# Detroit Auto Scene®

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**MARCH 11, 2019** 



This is the last Cruze that was assembled at GM's Lordstown plant.

# GM Ends Cruze Production, Idling Lordstown Assembly

LORDSTOWN, Ohio (AP) - A has become the victim of consprawling General Motors' assembly plant near Youngstown was idled on March 6 after more than 50 years producing cars and other vehicles, a move that will eliminate nearly 1,700 hourly positions by months' end.

GM announced in December that Lordstown along with three plants in the U.S. and one in Canada would close at some point this year.

The Cruze, once a popular and well-reviewed compact car made in Lordstown since 2011,

sumer tastes as car buyers in an era of inexpensive gasoline have shown strong preferences for trucks, SUVs and crossover-type vehicles, all of which produce far bigger profits than sedans for

While March 6 could be the last day for the Cruze, GM spokesman Dan Flores said the plant's parts-stamping operation will continue producing fenders and other replacement parts

**CONTINUED ON PAGE 2** 

# FCA Shows Off EV Jeeps in Geneva

Before 1940, the term, "jeep," was used by U.S. soldiers as slang for new recruits or vehicles. But, in 1941, the World War II jeep was a light military 4x4 that some called "the fourwheeled personification of Yankee ingenuity and cocky, can-do determination.'

The Jeep, first introduced to Europe in the 1940s, is still working to win the hearts and minds of Europeans at this year's Geneva International Motor Show.

After setting a new global sales record in 2018, the Jeep brand welcomes 2019 as the year of an evolution that remains true to those core values that have been at the heart of the brand for almost 80 years, said spokesman Ariel Gavilan.

The Jeep brand has always pioneered new segments and new technologies, said Gavilan, its legend starting in 1941 with the Willys-Overland, the first 4x4 vehicle, followed in 1946 by the Willys Wagon, which first introduced the concept of the Sport Utility Vehicle.

Its reputation for off-road capability has lasted ever since, he said, while comfort, handling and connectivity have been increased over time, in parallel with the all-terrain performance of Jeep SUVs.

Today, the Jeep brand is making another major evolutionary step toward respecting the environment and reducing the total cost of ownership by presenting its new plug-in hybrid electric vehicle (PHEV) models, Gavilan

Jeep is developing a no-compromise hybrid solution - which integrates the unmatched technical layout of each Jeep SUV that will power both the Jeep Renegade and Jeep Compass and will turn them into vehicles that provide absolute freedom while taking their capability to the next level through some of the most advanced eco-friendly technology, said Gavilan.

In the spotlight at the Jeep

stand in Geneva, these new plugin hybrid models are equipped with batteries that are rechargeable from an external power outlet and, as a consequence, can store more electric energy. This choice allows for the use of more powerful electric motors, said Gavilan, which translate into a pure electric range of approximately 50 kilometers and about 130 km/h full electric top speed for both Renegade and Compass.

The electric units work in synergy with the new 1.3-litre turbo petrol engine to increase efficiency and power overall, he said.

**CONTINUED ON PAGE 3** 



This Compass comes with plug-in hybrid technology, a first for Jeep.

The last Taurus has rolled off the line in Ford's Chicago assembly site.

# **ZF Expands to Meet Changing Auto Demands**

by Jim Stickford

GM CEO Mary Barra said last November when talking about GM's restructuring plants that automakers have to cope with greater change in the auto industry than ever.

And what's true for the OEMs is equally true for the suppliers said Aaron Jefferson, vice president of Business Development for Electronics and Advanced Driver Assist Systems at ZF.

He said the company has to change to stay relevant in the au-

ZF had been known as TRW. In

2015, TRW of Farmington Hills was acquired by ZF Friedrichshafen AG.

"ZF did a study a few years ago about the future of the auto industry," said GM spokesman John Wilkerson. "So when ZF bought TRW, they worked to transform the company from being generally known as a transmission parts supplier to a major autonomous vehicle technology supplier."

Jefferson said that meant ZF creating its own mobility space within the industry. And part of

**CONTINUED ON PAGE 4** 



Aaron Jefferson

## **End of an Era as the Taurus Leaves Ford's Portfolio**

by Jim Stickford

One could call it a sign of the times or even the end of an era, but the last Ford Taurus has rolled off the assembly line.

The Ford Taurus was a very important vehicle for Ford," said IHS Markit principal analyst Stephanie Brinley. "It did what the Explorer does today for Ford generate a lot of sales. Ford sold more than 300,000 Taurus sedans a year multiple years in a row. In 2018, they sold 27,726. It just shows that people really don't want large sedans any-

The last Ford Taurus sedan rolled off the line at Chicago Assembly Plant March 1, marking the end of U.S. production of the nameplate. More than 8 million Taurus passenger cars were built at Ford's Chicago Assembly Plant over 34 years of near continuous production.

