

## 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



2019 Envision

CONTINUED ON PAGE 3

## 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

CONTINUED ON PAGE 3



Employees in South Africa helping make GM landfill free.

## 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 per-

cent 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 considerably 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

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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

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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

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2018 Renegade

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## FCA Monthly Sales Drop, Jeep's Rises

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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.

## UAW to Sell 40 Million Shares of GM VEBA Stock to Public

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, Henderson said.

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, excluding 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.

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 General Motors and this offering. Prospective investors may get these documents free by visiting EDGAR on the SEC Web site at www.sec.gov, Henderson said.

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, Henderson said.

## Takata Reaches \$650 Million Settlement

by TOM KRISHER  
AP Auto Writer

DETROIT (AP) – Japanese air bag maker Takata Corp. has reached a \$650 million deal to settle consumer protection claims from 44 states and Washington, D.C., but only a fraction of the money will be paid due to Takata's financial problems and bankruptcy.

In an agreement announced Feb. 22, the states said they will not collect the settlement so that victims of Takata's faulty air bag inflators can get a bigger piece of the company's remaining money.

There's an exception, though. South Carolina, which led the states, will get just over \$139,000 to cover costs of the investigation.

Takata air bag inflators can explode with too much force and spew shrapnel into drivers and passengers.

At least 22 people have died worldwide and more than 180 have been hurt.

Attorneys general for the states alleged that Takata concealed air bag safety issues and failed to disclose safety defects.

Takata was forced into bankruptcy last year amid lawsuits, multimillion-dollar fines and crushing recall costs involving

air bag inflators that use the explosive chemical ammonium nitrate as a propellant.

The chemical can deteriorate over time when exposed to high heat and humidity and burn too fast, blowing apart a metal canister.

A reorganization plan was approved last week by a federal bankruptcy judge in Delaware.

"We were able to resolve this investigation while ensuring that the needs of injured consumers take priority," South Carolina Attorney General Alan Wilson said in a statement.

Also under the deal, Takata agreed not to represent its air bags as safe unless supported by scientific evidence, not to falsify any testing data and to keep cooperating with automakers to make sure replacement inflators are available.

It also will not sell any air bags that use ammonium nitrate unless it's for recall replacement parts. Some of the provisions already were included in an agreement with the National Highway Traffic Safety Administration.

Messages were left Feb. 22 seeking comment from a Takata spokesman.

As part of a criminal plea agreement with the U.S. Justice Department, Takata agreed to

pay victims \$125 million and another \$850 million in restitution to automakers who bought its inflators and are stuck with recall and litigation costs.

Under the restructuring plan, Takata will sell most of its non-air bag assets to a Chinese-owned rival for \$1.6 billion.

The problem touched off the largest automotive recall in U.S. history.

Up to 69 million cars and trucks in the U.S. and another 60 million worldwide are being recalled, according to court documents and the U.S. National Highway Traffic Safety Administration.

## Bosch Under Investigaton By Germans

FRANKFURT, Germany (AP) – Prosecutors in the German city of Stuttgart are investigating two employees of auto components and technology firm Robert Bosch LLC in the U.S. on suspicion of being accessories to fraud in connection with manipulated diesel emissions in Fiat Chrysler vehicles.

Prosecutors said in a statement late February that the case involved Jeep Grand Cherokee and Ram 1500 models produced since 2014 with 3.0 liter diesel engines.

The statement said that the vehicles had been found to have emission controls that turned off without any technical justification when the vehicles were not being tested.

Robert Bosch LLC is the U.S. division of Robert Bosch GmbH, based in Gerlingen, near Stuttgart. The statement said that the relevant acts contributing to fraud took place in the Stuttgart prosecutor's area of responsibility.

Bosch said it was cooperating with the investigation and declined to name the employees or comment on their current employment status.

In May, the U.S. Justice Department sued Fiat Chrysler alleging that it used a software "defeat device" on the 2014 to 2016 diesels that turned pollution controls on during government lab tests and turned them off while on the road. The government contends that the vehicles spew out harmful nitrogen oxide in excess of legal limits that can cause human respiratory problems.

FCA has contended that it did not install the software with intent to cheat on tests. In December, regulators approved 2017 models. Fiat Chrysler says it believes it can use the new model's software to update the older models to resolve the EPA's concerns.

A similar lawsuit was filed against Volkswagen over its use of what the company admitted was illegal software that turned off emission controls during everyday driving. The suit was settled along with claims from car owners and could cost over \$20 billion.

Bosch, supplier of emissions software installed in Volkswagen diesels, reached a \$327.5 million settlement of private claims involving those vehicles in the United States.

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**LOCATION:** Courtyard Marriott  
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### 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  
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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.



## New Envision Features Latest Technology Combined with Refined Design Features

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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 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



2019 Envision interior

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 redesigned 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).

## GM Adds Landfill-Free Sites

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for use in new walkways at the company's sites to cleaning instead of disposing of oil-soaked cloths used in 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-championed 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.

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## Macomb County Seeking Mental Health Reps

Four current terms on Macomb County's Community Mental Health Board are expiring on March 31, and the BOC is seeking to fill those positions.

The terms in which applicants will be applying for are set to expire on March 31, 2021. Those interested in applying should have an awareness of the need for the provision of mental health services in Macomb County, knowledge of the evolving Affordable Health Care Act and basic understanding of Medicaid regulations in the State of Michigan as well as the Mental Health Code in the area of provision of services.

The CMH Board oversees Macomb County's Community Mental Health Services Agency. In broad terms, the Community Mental Health Services Board is charged with providing a comprehensive array of mental health services appropriate to needs of the primary consumers located within its service area, regardless of ability to pay for the service.

By statute, members are representative of providers of mental health services, agencies and occupations having a working involvement with mental health services and the general public. Applications for the position can be found by visiting MacombBoC.com and clicking "Boards & Commissions."

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# FCA Supply Manager Sings From the 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 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 baseball team 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, Kavka said. 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 they 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 – so 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



Kavka sings the National Anthem at Little Caesars Arena.

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 that she also used to sing the National Anthem for the Michigan Bucks games, a minor league soccer team out of 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. "The other singer came from Toledo. I have to say that it

was nice performing at the new arena and I really hope to continue for future tournaments."

## MCC Hosting Open House For Students

Macomb Community College will hold College Transfer Day on Wednesday, March 14, from 4 to 7 p.m., at the college's South Campus, 12 Mile and Hayes roads, in the John Lewis Student Community Center (K Building).

The event will provide prospective students with information about the more than 75 bachelor-degree completion, master's and doctoral degree programs available through the Macomb University Center's 12 partner institutions.

Representatives from many schools, including Central Michigan University, Ferris State University, Michigan State University, Northwood University, Oakland University, Rochester College, University of Detroit Mercy, Wayne State and Western Michigan will be on hand to discuss degree programs they offer at the Macomb University Center.

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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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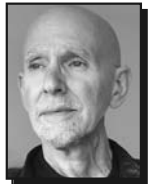
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## Mahindra Launches ROXOR Off-Roader

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."

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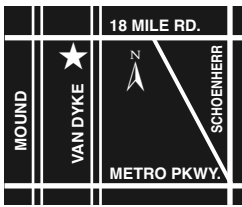


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## GM Sales Show Drop, But Truck Numbers Increase

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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- Remote Keyless Entry!
- Aluminum Wheels!
- Rear Camera!
- Deep Tinted Glass!
- Bluetooth for Phone!

Stock# J43100

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

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- Color Touch Screen Radio!
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- 18" Aluminum Wheels!
- Remote Keyless Entry!

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