwriters for the offering.

The underwriters may offer the shares of common stock, ex-

cluding the shares to be repurchased by GM, from time to time in one or more transactions on the NYSE, on the over-the-counter market, through negotiated transactions or otherwise, at market prices, at prices related to market prices or at negotiated prices.

Additional Information for Investors GM has filed a registration statement (including a prospectus) with the U.S. Securities and Exchange Commission (SEC) for the offering to which this communication relates, Henderson said.

Those investing should read the prospectus in that registration statement and other documents GM has filed with the SEC for more complete information about GM and this offering. Prospective investors may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov.

Alternatively, GM, any underwriter or any dealer participating in the offering will arrange to send any prospective investor the prospectus if the prospective investor requests it by contacting Citigroup, c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717 or by phone at 800-831-9146 and Barclays Capital Inc., in care of Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717; barclaysprospectus@broadridge.com or by calling 888-603-5847, Henderson said.

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Mcity Chosen to Test Autonomous Tech

Mighty AI and Mcity are teaming up to provide a new vehicle and pedestrian detection training dataset exclusively for Mcity members to train their machine learning models.

Mighty AI will also join Mcity's affiliate member program, with Mighty AI investing \$150,000 in the public-private R&D initiative over the next three years, said Mighty AI spokeswoman Angela Cherry. The partnership was made public on Feb. 27.

The training dataset is a first-of-its-kind offering for Mcity members and is designed to aid in furthering Mcity's mission to accelerate the development and implementation of connected and automated vehicles, Cherry said. Mighty AI will deliver the training dataset in the next few months. It will include more than one million labeled objects across thousands of images.

The Mcity Test Facility, located in Ann Arbor, is the first purpose-built proving ground for testing connected and automated vehicles and technologies in simulated urban and suburban driving environments.

There's no other facility like it, Cherry said.

"To produce the high-quality research results, we'll need to ensure safety of automated vehicles, and we must first start with high-quality data," said Mcity Lab Director Greg McGuire, overseer of the Mcity Test Facility for connected, automated and driverless vehicles.

"Mighty AI provides that and more with their data management platform. This is a tremendous addition to the two decades of existing automated vehicle data Mcity and other U-M units have collected."

Test vehicles in Mcity and the greater Ann Arbor area already have collected a large



Mcity of Ann Arbor will be used to test Mighty AI technology.

amount of raw sensor data of a broad range of driving scenes.

This includes real imaging of different vehicle types and pedestrian scenarios. Mighty AI will leverage its platform – which pairs machine learning with human intelligence to generate ground truth datasets for vehicle perception systems – to ingest this raw data and generate a fully labeled dataset that Mcity members can use to train their machine learning models to detect vehicles and pedestrians both in Mcity's testing facility and beyond.

"Companies developing autonomous vehicle technology can have the best AI researchers in the world and cutting-edge models," said Mighty AI CEO Daryn Nakhuda, "but if they don't have the right training data to make their systems a reality, they won't get far."

"As a leader in R&D for connected and autonomous vehicles, Mcity understands how critical high-quality training data is to making autonomous driving models safe."

Together, Mighty AI and Mcity

aim to help Mcity's nearly 60 members – which represent a broad range of automotive manufacturers and suppliers, chip and hardware makers, insurance providers, and more – advance their machine learning models.


Mighty AI's platform for managing ground truth datasets for computer vision and machine learning models includes a community of more than 400,000 annotators globally who specialize in labeling vehicle sensor data.

Nakhuda said the resources Mighty AI brings to bear are an ideal pairing with Mcity, which is the only advanced mobility R&D center that combines early-stage research; testing in the state-of-the-art, real-world environment of the Mcity Test Facility; and on-road vehicle deployments to further prove new technologies.


"Mighty AI is a data management platform for autonomous vehicle perception data," Nakhuda said.

"We provide all the software, expertise, and expert annotators needed to create ground truth datasets for vehicle perception models."


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Mopar-Powered Drag Racers Enjoy Success

Tommy Johnson Jr. drove his Mopar-powered Make-A-Wish Dodge Charger R/T Funny Car into the final round of Funny Car competition at the NHRA Arizona Nationals on Feb. 25 at Wild Horse Motorsports Park.