"Taurus broke new ground at its start and we're thankful for its role in our portfolio," said Mark LaNeve, Ford vice president, U.S. Marketing, Sales and Service. Those same kinds of innovations will continue for today's customers with Ford Explorer and the rest of our lineup.'

When introduced at the 1985 Los Angeles Auto Show, Taurus represented the latest in Ford engineering and design, developed to meet shifting consumer needs. Its sleek looks were a departure from the boxy sedan shapes of the time, setting a new bar in passenger cars. Its 140-horse-power, 3.0-liter V6 engine featured multi-port fuel injection.

Taurus continued to evolve with the addition of the SHO model in 1989, which came equipped with a 220-horsepower, high-performance V6. By 1992,

**CONTINUED ON PAGE 2** 

# Fortune Favors Lear as 'Admired' Company Lear Corporation of Southfield, third overall and third in the CEO. "Being named to this presti-

a global automotive technology "People Management" and "Long-provider, was recently named as Term Investment Value" cate-cus on people, innovation, and gories government and "Long-provider, was recently named as an "admired" company by making gories government and "Long-provider, was recently named as a gories government of the provider of the prov an "admired" company by making FORTUNE Magazine's World's Most Admired Companies list.

The magazine's list of the World's Most Admired Companies is based on a survey of corporate reputations conducted in collaboration with global management consulting firm Korn Ferry, said Lear spokeswoman Katya Pruett.

The survey was distributed to 3,750 executives, directors, and securities analysts from 680 global companies in 52 industries who were asked about the companies they admired most inside and outside their own fields of

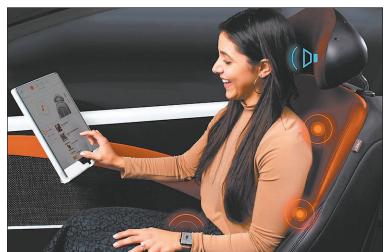
The results were based on nine factors ranging from investment value to quality of management and products to social responsi-

bility and ability to attract talent. Among motor vehicle parts

"We're proud to be named one of FORTUNE Magazine's World's Most Admired Companies," said Ray Scott, Lear president and

quality and the hard work and dedication the Lear team demonstrates each and every day."

**CONTINUED ON PAGE 4** 



companies, Lear was ranked Lear showed off its latest seating technology at the Geneva auto show.

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### **Oakland County Grant Promotes Downtowns**

Sixteen Main Street Oakland County downtowns have until April 30 to apply for up to \$2,500 in grant money to support the attraction, retention and growth of small businesses in their downtowns.

The grants, called the Spirit of Main Street Micro Business Grants, are the result of a partnership between Main Street Oakland County and Genisys Credit Union. Eligible Genisys activities include location renovations/preparation, signage, marketing materials/efforts and other uses deemed appropriate to support the creation, relocation or expansion of a micro busi-

"Main Street Oakland County is one of our most successful programs, with Main Street downtowns generating more than \$837 million in public and private investment, creating more than 8,000 jobs and establishing 1,163 new businesses," County Executive L. Brooks Patterson said.

# **GM Warns Against Drowsy Driving During Time Change**

For most states, daylight saving time began on March 10. Because many Americans feel like they've lost an hour of sleep during the time change, Chevrolet is helping bring awareness to the dangerous effects of being tired while driving.

Maureen Short, Chevy Safety engineer and drowsy driving expert, has provided some helpful do's and don'ts along with signs that you could be driving drowsy.

Chevy's Drowsy Driving Do's and Don'ts:

- Do phone a friend If you get drowsy driving home from work or on a long journey, ask a passenger to help you stay awake, phone a friend with hands-free call ing or push your Chevy On-Star button and talk live with an advisor.
- Do get in the game If you start to feel your mind wander, go old-school and play "I Spy" or the billboard alphabet game. Engaging your mind can often help you stay alert so you can focus on the road ahead.
- Do use your tech Engage all available active safety features before you start any journey. Today's safety features such as Chevy's lanekeep assist can help alert drivers when they are drifting. Keeping active safety features enabled helps you stay extra aware of your surroundings.
- Don't rely on that energy drink - There is no better way to tackle tiredness than getting the recommended amount of sleep. If you're too tired to focus, consider pulling over in a safe place for a nap or find the nearest hotel to get a good night's
- Don't push it We've all tried to get that last 30 minutes of a long journey in or had too early of a start in the morning. Just remember how important it is to stay alert on the road, because the consequences of drowsy driving can be devastating.

Signs you are driving drowsy:

- Continually yawning or the inability to keep your eyes open.
- You can't recall the last few miles traveled or are missing
- Drifting from lane and/or engaging the rumble strips lo-

cated on the side of the road. Frequent tailgating, braking

- or other unsafe driving maneuvers.
- Active safety features (like lane keep assist, lane departure warning and others) have been engaged more than average.



