# Tech Center News®

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**Covers the Tech Center and the Immediate Area** 

**OCTOBER 8, 2018** 



The 2018 Silverado RST Street concept truck was on display in Texas.

# 2019 Silverado Truck Goes **Big at Texas State Fair**

to make a personal statement is important to Chevy drivers, which is why the 2019 Silverado 1500 launches full suite of truck accessories and performance parts, offering customers more personalization choices for the new truck, said Hugh Milne, Silverado marketing manager.

So the show just what can be done with the new Silverado, Chevrolet introduced a stylized 2019 Silverado High Country today at the State Fair of Texas, highlighting Chevrolet's collec-

Owning a truck and being able tion of truck accessories and performance parts for the allnew Silverado, Milne said. The High Country is one of four concepts Chevrolet will introduce this fall, each designed to showcase how customers can accessorize the new Silverado to suit their personalities.

> 'We know every truck customer is unique, which is why the Silverado offers eight trims, each with a different combination of technology, performance

> > **CONTINUED ON PAGE 3**

# Honda Invests \$2B in GM, Cruise

Cruise and General Motors Co. they have joined forces with Honda to pursue the shared goal of transforming mobility through the large-scale deployment of autonomous vehicle technology.

Honda will work jointly with Cruise and General Motors to fund and develop a purpose-built autonomous vehicle for Cruise that can serve a wide variety of use cases and be manufactured at high volume for global deployment.

In addition, Cruise, General Motors and Honda will explore global opportunities for commercial deployment of the Cruise network said GM spokesman Tom Henderson.

Honda will contribute approximately \$2 billion over 12 years to these initiatives, which, together with a \$750 million equity investment in Cruise, brings its total commitment to the project to \$2.75 billion.

In addition to the recently announced SoftBank investments, this transaction brings the postmoney valuation of Cruise to approximately \$14.6 billion, Henderson said.

"This is the logical next step in General Motors and Honda's relationship, given our joint work on electric vehicles, and our close integration with Cruise," said General Motors Chairman and CEO Mary Barra.

"Together, we can provide Cruise with the world's best design, engineering and manufacturing expertise, and global reach to establish them as the leader in autonomous vehicle technology - while they move to deploy self-driving vehicles at scale.'

"Honda chose to collaborate with Cruise and General Motors based on their leadership in autonomous and electric vehicle technology and our shared vision of a zero-emissions and zero-collision world," said Honda Executive Vice President and Representative Director Chief Operating Officer Seiji Kuraishi.

"We will complement their strengths through our expertise in space efficiency and design to develop the most desirable and effective shared autonomous vehicle."

"With the backing of General Motors, SoftBank and now Honda, Cruise is deeply resourced to accomplish our mission to safely deploy autonomous technology across the globe," said Cruise CEO Kyle Vogt.

"The Honda partnership paves the way for massive scale by bringing a beautiful, efficient, and purpose-built vehicle to our network of shared autonomous vehicles."



Honda will invest \$2 billion in Cruise over the next dozen years.



next generation manufacturing workforce, 16 Cooper Standard facilities hosted events to celebrate Manufacturing Day.

As a national sponsor and event host, Cooper Standard opened its doors to its local communities to showcase the wonders of modern manufacturing and inspire attendees to pursue manufacturing-related careers, said Coooper-Standard spokeswoman Sharon Wenzl.

The events at Cooper Standard's North American facilities included career discussions, interactive presentations and tours of manufacturing facilities.

In addition, employees from Cooper Standard's southeast Michigan facilities partnered with Dow Chemical and the National Association of Manufacturers to host an event at the SAY Detroit Play Center in Detroit to raise awareness and excite vouth about real and attainable roles in manufacturing and the education pathways to achieve them, Wenzl said.

"In the 21st century, manufacturing careers can be high-tech, interesting and rewarding, and are a crucial contributor to our national economy," said Jeffrey Edwards, chairman and CEO, Cooper Standard.

'As a global automotive supplier, Cooper Standard has committed itself to engaging and fostering this next-generation workforce. Manufacturing Day is a great way to help that cause, as it introduces students to the tremendous potential that



2018 Lincoln Navigator



2018 Chevrolet Suburban



2019 Jeep Cherokee

# FCA Defies Auto Industry Trend by Showing Sales Increase

are slowing down despite a run on big SUVs.

