

FCA Donates 500K for Vets' Support, Training

FCA honored those who have served in America's armed forces by donating money to organizations that help today's veterans as well as employing veterans.

FCA has achieved gold medalion certification for its efforts to recruit, employ and retain the nation's veterans, said FCA

spokesman Kevin Frazier. The recognition was awarded under the Honoring Investments in Recruiting and Employing American Military Veterans Act (HIRE) signed into law by President Trump in 2017.

The HIRE Vets Medallion Program is the only veteran-hiring

award issued by the U.S. government. FCA US was the only automaker to achieve HIRE medallion certification in 2018, Frazier said.

"FCA US has a long and deep connection to the women and

CONTINUED ON PAGE 3



The street-focused Colorado 2019 RST is based on the LT trim.

Fans of the Colorado to Get Two Anniversary Editions

Sometimes success deserves to be recognized and this November marks the four-year anniversary of the return of the Colorado midsize truck. Introduced as a 2015 model, the Colorado recorded its first full month of sales in October 2014. Since then, U.S. customers have bought more than 428,792 Colorados.

To celebrate, Chevrolet is expanding the Colorado range with two new special editions, the off-road Z71 Trail Runner and street-focused RST, that offer options to

match customer interests on the trails and on the street, said GM spokesman Monte Doran.

"The success of Colorado helped reignite the midsize truck segment, which increased 27 percent from 2015 to 2017," said Sandor Pizar, director of Marketing for Chevrolet Trucks. "It changed what customers expected from a midsize truck, brought new customers to Chevrolet and has inspired competitors to follow Chevy's lead."

CONTINUED ON PAGE 2



FCA employees at the company's Auburn Hills headquarters attended a Veterans Day event Nov. 9.

BorgWarner's Latest Tech Debuts at Propulsion Center

by Jim Stickford

BorgWarner unveiled its latest technology at a special press preview held at the company's propulsion tech center in Auburn Hills.

The Nov. 13 event was meant to show how the company has continued to evolve along with the auto industry, said Scott Gallett, vice president of Marketing for BorgWarner.

"The marketplace has changed and we've changed to keep up," Gallett said. "We consider ourselves a worldwide propulsions systems maker now. And we want to make sure that the world knows about our new hybrid

and electric vehicle technology."

BorgWarner has its products in half of all internal combustion engine (ICE) vehicles in the world, Gallett said. But that's just the beginning of BorgWarner's efforts, he said.

"By the year 2023, we'll have our products in half the ICE vehicles in the world as well as in half the hybrid and a third of the pure electric vehicles (EVs). This is based on bookings we have recently received from OEMs. This is totally different from saying we make ICE parts and want to get into EV technology."

This broad portfolio gives

CONTINUED ON PAGE 2



Fulton talks about BorgWarner's integrated electric-drive module.

Ford Planning for Upcoming Self-Driving Vehicle Service

When discussing self-driving cars, the question that most often comes up is when they will take to the streets.

While that is important, there's so much required for wide-scale deployment beyond just having the self-driving vehicle itself, said Sherif Marakby, CEO of Ford Autonomous Vehicles.

"Aside from delivering safe and reliable technology, what does it take to operate a successful self-driving vehicle service, especially one that customers want to use and makes their lives better?" Marakby asked. "And one that is a profitable business that also benefits the community?"

"These aren't questions we're willing to put off until some later date. In fact, we've been thinking about them for a long time.

"We want our self-driving vehicles to solve real-world problems with levels of accessi-

bility, affordability and convenience that aren't possible now."

Self-driving vehicles are simply an enabler for a new kind of business they're building at Ford, Marakby said.

"The company," he said, "is already designing, testing and operating an ecosystem of services today that is required for our self-driving business in the future - building the capabilities that will make scaling our business and delivering sustainable revenue streams much easier in the future.

"We believe a successful self-driving services business is built around the principles of supply, operations, and demand. Seems fairly obvious, but the devil is in executing the details."

For supply, Marakby said, they need access to vehicles and self-driving technology. Then there's operations, which doesn't get a lot of attention compared with

the intriguing story of self-driving technology development, but it's what will make the difference in running a viable business.