This geat used by a GM engineer recreates the effects of drowsy driving.

# Lordstown Assembly Closing After Last Cruze Assembled

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through most of of th month of March.

The 6.2 million square foot plant (nearly 600,000 square meters) will be placed in a "state of readiness," Flores said, meaning it will be heated and fully maintained to allow for a resumption of operations. A final decision on the plant's future is expected to be made during upcoming contract talks with the United Auto Workers that begin this summer. The UAW's national contract with GM expires in mid-September.

The union claimed in a recent federal lawsuit that its existing

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contract prohibits GM from idling plants. UAW 1112 President Dave Green has urged workers to remain hopeful, saying their fate will ultimately be decided at the bargaining table.

Production of the Cruze sedan and hatchback will continue in Mexico, where the car is made for markets outside the U.S.

Recently promoted company President Mark Reuss said in January that GM is "looking at a lot of different options for the providing without specifics. When asked if that new vehicle, he said that hasn't been decided.

"We've just got to keep an open mind here, and we are," he said. Reuss also said GM can't keep

operating a plant with a slow-selling vehicle like the Cruze, and still have enough money to invest in the future. It also doesn't want to get caught like it did in 2008 with too many factories and workers, a problem that helped to push the company into bankruptcy protection.

"We've got some history of that, to be honest," Reuss said. "We means Lordstown could get a don't want that history to repeat."

Lordstown's history back to 1966. More than 16 million vehicles have rolled off its assembly line since then, including nearly 1.9 million Cruzes since the car went into production in 2011.

The automaker has said most of its blue-collar workers whose jobs are eliminated in the U.S. will be able to transfer to plants in the Midwest and South.

The other plants slated to close this year are assembly plants in Detroit and Oshawa, Ontario, and transmission plants in Warren, and near Baltimore.

# Taurus a Victim of Changing Preferences

CONTINUED FROM PAGE 1

Taurus had become America's best-selling car.

Taurus went on to become a staple in American stock car acing when it entered NASCAR in 1998. The Taurus NASCAR was the vehicle of choice for numerous race teams and it delivered many championships for them and for Ford Motor Company.

The nameplate briefly ended in 2006 before it was revived as a new car in 2008.

Brinley said that the Taurus was replaced with the Ford 500.

"Ford never stopped making the sedan the size of the Taurus,' Brinley said. "So the company's portfolio always had a vehicle in that size range. But changing the name of the 500 back to the Taurus demonstrated just how important the name Taurus was to Ford."

When the vehicle was first launched in the mid-1980s, it was a true mid-size car, Brinley said. But there is a phenomenon where smaller cars, over time, get bigger as they are redesigned.

"This is actually quite common," Brinley said. "When auto companies talk with focus groups and customers, they ask what can we do to make this model better? People will say 'I could use a little more leg room,' or 'could you make the trunk just a little bit bigger' and the result is smaller cars grow bigger as they grow older."

But time caught up with the Taurus, Brinley said. Consumer tastes changed. People who purchased bigger sedans in the old days still like bigger vehicles now, but they have switched over to buy SUVs. A sedan that sold 300,000 in the past couldn't even break 30,000 in 2018.

"Ford is just going where consumer tastes are," Brinley said. "And given the sales numbers, that makes sense."

Although Taurus production is ending in Chicago, Ford is investing \$1 billion into its Chicago Assembly Plant and Chicago Stamping Plant, and adding 500 jobs to expand capacity to build the new 2020 Ford Explorer and Ford Police Interceptor Utility, which will continue the Taurus legacy of innovation, along with the new Lin-

Auto Industry

coln Aviator mid-size SUV, said Ford spokesman Jiyan Cadiz.

Ford aims to replace 75 percent of its U.S. lineup, including Escape, Explorer and F-150, by the end of 2020, building on its strengths in trucks, utilities, commercial and performance vehicles and investing in new propulsion and technology, Cadiz said.

Just as the original Taurus met changing consumer preferences, Ford is also expanding its lineup, said Cadiz, with new and returning nameplates tailored to today's consumers, including the new Ranger, the new Bronco, a yet-to-be-named rugged off-road small utility, a Mustang-inspired fully-electric performance utility and more still to come.

#### Most Expensive Car Ever Seen In Geneva

GENEVA (AP) - The most expensive new car ever sold is a one-off Bugatti luxury sports car that has gone for 16.7 million euros, or roughly about \$18.9 mil-

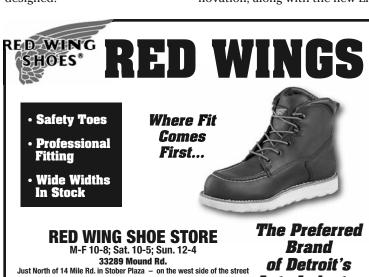
"La Voiture Noire" - French for "The Black Car" - is a low-slung sports car with a huge 16-cylinder engine and Bugatti's trademark front grille.