Major automakers said Oct. 2 that U.S. sales fell 7 percent in September and 4 percent for the June-through-September quarter, compared with the same periods last year.

FCA outsold Ford Motor Co. in September - the first time Detroit's No. 3 automaker has done so since January 2007. The company reported its best September sales numbers in 18 years, with canes – in both 2017 and 2018.

DETROIT (AP) – Vehicle sales 2018's sales figures up 15 percent over the same time last year.

Weaker industry numbers for September and the third quarter wiped out a 1.8 percent gain during the first half of the year, and left auto sales on pace with 2017. Some analysts had cautioned that the first-half gains were driven by incentives and low-margin car companies.

Industry officials blamed the recent weakness partly on hurri-

Ford sales analyst Erich Merkle suggested that the September numbers were hurt by Hurricane Florence, which flooded parts of the Carolinas. That made it tougher to compete with September 2017, when sales were boosted by owners replacing cars after Hurricane Harvey hit Houston, he said.

prices and interest rates for auto the auto industry, and consumer buyers are rising, favorable credit deals are getting harder to find.

"The trickle-down effect of elevated interest rates really started hitting car shoppers in September." he said.

General Motors Co.'s chief economist, Elaine Buckberg, predicted 2018 will be the fourthstraight year with industry sales above 17 million vehicles. She said a new trade agreement Edmunds analyst Jeremy among the U.S., Mexico and Acevedo also noted that while Canada will ease uncertainty for

**CONTINUED ON PAGE 6** 



**CONTINUED ON PAGE 6** The Ford light bar uses three light signals to indicate vehicle status.

Ford's New Tech Shows What **Self-Driving Cars Are Doing** In the journey to develop and how it works to serve people and

deploy self-driving vehicles, there's a tendency to focus most on the customers who will be riding in these vehicles.

"At Ford, we're working to earn the trust of everyone involved, including all road users and entire communities where self-driving vehicles will be operating. For this technology to be successful, it's critical it be integrated into society in a way that makes everyone confident in

business," said John Shutko, Ford Human Factors technical specialist for Self-Driving Vehi-

The idea that pedestrians, cyclists and scooter users should change their behavior to accommodate self-driving cars couldn't be further from Ford's vision of how this technology should be integrated. It's why those at the

**CONTINUED ON PAGE 4** 

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### It is No Trick, Library Has **October Treats**

October will be a busy month over at the Miller branch of the Warren Public Library.

Local Author Karen Dybis returns to the Miller Library on Thursday, Oct. 25, at 6 p.m. to share the story of "The Witch of Delray: Rose Veres & Detroit's Infamous 1930's Murder Mystery."

During the Great Depression in Detroit, a mysterious murder at a boardinghouse led to an investigation of Hungarian immigrant Rose Veres, said Warren librarian Amy Nelson.

Amid accusations of witchcraft. Rose and her son Bill were convicted of the brutal killing and suspected in a dozen more. Their cries of innocence went unheeded - until one lawyer, determined to seek justice, took on the case.

This presentation will be held in Conference Room A (Room 203) of the Warren Community

Registration is required: please call 586-751-5377 to register, Nelson said.

The Miller Branch Library is located at 5460 Arden in the Warren Community Center (between 14 Mile and Chicago, west of Mound). Call the Miller branch for more information.

And the Miller branch is also holding a special Halloween celebration, Nelson said.

Children are invited to stop at the Miller Library on Wednesday, Oct. 31 from 4:00-5:30 pm to trick or treat inside the library. Children can get a few treats, show off their costumes and create a fun Halloween craft before heading out into their neighborhood for the night.

Ages 0-12 are welcome and no registration needed to participate. Drop-ins welcome. Nelson

### **Hondo Orders Recall** For Bad Software

TOKYO (AP) \_ Honda is recalling about 232,000 2018 Accord vehicles and 2019 Insight hybrid cars in the United States for malfunctioning software for the rear camera display.

Honda Motor Co. spokeswoman Tomoko Takemori said Sept. 27 that there have been no reports of any accidents or injuries related to the problem of malfunctionion software.

The Tokyo-based automaker said that apart from the United States recall, Honda is also recalling 14,000 vehicles in Canada, more than 6,000 vehicles in Germany and nearly 3,000 in South Korea for the same prob-

Honda said the software will be updated free of charge to the customer.

