



Chevy's Silverado LTZ will be featured at the Texas State Fair.

Chevy Aims to Make a Big Splash at Texas State Fair

Pickup trucks sales are more important than ever to automakers, which is why Chevrolet is celebrating this year's State Fair of Texas in the heart of truck country with a new survey quantifying America's love of pickup trucks, said GM spokesman Monte Doran.

While sales figures have long shown Americans' affinity for trucks, Chevrolet's study highlights the connection between owners and their trucks in a new way, Doran said.

Chevrolet worked with Harris

Poll to ask 1,012 pickup truck drivers across the U.S. how they feel about their trucks, how they use them to help others in their communities and even what they name them.

This focus on understanding truck customers is integral to Chevrolet's success and helps fuel the most successful truck business in the industry. Chevrolet's devotion to truck customers has shaped everything from the all-new 2019 Silverado 1500 to

CONTINUED ON PAGE 2

Cadillac is Moving HQ to Warren

DETROIT (AP) – General Motors is moving its Cadillac brand headquarters from New York back to Michigan, four years after heading to the big city to become more cosmopolitan.

The move to the Detroit suburb of Warren, across the street from GM's giant technical center, will take place in April.

The company said Sept. 26 that the brand's workers need to be closer to engineers and designers because Cadillac plans to launch a new vehicle every six months for the next three years.

Cadillac spokesman Donny Nordlicht provided the following statement to the media.

"Cadillac's move to Michigan will further support one of the most aggressive on-going product expansions in the brand's history, with the introduction of a new vehicle every six months through 2020.

"The move will place the Cadillac brand team closer to those responsible for the new Cadillacs, including design, engineering, purchasing and manufacturing, ensuring full integration of Cadillac's global growth strategy. Cadillac will maintain a brand presence in New York City with the Cadillac House, an experiential brand center which serves as a public space for events, concerts and collaborative partner-

ships until longer term brand plans are in place."

The move comes five months after GM ousted Cadillac brand chief Johan de Nysschen, who thought a New York headquarters would give the brand more sophistication when Cadillac moved to New York in 2014.

Cadillac sales fell 8 percent last year but were up 5.4 percent during the first half of 2018.

GM replaced de Nysschen with

Steve Carlisle, who ran GM's Canadian operations.

Spokesman Patrick Morrissey said GM learned a lot about the brand in New York, but circumstances changed since 2014 with Cadillac being part of GM's technology and electric vehicle push. About 70 percent of the workers in New York were recruited from the city, bringing GM new talent, Morrissey said.

CONTINUED ON PAGE 2

Barra Receives Special Award From Yale Group

Mary T. Barra, board chairman and chief executive officer of General Motors, accepted the Yale Chief Executive Leadership Institute's Legend in Leadership Award at a ceremony at the Yale CEO Caucus in Washington, D.C.

The award was presented on Sept. 24 to Barra by David Abney, chairman and chief executive officer of UPS, and Ellen Kullman, former chairman and chief executive officer of DuPont, said Yale spokesman Nathan Williams.

"Mary Barra has GM in her DNA. She worked in GM for 33

CONTINUED ON PAGE 3



Mary Barra

Ford Celebrates Century of Manufacturing at Rouge Site

by Jim Stickford

Ford celebrated its past by reaffirming its commitment to the future.

Executive Chairman of Ford Motor Company Bill Ford said on Sept. 27 that starting in the year 2020, the Dearborn Assembly plant will begin producing the first F-150 Hybrid.

The Sept. 27 announcement was part of the ceremony that celebrated 100 years of production at Ford's Rouge complex.

In addition to the electric F-150 news, media and invited guests – including hundreds of Rouge employees – were given a brief history of the facility and had the

opportunity to see samples of every car and truck ever built at the site.

Bernie Ricke, president of UAW Local 600, said he started working at the Rouge complex in the 1970s, and had the chance to meet and talk with people who started there in the 1930s. He said the transformation that has taken place at the facility in the last 40 years was remarkable.

Joe Hinrichs, executive vice president and president of Ford's Global Operations, said he started his career at Ford as a plant manager and his tenure at the company has taken him to Ford facilities around the world – and he's learned one thing.

"I can tell you that there is no place like the Rouge," Hinrichs said. "The concept behind this place is simple. Henry Ford had the idea to build cars that the average person could afford. To do this, he built the Rouge facility. To make his dream possible, he built a site that gave him complete control of the manufacturing process from beginning to end."

He said the facility gained national and international attention as a model of mass production, and even today people from Silicon Valley come here to see how Ford does it. But the real secret

CONTINUED ON PAGE 4



Bill Ford with Dearborn Truck Plant manager Debbie Manzano.



From left, Ramsey, Richie, LaFontaine and George, spoke on the potential of automotive subscription services.

Automotive Subscription Services Wave of Future

by Jim Stickford

The future of automotive subscription services was the topic of conversation by a panel of automotive experts at a recent Automotive Press Association gathering at the Detroit Athletic Club.

The panel discussion was held on Sept. 25, and was moderated by Mike Ramsey, research director for the auto industry at the research and advisory company Gartner.

The panelists were Chance Richie, CEO of the automotive subscription service Mobiliti; Joe George, president of Cox Automotive Mobility Solutions; and Ryan LaFontaine, CEO of the LaFontaine Automotive Group based in Lansing.

Sara Locricchio, spokeswoman for the new car subscription service Mobiliti, said that most services operate along similar lines. Mobiliti is an app-based service. That means that people interested download the app and use it to sign up for the service.

With Mobiliti, people fill out the forms electronically and use the app to find a car they wish to "subscribe" to. So if someone wants, say, a Ford F-150, they put that down. They also give certain information, including a credit card number and driver's license number.

Mobiliti does the rest and sends the app user a location of a car dealership that is part of the Mobiliti network that has a

CONTINUED ON PAGE 6

Tech Center News®

31201 Chicago Road South
Warren, Michigan 48093

586-939-6800

Contact us:
Info@TechCenterNews.com

Deadline: Thursday 5:00 p.m.
for the next edition of Monday

William Springer II, publisher
Lisa A. Torretta, operations
Jim Stickford, news

Tech Center News is a registered
trademark of Springer Publishing Co.

www.TechCenterNews.com

Cadillac HQ
Returns Home
To Michigan

CONTINUED FROM PAGE 1

All 110 workers at the headquarters in the Manhattan’s So-Ho district will be offered jobs in Michigan.

De Nysschen was hired away from Nissan’s Infiniti luxury brand with much promise and named president of Cadillac in August of 2014. A few months later, he moved the brand’s headquarters from Detroit to New York.

New York’s economic development agency approved a \$1 million grant to Cadillac to help with the \$12.7 million renovation of the Manhattan headquarters.

Morrissey said GM did not draw down any of the incentive funds “but we are thankful and appreciative of the support we got from New York.”

Jason Conwall, spokesman for Empire State Development, New York state’s main economic development office, said the state is disappointed in the move, but understands “this is a business decision being made by GM to co-locate the Cadillac headquarters with the rest of its corporate headquarters.”

He confirmed that the state did not disperse any of the \$1 million performance grant to GM.

Banquet Facility

Royalty House

Proudly
Family
Owned for
40 Years

Seating Accommodations
for 80-1200

“Experience the Elegance with Royalty”
(586) 264-8400
www.royaltyhouse.com • royalty@royaltyhouse.com

DowDuPont Works to Meet Market for Electric Vehicles

The market for electric/hybrid-electric vehicles is currently experiencing strong and sustained growth.

