

## M:bility Conference Shows the Future of AV Tech

### GM Exec Says New Auto Landscape is Coming

by Jim Stickford

Companies with long histories in the auto industry are changing the way they operate.

That's how Rob Kleinbaum, a General Motors technical fellow, described what he has noticed since the development of so much new technology.

Kleinbaum was one of several experts who talked about the future of mobility technology at the recent M:bility conference held in Dearborn.

"There is a lot of uncertainty in the auto industry," Kleinbaum said. "I've seen the structure of the industry change. I can say that GM is a very different company than it was before the bankruptcy."

For example, GM just announced a restructuring of the company's internal structure.

"This was done now when times have been good for GM," Kleinbaum said. "In the past, these kinds of things were done when GM had its back against the wall. But executives realized that if GM were going to develop the new technologies in Electric Vehicles (EVs) and Autonomous

Vehicles (AVs), then the company would have to change."

And GM has gotten a lot better in innovating new technology, Kleinbaum said. And the tech being developed isn't often associated with traditional automotive systems.

He said that a lot of the technology are things like software that integrates with LiDAR sensors. That kind of thing wasn't

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Rob Kleinbaum

### FCA's Latest Systems Must Meet Public Demands

by Jim Stickford

For Mike Novak, head of UConnect at FCA, events like the recent M:bility conference in Dearborn gives people in the auto industry the chance to see what the other fellow is doing.

"I think this really helps all of us get a better understanding of what's going on," Novak said. "Everyone gets to interact with others and see what they're up to."

When asked the biggest concern suppliers and OEMs might have when introducing new automotive mobility technology, Novak said that each company has its own concerns.

"I don't want to speak for the industry, but I think one problem we all face is to make sure that we actually provide what the customer wants," Novak said. "For example, do customers actually want 5G download speeds in their cars, or are they happy with what they have? Do customers really want Autonomous Vehicle (AV) technology, or are the OEMs and suppliers guessing they want that and spending a

lot of money on something that could be a failure? I've heard a lot of people talk about how difficult it is to determine how much to invest in any one technology."

Another thing that Novak said he's noticed is the importance of properly naming a technology. There have been a number of accidents in the past year or so involving Tesla drivers who had their vehicles operating in the

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Mike Novak

### Ford Creates New Way

Ford was glad to be a part of the recent M:bility conference held in Dearborn, according to Wes Sherwood, Ford Mobility Communications manager, who said the conference allows suppliers and OEMs to come together and learn about the latest advancements in mobility technology.

Sherwood said Dearborn was just one of several cities around the country where M:bility conferences will be held this year. By going to different cities and speaking with different businesses, Ford is better able to develop its AV and EV technology in the way the company wants, he said.

"We see that a lot of different companies are developing Autonomous Vehicle (AV) technology in different ways," Sherwood said. "By coming to these events, we get to trade information about business models. We see how different companies approach AV tech. We, at Ford, like to focus on building systems and businesses that will be profitable."

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### UAW Prepares Strike Fund Just in Case

by MIKE HOUSEHOLDER  
Associated Press

DETROIT (AP) – The president of the United Auto Workers union warned automakers that the union is prepared to strike if it doesn't get its way in upcoming contract talks.

Gary Jones told delegates at the union's bargaining convention in Detroit March 11 that it would raise weekly strike pay from \$200 to \$250 per week this month and \$275 in January of next year.

No one expects a strike, but the UAW is prepared to walk off the job, Jones told delegates. He said raising the payments is a symbol to members that the union has their backs.

The not-so-veiled warning likely is directed more at General Motors than Ford and Fiat Chrysler, the other two Detroit automakers. GM has proposed closing five factories in the U.S. and Canada by early next year as it grapples with falling demand for sedans. All three have a combined total of 154,000 workers represented by the UAW.

The move would eliminate about 6,000 jobs in the two countries, although GM says many workers will retire and that it has about 2,700 factory jobs open if workers transfer to other plants.

The company already has idled its small-car assembly plant in Lordstown, Ohio, and plans to close car factories in Oshawa, Ontario, and Detroit-Hamtramck by January of 2020. Also scheduled to close this year

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## Full STEAM Ahead for Ford Family Education Initiative

Inspired by her great-great grandfather Henry Ford's belief in the power of learning to make everyone's lives better and by her own passion for new thinking and innovations that can improve people's experiences across the company, Elena Ford is championing a new initiative launched last week to address literacy shortfalls and advance student success in science, technology, engineering, arts and math (STEAM).