The company said in a statement to the media that the rear camera display does not show the images properly when the driver shifts into rear in the affected vehicles, a problem that can be dangerous and does not comply with United States requirements.

# General Motors in the Pink in Fight Against Breast Cancer

Chevrolet and General Motors employees continue contributions toward the battle against breast cancer by supporting the American Cancer Society Making Strides Against Breast Cancer for the eighth consecutive year.

Chevrolet supports those affected by breast cancer, as well as their families, during National Breast Cancer Awareness Month through Making Strides Against **Breast Cancer activities** 

Some of those activities include employee walk participation, customer engagement and event sponsorships.

This year, Chevy pledges to donate \$5 (up to \$400,000) for every social media post showing support for those affected by breast cancer using the hashtag #IDrive-For during October, said GM spokeswoman Afaf Farah.

All contributions resulting from Chevrolet's #IDriveFor campaign and other Making Strides Against Breast Cancer initiatives help the American Cancer Society fund efforts to end breast including research, cancer, education for health care professionals, screening guidelines and promotion for early detection.

Chevrolet's continued support for breast cancer awareness is one of the major initiatives that underpins the brand's new community-focused marketing platform, Chevy Cares

Chevy Cares will also encompass the brand's efforts that support military members and their families, youth sports and relief assistance in areas where Chevrolet and its dealers work and live.

"We know that when we engage at the local level and support causes that our employees,



A walk to raise money to fight breast cancer will take place Oct. 13 outside GM's HQ in downtown Detroit.

dealers and consumers are passionate about, it helps bring communities together," said Paul Edwards, U.S. vice president, Chevrolet Marketing.

"We are proud to roll out Chevy Cares as a unifying effort that will allow us and our dealers to do even more in the communities where we live and work, including building on the success of our partnership with the American Cancer Society to raise even more awareness and financial support for breast cancer research.

Chevrolet will participate in many national as well as regional and local events and activities

throughout the month of October and encourages everyone to get involved with a Making Strides Against Breast Cancer local walk to support those affected by the terrible disease of breast cancer, Farah said.

Chevrolet also will donate \$350 (up to \$50,000) for each caution lap taken by this year's Team Chevy-commissioned Chevrolet Camaro SS Pace Car.

The donations will occur at two Monster Energy NASCAR Cup Series races at Talladega Superspeedway on Oct. 14 and Martinsville Speedway on Oct.

Employees across the country

are participating in local Making Strides Against Breast Cancer walks by gathering co-workers, family and friends to show their support.

A number of employees will participate in the Detroit walk at Hart Plaza near the GM Renaissance Center on Saturday, Oct. 13, Farah said.

To learn more about that walk, visit the American Cancer Society's Make Strides Against Breast Cancer - Detroit page.

The American Cancer Society is the largest voluntary health organization consisting of two million volunteers across the country.

# Toyota and SoftBank Team Up to Develop Mobility Service

TOKYO (AP) - Japan's No. 1 automaker Toyota Motor and technology giant SoftBank Group are setting up a joint venture to create mobility services in what they called a "united Japan" effort to face global competition.

The 2 billion yen (\$20 million) venture, Monet Technologies Corp. is meant to be running by the end of March.

It will work on on-demand vehicle services, food deliveries, data analysis and hospital shuttles with onboard medical exams, the companies said Thursday in a news conference at a Tokyo hotel.

"Many of you here may be asking why Toyota and SoftBank?" Toyota Chief Executive Akio Toyoda said of the odd-couple union of an old-style manufacturer with a relative newcomer like Soft-

The energy and telecoms company's past tie-ups have tended to be with overseas startups. But

Softbank has also invested in leading car-sharing companies like Uber, Didi and Grab, and has acquired Arm, a leader in the Internet of Things, or IoT.

Toyoda stressed the auto industry was changing in an era of connected cars, autonomous driving, car-sharing and electric vehicles.

"We want to change," said Toy-

SoftBank Chairman Masayoshi Son said he was thrilled to be partnering with a top automaker on mobility and artificial intelligence, his company's expertise.

"I'm so excited just thinking about it," he said, appearing with Toyoda. The joint venture's services will roll out in Japan first, but a global expansion is in the works, the companies said. It's 50.25 percent owned by Soft-Bank, 49.75 percent by Toyota.