And, of course, customers are the source of demand, so the

Dearborn automaker needs to identify where customers are that can be served by their business.

CONTINUED ON PAGE 4



Ford is working with companies that have existing customer bases.

Troy's AxleTech Getting Into Electronic Parts

Troy-based AxleTech is extending its product offerings by entering the world of complex electronics and mechatronics remanufacturing.

The company has assembled an in-house team of experts and brought in state-of-the-art testing systems to support this effort, which were introduced at the APPEX show in Las Vegas, said AxleTech spokeswoman Cynthia Norris.

For the last 40 years, AxleTech has remanufactured its axles and transfer cases for the off-highway and defense markets, and recently launched an air disc brake remanufacturing product line.

The company is now launching electronics and mechatronics remanufacturing based on the expected exponential growth of electronics content in vehicles in the next five years, Norris said.

"As autonomy, electrification, and sustainable manufacturing become increasingly more important in the mobility sector, the industry will require experienced and knowledgeable complex electronics and mechatronics remanufacturing specialists," said Raji El-Kassouf, director of AxleTech Business Development, Remanufacturing.

"With this new program, AxleTech will be able to provide customers with a viable, cost-effective option for quality remanufactured electronics and mechatronics, as well as ensure the serviceability of these products and help manage lifecycle costs."

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

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

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Travel Guide Has Nice Things to Say About Detroit

DETROIT (AP) – Detroit's comeback has been made official.

Detroit has made Fodor's Travel Go List of 52 recommended destinations to visit next year.

It joins such locales as Bears Ears National Monument in Utah; Puerto Rico; Lagos, Nigeria; Berlin; and Morocco's Atlantic coast.

The popular international travel guide said that "Detroit has had several false starts, but it looks like America's favorite comeback city is finally making a legit comeback."

Some of the reasons listed for visiting Detroit include the city's burgeoning riverfront, which features parks and bike lanes; new residential, retail and restaurants coming to the central business district; and the city's boutique hotel boom.

Fodor's does warn – however – that summer is "ideally" the best time to visit because "Detroit winters are brutally cold and can last well into April."

BorgWarner's Latest Tech Debuts at Its Propulsion Center

CONTINUED FROM PAGE 1

BorgWarner credibility when governments and OEMs around the world ask what the best mix of propulsion systems is to achieve stated goals, as well as meet consumer needs, Gallett said.

And in addition to creating new technology in different propulsion systems, BorgWarner has also started getting involved in venture capital, Gallett said. That means the company will fund other projects by startups as a way to keep abreast of the latest tech changes, and if they see a project they like, BorgWarner might even take up the work itself.

"We have a global reach and we will listen to startups with a pitch," Gallett said.

"We have the option to be at the table and work with companies with ideas we find interesting. We're making sure that we maintain a startup mentality that seeps into our work culture."

In addition to BorgWarner's new EV tech, OEMs continue to work with the company because of its mastery of old school technology, such as clutches, Gallett said.

"We have years of experience with this technology and that is very useful for hybrids, where different propulsion systems switch off and on, depending on driving circumstances," Gallett said.

Among the technology shown off to the media was BorgWarner's Integrated Drive Module. David Fulton, director of Electric Mach Innovation, said the module is a complete system with motor, transmission, power electronics and controls to optimize weight, cut costs and focus on low Noise Vibration and Harsh-

ness (NVH) with full torque for electric vehicles.

Todd Perttola, director of Engineering, showed off the company's Electro-Mechanical On-Demand (EMOD) system, which is used in FCA's 2019 Ram 1500 pickup truck.

Perttola said that BorgWarner worked on the system for about a year and then entered into a joint venture agreement with FCA. Overall, it took about three years to create the EMOD system, which enables the truck's four-wheel drive systems to function as well as it does.

"It's bolted on the back of the transmission and front rear axles and decides where to send torque," Perttola said.

"It has an electric mechanical actuator that is electronically controlled and looks at such factors as vehicle speed, throttle position and even the steering wheel angle and sends torque where needed based on special algorithms."