The initiative, a collaboration between Ford Fund – the philanthropic arm of Ford Motor Company – and the nonprofit First Book, aims to increase access to books, boost opportunities for literacy and encourage STEAM education for children in low-income families, providing educational resources that will help them develop the literacy skills vital to their success across STEAM disciplines, said Ford spokeswoman Marci Frick.

In her role as the company's chief customer experience offi-

cer, Elena Ford is charged with creating positive experiences for Ford customers and that extends to her commitment to their lives outside the dealership.

That's why she feels incredibly passionate about working with First Book to address the literacy and educational issues within communities, providing equal access to educational opportunities, Frick said.

"Working in the auto industry has been my lifelong passion, but the business of the future is facing a troubling shortage of skilled workers trained in STEAM," said Ford.

"Reading is the critical starting point for addressing tomorrow's workplace demands – and that's true of STEAM-related roles, too."

"I could not be more excited to lead this important initiative and help the next generation achieve personal success, creating more opportunities and educational programs for them that will have a lasting impact on the community."



Elena Ford reads to young students to promote STEAM education.

"Honing literacy skills and cultivating curiosity in STEAM subjects is critical to the future of our nation," said Kyle Zimmer, president, CEO and co-founder of First Book. "First Book built a curated collection of STEAM titles on the First Book marketplace to spark that curiosity and encour-

age students to see themselves in STEAM careers. We could not be more grateful to Ford for its investment in expanding the breadth and the reach of the collection. It will yield benefits for an entire generation."

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Beahm, right, presents award to Arizona technician Brad Hutchinson.

## Mopar Holds Ceremony, Honors Top Technicians

Mopar has named its lineup of Mopar "Top Tech" and "Top Advisor" award recipients, recognizing 100 technicians and 30 service advisors out of a pool of 35,000-plus candidates across the nation. Award winners hail from 40 states across the country.

"When it comes to customer retention, no one is more important than our dealership technicians and service advisors," said Steve Beahm, head of Parts and

Service (Mopar) and Passenger Car Brands, FCA – North America.

"As new automotive technology continues to develop at a fast pace, it's critical to recruit new talent and retain top performers. The Mopar 'Top Tech' and 'Top Advisor' programs help us identify and recognize key talent, so we can take care of today's customers while getting ready to

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## Oakland County Holding Money Seminars

Oakland County Michigan Works! is again partnering with the Federal Reserve Bank of Chicago to bring Money Smart Week – a series of 22 free seminars from March 30-April 5 – designed to help consumers in southeast Michigan make smart decisions with their money, said Oakland County spokesman Steve Huber.

The free sessions will be held at Michigan Works! service centers in Highland, Novi, Oak Park, Pontiac, Southfield, Troy and Waterford. Seminar leaders include experts from local banks, credit unions, investment firms, realty offices and Oakland County.

Seminar topics include home buying, recovering from a financial crisis, understanding credit scores, avoiding mortgage and property tax foreclosure, woman's financial independence, dos and don'ts of renting, identity theft prevention, teens and money.

To sign up, go to [www.MoneySmartWeek.org/Events](http://www.MoneySmartWeek.org/Events).

# New Automotive Landscape is Just Around the Corner

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done even a few years ago, and the way this new tech is being developed requires new ways of doing things for GM.

“One thing you'll notice if you look at the OEMs is that they all are keeping their AV development programs separate from regular engineering programs,” Kleinbaum. “These new automotive technologies require a new kind of engineer. What's funny is that when you talk with these engineers, they aren't used to the mechanical component of design. They are discovering that making cars is different from making a software program that goes into a smartphone.”

But part of GM's restructuring is getting these different engineering teams to work together, Kleinbaum said.

“GM is making very aggressive moves in the fields of AV and EV technology,” he said. “And that is really complicated. We are having to bring two different engineering cultures together. As a result, GM has gotten a lot better at innovating in non-traditional automotive segments. That is one that's very different from the pre-bankruptcy GM.”

Kleinbaum credits this change in attitude with the company's new leadership.