Toyota is developing autonomous vehicles in time for the 2020 Tokyo Olympics and Monet plans to roll out a business featuring autonomous vehicle services by the second half of 2020, they said.

Automakers around the world are forming tie-ups in the race to develop the next-generation of transportation, such as self-driving cars. Earlier this month, Toyota's Japanese rival Honda Motor Co. said it was investing \$2.75 billion in GM Cruise, an autonomous-vehicle unit run by General Motors Co. of the U.S.



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# Silverado Makes Big Splash at Texas Fair

CONTINUED FROM PAGE 1

and design," said Milne. "With a full catalog of accessories and performance parts, we offer exponentially more ways for customers to build their ideal truck. And, unlike certain aftermarket components, these are designed, engineered and validated to the same engineering standards as the Silverado itself, and backed by Chevrolet.'

The catalog of genuine Chevrolet performance parts and accessories includes step kits and tonneau covers, illuminated bowtie emblems, cargo bed storage boxes, brake systems and suspension lift kits. These parts were designed and developed along with the new truck, for seamless design and performance integration. GM-designed parts are validated to the same rigorous standards as the factory-installed components, and are warranted by Chevrolet when installed at the Chevrolet dealer, Milne said. Associated Accessories are developed and backed by third-party companies, and are reviewed by Chevrolet to determine proper fitment.

Customers can shop online for the parts at Chevrolet.com/accessories and choose home or

dealer delivery, as well as select fidence, as well as performance dealer installation.

All four personalized Silverado models will go on display at the SEMA Show in Las Vegas, Oct. 30-Nov. 2. They include:

• Silverado High Country.

It was envisioned as a premium outdoor truck, and the accessorized High Country model on display at the State Fair of Texas blends high style, functionality and enhanced performance, including the new segment-exclusive Power Up-Down tailgate, Milne said. Chevrolet's concept vision starts with a two-inch suspension lift and concept bronze exterior accents, including the grille and 22-inch wheels.

The following available accessories and performance parts enable customers to replicate the look and functionality of the show vehicle. They include a Two-Inch Suspension Lift, aSix-Piston Brembo Front Brake Upgrade System with Color-Matched Rear Calipers, 6.2L Cat-Back Dual Exit Exhaust Upgrade System and a 6.2L Cold-Air Intake Upgrade System.

• Silverado LTZ Concept.

This concept highlights the trailering technologies available on the 2019 Silverado 1500 designed to enhance trailering conparts for the 5.3L V8. The Z71equipped show vehicle also features the following dealer-available accessories and Performance Parts, including 5.3L Cold-Air Intake Upgrade System, 5.3L Cat-Back Single Exit Exhaust Upgrade System with Chevrolet Bowtie Logo Tip and Six-Piston Brembo Front Brake Upgrade System with Color-Matched Rear

• Silverado RST Off Road.

The sporty, monochromatic styling of the new Silverado RST trim heads off the highway with this extreme trail-inspired concept in Cajun Red that incorporates a two-inch suspension lift from the factory and a new Off Road Appearance Package offered through dealers. The package features a sport bar, off-road assist steps and a soft, roll-up tonneau cover. The concept also features auxiliary lighting from Baja Designs. The roster of dealer-available accessories and performance parts includes Twoinch Suspension Lift and a 5.3L Cold-Air Intake System.

 Silverado RST Street. With a decidedly aggressive



The 2018 Silverado LTZ concept was recently on display in Texas.

appearance, the RST Street concept exudes attitude. Based on the new RST trim for the 2019 Silverado 1500, the concept's striking stance is achieved with a concept lowered suspension system and concept body-side graphics, backed up with Chevrolet accessories and performance parts that lend a more authoritative look and sound to the available 5.3L V8 engine. Milne said. This concept also shows concept carbon fiber-look parts, including a grille bar, mirror caps, door handles and interior trim.

Chevrolet Performance parts for the new Silverado were developed to make the most of what the propulsion, braking and suspension systems can offer. For example, the following Chevrolet Performance parts for the new Silverado are 50-state legal and their installation does not void the New Vehicle Limited Warranty, Milne said.

The 2019 Chevrolet Silverado is on sale now, offered in eight trims and six propulsion combinations. MSRP starts at \$29,795 (excludes tax, title, license.)