Johnson beat Shawn Langdon, Richard Townsend and Robert Hight before earning the runner-up honors for Funny Car. He was faster than No. 1 qualifier Courtney Force at the start during the final-round run before she got the upper hand at the line.

Johnson's runner-up finish came after his Don Schumacher Racing crew worked hard to get his car ready following a fiery explosion under the hood during Saturday qualifying. Johnson jumped from tenth to fifth in Funny Car point standings with his performance.

Tony Schumacher became the fastest Top Fuel driver in NHRA history with a 336.57-miles per hour run during qualifying, but he'll have to wait for his sixth Phoenix victory after the winningest driver in Top Fuel history was eliminated in round one on Sunday.

Schumacher's 336.57 mph mark in the Mopar Hemi-powered U.S. Army Top Fuel dragster and his elapsed time of 3.649 seconds were both track records, as he earned his 85th No. 1 qualifying position. He had the starting line advantage against Greg Carrillo in round one, but couldn't get his car to hook up during Feb. 25's run and lost traction to cause his premature departure.

Leah Pritchett beat Troy Buff in the first round of Top Fuel competition on Sunday and faced Scott Palmer in round two with her Mopar Dodge dragster. She had seven victories against Palmer in prior events, but he was finally able to edge her on Sunday.

Like Schumacher, Pritchett had the advantage at the starting line, but her Mopar Dodge dragster went up in smoke milliseconds later to halt her progression.

Matt Hagan, who earned his 27th NHRA National event victory in the season opener with his Mopar Express Lane Dodge Charger R/T Funny Car, also made it to the quarterfinals before losing a cylinder, which allowed Courtney Force to advance. Hagan, the defending Funny Car winner here, easily beat J.R. Todd in round one.

FCA Canada's February Sales Drop Slightly

FCA Canada reported sales of 18,831 vehicles, a 1 per cent decrease compared with sales in February 2017 of 19,115.

Jeep brand total sales increased 46 per cent in February 2018 to 6,563, setting a monthly record. Two Jeep products also set monthly sales records in February.

Jeep Wrangler posted a 175 per cent increase in February to 2,898. Jeep Grand Cherokee sales were up 10 per cent to 1,337, while Jeep Compass sales soared to 823.

Chrysler brand total sales declined 20 per cent to 967, compared with the same month a year ago. Chrysler Pacifica sales were up 24 per cent to 604, setting a monthly record. Chrysler 300 sales increased 19 per cent to 363.

Dodge brand total sales were down 22 per cent to 4,191, compared with the previous year. Dodge Charger set a monthly February record with a 114 per cent increase to 612.

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Jeep

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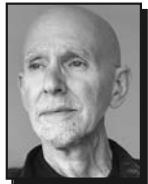
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Mahindra Launches ROXOR Off-Roader

Automotive and powersports journalists from across the country, along with high-ranking federal and state officials, gathered in Auburn Hills on March 2 for the public unveiling of Mahindra's ROXOR – a new, off-road vehicle.

This action that signifies Mahindra's commitment to introducing their "tough, no-nonsense automotive heritage" to consumers in the North American market, said Mahindra North American spokesman Rich Ansell.

ROXOR's design demonstrates that Mahindra intends to stay true to their roots of industrial-grade construction and durability, Ansell said.

"Mahindra's 70-year automotive history has been forged by making authentic, rugged, purpose-driven vehicles; ROXOR is the embodiment of this history...and our brand," Mahindra Managing Director Pawan Goenka stated.

Unlike the plastic-bodied, belt-driven vehicles long accepted in the Side x Side category, ROXOR offers a simple, hard worn approach, featuring a steel body on a boxed steel frame, a heavy-duty Mahindra turbo-diesel 4 cylinder engine, and an automotive style 5-speed manual transmission, Ansell said.

"The ROXOR creates a new sub-segment in the Side x Side industry, and the response we're getting from our newly appointed dealer body has been really outstanding.

"We have a National Dealer Meeting scheduled on March 18 through March 20, in San Antonio, Texas, where we'll sit down and discuss the roll-out and future product offerings. We're approaching our goal of 300 'first wave' dealers, and expect that we'll reach this target between

now and the end of the show," said Rick Haas, Mahindra North America Automotive's president and CEO.