To bring innovative and holistic solutions to this market, including autonomous driving, connectivity and related infrastructure, DowDuPont Specialty Products Division is launching AHEAD – a new initiative designed to bring customers solutions and material capabilities from across the new DuPont, said Randy Stone, business president, DuPont Transportation & Advanced Polymers.

“The creation of a dedicated team and offering targeting vehicle electrification, autonomy and connectivity makes sense for DuPont. It reinforces our history in transportation (more than 100 years), our experience, expertise and broad differentiated portfolio

of technology and solutions,” said Stone.

“Our AHEAD approach builds on recent successes, and by pairing our leading material position with our unmatched capabilities in electronics, we can extend our market leadership in the vehicle electrification and supporting infrastructure space.”

Utilizing adhesives, high-performance elastomers, engineered thermoplastics, fluids/specialty lubricants, electronic materials, high-performance fibers and safety materials, AHEAD will provide innovative solutions for:

- Lightweighting
- Battery pack components and assembly
- Thermal management/safety
- Electric motors
- Powertrain/chassis
- Electrical/electronic applications

for improved automation including driver assists and self-driving capabilities

- Support infrastructure (plugging and induction charging stations, etc.).

DuPont is committed to this initiative and plans to feature AHEAD technologies at several upcoming industry events beginning with the opening of the company’s Silicon Valley Technology Center.

Chevy Aims to Make a Big Splash at Texas State Fair

CONTINUED FROM PAGE 1

creation of the Chevrolet Truck Legends program.

Survey highlights:

- According to the survey, 27 percent of U.S. pickup truck drivers love their truck so much that they name it.
- The most popular pickup truck name in America is Betty. The second most popular truck name is Big Red. Doran said “Big Red” encompasses variations of “Big/Little/Old Red”
- 89 percent of U.S. pickup drivers have used their pickup truck to help others.
- 33 percent have helped tow a friend or family’s car.
- 33 percent have used their pickup truck to support a school, community or charitable cause.
- 57 percent of U.S. pickup drivers consider their pickup truck a part of the family.
- 45 percent plan on passing their pickup truck down to a child or loved one.
- 38 percent say they love their pickup truck more than any other object they own.
- 60 percent say they “can’t live without” their pickup truck
- 26 percent learned how to drive in a pickup truck.
- 10 percent have brought a baby home from the hospital in a pickup truck.
- 9 percent had their first kiss in a pickup truck.
- 38 percent think driving a pickup truck makes them more attractive.
- 37 percent believe driving a pickup truck makes them more popular.

Chevrolet truck sales have

exceeded the success of GM’s overall truck business, Doran said. Since 2014, GM has been the only manufacturer to offer mid-size, light-duty and heavy-duty pickups. As a result, the company has sold more pickup trucks in the United States than any other automaker for four consecutive years, with 2017 sales totaling 948,909 units.

And the company is not waiting for the competition to catch up, Doran said. In 2018, Chevrolet introduced three new pickups, each designed for the diverse needs of truck customers:

- A new Silverado 1500, offering the most functional bed of any full-size truck, weighing up to 450 pounds less for increased performance and offering a broad range of trims and engine/transmission combinations to help each customer find their ideal truck.
- A new Silverado 4500-6500 HD, the first-ever Silverado Class 4, 5 and 6 chassis cab trucks, and the most customer-focused trucks of any major competitor.
- And the Colorado ZR2 Bison, a new performance variant of the midsize truck – and Chevy’s first collaboration with American Expedition Vehicles (AEV), a premium off-road aftermarket manufacturer.

This survey was conducted online within the United States by Harris Poll on behalf of Chevrolet between March 20 and April 3, 2018, among 1,012 adults ages 18 and older who are pickup truck drivers, plus oversamples among pickup truck drivers residing in the states of Texas, California, and Florida.

IDTechEx Research Shows State of EV Infrastructure

IDTechEx Research has released a report about the state of electric vehicle charging infrastructure.

IDTechEX is a Cambridge, Mass.-based company that consults and provides research on the state of different industries. It was founded in 1999 by Peter Harrop, said IDTechEx spokeswoman Charlotte Martin.

According to the company’s report, the global electric vehicle population reached three million units at the end of 2017, which represents approximately 0.23 percent of the global vehicle population, Martin said.

Electric vehicle producers have responded to consumers’ range anxiety by increasing the available range per charge in their vehicles to more than 200 miles.

However, ultimately the deployment of electric vehicles will depend on the deployment of ubiquitous chargers.

Martin said IDTechEx estimates that approximately 60 million electric vehicle chargers (both public and private) could be deployed in the global market by 2029.

IDTechEx Research’s report provides profiles of the leading companies developing and commercializing electric vehicle charging infrastructure, Martin said.

Some of the key enabling technologies such as semiconductor technology, fast charging, battery

swapping and robotic charging will have a role in creating new mobility paradigms.

The EV charging infrastructure value chain will evolve as the integrating of both electric vehicles and renewable energy goes forward, Martin said. Challenges and opportunities arise when this happens, as there will be increasing requirements for operating the electricity network in a smarter way.

For this purpose, concepts like demand-side management and key enabling technologies like energy storage will play a major role.

The emergence of the autonomous, shared-vehicle and ride-hailing platforms will change the needs of charging infrastructure, Martin said.

So what charging technologies can come forward to satisfy these special needs? What will be the overall impact of these technology trends in the future global vehicle population?

Martin said IDTechEx believes that at some point shortly after 2030 the world might reach “peak car” with the emergence of autonomous and shared vehicles. The question raises whether an autonomous vehicle will still require a man-operated electric vehicle charger.

The answer is probably not, as initiatives are under way to replace man-operated charging infrastructure, Martin said. This includes technologies like inductive charging and robotic charging.

Some speak about the possibilities of capacitive charging as well, a new concept for charging electric vehicles through electric fields.

Work Begins Again on I-696

LANSING, Mich. (AP) – More than 150 stalled road projects across Michigan are set to resume after road builders agreed to end their lockout of a union of heavy equipment operators, Gov. Rick Snyder announced Sept. 27.

The agreement brings to an end, at least temporarily, a labor impasse that had disrupted work for more than three weeks, including on big projects along Interstates 75 and the portion of I-696 that goes through the Detroit suburb of Warren. This action has disrupted commutes of the 30,000 people who work at the GM Tech Center and the Detroit Arsenal. The Michigan Infrastructure & Transportation Association will stop the lockout of between 1,000 and 2,000 members of the Operating Engineers 324 union, who will work without a contract until the winter.

The parties, who met with Snyder on Sept. 25 but left the meeting without a resolution, will use professional mediation to help with negotiations for a new contract, the governor said to the media.

“This is great news, and I appreciate that both sides were able to see how important the work they do is to the safety and quality of life for all Michiganders,” Snyder said in a statement. “The vital work of getting Michigan’s roads repaired should not have stalled, but the important thing now is that projects will be getting back on track.”

About 50 contractors exercised what they called a “defensive lockout” on Sept. 4.

That was more than three

months after the expiration of the last union contract between employers and construction workers. The union called the actions taken by the contractors an “involuntary layoff.”

Snyder said a priority will be placed on projects that can be finished prior to winter weather arriving, while other projects will continue for as long as possible and be prepared for safe travel if they cannot be completed.

The state had warned the contractors that they could have to pay liquidated damages if their work extends beyond contractually required completion dates. Snyder had floated the possibility of activating the Michigan National Guard to help with “critical” projects.