# Germany Adopts a New Diesel Plan

BERLIN (AP) \_ The German government backed plans Oct. 2 to help reduce pollution from diesel vehicles while easing the burden on consumers worried about costly upgrades.

Transport Minister Andreas Scheuer and Environment Minister Svenja Schulze told reporters the concept is to keep modern, less polluting diesel vehicles on the road while upgrading or retiring older models to prevent dangerous levels of nitrogen oxides in Germany's large cities.

"Our goal is to avoid a driving ban and ensure the air quality of our cities," Schulze said.

The issue is a political hot potato in a country in love with its cars and where diesels are favored by commuters and small businesses for their generally better efficiency and lower fuel

At the same time, the government doesn't want to damage the country's automobile industry including manufacturers Volkswagen, Mercedes and BMW \_ by saddling it with too many upgrade costs.

Its hand has been forced after several cities began instituting

989-856-2650

piecemeal bans on older diesels to comply with European Union clean air rules on levels of nitrogen oxides, following lawsuits from environmental groups.

Scheuer said there had been an urgent need to provide a clear path forward for owners of diesel vehicles wondering what to do.

He and other members of Chancellor Angela Merkel's coalition government met until the early morning hours to come up with the new measures.

The plan calls for auto manufacturers to offer generous tradein offers for older model diesels against new cars, or cleaner used vehicles.



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Hinrichs kicked United Way's fundraising drive for 2018.

# United Way Fund Drive For 2018 is Now Underway

Ford's Joe Hinrichs, executive do volunteers expand our ability vice president and president, Global Operations has launched the 2018-19 United Way Community Giving Campaign.

on Sept. 28 announced a goal of \$46 million and 25,000 volunteer hours. The kick-off event was at United Way's headquarters in Downtown Detroit's Campus Martius.

United Way for Southeastern Michigan President and CEO Dr. Darienne Driver joined Hinirchs, along with Ford and nonprofit volunteers, who assembled thousands of job interview, literacy and hygiene kits to benefit children and adults.

"I look forward to working with my campaign cabinet to improve the lives of those in need across southeast Michigan," says Hinrichs, who this year began a twoyear commitment as campaign chair. "In addition to our core fundraising work, it is exciting to focus on the role volunteers play in making a difference. Not only to help, they reap the rewards of a personally enriching experi-

Since 1949, Ford Motor Compa-As Campaign Chair, Hinrichs ny Fund, the philanthropic arm of Ford Motor Company, has been a proud supporter of United Way for Southeastern Michigan and its predecessor United Foundation of Detroit, Hinrichs

### **Beaumont Site Earns Praise**

ROYAL OAK, Mich. (AP) -Beaumont Hospital in Royal Oak has earned its fourth consecutive nursing designation by the American Nurses Credentialing Center's Magnet recognition pro-

The program was created in 1994 and recognizes health care organizations for quality patient care, nursing excellence and innovations in professional nursing practice.

# Ford Study Looking at Future of Driving

**CONTINUED FROM PAGE 1** 

company have been hard at work developing an interface Ford believes will help self-driving vehicles seamlessly integrate with other road users, Shutko said.

"Today, we're calling on all selfdriving vehicle developers, automakers and technology companies who are committed to deploying SAE level-4 vehicles and believe these vehicles should communicate intent - to join us and share ideas to create an industry standard for communicating driving intent, whether it be driving, yielding or accelerating from a stop," Shutko said.

"The work we've already done is now open to others through a memorandum of understanding that is intended to make it easy for us all to work together."

Why is this the best approach? Automakers want everyone to trust self-driving vehicles - no matter if they are riders in these vehicles themselves or pedestrians, cyclists, scooter users or other drivers sharing the road, Shutko said.

Having one, universal communication interface people across geographies and age groups can understand is critical for the successful deployment of self-driving technology, he said.

"Last year, we worked with Virginia Tech Transportation Institute (VTTI) to conduct a realworld study of what we call a self-driving intent interface, a light bar mounted to the top of a windshield of a Ford Transit Connect van," Shutko said.

"We took this step after initial design and testing in virtual reality scenarios confirmed the learnability of the signal patterns we had developed."

The VTTI team designed a seat suit that concealed an actual human driver to simulate the van

operating on its own to determine if the signal patterns communicating its intent were successful.