ROXOR was conceived, designed, engineered and is being built in Metro Detroit by Mahindra Automotive North America (MANA), Ansell said.

MANA is part of the \$19B Mahindra Group and recently opened a new North American Automotive headquarters and manufacturing center in Auburn Hills.

MANA's new operation is the central component of the 400,000 sq. ft. (spanning 3 facilities) footprint Mahindra now has in Metro Detroit, and is the first OEM manufacturing/assembly facility to open operations in Southeast Michigan in over 25 years, Ansell said.

Mahindra Automotive North America has, to date, created 300 new jobs and invested over \$230 million into Southeast Michigan, Ansell said. As both ROXOR production and other programs ramp up, Mahindra anticipates creating an additional 400 jobs and investing another \$600 million in the local economy by 2020.

Mahindra Automotive North America (MANA) is Mahindra's North American automotive headquarters, Ansell said. In addition to leading all North America activity, MANA is a comprehensive automotive design, engineering and vehicle development center.

Established in 2013 and located in Auburn Hills, MANA's team of veteran executives, engineers and designers working with affiliate Mahindra automotive teams in India, Korea and Italy, is playing a key role in growing Mahindra's global automotive business.

The Mahindra Group is a \$19

billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities, Ansell said. It enjoys a strong position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume.

It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defense and two wheelers, Ansell said. Headquartered in India, Mahindra employs more than 240,000 people across 100 countries.

In anticipation of production of the ROXOR, Mahindra Vehicle Sales and Service, Inc. has signed 215 dealers in less than four months, said Luc De Gaspé Beaubien, vice president of Sales and Service, Mahindra Vehicles Sales and Service, Inc.

"The tremendous response we're getting from our dealers is proof that we're bringing a product to market that will create a whole new sub-category in the SXS segment," said Haas.

Mahindra began hiring its sales staff late in the third quarter of 2017 and now has a team of 17 with an average of 20+ years' experience, De Gaspé Beaubien said. Initial dealer recruitment began last October.

"We knew we had a game-changing product, and we've put together a competitive dealer agreement, but the positive response and signups we're getting has far exceeded our expectation," said De Gaspé Beaubien. "And these are all topline dealers, not 'C' dealers willing to take on anything."

GM Sales Show Drop, But Truck Numbers Increase

CONTINUED FROM PAGE 1

posting a 17 percent year-over-year increase, and Acadia a 22 percent boost.

A 6 percent gain for the Buick Enclave, which is new for 2018, and a 33 percent increase in Buick car deliveries drove a 1 percent increase for the brand.

A strong mix of truck and crossover deliveries, a significantly higher mix of 2018 models compared with key competitors and sharply lower incentives year over year helped GM improve ATPs by about \$750 per unit, according to J.D. Power PIN estimates.

Fleet sales were up 7 percent, driven by a 15 percent increase in Commercial deliveries. Calendar year to date, Commercial deliveries are up 33 percent, due to a combination of strong products, business confidence and tax reform, Cin said.

Much of the gain was in full-size pickup trucks, underscoring the strength of the U.S. economy. Small business deliveries also helped drive sharply higher sales of large vans, Cain said.

"Consumer confidence is at its highest level since 2000, the economy is strong, our newest products are selling very well and we have successfully managed the transition to the 2018 model year far better than most of our competitors," said Kurt McNeil, U.S. vice president, Sales Operations.

"Customer demand, GM's new products and upcoming launches are in perfect tune."

Cain said that GM has will be launching a variety of products throughout the month of March. On March 1, GMC unveiled its new 2019 Sierra and Sierra Denali light-duty pickups.

On March 7, Chevrolet will unveil the new 2019 Chevrolet Silverado 4500HD and 5500HD, which are chassis cab trucks designed for commercial and small business customers, Cain said.

Ford Sales See Small Decline In February

CONTINUED FROM PAGE 1

\$19,400 gain in transaction pricing for February.

LaNeve said that the Ford F-Series marks its best February sales performance in 18 years on total sales of 68,243 trucks. This is the 10th consecutive month of gains. At retail, new Ford Expedition sales saw a 41.4 percent sales gain; fleet is down 54.6 percent due to order timing. The days-to-turn rate is just 13 days.