This gives the 2019 Ram 1500 enhanced vehicle traction and



Perttola explains how BorgWarner's EMOD transfer case sends torque.

stability control as well as reduced weight and a wide range of tunable vehicle handling characteristics, Perttola said.

Chris Spangler, senior engineering manager for Systems Integration, showed off the company's 48-volt Efficiency Motor/Generator with Integrated Electronics.

This micro or mild hybrid considerably reduces the cost of electrification when compared with high-voltage hybridization and pure EV, Spangler said. The 48-volt technology provides higher system efficiency and improved energy recovery capability to meet increasing power demands, he said.

Colorado Lovers Get Anniversary Editions

CONTINUED FROM PAGE 1

The Colorado also helped make GM the most successful truck company for four consecutive years, selling 634,505 more mid-size pickups than the closest manufacturer from 2013 through the first three quarters of 2018, Pizar said.

Colorado's success has been fueled by one of the broadest lineups in the midsize segment – including three powertrains, three configurations and a wide range of models and special editions – with a steady cadence of innovation.

Upon its introduction as a 2015

model, Colorado brought a new standard to the segment with three powertrain options, an EPA-estimated 27 mpg highway and 7,000 pounds of towing capability, and it introduced features such as the built-in Wi-Fi Hotspot with available 4G LTE data, Pizar said.

Since then, Colorado has made updates every calendar year, including:

- 2015: First available diesel engine offered in the segment (excluding other GM brands). Four years after it was introduced, no other competitor offers a diesel engine, with class-leading 30 mpg highway fuel economy and class-leading towing capacity of 7,700 pounds.
- 2016: New V6 gas engine and segment-first eight-speed transmission.
- 2017: ZR2 model with wider track, lifted suspension from the factory, revolutionary Multimatic DSSV dampers and class-exclusive standard front and rear electronic locking differentials.
- 2018: ZR2 Bison performance variant developed in partner-

ship with AEV that will reach dealers in early 2019.

- 2019: Two new special editions added to the lineup: RST and Z71 Trail Runner. Both new special editions feature the flow-through "CHEVROLET"-lettered grille.

State Gas Prices See a Decline

DEARBORN, Mich. (AP) – AAA Michigan says average gas prices statewide are down 10 cents in the past week to about \$2.61 per gallon amid continued lower oil prices.

The Dearborn-based auto club said Nov. 12 the average price for self-serve regular unleaded gasoline is about 15 cents less per gallon than the same time last year. AAA says Michigan gas prices are at the lowest level since March after dropping 33 cents a gallon in the past month.

The state's highest average was \$2.86 per gallon in the Marquette area. The lowest was in the Grand Rapids, Holland and Muskegon areas at \$2.47.



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FCA Donates 500K to Help Vets' Support, Training

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men who've fought and continue to fight for our nation's freedom," said Barb Pilarski, FCA US head of Human Resources. "We are proud that our connection to the nation's heroes is as strong as ever and continues today in very meaningful ways."

"By meeting the criteria required for a Gold Medallion Program Demonstration Award," said Matthew Miller, deputy assistant secretary of the HIRE Vets Medallion Program, "FCA US demonstrated a model of patriotism worthy of praise, as well as a recognition of the value veterans bring to the workplace."

Currently, 19 members of the FCA US team are on active leave while 410 employees are Active and Inactive reservists, Frazier said. More than 5,000 current employees are U.S. military veterans.

In addition, in 2016, FCA US earned a Silver Status as a Michigan Friendly Employer by the Michigan Veterans Affairs Agency in recognition of its recruitment strategies aimed at veterans.

And for the second year in a row in 2018, the automaker earned a position on *DiversityInc* magazine's list of top companies for veterans.

And the FCA Foundation, the charitable arm of FCA US, has awarded \$500,000 in grants to provide U.S. veterans, service members, and their families with support services and workforce development training.

"We are forever grateful for the contributions these courageous men and women have made and continue to make on our nation's behalf," said Shane Karr, head of External Affairs, FCA - North America, and president of the FCA Foundation.