Ford tested three different lighting scenarios, as well as a baseline condition where the lights were off, to observe how pedestrians and other road users responded to the vehicle signaling its intent:

- Yielding: Two white lights moving side to side to indicate vehicle is about to come to a full stop.
- · Active driving mode: Solid white light to indicate vehicle intends to proceed on its current course (although can respond appropriately to objects and other road users in the course of its travel).
- Start-to-go: Rapidly blinking white light to indicate vehicle is beginning to accelerate from a stop.

"We outfitted the Transit Connect with multiple cameras that allowed us to observe hours of road user response to various signaling of the vehicle's actions over the course of more than 2,000 miles," Shutko said.

"The VTTI team cataloged all the footage and found that the light signal interface did not encourage any unsafe behavior by other road users. The results prove there is a baseline for us to build from in terms of the potential to improve acceptance of self-driving vehicles and trust in the technology."

Ford then conducted another study in the virtual reality space to test the trust and acceptance hypothesis where Ford employees had arrived. In the digital world, they placed study participants on a street corner to observe and gauge reaction to a complex mix of vehicles driving through an intersection, some equipped with the intent interface light signals and some without.

With no prior explanation of what the different signals meant, we found it took about two exposures for participants to learn what a single signal meant and between five and 10 exposures to understand the meaning of all three lighting patterns.

'What's most encouraging is that the signals had a positive effect on people's trust in self-driving vehicles, with participants reporting the light signals increased their understanding of what a self-driving vehicle will do," Shutko said.

"Now, we're ready to take our learnings from the virtual world back into the real world. We're installing the self-driving intent interface on a small fleet of our Fusion Hybrid self-driving development vehicles to be used by Argo AI in Miami-Dade County.

Ongoing testing will continue to expose pedestrians and other road users to the light bar so we can observe their reactions."

Ford is also conducting research in Europe to understand how the same signals are received there to ensure they are universally understood across regions and cultures.

In addition to the proposal to accelerate the industry coming together to work toward standardization, Ford continues to work in parallel with the International Organization of Standardization (ISO) and the Society of Automotive Engineers (SAE) to create a unified communication interface for self-driving vehicles.

The goal is to reach an agreement in three core areas - placement of the signals on a vehicle, design of the signals and the color of the light signals themselves, Shutko said. Ford is open to sharing the scenarios developed for the virtual reality study.



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# FCA Educates Students on Manufacturing Day

CONTINUED FROM PAGE 1

Macomb County students got a taste of what a manufacturing job entails at a special Manufacturing Day event held at FCA's Warren Truck facility.

Manufacturing Day is an annual event sponsored by manufacturing companies and is designed to encourage young people to look at careers in manufacturing jobs, said FCA spokeswoman Jodi Tinson.

Approximately 60 students from Stevenson High School in Utica and the Warren Career Prep Center on Oct. 5 were given a tour of FCA's Warren Truck site and were given lessons in manufacturing skills at the facility's Work Hardening Center.

Precious McCoy, a trainer at the Work Hardening Center, said the training the students received was a sample of exactly the kind of training new hires are given before they are put on the production line.

the line immediately," McCoy said. "Someone would show you what to do and you better have been able to do it."

Now hires are sent to the Work Hardening Center and trained in three different modules, McCoy said. Each module training session lasts a day and the new hires are shown exactly what to do - and they have time to improve their coordination and actually have time to learn their jobs under the tutelage of an FCA trainer.

One of the tasks students were able to perform was the placing of pegs into holes. The activity teaches coordination and how to use both hands while working. Each peg had one end that was yellow and one end that was red. Students were given patterns to reproduce, with each pattern having some spots red and some spots yellow.

McCoy said she likes to create a sense of competition so stu-"Back when I started 19 years dents work hard to correctly re-

ago, we were hired and put on produce the pattern they are shown in the fastest time.

"This teaches them to use both hands," McCoy said. "There are no one-handed jobs on the line."

Wendi Gentry, head of Supply Chain Management for FCA, spoke to the students during the tour portion of the day. She said it was important for students to know what a career in manufacturing really means.

"The young people I talk to tell me they are looking for the one perfect job," Gentry said.

"I tell them that there is no one perfect job and that during my career at FCA I've had many jobs. With a career in manufacturing, these young people can learn many different skills and do many different things without ever leaving a company.