Mike Nystrom, executive vice president/secretary of MITA, said last week that the contractors had started temporarily hiring an unspecified number of nonunion replacement workers – many from out of state.

“I understand the frustration this has caused, but our association has an important responsibility to our members who are committed to doing the best work they can to build and maintain Michigan’s infrastructure on behalf of taxpayers,” he said in a statement.

Ken Dombrow, president of Operating Engineers 324, said in a statement that “our members are ready to get back on their machines and get these projects done across the state, and look forward to working again as soon as we can.”

FIRST CHOICE

DELUXE OIL CHANGE SPECIAL
Up To 5 Qts. Of Oil Lube & Filter
No Disposal Fee
\$23³⁶
Valvoline
Includes topping off fluids
10-31-18

MUFFLER & BRAKE SERVICE
23252 VAN DYKE
3 Blocks North of 9 Mile
HOURS: Mon.-Fri. 7:30am-5pm; Sat.-Closed
WARREN • 586-757-7203

RADIATOR POWER
FLUSH & FILL COOLANT SYSTEM
Extended Life Coolant & G05 Extra
\$79⁹⁵
10-31-18

BRAKE SPECIAL
\$229⁹⁵
• Front Premium Disc Brake Pads
• 2 New Front Rotors
• Labor Included
Most F.W.D. U.S. Cars • In-store offer ends 10-31-18

Check Our Price on
Tune Ups, Water Pumps,
Heater Cores & Other Repairs

MAKE US YOUR FIRST CHOICE

OPUSMACH

CNC Machining & Engineering Division
Delta Waseca Truck Body Group
Fabrication • Prototypes • Production Runs
Featuring four new Haas mills and lathes.
See our Fox Business News Manufacturing Marvel segment <https://youtu.be/Viv6hEWI46U>

Conveniently located in Warren
586.270.5170
www.OpusMach.com

Contact: Craig, Project Manager
586.943.3198 or
SalesTeam@OpusMach.com

PLASTICS SPEAUTOMOTIVE.COM

ENABLING GLOBAL AUTOMOTIVE DESIGN
SUBMIT NOMINATIONS FOR FREE ONLINE: WWW.SPEAUTOMOTIVE.COM/INNOVATION-AWARDS-GALA
GET RECOGNIZED FOR YOUR ENGINEERING EXPERTISE!

SPE

48TH ANNUAL
INNOVATION AWARDS
COMPETITION & GALA
HONORING THE BEST IN
AUTOMOTIVE PLASTICS

NOVEMBER 7, 2018
NOVI, MICHIGAN

MCC Earns Top Marks for Banner Design

The Shelby Township Fire Department called Macomb Community College's media and communications arts program when they needed a banner for their open house on Sept. 24.

Professors Mary Bush and Kris Mellebrand coordinated a contest for their students to develop an eye-catching and effective design, said Sean Patrick, manager of Media Relations at MCC.

MCC student Jenna Zelinski, of Macomb, won the contest for her design. She was presented with an award at Shelby Township Fire Station #1 by Shelby Township Fire Chief James Swinkowski and Shelby Township Supervisor Rick Stathakis.



Zelinski receives her award from Swinkowski (left) and Stathakis.

Area Retention Basin Gets New Designation

The State of Michigan has reclassified the nature of a stormwater retention basin in St. Clair Shores to more accurately reflect its operations.

In a newly-issued permit, the state has designated the Martin Retention Basin (RTB) as a combined sewer overflow (CSO) facility, said Macomb County spokesman Dan Heaton.

Previously, the facility was designated as a sanitary sewer facility. A combined sewer overflow is comprised of stormwater runoff, with some sanitary sewage included in the flow. A sanitary sewer overflow is all or almost all sanitary sewage. All discharges from the Martin RTB are treated with a sodium hypochlorite solution – a type of bleach – prior to discharge, regardless of the source of the water.

"This change not only correctly reflects the operation of the Martin Retention Basin, but I be-

lieve it serves as a foreshadowing of sorts for future improvements we plan to make at the facility," said Candice S. Miller, Macomb County Public Works commissioner.

The Martin RTB is an 8.6-million gallon underground storage facility used to hold stormwater during heavy rains or snowmelt, Heaton said. When wet weather overloads local storm sewers, the basin is utilized to hold water and, if volumes require, treat it with the sodium hypochlorite solution before discharging the water into Lake St. Clair. The use of the facility ensures that basements and low-lying areas in Roseville and St. Clair Shores do not flood during heavy rains.

The Michigan Department of Environmental Quality analyzed new data provided by the MCPWO on current operations standards and lake discharges at the Martin RTB and

decided to re-classify the permit.

"Last year, we conducted a thorough cleaning of the basin, something that hadn't happened in many years. We are preparing to improve the basin's flushing system, which allows us to better clean out the basin between discharge events," Miller said.

Barra Receives Special Award From Yale Group

CONTINUED FROM PAGE 1

years – starting as an 18-year-old co-op student working on the factory floor – before being named CEO in 2013," said Caucus organizer Jeffrey Sonnenfeld, senior associate dean for leadership studies at the Yale School of Management.

"Her father worked for GM for almost 40 years as a tool-and-die maker, and Mary went to college at what was then called the General Motors Institute. She held a series of manufacturing, engineering, and senior staff positions, including plant manager, global HR, and global manufacturing engineer. In the aftermath of GM's 2009 bankruptcy, she led the revitalization of GM's product development process, resulting in the launch of celebrated new products, the delivery of record product quality ratings, and a dramatic improvement in customer satisfaction.

"Barra led the company through a product-safety crisis

she inherited on her first month on the job in January 2014, when an ignition-switch defect led to many deaths in earlier years. Through toughness, transparency, competence, and putting her A-team talent on this challenge as a top priority, she restored and enhanced public trust. She cut unprofitable businesses to invest in the firm's future. On the frontiers of autonomous driving, she has sparked profound strategic, technological, and cultural change."

Last year in October, she announced a "bold new vision" targeting zero accidents, zero emissions, and zero congestion, Sonnenfeld said. "With strong financial performance, it is no wonder that both *Fortune* and *Forbes* have ranked her at the top of the most influential women leaders in the world."

The Legend in Leadership Award was created 25 years ago to honor current and former CEOs who serve as living legends to inspire chief executives.

ATTN: General Motors Employees!

You're Invited to attend

ENGINEERING A SUCCESSFUL RETIREMENT

Presented by James B. Kruzan, CFP®, CRPC®



Join us for a 50-minute discussion on tips, techniques and strategies to help get the most out of your GM sponsored benefits.

Our nuts and bolts presentation outlines:

- Maximize post-retirement tax free distribution without giving up current year tax deductibility.
- Construct a satellite strategy centered around your Retirement Savings Plan.
- Social Security maximization strategies.
- And more!

RSVP REQUIRED. Space limited to 20 seats.

RSVP to Evan Lian at (810) 593-1630 or evan.lian@raymondjames.com.