“This is being done at the most senior levels of GM,” Kleinbaum said. “Now, restructuring the company has created some levels of pain. And that's unfortunate, but it is necessary if we want to be the industry leader and go where this technology is leading us.”

Kleinbaum said that an example of GM's ability to innovate

new technology faster can be seen with the Chevy Volt and the Chevy Bolt.

The Volt was announced in 2010 and the last one rolled off the assembly line in early March. It was replaced by the Bolt, which was first unveiled to the public in January of 2016 at the Consumer Electronics Show (CES). It went into actual production in October of 2016.

“The development of the Bolt happened a lot faster than anyone thought,” Kleinbaum said. “That shows you how much GM has changed.”

Kleinbaum said that what struck him as interesting was that all the people on his panel said pretty much the same thing.

“When you go to these events and sit on a panel, there's usually one thing that's said that you can have a debate over,” Kleinbaum

said. “But all my fellow panelists – Stephen Lesh from Uber Advanced Technologies; Kristin Slanina, the chief transformation officer of Thirddware; and James Schwym, chief technical officer at Valeo of North America, said pretty much the same thing – that there is a lot of uncertainty about the future.”

Kleinbaum said he and his fellow panelists all agreed that change is coming, but no one knows how long it will take.

“We know what has to be done, things like the integration of Li-Dar with internal computing systems, the developing of sensors that will work in all kinds of weather, but we don't know how long that will take,” Kleinbaum said.

“That's something we are all spending a lot of time and money thinking about.”

## Ford Building Sustainable Mobility Business Structures

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That means they don't just develop the tech and hope things work out, Sherwood said. Rather, Ford is trying to look at all the implications of new tech and new mobility methods and then develop a business model based on that examination.

“That's why we're working with so many different cities with our City of Tomorrow Challenge programs. We're in Grand Rapids, Pittsburgh, the Miami-Dade area in Florida. We just started in Detroit. Each of these cities are different and their mobility needs and problems are different. By working with these cities and seeing how technology and new mobility programs affect things like traffic and consumer behavior, Ford will be able to build sustainable businesses.”

Sherwood likened this process to what Henry Ford did with the automobile.

“Henry Ford did not invent the car,” Sherwood said. “What he did do was, through improved manufacturing processes, find a way to bring affordable automobiles to the masses.”

This measured approach to adapting and adopting new AV and mobility technology is part of Ford's long game, Sherwood said.

“We don't want to make announcements about this tech and then have to walk the announcements back. Too many companies have said that they will have AV tech ready by a specific date, only to have to later say they will miss their self-imposed deadline.”

Sherwood said now that spring is here, people will begin to see more e-scooters on streets, either being used by people or just lying on the side of the road.

“The company Ford bought – Spin – is having proper discussions with the cities where they operate,” Sherwood said. “We want to know if e-scooters are meeting the needs of citizens in those cities, or if e-scooters are creating as many problems as they solve.

“One thing we've noticed is that people are using e-scooters to get to transportation points. So they take scooters to bus stops and leave them there. This is the old ‘first-mile, last-mile’ problem that people have been talking about for years when it comes to public transit.”

Ford has also been careful to make sure that Spin e-scooters have the proper infrastructure support.

“We have people who pick the scooters up at night and take them to a proper garage to be serviced,” Sherwood said. “Too often, e-scooters companies will use the gig economy to take care of maintenance.

“I have a friend whose son signed up to fix e-scooters for a company. He does the work in his college dorm room, but when signing up to be a repair person said yes to the question, ‘Do you have a garage?’ He had a sort of garage, if you look at the issue from a certain angle. But it's being careful that sets Ford apart from others.”

And part of developing sustainable business plans is moving away from the executive bubble in Ford's Dearborn headquarters, Sherwood said.

## Lawrence Tech Student Jumps the Shark

A Lawrence Technical University (LTU) student brewed up an idea so good that it was recently presented on the ABC television show, “Shark Tank.”

Budding entrepreneur Max Feber has fulfilled a dream of being featured on ABC's entrepreneurial pitch show – and during the appearance, Feber even scored a deal with billionaire Mark Cuban.

Feber, 19, honed his startup skills three years ago in an entrepreneurship class, offered as a dual-enrollment course by Lawrence Technological University and Frankel Jewish Academy in West Bloomfield Township. The course was taught by LTU college professor Donald Reimer.