The Ford EcoSport sales are climbing as more dealer stock becomes available, LaNeve said. EcoSport sales totaled 2,300 SUVs for February.

Overall, February marked the 10th straight month of sales gains for F-Series, LaNeve said. Continued strong demand for high series trucks along with a good mix of Crew Cab trucks lifted average transaction prices by \$1,500 to \$47,200 per truck. This compares to \$43,800 for the overall segment.

Retail sales for the new Lincoln Navigator gained 60.1 percent last month, with customer sold orders outpacing supply.

Overall transaction prices for Lincoln have grown \$4,600 over last year, LaNeve said. Total Ford sales for 2018 are 342,165.

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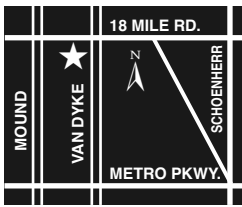
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- ECOTEC3 4.3L V6 Engine!
- GM Bed Liner INCLUDED!
- Color Touch Screen Radio!
- Steering Wheel Radio Controls!
- Remote Keyless Entry!
- Aluminum Wheels!

Stock# J41451

NO Employee Discount REQUIRED!

Was \$41,710 Sale Price: **\$32,499***

24 MONTH LEASE

\$149*

The Best Price...
PERIOD!

\$999 Down

NO Security Deposit required. Tax, title and plate fees extra.

2018 TRAX "LT"



- Color Touch Screen Radio!
- Remote Keyless Entry!
- Aluminum Wheels!
- Rear Camera!
- Deep Tinted Glass!
- Bluetooth for Phone!

Stock# J43100

NO Employee Discount REQUIRED!

Was \$23,895 Sale Price: **\$17,149***

24 MONTH LEASE

\$169*

The Best Price...
PERIOD!

\$999 Down

NO Security Deposit required. Tax, title and plate fees extra.

2018 TRAVERSE "LS"



- 3.6L V6 SIDI VVT Engine!
- 8 Passenger Seating!
- Color Touch Screen Radio!
- Rear Vision Camera!
- 18" Aluminum Wheels!
- Remote Keyless Entry!

Stock# J40435

NO Employee Discount REQUIRED!

Was \$32,995 Sale Price: **\$27,499***

24 MONTH LEASE

\$265*

The Best Price...
PERIOD!

\$1499 Down

NO Security Deposit required. Tax, title and plate fees extra.

2018 TAHOE "LS"



- 5.3L ECOTEC3 V8 Engine!
- Color Touch Screen Radio!
- Max Trailering Package!
- Rear Vision Camera!
- 20" Aluminum Wheels!
- Remote Keyless Entry!

Stock# J43078

Was \$54,275 Sale Price: **\$46,332***

36 MONTH LEASE

\$379*

The Best Price...
PERIOD!

\$999 Down

NO Security Deposit required. Tax, title and plate fees extra.

We NEED Your Trade! We'll Give You **\$1000** Over Kelley Blue Book... **GUARANTEED!***



RICH MILNE

rmilne@moranautomotive.com

The Best Price...
PERIOD!



DAVID BERCEL JR.

dberceljr@moranautomotive.com

SHOWROOM HOURS:

Monday	8:00 AM - 9:00 PM
Tuesday	8:00 AM - 6:00 PM
Wednesday	8:00 AM - 6:00 PM
Thursday	8:00 AM - 9:00 PM
Friday	8:00 AM - 6:00 PM

(586) 791-1010

35500 S. Gratiot Avenue... North of 15 Mile / Clinton Township / **FIND NEW ROADS™**

*Pictures may not represent actual sale vehicle. All applicable incentives including bonus cash, bonus tags, competitive brand, lease conquest and/or lease loyalty offers have been deducted from Sale Prices/Payments and are subject to change by the manufacturer without notice and are plus title, tax, plate and CVR fees and were valid at time of printing. GM Employee discount require except where noted. Leases are 10,000 miles per year. Disposition fee may be required at lease turn in. \$1000 over Kelley Blue Book offer is on 2004-2015 vehicles with clean Carfax minus reconditioning costs. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 3/9/2017 @ 6:00PM.