"It's important to promote manufacturing jobs because it's a tight labor market. We are competing with other manufacturers and new companies like Amazon. There are great jobs out there and we need to promote them."



Student A.J. Cunningham works at an FCA training station.

Dedrick Trainer showed students how to install airbag components in a truck. He said that it's important for line workers to know how to do their

"Everything you do is important," Collins said. "When you install a system, your name is at- the first time.'

Collins tached to the work. If there is an accident and the airbag doesn't deploy, you will want to know that you did the job right so that they can look at someone else when there is a lawsuit. That's why we train so hard. We want to make sure the job is done right

# Tesla Accerates Production While Critics Question if That is Sustainable

DETROIT (AP) - Tesla Motors accelerated production of its pivotal Model 3 sedan during the summer just as CEO Elon Musk promised, vindicating the electric car maker's leader amid a backdrop of baffling behavior that jeopardized his job.

The company announced Oct. 2 that it produced 80,142 vehicles in the third quarter, marking a 50 percent increase over the previous quarter. Tesla also made a leap in the number of cars delivered to customers who had pre-ordered them.

The progress is essential to Tesla's survival, not only to preserve customer loyalty but to bring in the cash that the company will need to repay \$1.3 billion in debt coming due within the next six months. Producing more cars also should help Tesla begin making money, something it has been unable to do since going public eight years ago.

production "Today's nouncement offers a bit of redemption to the Tesla faithful." said Jeremy Acevedo, Edmunds manager of industry analysis, in an email.

which Tesla regularly missed its

It also reverses a trend in its ability to expand from its niche of making luxury sports production goals while amassing cars powered by electricity to behuge losses, fueling doubts about come a major automaker. When

the company hit its target for the first time in the last week of June, some questioned whether the feat was sustainable.

Musk has said that he has worked nearly to exhaustion to keep that momentum going during the past quarter.



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# European Carmakers Push EV Technology

PARIS (AP) - European carmakers are rolling out electric vehicles like the ones on view last week at the Paris Motor Show to burnish their reputations as technology leaders and to compete with Tesla. But also because EU regulations don't leave them much choice.

New emission standards mean Europe will soon see an upsurge in electric offerings, outpacing the United States, where the regulatory push has eased under the Trump administration, but still likely lagging China, where the government is mandating more e-cars.

The new rules could increase sales of electrics in Europe from a minuscule 0.6 percent of the 14.5-million vehicle annual market to the high single digits over the next five or six years. From about 10 available models there would be several dozen to choose from.

Many questions remain open, not least the availability of public, fast-charging stations to match Tesla's proprietary network. And customers, especially those aiming to get the most for their money, may think electrics

are virtuous enough in theory but in practice don't buy them because they cost more, and because reliable places to charge up away from home remain

At the Paris show, Daimler's Mercedes-Benz is showing off the EQC, while Volkswagen's Audi has the e-tron, both battery-powered. They should be on the streets in the next few months, the e-tron this year and the EQC in 2019. PSA Group's luxury brand, DS, is showing off the DS 3 Crossback, a compact SUV that will offer an all-electric version from the second half of 2019. Volkswagen will follow in 2020 with its ID electric four-door compact.

BMW already makes the i3 compact and plans an electric version of its X3 SUV in 2020.

Automakers are obviously trying to grab some of the buzz Tesla earned with its Model X SUV and Model S high-performance sedan.

But the European Union's collective effort to cut the output of greenhouse gases also weighs heavily in the automakers' plans.

They must cut average emis-

sions of CO2 for new cars sold in Europe from the 2015 goal of 130 grams (4.6 ounces) of CO2 per driven kilometer to 95 grams per kilometer in 2021, or pay heavy

Last year, average emissions actually crept up, to 118.5 grams per kilometer from 118.1 grams.

One of the reasons is plunging sales of diesels, hit by Volkswagen's scandal over cheating on emissions tests. Diesels can emit more nitrogen oxide, which is bad for people's health, but less

The automakers are moving ahead even though current sales are tiny, saying that if the vehicles are attractive enough, demand will come.

"You just have to walk through the show to see that the offers are increasingly arriving at the dealers," said Daimler CEO Dieter Zetsche at the Paris event.