TUESDAY, OCT. 16, 2018

Meeting 1: 7:00 - 7:50 a.m. (breakfast included)

Meeting 2: 11:30 a.m. - 12:20 p.m. (lunch included)

Location: Courtyard by Marriott Detroit Warren
(30190 Van Dyke Ave., Warren, MI 48093)

TUESDAY, OCT. 23, 2018

Meeting 1: 7:00 - 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 Dr., Detroit, MI 48243)

**ALL ATTENDEES WILL BE OFFERED A
COMPLIMENTARY RETIREMENT STRESS TEST!**

KAYDAN
WEALTH MANAGEMENT

FORBES 2018 BEST-IN-STATE WEALTH ADVISORS

Powered by SHOOK Research

The Forbes ranking of Best-in-State Wealth Advisors, developed by SHOOK Research is based on an algorithm of qualitative criteria and quantitative data. Those advisors that are considered have a minimum of 7 years of experience, and the algorithm weighs factors like revenue trends, AUM, compliance records, industry experience, and those that encompass best practices in their practice and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Out of 21,138 advisors nominated by their firms, 2,213 received the award. This ranking is not indicative of advisor's future performance, is not an endorsement, and may not be representative of individual clients' experiences. Neither Raymond James or any of its Financial Advisors or RIA firms pay a fee in exchange for this award/rating. Raymond James is not affiliated with Forbes or SHOOK Research, LLC. Kaydan Wealth Management, Inc. is not a registered broker/dealer and is independent of Raymond James Financial Services, Inc. Securities offered through Raymond James Financial Services, Inc., member FINRA/SIPC. Investment Advisory Services offered through Raymond James Financial Services Advisors, Inc. and Kaydan Wealth Management, Inc.

- 329 W. Silver Lake Road
Fenton, MI 48430
- 2701 Cambridge Court, Ste. 412
Auburn Hills, MI 48326
- KaydanWealthManagement.com
- P. 810-593-1624

PARTHENON

CONEY ISLAND

25 Years of Homestyle Cooking!

**15% OFF
TOTAL BILL**
with
Mention of Ad



(586) 582-8400

5702 East 12 Mile Road (Just West of mound) • Warren, MI 48092
Mon-Thur 6am-10pm • Fri & Sat 6am-11pm • Sun 7am-9pm • WWW.PARTHENONCONEYISLAND.COM

"THE CLOSER UP NORTH"

Get Away to Sunset Bay

ON BEAUTIFUL LAKE HURON IN CASEVILLE



Lakefront Resort!

- Lakeside Motels • Jacuzzi Suites
- Cottages • Cabins • Penthouses • Chalets

**\$20 OFF
Motel Rooms**
Valid Sun.-Thurs
Excluding
Cheeseburger Festival & Holidays!

Enjoy Fine Food – Cocktails at
our Boardwalk Bar & Grille
on our Outdoor Patio.
DJ and Dancing.

989-856-2650 bella-caseville.com

Oct. 2 Set Aside As ‘Name Your Car Day’

National Name Your Car Day is celebrated every year on Oct. 2. This day gives Americans a chance to give thanks to their beloved mode of transportation and show some appreciation to what brings them home at the end of the day, said Bosch spokeswoman Kasey Chan.

Bosch Automotive Aftermarket has conducted a survey with Wakefield Research of 1,000 nationally representative U.S. car owners and lessees ages 18 and up and found that more than half of Americans have named their cars. From the top three names to preferences by each generation, Bosch discovers the main trends in naming a car.

The loyalty Americans have to their cars not only inspired National Name Your Car Day, but the data also found that people like to humanize their vehicles by adding a flair of personality to the name, Chan said. Some references include the names of loved ones, characters on the screen or in pop-culture, and classic icons. In fact, more than half of Americans (55 percent) have named their car – and they prefer “people” names.

In a world where people are named after foods and inanimate objects, the list of names for cars is just as vast, Chan said. Though it turns out, Americans don’t venture too far down the alphabet when conjuring up a name for their cars and the top three names given to cars are Betsy, Betty and Bessie.

Women’s names rule, regardless of whether it’s men or women picking the name for their vehicle, Chan said. An overwhelming 73 percent of the human names given to cars are female.

Ford Celebrates Century of Rouge Production

CONTINUED FROM PAGE 1

to the site’s success wasn’t something on paper.

“You, our employees, are the ingredient that make the Rouge so successful,” Hinrichs said. “Today, Ford employs more auto-workers than any other company in the United States. As to what comes next, it’s even more innovation, including a new manufacturing center up the road in Redford. We have continued to invest to make this 20th century icon relevant in the 21st century to a new generation.”

Among the employees honored for making the Rouge a great place to work was Willie Fulton, Jr., who started working for Ford in 1953 and still comes to work today.

That makes him the most senior Ford employee in the company, Hinrichs said.

Bill Ford said the site was where the industrial revolution of the 20th century took root. He called the site a marvel of its age.

“What was dismissed as a rust belt relic has been reborn and has proven its critics wrong,” Ford said.

“Today, this is the ultimate ‘Made in America’ facility where the best workers in the world make the best trucks. That’s why the 2020 Ford F-150 Hybrid will be built here. When it comes to building the best trucks in the world, we at Ford will never rest.”

Some facts about the facility:

- Ford’s Rouge complex has survived world wars and recessions to produce millions of vehicles over the past century, as well as supplies for the military.
- After making more than 28 vehicle models, including the innovative aluminum-bodied F-150, the Rouge’s Dearborn Truck Plan

will soon make electrified F-150 models.

• The Rouge helped build America’s middle class with the \$5-a-day wage, provided jobs for disabled workers and profit sharing. Today, Ford and UAW are investing \$35 million to expand a nearby facility to further train its workforce; Ford has opened a new \$45 million Advanced Manufacturing Center to accelerate manufacturing innovation.

• The Rouge, said Hinrichs, sets a global standard for sustainable production, generating zero-waste-to-landfill; the plant’s internal aluminum recycling system processes 12 million pounds monthly; and the Rouge features one of the world’s largest living roofs, an on-site orchard, and 80,000 honeybees.

• Ford is launching a volunteer program with Friends of the



This 1932 Model B pickup was manufactured at the Rouge site.

Rouge, a local non-governmental organization that cleans up and preserves the Rouge River. Dearborn-area employee volunteers

will work with the group to clean up trash, clear vegetation and participate in hikes to learn more about the area’s history.

Mercedes’ Zetsche to Retire Next Year

FRANKFURT, Germany (AP) – Daimler CEO Dieter Zetsche, who unwound a troubled merger with Chrysler Corporation and led the German automaker to a string of record profits, will hand off next year to Ola Kallenius, a longtime insider who heads vehicle development for the Mercedes-Benz brand.

The Stuttgart-based company said Sept. 26 that the change will take place in May and that Zetsche, 65, would be nominated to become head of the board in 2021 after the term expires for the current chairman, Manfred Bischoff.

Zetsche’s latest three-year contract was to end in December 2019 and Kallenius had figured prominently in speculation about who would succeed him.

Chairman Bischoff said that by

nominating Zetsche early for the top board of directors post, “we are ensuring continuity for the sustained success of Daimler AG.”

“In Ola Kallenius, we are appointing a recognized, internationally experienced and successful Daimler executive,” he said.

The 49-year-old Kallenius, who was born in Vastervik, Sweden, and still holds a Swedish passport, has headed group research and vehicle development for the key Mercedes-Benz luxury car division since the start of 2017. He worked as a manager in corporate controlling in Tuscaloosa, Ala., in the 1990s.

He is now slated to take over Zetsche’s dual mandate as both head of the entire company and the Mercedes division. The com-

pany also makes trucks and buses and provides financial services.

Kallenius’ job is to be filled by Markus Schaefer, head of production and supply chain executive at Mercedes.

Zetsche became CEO of what was then DaimlerChrysler AG in 2006. A smooth public speaker, he appeared for a time in U.S. television commercials as “Dr. Z,” ending his explanations of how German technology helped Chrysler brand vehicles with a cheery “auf wiedersehen.”