"And this Veterans Day, we are equally proud to join with several well-established and knowledgeable organizations in providing opportunities that recognize their service, as well as the sacrifices of their families."

FCA Foundation grant recipients:

\$50,000: The Forgotten Harvest Workforce Development Program helps veterans in Metro Detroit overcome barriers to employment by preparing them for careers in the food industry. Veterans will learn and gain certifi-

cations in food safety and handling, culinary processing, distribution, logistics and basic farming agriculture. This is the second consecutive year the FCA Foundation has supported this program.

\$50,000: Veterans Matter partners with the U.S. Department of Veterans Affairs to help get homeless veterans off the streets and into permanent housing. The grant will support the organization's ongoing work in Detroit/Southeast Michigan and Toledo/Northwest Ohio, and will support the launch of the program in the Rockford/ Belvidere, Ill., area.

\$75,000: Funding will assist Soldiers' Angels in the delivery of necessities (food and hygiene products) to low-income veterans and their families in Detroit through its Veteran Hunger Relief and Veteran Hospital Support programs. The grant will also assist Soldiers' Angels in providing basic household items to chronically homeless veterans.

\$75,000: Wounded Warrior's Project Odyssey mental health program helps veterans work through challenges related to combat stress and improve veteran mental health and outlook during 3-5-day outdoor, rehabilitative retreats that encourage a connection with nature, their peers, Project Odyssey staff, and counselors. Following the Project Odyssey experience, warriors are engaged in a 90-day follow-up to strengthen skills learned in the program.

\$250,000: Tragedy Assistance Program for Survivors (TAPS) supports the TAPS Survivor Care Team, which serves as the front line resource for all military survivors, connecting surviving loved ones with resources and care. The FCA Foundation grant will help fund general operating expenses.



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Mark Reuss

Frequent User Programs Used By Uber, Lyft

DETROIT (AP) - Uber and Lyft now have loyalty programs similar to airline frequent flyer miles.

Uber Rewards started Nov. 14 in nine U.S. areas and will spread nationwide during the next six months. Riders get points for every dollar spent on Uber rides or food deliveries. For every 500 points, they get \$5 to be used for rides or deliveries. Other goodies come with more points.

The areas are Miami, Denver, Tampa, New York City, Washington, D.C., Philadelphia, Atlanta, San Diego and all of New Jersey.

Lyft says its program starts in December in several cities it wouldn't identify. The company plans to make it available to more riders next year but would not give details.

GM Plans Moving Engineers From Pontiac to Warren

by Jim Stickford

About 3,000 employees from GM's Global Propulsion Systems facility in Pontiac will begin the trek to the company's Tech Center in Warren, starting this year.

GM spokesman Mike Albano said the decision to move 3,000 engineers from the Pontiac facility to Warren was made only recently.

"The idea to move the employees was made by Mark Reuss' leadership team," Albano said. "He's executive vice president of Global Product Development, Purchasing and Supply Chain and the decision was made in the last month."

"We're moving fast and it's a part of our continuing efforts to transform the company into a more nimble and forward-thinking company."

Because the move was approved so recently, the plans for moving the employees haven't been finalized, Albano said. But he expects the first batch of engineers to move by the end of the year, and all engineers to be in Warren by the end of 2019.

"We will be moving people to various sites around the Warren campus in phases as appropriate to their jobs," Albano said. "By having more engineers close together, we'll be able to reduce redundancies that might exist."

For example, GM engineers

can now avoid testing in Pontiac and retesting in Warren.

And just by having more staff physically close to each other, they can collaborate easier and that makes the spreading of ideas that much more efficient, Albano said.

"Now just because we are moving engineers to Warren doesn't mean that we're closing up the Pontiac facility," Albano said. "There will still be about 1,000 engineers there working, and we will still be using Pontiac's test facilities. So all the people involved in test work will still be there working."

So Global Propulsion site will still remain a vital link in GM's development chain and engineering system, Albano said. And GM will still be developing racing engines at Pontiac. So there will still be a lot of engineering going on there.