The manufacturer unveiled it at the Geneva auto show this week, and said March 7 that it had been sold at what it and industry experts said was a record price for a new car.

The identity of the buyer was not revealed at the show, though the buzz surrounding the move will have burnished Bugatti's image as a maker of luxury trophy

Stephan Winkelmann, the president of Volkswagen-owned Bugatti brand, said the vehicle is "the true form of luxury is individuality.'





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# Detroiters Ready for New FCA Jobs

**Associated Press** 

DETROIT (AP) - Fiat Chrysler Automobiles last week announced a \$4.5 billion investment that would bring 6,500 new manufacturing jobs to Detroit and its suburbs and, nearly two years before the first new vehicles will even roll off the line, the city already is taking steps to ensure it can provide enough workers with the needed skills.

Detroit's economy was once dominated by automotive manufacturing, but since the industry's gradual migration from the metro area it has suffered among the highest poverty and unemployment rates in the country.

Not long ago, Detroit was struggling to provide basic services, culminating in bankruptcy in 2013. Providing job training then would have been a tall or-

But in its recovery, the city has overhauled its training programs and slowly built a track record for preparing people for specific

"We're not starting from scratch," Jeff Donofrio, the city's executive director of workforce development, said Feb. 27, a day after the Italian-American automaker announced its plan. "We want to make sure we're prepared for all the ... jobs that will come to the city as a result of the investments.

The city works with two high schools, a community college and a workforce development organization, in partnerships with the auto union and companies, to tailor training programs for struction, information technology and health care.

Detroit worked closely with global auto parts supplier Flex-N-Gate to ensure Detroiters were handed jobs when the company last year opened a plant in what officials described as the largest investment in the city in two decades. The city and company developed customized training

with the nonprofit Focus: Hope, which prioritizes workforce development and education.

"About 250 individuals went through that training and a vast majority were hired by Flex-N-Gate," Donofrio said.

With tax breaks and land acquisitions still to be hammered out, Fiat Chrysler's specific workforce needs have yet to be revealed. But Donofrio insists that the city has a growing force of eligible workers: Detroit last year enrolled about 2,500 people in training leading to a credential for a specific job, up from about 700 two years earlier.

Some prospective FCA jobs could be offered to laid-off Fiat Chrysler workers or those already working for the company on a temporary basis, and United Auto Workers officials say many of them are already in the city of Detroit.

Fiat Chrysler said it will invest \$1.6 billion to reopen a shuttered engine plant and convert another in the same complex into an assembly plant for the Jeep Grand Cherokee and a new, three-row, full-size Jeep SUV. That would create about 3,850 jobs.

All told, the investment would roughly double FCA's hourly workforce in Detroit.

The prospect of training – and a job in Detroit with an expected average wage of about \$58,000 a year - entices Ladale Moore. The 22-vear-old Detroiter with a 10month-old son said he was laid off a couple of months ago from his job as a Hi-Lo driver. He has worked in manufacturing since

"I've never had a job in the positions in manufacturing, con- city, they've all been in the suburbs. They tend to pay more and the benefits are a lot better," said Moore, whose uncle, Fred Borden, works at Fiat Chrysler's Jefferson North plant, slated to get 1,100 new jobs in the multi-plant investment.

"Right now, with what's going on with Fiat Chrysler, that's going to be a big thing for the city of Detroit," Moore added.

# Jeep EVs Shown in Geneva

CONTINUED FROM PAGE 1

For the Renegade, the power sits in the 190 and 240 hp range results in outstanding on-road performance, said Gavilan. 0-100 km/h is reached in approximately 7 seconds. The same figures – although still pending homologation - are achieved by the first plug-in hybrid Compass. Also, on the Compass, the simultaneous action of the internal combustion engine (ICE) and the electric motor delivers up to 240 hp of maximum power.

In addition, the new Jeep SUVs with plug-in hybrid technology are more fun to drive courtesy of the vehicle's improved acceleration and fast engine response, Gavilan said.

These Jeeps with plug-in hybrid technology are also extremely quiet and "respectful" of the environment with CO2 emissions lower than 50 g/km, Gavilan said.

But above all, thanks to electrification, the Jeep range further improves its off-road capability, Gavilan said, courtesy of the greater torque offered by the electric motor and the ability to adjust it with extreme precision during take-off and while driving on the most challenging terrain,

where a very low transmission ratio is needed.