Asked what Zetsche would do after Kallenius takes over, a company spokesman said only that Zetsche remains under contract until the end of 2019. He is also slated to take over as board chairman of travel group TUI on Oct. 1.



Fremont Insurance

Michigan Exclusive Since 1876

INSURANCE SHOPPERS AGENCY

Phone: 810.388.9200 | Fax: 810.400.6100

Email: knewsome@marysvilleisa.com



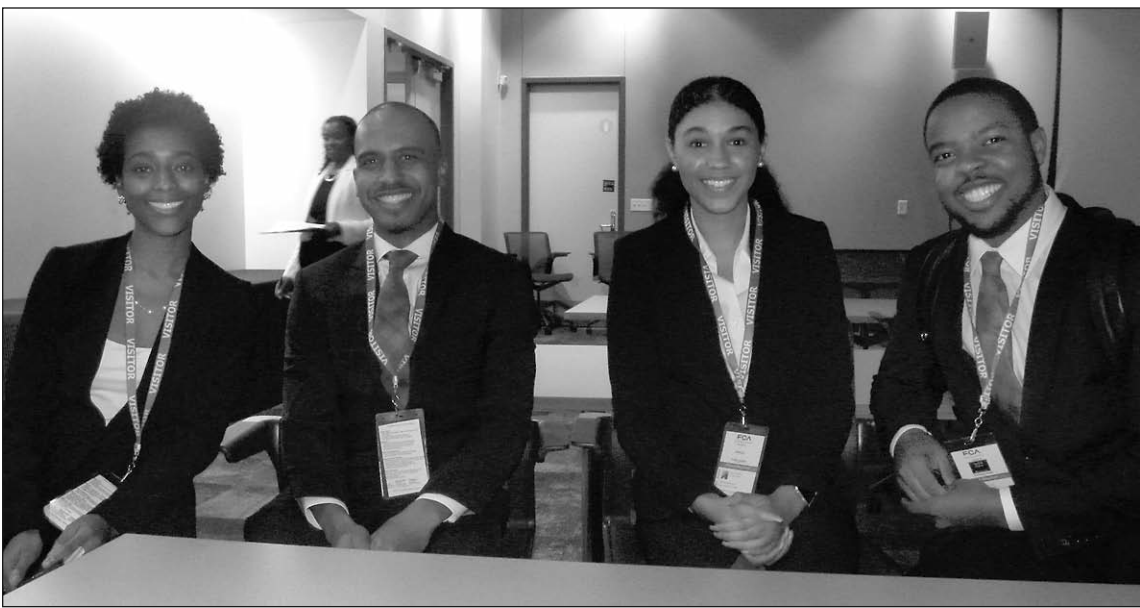
Kristin Newsome,
Agent.

**INSURANCE
MADE EASY!**

Receive a
FREE
\$10 Gift Card

... Just For Letting Us Quote
Your Home & Auto Insurance

We have Discounts for:
Engineering, Accounting,
Medical/Dental Employees



From left, University of Miami's Holmes, Brown, Owens and Ward were among the students who visited FCA.

FCA Recently Played Host to Black MBA Students From Across the United States

by Jim Stickford

FCA US played host to the National Black MBA Association's (NBMBA) 2018 Graduate Case Competition.

The event was held on Sept. 26 at FCA's Auburn Hills headquarters. Brian Johnson, FCA senior manager of Diversity and Inclusion, said that FCA, and Chrysler before it, has been an active supporter of NBMBA for more than 30 years and the exclusive sponsor of the Graduate Student Case Competition since 1995. Over that time, more than 2,500 graduate students have participated in the competition.

"FCA US is proud to continue its several decades of long support of the National Black MBA Association and the Graduate Student Case Competition," Johnson said. "The competition is a showcase event for diversity, leadership and student achievement that enables our company to demonstrate our commitment to identifying, recruiting and developing diverse talent and future business leaders."

What makes 2018 special is that the NBMBA held its first gathering in Detroit 40 years ago, Johnson said. This year is the first time the organization has held its annual conference in Detroit since then.

"FCA has long been a sponsor

of the graduate competition," Johnson said. "We send teams out to the NBMBA conference, but this year we're able to show MBA students our headquarters and give them a 'day in the life' of working at FCA."

In a tight labor market, it's important that companies like FCA reach out to groups like NBMBA to secure talent, Johnson said. He pointed out that in recent years Detroit has become more of a hub for similar events. The city is now home to an annual event that supports women in STEM fields, for example.

"I was born and raised in Detroit," Johnson said. "It's been interesting to see how people from outside Michigan have begun to view the city and now I have a new paradigm for looking at Detroit."

The schools participating in the NBMBA competition asked to be a part of the event, Johnson said. This year, 36 different schools will participate. Each team consists of either four or five MBA students who must work together to prepare a business plan based on a scenario created for them.

This year's scenario required the students to create a business that develops strategies that position the Mopar brand in today's shared economy.

Johnson said that the students

are given their assignments several weeks in advance. Each team then has to present their business plans to a panel of judges, who then decide the winners.

The prize for first place is \$25,000, second place is \$15,000 and third place is \$10,000.

Among the schools that sent a team, led by Jacqueline Holmes, from the University of Miami. She picked the rest of the University of Miami team: William Brown, Paige Owens and Darren Ward.

"I picked these people because each of them had a different speciality and provided a diverse set of experiences," Holmes said. "Darren comes from the consulting world, Paige has marketing experience and William comes from IT. My area of expertise is supply chain operations."

Holmes said that once the team was selected, they received the test case scenario from FCA officials.

The team members read what they were given and then began writing down questions they could ask to get more information.

"We had one phone call with FCA people that enable us to clarify several things," Holmes said. "Once that happened we each came up with ideas on how to proceed in the development of our presentation."

ACM Working on AV Fleets

The American Center for Mobility (ACM) has gathered a team of organizations representing defense, academia and the public sector to further research and test automated convoy platooning in a two-year study that will feature both military and commercial grade trucks.

The study aims to autonomously control an entire fleet of vehicles – throttle, brake and steering – while optimizing fuel efficiency and safety, said Center spokeswoman Tracey Shavers.

A study of this proposed scope has not been attempted before. If completed successfully, it will be the first of its kind in the nation.

Participating organizations have led multiple years of research, development, design, build, and test efforts in connected and autonomous vehicles (CAVs) and include: Auburn University (Auburn, Ala.), University of Michigan-Dearborn, Michigan Department of Transportation, the U.S. Department of Energy's National Renewable Energy Lab-

oratory (NREL) (Golden, Colo.) and the United States Army and Tank Automotive Research, Development and Engineering Center (TARDEC) (Warren).

"This is an unprecedented study with extensive implications as the project touches on many aspects of the CAV ecosystem," said Jeff Rupp, chief technical officer for ACM. "Automated truck platooning promises increased fuel efficiency, improved safety and greater throughput on America's roads."

"This project is an important step to commercializing and safely deploying the technology."

Experts predict it will take seven to 10 years for autonomously controlled trucks to be safely deployed, Shavers said. Working collaboratively, the group has identified and pooled resources to address deficiencies in prior platooning work studies that will contribute to shortening that window, while also realizing additional opportunities for testing in controlled environments and on the public roads.