Carlos Tavares, the CEO of France's PSA Group, said it was impossible to predict the future mix of sales between gasoline, diesel, electric and plug-in hybrid cars, which start out electric but have gasoline motors to charge the battery if needed.

# FCA Sales Numbers Defy Recent Trends

CONTINUED FROM PAGE 1

confidence remains high because of the strong job market.

Confidence might explain why more consumers are gravitating toward SUVs and trucks despite having to spend more for gasoline to keep them running.

Ford said September sales of Lincoln Navigators - a tiny fraction of the company's sales soared 77 percent, and they stayed on dealer lots for an average of just 12 days. At General Motors, a 12 percent gain in

combined sales of the Chevrolet Tahoe and Suburban and GMC Yukon large SUVs helped push the company's average transaction price up by \$700.

Meanwhile, Ford reported that sales of cars plunged 25.7 percent in September, compared with a 9.9 percent drop for pickups and a 2.7 percent dip for

FCA reported Jeep brand sales rose 14 percent to 83,764 vehicles. It was the ninth consecutive time Jeep has set a monthly record for total sales. It was the sixth time this year Jeep brand sales have surpassed 80,000 vehicles. The Cherokee and Compass led the way with sales rising 87 percent and 46 percent, respectively.

Jack Hollis, general manager of the Toyota division in North America, said on a call with reporters that the industrywide ratio of truck and SUV sales to car sales is nearing 70-30, adding that he is "not so sure that it's stopping quite yet."

While industry officials expressed optimism in the economy, automakers have other con-

New U.S. tariffs on imported steel and aluminum could increase their costs. A new trade deal also could make vehicles more expensive by raising the amount of content required from North America to avoid duties, and requiring that at least 40 percent of a car's content be built where workers earn \$16 an hour.

Here is how major automakers fared at U.S. sales in the third quarter, according to Edmunds, which provides content, including automotive tips and reviews, for distribution by The Associated Press:

- General Motors, down 11 percent to 694.638.
- Toyota, down 6 percent to 634,923.
- Ford, down 4 percent to 606,939.
- Fiat Chrysler, up 10 percent to 564,507. • Honda, down 5 percent to
- 419,173. Nissan, down 9 percent to
- 343,987. Subaru, up 4 percent to 180,558.
- Hyundai, up 1 percent to
- 166,653. Kia, down 2 percent to 158,479.
- Volkswagen, up 2 percent to 93.330.
- BMW, down 1 percent to 83,236.
- Mercedes-Benz, down 14 percent to 77,965.
- Mazda, down 10 percent to

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# Manufacturing Day Held

CONTINUED FROM PAGE 1

manufacturing jobs have to offer.'

Manufacturing Day - held on the first Friday in October and throughout the month - is an annual celebration of modern manufacturing during which manufacturers invite community members to their facilities in a collective effort to educate students and their families about career opportunities, while improving public perceptions of the industry, Wenzl said. Produced by the National Association of Manufacturers, the Manufacturing Extension Partnership and The Manufacturing Institute, Manufacturing Day has grown in size and scope since it was created in 2012.

In addition to Manufacturing Day, Cooper Standard participates in a number of initiatives that support and promote the future manufacturing workforce, including:

• STEM (Science, Technology, Engineering and Math) Education:

Cooper Standard established its STEM Affinity Group to inspire student achievement and interest in STEM careers through employee-led volunteer programs;

• Bring Your Child to Work Day: To promote the positive image of manufacturing to employees and families, Cooper Standard organizes a "Bring Your Child to Work Day." The event has hosted 100 students each year since 2016 at Cooper Standard's southeast Michigan facilities; and

· Manufacturing and Industry Acceleration Committee: Dedicated to supporting and encouraging manufacturing jobs internally and externally, this group helps educate others on legislation impacting the industry and exposes young people to manufacturing careers. This team also partnered with Junior Achievement (JA) of Southeast Michigan to bring a STEM program called STEMworks! to JA to promote the diverse careers opportunities available in STEM and manufacturing careers.



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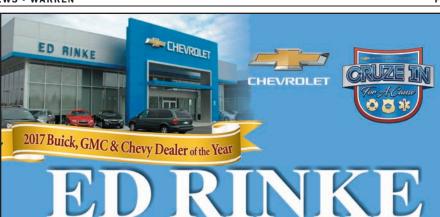
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