Thanks to the new electric allwheel-drive technology (eAWD), traction to the rear axle is not provided by a prop shaft but through a dedicated electric motor. This allows the two axles to be separated and to control the torque independently in a more effective way than a mechanical system.

Renegade and Compass PHEVs feature a dedicated instrument cluster and infotainment screen, updated in order to help the customer with information related to daily hybrid driving.

While being loyal to its mindset of overcoming any limit, the Jeep brand continues to evolve, to develop and to bring its SUVs to the next level in line with its core values of freedom, authenticity and passion, Gavilan said.

Today, the brand is embracing a new challenge and setting new tandards, he said.

Behind the wheel of Jeep Renegade and Jeep Compass featuring PHEV technology, driving fun becomes efficient and, for the first time, it will be possible to tackle the most extreme off-road trails not only in the utmost safety but also while listening to the sounds of nature, Gavilan said.

While it's early, Detroit and Fiat Chrysler appear to be laying the right groundwork after significant struggles, according to Marina Whitman, a retired professor of business and public policy at

the University of Michigan and a former General Motors chief economist. Chrysler and GM weathered their own bankruptcies a decade ago. Whitman doesn't see any cau-

tionary tale arising from the recent decision by Amazon to cancel plans for a secondary headquarters in New York, putting an end tosome 25,000 promised

The online retailer ran into fierce political opposition to promised tax incentives, not, as Whitman notes, issues with availability of a trained workforce in the neighborhoods in and around the designated Amazon

"You've got this city entity (in Detroit) that seems to be focusing in an intelligent way on the training question," she said. "And auto companies that after going through hell and high water, have finally figured out what they have to do to be success-

The ability to begin with the end in mind might have been a long time coming, but Donofrio said that's the way training is fo-

'We're trying to get away from the train and pray approach," he

# Johnson is GM's New V.P. For Global Manufacturing

Alicia Boler Davis, who has worked for GM for 25 years, is leaving the company to pursue other opportunities, said GM spokeswoman Kim Carpenter. The move is effective April 1.

She is being replaced by Gerald Johnson, who will become executive vice president, Global Manufacturing for General Mo-

Johnson is currently vice president. North American Manufacturing and Labor Relations.

In his new role, Johnson will lead GM's global manufacturing operations, manufacturing engineering and labor relations organizations, said GM spokeswoman Kim Carpenter.

Johnson will be a member of the GM Senior Leadership Team and will report to General Motors Chairman and CEO Mary Barra.

"Gerald's passion for the business, strong leadership skills and extensive manufacturing and labor experience will help in our efforts to continue to transform the company, supporting both the core business and future of mobility," said Barra.

Prior to his position leading General Motor's North American Manufacturing, Johnson served as vice president of Operational Excellence, where he worked to develop and execute an enterprise-wide cultural transformation in the company with a focus



Gerald Johnson

on process discipline, continuous improvement and waste elimination.

Under his leadership, a team of Lean Six Sigma experts developed a training initiative and coached employees in projects that improved the company's operations efficiency.

Johnson and Boler Davis will begin the transition immediately, Carpenter said.

"I'd like to thank Alicia for her 25 years of dedicated service to GM and for her leadership in driving both business results and culture change," said Barra. "Alicia and I have worked together for many years and I appreciate her many contributions. I wish her and her family all the



# ZF Expands Farmington Hills Site to Prepare for Future

developing central computing technology, basically a central computing unit that can be installed in vehicles and handle multiple computing jobs that hana variety of different functions within today's modern, compertized automobiles.

The advantage of such a system means that OEMs can update the software in cars much the same way software in smartphones is updated.

Covering the spectrum of vehicle mobility is a unique trait of ZF and it is making its hardware products smarter and more reliable by connecting them to the cloud and applying artificial intelligence and other analytic approaches, said Wilkerson.

One example is Off-Highway Data Analytics. Construction vehicle transmissions can be monitored via the cloud during their complete product life cycle.

This helps to reduce downtime because potential problems can be identified and rectified early on. A similar approach is used for TraXon Predictive Maintenance. With this new function, ZF is preparing its successful modular transmission TraXon for the digital future in the commercial vehicle industry.

Starting in 2019, vehicle manufacturers and fleet operators can use ZF's IoT platform to proactively plan vehicle maintenance.

ZF has long-standing expertise as creating that space has been a telematics provider, said Wilkerson. In addition to conventional fleet management, the connectivity platform offers an extensive set of functions for owners of electric vehicles.

As such, Dutch manufacturer VDL Bus & Coach relies on Openmatics for smart E-mobility fleet management with a full overview of the operational efficiency of both their electric and diesel vehicles. Openmatics now also extends its portfolio to car fleet owners. Based on the ZF IoT platform, ZF Car Connect includes a mobile app for drivers with a driver assistance system and a Digital Logbook function, along with the web-based portal for the fleet manager.