CJ'S BBQ

DELI & CATERING

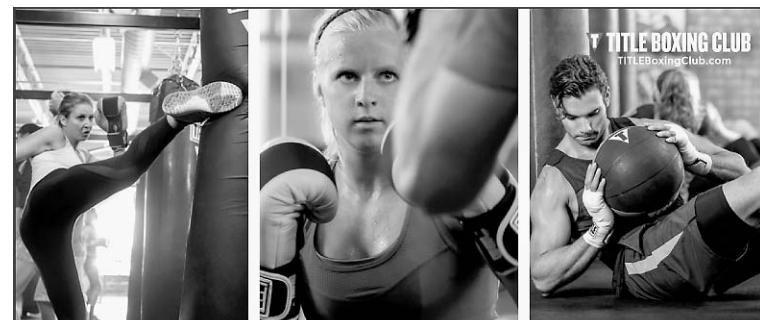
FISH AND CHIPS-EVERY FRIDAY \$8.95

CATERING FOR YOUR EVENT AT YOUR PLACE OR OURS
seating up to 75

Deli Sandwiches & Hot Bar Available All Day
Homemade Soups
Fresh Baked Bread

6177 Chicago Road • WARREN
(West of Van Dyke)
586-825-0067
www.cjscompanystore.com
LUNCH HOURS: Mon. - Fri. 10am-3pm
OPEN FOR CATERED EVENTS ON WEEKEND

NEW MENU
Pick One Up In Store



EMPOWERING | EXHILARATING | ADDICTIVE

FOUNDING MEMBER SPECIAL

Become a founding member at TITLE Boxing Club to receive \$20 off your monthly membership rate, a swag bag and a t-shirt!*



Opening this Fall!

TITLE Boxing Club Warren

5645 13 Mile Rd. Warren, MI 48092 | 586-899-5923

*Offer valid only at TITLE Boxing Club Warren.

HELLEBUYCK'S

POWER EQUIPMENT CENTER

STIHL

SAVE \$60!

MS 250 CHAIN SAW
NOW JUST ~~WAS \$359.95~~
\$299.95 BES-SRP
Offer valid through 10/31/18 at participating retailers while supplies last.

★★★★★
"GREAT SAW. A JOY to own and operate."
- user bsk713

MS 271 FARM BOSS® **\$399.95**
★★★★★
"I have owned other saws in this class and the MS 271 has the best power-to-weight ratio that I have owned."
- user Tommy80

FREE EXTRA CHAIN
WITH PURCHASE OF MS 271 FARM BOSS®
Applies to 25 RM3 74 or 26 RM3 81 chain types. Offer valid through 12/31/18 at participating retailers while supplies last. See retailer for details.

Shelby Twp.
52881 Van Dyke
Shelby Twp., MI 48316
(586) 739-9620

Warren
31430 Mound Rd.
Warren, MI 48092
(586) 365-2411

FAMILY OWNED & OPERATED SINCE 1974
Mon & Thurs 8:30am - 7:00pm
Tue, Wed & Fri 8:30am - 5:30pm
Sat 9:00am - 3:00pm
Sun Closed

Warren Urgent Care

"We Care"

Services
Urgent Care for
Accidents and Injury
Adult and pediatric Illness
Occupational Medicine

X-Rays, EKG and Lab Work
On-Site Lab Service
Strep, Mono, Pregnancy,
Glucose & Urine Testing

Accepting most insurance
including HAP & Blue Care Network

Warren Urgent Care
(on Van Dyke Rd. between 13 & 14 Mile
in St. John's Windemere Park)
31700 Van Dyke • Warren, MI 48093
Phone: (586) 276-8200
Fax: (586) 276-8181
www.warrenurgentcare.com

8:00 AM - 10:00 PM
7 DAYS A WEEK
OPEN ON ALL HOLIDAYS

GOODYEAR

AUTO SERVICE

WE CAN HELP YOU GET THE TIRES AND SERVICE YOU WANT!

- Tire Services
- Alignments
- Brakes
- Oil Changes
- Preventive Maintenance
- Suspension And More!

MADISON HEIGHTS
28581 DeQuindre
248-541-1244

WARREN
8038 E 12 Mile Rd
586-573-4900

Visit GoodyearAutoService.com to schedule an appointment.

RED WING SHOES

RED WINGS

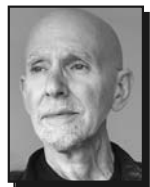
- Safety Toes
- Professional Fitting
- Wide Widths In Stock

Where Fit Comes First...

RED WING SHOE STORE
M-F 10-8; Sat. 10-5; Sun. 12-4
33289 Mound Rd.
Just North of 14 Mile Rd. in Stober Plaza - on the west side of the street
586-264-4500

The Preferred Brand of Detroit's Auto Industry

THANKS FOR A GREAT SEPTEMBER AND OCTOBER IS HERE CALL FOR NEW PROGRAMS



Please call with the vehicle you desire
and you will be delighted with the payment.

CALL
BRUCE LITVIN
- 24/7 & 365 -
OVER 40 YEARS
OF QUALITY SERVICE
CELL # 1-586-405-5175
blitvin@lunghamer.com

1-888-665-5438

Joe Lunghamer



CHEVY
#44296



Drive Beautiful



BUICK
#42333



GMC
#21552

475 SUMMIT DRIVE • 248-292-2502 • 5825 HIGHLAND RD. (M59) • WATERFORD

Auto Subscription Service Wave of Future

CONTINUED FROM PAGE 1

Ford F-150. The app user goes to the dealership and picks up the vehicle.

For this service, a monthly fee is charged on the app user's credit card.

"This fee includes just about all of the driver's expenses," Locricchio said. "That includes insurance, roadside service and routine maintenance. The driver pays for his own gas."

"Mobiliti is a Michigan-based company, and we just signed a lease to relocate our offices from Rochester Hills to downtown Detroit."

Chance said that for his company to really work, the dealers that are part of his network have to enjoy profits as a result of their partnership.

"We feel that we have two customers," Chance said. "The driver and the dealers who provide the cars. But for this to really work, dealers have to see being part of a subscription service as a stand-alone profit center at their dealership, not some sort of lead generator. We are bullish on the future of subscription services."

LaFontaine said that Michigan is an unusual state because so many of the vehicles people drive here are leased. But that probably won't always be the case.

"Clearly, the business is changing," LaFontaine said. "We're at the stage where we are ready to go with subscription services, and we realize that you can't be half in. A lot of people know that subscription services exist, but they don't really know understand how the service works. We provide ease of use and white glove service to the consumer."

And it's not just app companies like Mobiliti that are setting

up subscription services, LaFontaine said. OEMs such as Volvo are working on a system, and Cadillac already has a subscription services in certain locations, including New York City.

"Subscription services are only good if people know about them and know how to use them," LaFontaine said. "And if we do our jobs right, they will help keep customers for dealers who use them."

George said that while the industry is changing, traditional car ownership will never go down to zero.

"Look, we haven't had a real change in the way people get cars since the advent of leasing," George said. "And that's been a while. This is something new. Studies have shown that about 25 percent of the public knows about subscription services and about 10 percent of the public has considered using them."

That means there's room for growth, but that traditional sales methods will still be around, George said.

Ramsey agreed and said that he knew of a recent survey that showed that only 30 percent of the public used any kind of mobility service within the previous year.

Ramsey asked how this can produce profits for dealers. Chance said that will all be based on depreciation costs. Vehicles that retain high retail values in the used car marketplace, such as the Jeep Wrangler and small SUVs, will be driving dealer profits.

"It's surprising to many, but what drives profits won't be sports cars like the Corvette," Chance said.