"This is all happening pretty fast," Albano said. "By moving quickly we will be better able to achieve GM's goal of better employee integration to speed up the process of developing electrification technology."

"It's all part of the process of making GM a more efficient company. These are exciting times, with automotive technology changing rapidly and GM needs to be able to keep up with this change. This move is part of that effort."



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Ford Plans Upcoming Self-Driving Service

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"These foundational elements are crucial for any viable self-driving service," Marakby said, "and we're tackling each one now, in unison, so we're ready to activate a commercial service with solid business fundamentals."

Here is what Ford is doing, Marakby said, in the key areas of the vehicle, self-driving systems, fleet management, ride-hailing and goods delivery, and Ford's self-driving service platform.

Ford's strength, Marakby said, is optimizing self-driving vehicles to help meet the needs of people and businesses. This includes making sure they're durable enough to handle tough urban environments, making use of hybrid-electric technology to maximize their use, and ensuring they are integrated for safety from the outset.

Ford's advantage, he said, is that the company can engineer and manufacture custom-designed and purpose-built vehicles. Self-driving services, whether ride-hailing or goods delivery, are all new, so, he said, we need to design for the future, versus just repurposing what's on the road today.

As for Self-Driving Systems, said Marakby, Ford is working closely with our partners at Argo AI to develop the brains behind our self-driving vehicles.

This relationship features deep integration across all areas, including hardware and software teams.

The software team at Argo AI works directly with the chassis and powertrain teams at Ford, he said, to gain a thorough understanding of vehicle dynamics, to help improve controls and ensure the sensors have automotive grade durability and reliability.

Fleet Management and the managing of all of these self-driving vehicles is going to be crucial once they are ready for prime time, Marakby said.

"We've been working with fleet owners and operators since the early days of our company, and this year we took that experience and launched Ford Commercial Solutions (FCS) to help other businesses manage their fleets by providing connected vehicle data, like fuel efficiency and other diagnostics, to improve operational effectiveness," Marakby said. "FCS is also going to be critical in helping us manage our own fleets of self-driving vehicles."

To prepare for the future, he said, FCS is already conducting fleet management for us in Miami and has modeled scaled self-driving vehicle operations in detail. Today, the team is using its software and supporting fleet management for services such as Chariot and GoRide.

The use of ride-hailing and goods delivery is growing due to the ease of smartphone apps and availability of internet connectivity, Marakby said. These are sectors where self-driving vehicles can help, so Ford's demand strategy is to work with the leading companies that have built-in customer bases already utilizing these services.

Many companies want additional support in order to grow, such as Domino's, which has an opportunity to deliver more pizzas but often can't secure enough drivers. A self-driving service could supplement its business during those peak order times when it may be short on staff. Meanwhile, companies like Walmart are expanding by offering delivery services, and self-driving vehicles can enhance their ability to reach more customers.

Finally, Ford's self-driving service platform could provide solutions to small and medium-size businesses that may want to offer delivery, or currently do, but actually face a financial drain due to the resources involved, Marakby said.

As the need for driving is removed, there's great opportunity to customize and personalize the ride-hailing experience inside the vehicle, especially with connected, digital services, he said.

Commuters can become more enjoyable and productive, Marakby said. People could order an autonomous vehicle from an app, order coffee from a recommended location along the way, and then have their ride stop to pick up their drink on the way to work.

Ford is beginning to explore additional collaborations across entertainment, audio, gaming, touring and commerce fields, so that the company can build out an entire customer experience before, during and after their vehicle rides.

Serving as the foundation connecting all of the capabilities required to run a self-driving service will be the Transportation Mobility Cloud that Autonomic has developed.

The Henry Ford to Sell Fresh Christmas Trees

The Henry Ford Holiday Greens and Tree lot is opening for business on Friday, Nov. 23.

Also known as Greenfield Village, the living museum will offer a number of Christmas trees and wreaths for sale while supplies last. Balsam tree prices range from \$29.75 to \$59.50. Boxwood or balsam wreath prices will range from \$17 to \$25.50. Go to thehenryford.org for more info.