With the increasing use of automated driving functions, ZF's IoT platform will also be a crucial hub for over-the-air (OTA) updates, which allow for the latest software version to be sent directly from the cloud to the car via data transfer to help ensure that programs are up to date in terms of efficiency, road safety and cybersecurity.

To further advance this technology, ZF has joined the eSync Alliance which is working on the rollout of a uniform, manufacturer-independent standard for OTA updates. The eSync system ensures secure data exchange between the cloud and electronic terminal units and helps to pro-

With its Openmatics system, tect the vehicle's cyber architecture from hacker attacks.

Achieving this kind of technological change within the company is not easy, Jefferson said.

"We've had to work hard to manage this change - developing new technology for the future, while still manufacturing parts for today's market," Jefferson said. "Right now, we're in the middle of learning just how much computing power to put into our systems and still be safe."

One thing that differentiates Detroit from Silicon Valley is that vehicles have a very strict level of safety that must be built into them, Jefferson said. That makes developing software difficult. When someone discovers a bug in their phone software, the easiest solution just might be to get a more modern phone because newer versions come out every six months.

But it's different for a car. A computer bug might be a matter of life and death, and people tend not to upgrade their cars as often as they do their phones.

"People are extremely surprised that the company now is developing this technology," Jefferson said. "When I joined the company a couple of years ago, TRW had just been acquired by ZF. I came from Delphi and ZF was known for its high-gear ratio transmissions, so we've had to work to get our message out."

Jefferson said that part of the company's message is the value

of Autonomous Vehicle (AV) technology.

"We have pockets of evidence that people want this tech," he said. "It seems that cutting-edge technology almost has a mind of its own. By that I mean as the tech develops and people see what it can do, it develops a momentum of its own. As Henry Ford said, if he asked people what they wanted when he first built cars, they would have said faster horses.'

As people see that AV tech can help with things like driver fatigue and connected tech that can warn them of traffic problems in real time, the demand for that tech will grow.

And developing the tech is a massive job, Jefferson said. Right now the Farmington Hills headquarters has openings for 150 new engineers and ZF is working with other companies who specialize in things like LiDar tech.

"We call this an eco-system of partners," Jefferson said. "No one company in this tech space can do it all. The investment profile - money and resources - is

Fortunately, finding talent is becoming easier because universities have also realized the importance of things like AV tech, Jefferson said. Schools are now teaching AV engineering as a matter of course and they have also created relationships with companies in the private sector.

Wilkerson said that currently ZF employs about 700 people in two buildings in Farmington Hills. There are 150 positions that need to be filled in 2019.

### **FORTUNE** Favors **Lear Automotive** This Year

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In addition to receiving the FORTUNE Magazine honor, Lear also showed off just what the company has been up to at the recent Geneva International Motor Show, Pruett

technologies include The Lear's Intu Intelligent Seating, which will be featured in Rinspeed AG's MicroSNAP autonomous concept vehicle, as well as innovations in electrification, connectivity and shared mobility, Pruett said.

At the Geneva Motor Show and Car Design Night, Lear displays included the Intu seating system, jointly developed by Seating and E-Systems engineers, which is composed of a full suite of intelligent technologies that provide enhanced passenger comfort, wellness, entertainment and safety.

Also shown was the ConnexUs technology, which provides advanced connectivity among vehicles, infrastructure and pedestrians to help make cities smarter and car rides safer, as well as Lear's electrification capabilities that pave the path for cleaner and more efficient mobility using the company's deep knowledge in high power electronics and electrical distribution systems, said Pruett.

The public also had the chance to see Lear's ConfigurE+, the first adaptable long-rail seating system with power that provides different options.



Actor Jamie Fox is the "voice" of the Pacifica in new commercials.

# Pacifica Gets New Campaign

Making a great product is just the beginning. Once that's done you have to sell it, and to that end FCA has hired Oscar-winning actor Jamie Foxx to take on a new role in a new marketing campaign for the Chrysler Pacifica and Chrysler Pacifica Hybrid.

take on the persona of the Pacifi- miles, there is no sign of this ca and Pacifica Hybrid as the minivan staying quiet any time minivan has a lot to say about the Pacifica's unprecedented level of functionality, versatility, technology and bold styling, said said Olivier Francois, chief marketing officer, FCA. The first of a four-part video series launches today across broadcast, digital and Chrysler social channels.

"As voiced by Jamie Foxx, whose bold and distinctive attitude matches that of the minivan, the campaign offers a fun and engaging way to both challenge the perceptions of minivan ownership and communicate to consumers the unparalleled features of both vehicles," said Francois.