George said that what Cox has seen indicates that what drives subscribers to particular cars is less based on a specific make or model and year of vehicle and more on what features and amenities vehicles have.

"We've seen people flip or switch cars they're using because they want to go on vacation and need a big car," George said.

"My wife doesn't need a big car most of the year, but come the holiday season, when dealing with family and shopping, a bigger car helps."

But everyone involved in subscription services needs to collect more data on what people want and how they use such services, George said. The more data there, the better companies will be able to meet consumer needs.

It's not just dealers and con-

sumers who have to adjust to new realities, said LaFontaine. Automotive lenders who provide financing to dealerships also have to adapt to a changing marketplace.

"Lenders will have to do a lot of due diligence," LaFontaine said. "This is new for them, too. I know that they are interested in us and our business model. They see that change is coming, too."

Chance said that working with Ally Financial made it possible for Mobiliti to put its business plan together.

**"The businesses
that don't realize
that the world has
changed won't be
successful."**

**— Ryan LaFontaine,
LaFontaine
Automotive Group**

Chance agreed, saying that for many in the auto industry, it's financing that produces the most profits. And as new technologies such as autonomous vehicles become more prevalent, automotive finance will have to adapt.

And, as auto loans to the public go from 48 months to 72 months, more people will look for alternatives. The dealers and financial institutions that are prepared for these changes are the ones that will survive.

Ramsey asked the question of how the public is responding to subscription services.

He recently read an article where a Lincoln executive said that subscription services didn't generate much business for the brand.

"We're in the hype phase right now," George said. "What we believe is that dealers know their local communities better than anyone and that they will work with OEMs to provide a great product."

As people learn more about subscription services, people will see the market change, George said.

"We're in a perception business," LaFontaine said. "Right now, no one knows what to make of this. When the public reaches the point where they do, watch out."

The businesses that don't realize that the world has changed won't be successful."

BMW Predicts Lower Profits

FRANKFURT, Germany (AP) — German luxury automaker BMW said Sept. 25 that its profits and sales will fall short of its forecasts this year, saying that fear of international trade conflicts has weighed on pricing and citing the impact of new emissions tests on European markets.

The profit warning — the second from a major German automaker this year — underlines the difficulties facing the industry in maintaining its record of steadily growing sales and profits.

The Munich-based company said that sales revenue in its automotive division would fall slightly compared with last year's instead of increase, while earnings before tax would be moderately below last year's 10.66 billion euros (\$12.55 billion US) instead of roughly in line.

A key earnings metric — the operating profit margin — would fall short. BMW predicts a 7 percent profit margin, below its target range of 8-10 percent. The figure represents how much the company is making per vehicle, an area that has been a strong point

for makers of higher-priced cars.

"The continuing international trade conflicts are aggravating the market situation and feeding uncertainty," the company said in a statement.

"These circumstances are distorting demand more than anticipated and leading to pricing pressure in several automotive markets."

The company also said that new, tougher diesel emissions tests in Europe, called WLTP for Worldwide Harmonized Light Vehicle Test Procedure, have led to market and sales distortions, even though BMW has managed to implement the new standard ahead of time.

Auto registrations soared in Europe in August as companies unloaded noncompliant vehicles before the new standard came into force on Sept. 1 and made them unsellable, often in the form of fleet or rental sales.

The company also cited costs for warranty actions. In August, it announced a recall of 324,000 due to a defect that could cause vehicle fires.

Thank You for Making Buff Whelan #1 in the Country for 2017

**OVER 1,000
New Chevrolets
in Stock!**



**CALL
JEFF CAUL
586-274-0396**



2018 CHEVY SILVERADO 4X4
\$198+ TAX WITH \$0 DOWN
24 MTH LEASE 10,000 MILES

NO SECURITY DEPOSIT REQUIRED
Equipped with Power Locks, Power Windows, Power Mirrors, Keyless Entry, Remote Start, My Link Radio, Back-Up Camera, Auto A/C, Bluetooth & More...

2018 TRAX LT

\$156+ TAX WITH \$0 DOWN
24 MTH LEASE 10,000 MILES

Previous Courtesy Vehicle with Approx. 2,500 miles
NO SECURITY DEPOSIT REQUIRED
Equipped with Power Locks, Power Windows, Power Mirrors, Keyless Entry, Back-Up Camera & More...



2019 CHEVY EQUINOX LT
\$249+ TAX WITH \$0 DOWN
24 MTH LEASE 10,000 MILES

NO SECURITY DEPOSIT REQUIRED
Equipped with 1.5L Turbo Engine, 7" touch screen radio, Onstar, Bluetooth, Keyless Entry Back Up Camera, Alum. Wheels, Deep Tinted Glass & More...

Free shuttle service to home, office or shopping.

buff whelan chevrolet
WHERE THE DEALS MAKE THE DIFFERENCE, EVERY DAY SINCE 1970!

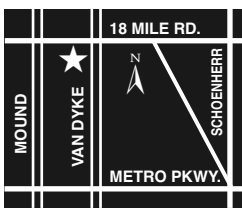
Van Dyke • South of 18 Mile • Sterling Heights



Jeff Caul
586-274-0396
PEP QUOTES BY PHONE OR EMAIL: JEFF CAUL AT JCAUL@BUFFWHELAN.COM



**MEMBER
SINCE
1989**



CONVENIENT HOURS: MON. & THURS. 8:30AM-9PM / TUES., WED. & FRI. 8:30AM-6:30PM / FIND NEW ROADS

*See dealer for details. All Rebates/Incentives have been deducted from sale price/payment and are subject to change by manufacturer without notice. GM Employee discount required on all leases. All the leases assume that you qualify for GM Lease Loyalty. To qualify for GM Lease Loyalty you must have a GM Lease in the household. All lease payments are based on 10,000 miles per year. 1st payment, tax, title and plate fee due at signing on all leases unless otherwise noted. All deals expire 9/30/2018.

CHEVROLET



OCTOBER Sales Event!

2018 SILVERADO "LT" 4x4 DOUBLE CAB



- ALL STAR EDITION!**
- 5.3L V8 Engine!
 - GM Bed Liner **INCLUDED**
 - Color Touch Screen Radio!
 - Power Driver's Seat!

- Remote Start and Entry!
 - Trailering Package with Brake Controller!
- Stock# J44254

24 MONTH LEASE
\$139*

The Best Price...
PERIOD!

Was \$45,405 Sale Price: **\$28,999***

\$999 Down

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

2018 TRAX "LT"



- Color Touch Screen Radio!
 - Remote Start and Entry!
 - Rear Vision Camera!
 - Aluminum Wheels!
 - LED Daytime Running Lights!
 - Bluetooth for Phone!
- Stock# J43656

Was \$23,965 Sale Price: **\$14,999***
24 MONTH LEASE
\$139*

The Best Price...
PERIOD!

\$999 Down

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

2018 MALIBU "LT"



- Color Touch Screen Radio!
 - Remote Keyless Entry and Start!
 - Rear Vision Camera!
 - USB Charging Port!
 - Aluminum Wheels!
 - Bluetooth for Phone!
- Stock# J44739

Was \$27,545 Sale Price: **\$18,999***
24 MONTH LEASE
\$139*

The Best Price...
PERIOD!

\$999 Down

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

2018 CRUZE "RS"



- REDLINE EDITION!**
- RS Appearance Package!
 - Remote Keyless Entry and Start!
 - Rear Vision Camera!
 - Black Emblems with Red Outline!
 - Black Aluminum Wheels!
 - Heated Front Seats!
- Stock# J40876

Was \$25,165 Sale Price: **\$17,799***
24 MONTH LEASE
\$149*

The Best Price...
PERIOD!