Ford has hired architect, construction firms to restore Michigan Central.

Ford's Train Station Rebuild Entering the Next Phase

So it begins. Ford Motor Company is advancing its Corktown campus plans with the selection of its first architectural and construction partners that will work on restoring Michigan Central Station to its original grandeur, said Ford spokeswoman Christina Twelftree.

Quinn Evans Architects will lead the design work, while Christman and Brinker are teamed up in a joint venture to serve as construction manager for the Corktown transformation project.

Construction will get underway before the end of this year, contingent on receiving all necessary government approvals. It is expected to be complete in 2022.

Ford announced it had purchased the iconic train station building in June and plans to transform it into the centerpiece of a new 1.2 million-square-foot campus in Corktown, including several surrounding properties.

The campus will be an innovation hub where Ford and its partners can work to define the future of transportation, including building autonomous and electric vehicles, and designing mobility services and solutions for urban environments, Twelftree said. Detroit-based Quinn Evans Architects is one of the nation's leading architectural practices specializing in historic preservation.

The firm has worked on numerous landmark preservation

projects, including the Michigan State Capitol, the Lincoln Memorial, the National Academy of Sciences on the National Mall and Baltimore's Penn Station.

Corktown Transformation Joint Venture, a Detroit-based certified minority enterprise, is made up of Christman and Brinker. The two companies have worked together for more than 30 years on multiple high-profile projects, including the campus expansion of Little Caesars World Headquarters, Wayne State University Mike Ilitch School of Business, multiple Detroit Public Schools, and Blue Cross Blue Shield of Michigan BLUEnite headquarters.

The joint team of professionals assigned to Michigan Central Station has amassed 235 years of combined historic preservation experience on projects totaling more than \$2 billion.

"Quinn Evans Architects and Christman Brinker have a strong track record of working together on restoring historic buildings, so we felt they were the right partners to help us begin this transformation project," said Todd Brooks, program manager at Ford Land, the company's real estate arm overseeing Ford's Corktown campus.

"They share Ford's passion for redeveloping Detroit's landmark train station, ensuring the local community benefits from our presence and building the future of the transportation industry right here in Detroit."

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Mopar Dodge Racing Team Earns Points

Tommy Johnson Jr. and Tony Schumacher raced Mopar Dodge//SRT to runner-up finishes in Funny Car and Top Fuel, respectively, at the season-ending 54th Annual NHRA Finals at Auto Club Raceway at Pomona, Calif., Nov. 11.

Mopar Dodge//SRT Don Schumacher Racing (DSR) drivers finished the 2018 NHRA Mello Yello Drag Racing Series season with 11 total wins in the NHRA Nitro classes – eight in Funny Car and three in Top Fuel.

Johnson, coming off three consecutive No. 1 spots, started third after holding the provisional pole and earning 14 bonus points during the qualifying rounds.

The two-time defending event champion at the season-ending Pomona race posted a 3.905-second elapsed time (ET) at 327.59 mph in his Make-A-Wish Dodge Charger R/T Funny Car, second quickest of the first round, to beat Cruz Pedregon. Johnson survived a scare in the second round against Courtney Force when his engine initially would not fire up, but once his Mopar Hemi engine turned over, it lit up the board with a winning 3.913-second ET that was quickest of the round.

Next up was an all-DSR Mopar Dodge semifinals battle with Jack Beckman. Johnson matched his quarterfinals ET of 3.913, paired with a speed of 325.06 mph, to outrun his teammate and advance to his fourth straight final round at the NHRA Finals, third of the year and 48th of his career.

Johnson left nothing on the table against newly-crowned Funny Car champion J.R. Todd, posting his quickest run of race day with a 3.889 ET at 327.51 mph, but it couldn't match Todd's winning 3.872/329.10 pass.

With his runner-up finish, Johnson moved to third in the final standings to be the leader among all Mopar Dodge//SRT Funny Car drivers.

Federal Officials Order Recall For Subaru Outback

DETROIT (AP) – Subaru is recalling about 640,000 vehicles worldwide to fix two problems that can cause them to stall.