The campaign brings the Chrysler Pacifica and Pacifica Hybrid to life as Foxx gives each minivan a confident and witty attitude that cannot wait to talk about all the benefits, features and details that the Pacifica and Pacifica Hybrid have to offer, said FCA spokeswoman Alyse Nagode.

The commercials emphasize

that with its available class-exclusive hands-free dual sliding doors, Stow 'n Vac, class-exclusive Stow 'n Go seating, Uconnect Theater with two 10-inch touchscreens, and the Pacifica Hybrid's available all-electric range of more than 30 miles and Foxx is lending his voice to a total range of more than 500 soon, Nagode said.

The first video, "Are We a Van Family," in the four-part series has already debuted via broadcast television, while remaining videos will continue to rollout throughout the year.

The Chrysler brand created the campaign in partnership with Austin-based agency GSD&M.

The Chrysler Pacifica and Pacifica Hybrid were designed to reinvent the minivan segment with higher levels of functionality, versatility, technology and bold styling, Nagode said. Re-engineered from the ground up on a new platform, the Pacifica Hybrid takes this revolutionary vehicle a step further with its innovative, advanced hybrid powertrain, Francois said.

It's the first EVin the minivan segment and achieves more than 80 miles per gallon equivalent (MPGe) in electric-only mode, an all-electric range of more than 30 miles and a total range of more than 500 miles.







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#### Another FCA Facility Earns Bronze Status

The Fiat Chrysler Automobiles (FCA) Etobicoke Casting Plant in Ontario, Canada, has been awarded bronze status for its efforts in implementing World Class Manufacturing (WCM).

It becomes the 23rd North American facility to reach the milestone award level and the first plant to be awarded in 2019, said FCA spokeswoman Jodi Tin-

WCM is a methodology that focuses on eliminating waste, and improving quality and safety in a systematic and organized way, Tinson said. It engages the workforce to provide and apply suggestions on how to improve their jobs and their plants, promoting a sense of ownership. WCM was first implemented by Fiat in 2006 and introduced to Chrysler Group as part of the alliance between the two companies in June 2009.

The 77-year-old Etobicoke Casting Plant earned bronze after receiving a minimum of 50 points in 10 technical and 10 managerial pillars following a two-day independent audit held on Feb. 27 and 28.

The plant demonstrated clear WCM know-how and competence through employee-conducted pillar presentations and a review of projects implemented across the shop floor, Tinson said. The bronze designation recognizes the long-term commitment of the workforce to making significant changes that can secure the future of a facility.

"Reaching bronze is a significant accomplishment that confirms the Etobicoke workforce's understanding and commitment to the WCM methodology," said Carlo Materazzo, head of World Class Manufacturing. "Their dedication to implementing WCM best practices has improved the plant's operations and the products they deliver to their customers. I want to thank all of the Etobicoke employees for embracing WCM as a way of life."

During a WCM audit, zero to five points are awarded for each of 10 technical pillars, which include safety, workplace organization, logistics and the environment, and for 10 managerial pillars, such as management commitment, clarity of objectives, allocation of people, motivation of operators and commitment of the organization.

Bronze is awarded to plants that earn 50 or more points, followed by a silver designation if a score is achieved between 60-70 points. Plants that reach gold score between 70-85 points and World Class is awarded for 85 points or more.

### Downtown Detroit Getting New Retail Store

DETROIT (AP) – Retailer H&M plans to open a clothing store this fall in downtown Detroit.

Detroit-based Bedrock real estate says the store will span three storefronts in three adjacent buildings along Woodward Avenue.

H&M offers apparel for men, women and children. It will become the largest retailer in Bedrock's portfolio of downtown properties. Bedrock says it has acquired more than 700,000 square feet of retail space in downtown Detroit since its founding in 2011.

Bedrock founder and chair Dan Gilbert says "H&M is one of those flagship retail stores that will take the Woodward Avenue shops to another level."

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A number of other retail shops and restaurants have opened downtown in recent years.



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# **Detroit Innovation Center Getting Contract**

Lightweight Innovations For Tomorrow (LIFT), a Detroitbased national manufacturing innovation institute, celebrating the 5th anniversary of its founding, has extended its cooperative agreement with the Department of Defense for another year while negotiations are underway for a new long-term partnership.

The American Lightweight Materials Manufacturing Innovation Institute (ALMMII), which operates LIFT, signed the original cooperative agreement with the Department of Defense, through the Office of Naval Research, in February 2014, as one of the founding members of the Manufacturing USA network, said LIFT spokesman Tom Wegehaupt.

LIFT is a public-private partnership committed to the development and deployment of advanced lightweight material manufacturing technologies and implementing education and training initiatives to better prepare the workforce today and in the future.