\$999 Down

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

2019 EQUINOX "LS"



- Color Touch Screen Radio!
 - Remote Keyless Entry!
 - Rear Vision Camera!
 - Push Button Start!
 - Aluminum Wheels!
 - Bluetooth for Phone!
- Stock# K46131

Was \$26,860 Sale Price: **\$22,429***
24 MONTH LEASE
\$193*

The Best Price...
PERIOD!

\$999 Down

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

We'll Give You a Minimum of \$2000 for YOUR Trade-In... GUARANTEED!*



RICH MILNE
rmilne@moranautomotive.com



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. \$2000 minimum trade-in offer is on 2008 or newer vehicles under 160,000 miles in drivable condition. No salvage or branded titles. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 10/5/2018 @ 6:00PM.



2017 Buick, GMC & Chevy Dealer of the Year

ED RINKE

Family Owned and Serving the Detroit Area Since 1917

100 YEARS OF BUSINESS

EXPERIENCE THE NEW BUICK

2018 BUICK ENCORE PREFERRED
PURCHASE FOR
\$17,095*



LEASE FOR
\$75* PER MONTH | **24** MONTHS | **\$999** DOWN

2018 BUICK REGAL SPORTBACK PREFERRED
PURCHASE FOR
\$21,815*



LEASE FOR
\$165* PER MONTH | **36** MONTHS | **\$999** DOWN

2019 BUICK ENVISION PREFERRED
PURCHASE FOR
\$28,245*



LEASE FOR
\$265* PER MONTH | **36** MONTHS | **\$999** DOWN

2018 BUICK ENCLAVE PREMIUM
PURCHASE FOR
\$36,865*



LEASE FOR
\$275* PER MONTH | **24** MONTHS | **\$999** DOWN

2018 BUICK CASCADA PREMIUM
PURCHASE FOR
\$31,045*



LEASE FOR
\$285* PER MONTH | **39** MONTHS | **\$999** DOWN

2018 BUICK LACROSSE PREFERRED
PURCHASE FOR
\$26,695*



LEASE FOR
\$325* PER MONTH | **39** MONTHS | **\$999** DOWN



WE ARE PROFESSIONAL GRADE

2018 GMC SIERRA 1500 SLE
LEASE FOR
\$95* PER MONTH | **24** MONTHS | **\$999** DOWN



PURCHASE FOR
\$36,845*

2018 GMC CANYON SLE EXT CAB
LEASE FOR
\$125* PER MONTH | **24** MONTHS | **\$999** DOWN



PURCHASE FOR
\$28,945*

2019 GMC TERRAIN SLE
LEASE FOR
\$145* PER MONTH | **24** MONTHS | **\$999** DOWN



PURCHASE FOR
\$24,285* NO GM EMPLOYEE DISCOUNT REQUIRED

2018 GMC ACADIA AWD DENALI
LEASE FOR
\$285* PER MONTH | **24** MONTHS | **\$999** DOWN



PURCHASE FOR
\$40,665*

2018 GMC YUKON SLE
LEASE FOR
\$315* PER MONTH | **36** MONTHS | **\$999** DOWN



PURCHASE FOR
\$45,085*

2018 GMC SIERRA 1500 DENALI CREW CAB
LEASE FOR
\$375* PER MONTH | **36** MONTHS | **\$999** DOWN



PURCHASE FOR
\$44,545*

NO APPOINTMENTS NECESSARY FOR OIL CHANGES

WE'LL GIVE YOU \$3500 MINIMUM FOR YOUR 2003 OR NEWER TRADE IN

ED RINKE

Family Owned and Serving the Detroit Area Since 1917

866.452.1300

26125 Van Dyke, Center Line
www.EdRinke.com

like us on facebook

MON & THUR 8:30am-9pm
TUE, WED & FRI 8:30am-6pm
SAT & SUN Closed



2017 Buick, GMC & Chevy Dealer of the Year

ED RINKE

Family Owned and Serving the Detroit Area Since 1917

100 YEARS OF BUSINESS

2018 CHEVROLET SILVERADO 1500 LT DOUBLE CAB
PURCHASE FOR
\$32,365*



LEASE FOR
\$85* PER MONTH | **24** MONTHS | **\$999** DOWN

2018 CHEVROLET MALIBU LT
PURCHASE FOR
\$19,045*



LEASE FOR
\$85* PER MONTH | **24** MONTHS | **\$999** DOWN

2018 CHEVROLET CRUZE LT HATCHBACK
PURCHASE FOR
\$17,315*



LEASE FOR
\$85* PER MONTH | **24** MONTHS | **\$999** DOWN

2018 CHEVROLET TRAX LT FWD
PURCHASE FOR
\$16,305*



LEASE FOR
\$115* PER MONTH | **24** MONTHS | **\$999** DOWN

2019 CHEVROLET EQUINOX LT
PURCHASE FOR
\$26,105*



LEASE FOR
\$135* PER MONTH | **24** MONTHS | **\$999** DOWN

2018 CHEVROLET COLORADO Z71 EXT CAB
PURCHASE FOR
\$28,925*



LEASE FOR
\$135* PER MONTH | **24** MONTHS | **\$999** DOWN

2018 CHEVROLET VOLT LT
PURCHASE FOR
\$29,205*



LEASE FOR
\$245* PER MONTH | **36** MONTHS | **\$999** DOWN

2018 CHEVROLET CAMARO LT
PURCHASE FOR
\$24,235*



LEASE FOR
\$265* PER MONTH | **36** MONTHS | **\$999** DOWN

2017 CHEVROLET SILVERADO 3500 Dump Truck 9ft Knapheide
PURCHASE FOR
\$41,105*



LEASE FOR
\$345* PER MONTH | **36** MONTHS | **\$999** DOWN

2019 CHEVROLET TRAVERSE LS
PURCHASE FOR
\$29,025*



LEASE FOR
\$345* PER MONTH | **36** MONTHS | **\$999** DOWN

FIND NEW ROADS / HURRY, OFFER ENDS 9/30/2018.

NO APPOINTMENTS NECESSARY FOR OIL CHANGES

ED RINKE

Family Owned and Serving the Detroit Area Since 1917

26125 Van Dyke, Center Line (Just South of 696 on Van Dyke)

877.451.7707



MON & THUR 8:30am-9pm;
TUE, WED & FRI 8:30am-6pm;
SAT & SUN Closed

www.EdRinke.com

* All prices and payments include GM rebates. Pictures may not represent actual vehicle. Pricing subject to change per GM incentives. Prices and payments are inclusive of active GM employee discount (unless otherwise stated). Must have GM Employee discount and lease loyalty. All leases are 10,000 miles per year with approved S Tier credit. All Vehicles shown are \$999 down unless otherwise stated. Disposition Fee may be required at vehicle turn in. Must have lease loyalty or lease conquest vehicle in household on certain models. Prices and payments are plus tax, title, plate, doc fee, refundable security deposit required on certain vehicles - to be determined by lender. 2019 model year vehicles are priced and discounted at supplier discount. Pricing includes Ed Rinke bonus cash, while supplies last. **\$3,500 trade in is valid on 2003 or newer vehicles w/ under 115k miles in drivable condition, no branded titles, reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. Volt is a former courtesy vehicle** Exp date: 10/1/2018.