The first recall covers about 229,000 Outback and Legacy vehicles in the U.S. from the 2018 model year. Government documents say a software problem can stop the low-fuel warning light from illuminating and make the miles-to-empty display inaccurate. The problem can cause drivers to run out of fuel and stall, increasing the risk of a crash.

The other recall covers Subaru Imprezas from 2012 to 2014 and the 2013 BRZ, XV Crosstrek and Toyota Scion FR-S.

The engine valve springs in about 411,000 vehicles worldwide can fracture, causing the engines to malfunction or stall.

Dealers will replace the springs. Toyota and Subaru jointly designed the FR-S sports car.

In both recalls, owners will be notified starting in December, Subaru said. In the fuel indicator recall, dealers will reprogram the software. If reprogramming tools aren't ready, owners will be notified by letter again when they are. In the valve springs recall, if parts aren't ready, owners will be notified a second time of when they should take vehicles in for repairs.

Subaru says it has no reports of crashes or injuries due to either problem.

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• Express Group

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Chevy Offering New Racing Parts for ZR2

Who says pickup trucks have to be only rugged and tough? Not Chevrolet.

The brand is continuing to expand the Colorado ZR2 midsize truck's performance envelope with the introduction of 15 factory race components developed and validated over 10,000 miles of off-road racing, said GM spokesman Monte Doran.

The parts were developed by Chevrolet Performance engineering in collaboration with Multimatic and Hall Racing.

Off-road driver Chad Hall competed in a Colorado ZR2 equipped with these components throughout 2017 and 2018 to develop and validate them in desert racing conditions, Doran said.

During that time, the team completed every mile of every race in the "Best in the Desert" series. Hall Racing also used the Colorado ZR2 to pre-run the grueling Baja 1000 race.

"Off-road racing is a brutal test of a vehicle, and especially its suspension components," said Mark Dickens, executive director of Chevrolet Performance Variants, Parts and Accessories and Motorsports. "Over two years, Chad mercilessly pushed these ZR2 parts to the limit for the ultimate in development and validation."

"After seeing the success of the Colorado ZR2, customers have been hounding Chad for help building their own 'Hall Racing' ZR2. For the first time, you can buy the same Chevy Performance Parts that raced and won in the desert."

"All you need to add is the required safety equipment to build a pre-runner for scouting the Baja 1000 or a full-blown race truck capable of competing in the race itself."

The production Colorado ZR2



Chevy's factory parts were developed with Multimatic and Hall Racing.

is effectively a segment of one, combining the nimbleness and maneuverability of a midsize pickup with a host of new off-road features and the most off-road technology of any vehicle in its segment, Doran said.

Compared to a standard Colorado, the ZR2 features front and rear tracks that have been widened by 3.5 inches and a suspension lifted by 2 inches. Functional rock sliders provide better performance over rocks and obstacles, and the front and rear bumpers have been modified for better off-road clearance.

Class-exclusive features include standard front and rear electronic locking differentials, an available diesel engine and the first off-road application of Multimatic Dynamic Suspensions Spool Valve (DSSV) damper technology, said Doran.

While the stock ZR2 comes factory-equipped with "segment of one" capability, said Doran, for both low- and high-speed off-roading, these factory race parts focus on desert running while preserving low-speed off-road performance.

Some of their many benefits include an additional 1-inch suspension lift and a 1.5-inch Body Lift on top of the ZR2's factory ride height and up to 15 percent more suspension travel for extreme high-speed off-roading.

Available Multimatic Front Long Travel DSSV Shocks provide customers with as much as a 15 percent increase in overall front suspension travel, while the Multimatic long travel rear shocks can increase rear suspension travel by up to 10 percent.

Other components include front and rear jounce shocks to absorb large suspension inputs, using the same technology found on Trophy Trucks, and reinforced components including steel drive shafts, half shafts and tie rods.

"These parts can be purchased individually to suit each customer's needs, or as a complete package," said Dickens. "This gives customers the flexibility to build their truck up over time, purchase only the parts they need for their particular interest, or buy the complete set to build their own 'Hall Racing' ZR2."

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