'The first five years of our institute have been a tremendous success, moving from an idea on paper to creating a world-class facility in Detroit and building an ecosystem of experts across the country," said Nigel Francis, LIFT CEO and executive director. "The value we have shown the Department of Defense, together with our industry and academic partners, enabled this extension and we are now working towards a new long-term agreement to be in place in the near future.'

During its initial five years, LIFT and its national network of partners have, among a wide array of other successes:

- Developed methods of reducing the weight of cast iron automotive parts by 50 percent:
- Streamlined the shipbuilding

- process by reducing distortion caused by welding and enabling the use of lightweight materials;
- · Optimized the design of antilock brakes and electronic stability control system kits for military Humvees, which can reduce the number of fatal rollovers by 74 percent;
- Piloted "Operation Next" to support separating military men and women by providing educational opportunities and employment in some of the most in-demand advanced manufacturing jobs;
- · Launched the "MakerMind ed" online STEM activity and competition platform for middle and high-school students in eight states;
- Developed the IGNITE: Mastering Manufacturing foundational curriculum, piloted

at schools in three states, to better prepare high school students for the 21st Century design and production environment

• Designed and implemented 40 education and workforce development partnerships in Michigan, Ohio, Indiana, Kentucky and Tennessee, to address the manufacturing skills gap and align technology and talent development in advanced manufacturing.

Francis said that this year is an exciting one for the institute as it plans an expanded technology scope to provide more services to small and medium-sized manufacturers. LIFT will also open the "LIFT Learning Lab" - an immersive lab focused on building the pipeline the the training of advanced manufacturing technicians - in its Detroit facility later this spring.

## Ghosn Gets Bail in Japan

TOKYO (AP) - A Tokyo court approved the release of former Nissan Chairman Carlos Ghosn on 1 billion yen (\$8.9 million) bail on March 5, rejecting an appeal by prosecutors to keep him jailed, a lawyer for the auto executive said.

Jean-Yves Le Borgne, Ghosn's French lawyer, said a court issued a late-night ruling rejecting prosecutors' appeal of the initial ruling. Le Borgne cautioned that prosecutors still had leeway to file new charges as they had done once before.

Ghosn said in a written statement that he is grateful for his family, friends and human rights activists from around the world who have helped him.

"I am innocent and totally committed to vigorously defending myself in a fair trial against these meritless and unsubstantiated accusations," he said in the statement issued March 5.

The former head of the Renault-Nissan-Mitsubishi Motors alliance has been detained since he was arrested on Nov. 19. He says he is innocent of charges of falsifying financial information and of breach of trust.

His Japanese lawyer, Junichiro Hironaka, is famous for winning acquittals in Japan, a nation where the conviction rate is 99 percent.

Hironaka said the legal team proposed concrete ways showing how he would not tamper with evidence or try to flee.'

Hironaka said March 4 that he had offered new ways to monitor Ghosn after his release, such as camera surveillance. Hironaka also questioned the grounds for Ghosn's arrest, calling the case "very peculiar," and suggesting it could have been dealt with as an internal company matter.

In Japan, suspects are routinely detained for months, often uncially true of those who insist on their innocence.

The 1 billion yen bail set by the court was relatively high but not the highest ever in Japan.

FIRST

Among the conditions for Ghosn's release were restrictions on where he can live, his mobile phone use, as well as a ban on foreign travel and contact with Nissan executives, according to Kyodo News.

Prosecutors say suspects may tamper with evidence and shouldn't be released. Two previous requests submitted by his legal team were denied.

Hironaka is among many critics of the Japanese justice system who say such lengthy detentions of suspects are unfair. He referred to the situation as "hostage justice."

Ghosn is charged with falsifying financial reports by under-reporting compensation that he contends was never paid or decided upon. The breach of trust allegations center on a temporary transfer of Ghosn's investment losses to Nissan's books that he says caused no losses to the automaker. They also name payments to a Saudi businessman that he says were for legitimate services.

"Nissan's internal investigation has uncovered substantial evidence of blatantly unethical conduct," company spokesman Nick Maxfield said.

### Audi Recall Over **Leaky Gas Tanks**

DETROIT (AP) \_ Volkswagen's Audi luxury brand is recalling nearly 75,000 cars and SUVs in the U.S. because fuel leaks in the engine could cause fires.

The recall covers certain A6, A7, and Q7 SUVs from the 2016 through 2018 model years. Also included are A8 sedans from 2015 through 2018.

The company says in documents posted March 5 by the U.S. government that parts of the til their trials start. That's espe- fuel injection system can leak, and if the fuel hits an ignition source, it can catch fire. The documents didn't list any fires or injuries. Audi says owners will be notified by mail in mid-March.

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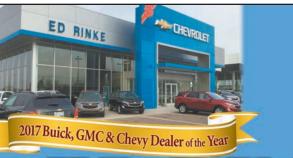
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