Feber and his pitch for the Bruw cold-brewed coffee system were featured on the Jan. 6 edition of the show, and Feber accepted \$50,000 from Cuban for a 30 percent stake in the company, Roush said.

“It was unbelievable,” Feber said of his experience on the show, which was taped over the summer. “I was stepping into a TV show that I'd been watching for 10 years. I had these memories from when I was a little kid of sitting on the couch watching ‘Shark Tank,’ and I imagined myself being there, and it wound up actually happening.

“It felt like I walked right into the TV screen.”

Feber said he has always been a coffee lover and eventually dis-



Feber presents his cold-brewed coffee idea on ABC's “Shark Tank” show.

covered cold brew coffee – a coffee brewed with cold water that produces a smoother, less bitter drink.

But it can also be a mess to make, Feber said. After watching YouTube videos on cold brew techniques and making many prototypes, he said he came up with his design, and launched Bruw as a 15-year-old. With the support of his family and friends, Feber launched a Kickstarter campaign in December 2015, raising more than \$10,000 from 180 backers to begin production – when he was a junior in high school.

Bruw is essentially a double-sided mason jar with a filter in the center.

Using the system, the coffee

must brew in cold water for 12-24 hours before being filtered from one jar to the other.

Feber graduated from Frankel Jewish Academy in 2017, and now attends Babson College in Boston, where he is studying business and entrepreneurship.

Feber said he's using Cuban's investment to increase Bruw's marketing budget. “We're trying to make it a household name,” Feber said.

His appearance on the show has already boosted the product's profile – he said he's now being recognized in public by people who watched the show, and on a recent trip, an airline passenger seated next to him said he received a Bruw as a Christmas gift.

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## Valeo Followed Where New Technology Led

by Jim Stickford

Automotive technology, whether it's Autonomous Vehicle (AV), Electric Vehicle (EV) or collision avoidance safety technology, is growing and expanding, and automotive supplier Valeo hasn't been caught off guard.

James Schwyn, chief technical officer for Valeo of North America, said the French company really is more of a technology company these days.

"We decided about 10 years ago to put more resources into things like CO2 reduction and intuitive driving technology," Schwyn said.

"Back then, intuitive driving was developing systems that set sensors to monitor the road. It has evolved into AV technology. So the decisions we made a decade ago set our course. We didn't suddenly decide to develop AV tech 18 months ago."

As new tech developed, Valeo followed where it led, Schwyn said. For example, the company's first autonomous parking systems were done in 2008.

"If you look at the awards we've won over the past several years, you will see that we've introduced a lot of 'first-to-market' technological innovations. And it might take 10 years for new technology to scale.

"By that I mean just because something was introduced in 2008 doesn't mean that suddenly every car had parking assist tech in 2009. Valeo has a history of providing technology that makes cars cheaper, safer and more fun to drive."

It is that history that got him on a panel at the recent 2019 M:bility Detroit conference held in Dearborn, Schwyn said.

At the conference, he and other automotive tech experts talked about the impact new tech is having on the car industry.

In the past, new automotive technology had a traditional path to its introduction, Schwyn said. The tech was developed over time and was slowly introduced to the marketplace.

"Take anti-lock brakes as an example of this older method of new automotive technology being introduced to market," Schwyn said. "First, it was a luxury option, but over a period of several years it

slowly became a standard feature in all cars."

Now, OEMs and suppliers are developing new technology and introducing it quickly to all models, Schwyn said, adding that some of this tech really hasn't been proven to be what customers want.

"This new tech has to be affordable and consumers have to see its value right away," Schwyn said. "We talk about introducing tech in a step-by-step way as opposed to the 'rocketship' way. We see value in introducing new tech step-by-step.

"Consumers get used to it, see its value and have realistic expectations of what, say, AV tech can do. If people expect level 4 or 5 AV tech – the highest levels of tech there is for urban fleets, they might hesitate because they don't know if it would work. But ask someone if they want an AV system that will help them parallel park, they'll understand that and say yes. You build on that."

This philosophy matters because it will be the consumer who decides what tech works and what doesn't, Schwyn said.

"We want to develop technology that serves the consumer," Schwyn said. "Something that surprised us was that consumers want systems that purify air within their cars.

"Valeo is an international company and in other parts of the world, the air isn't clean. When people spend a lot of time in their cars because of traffic congestion, having a system to purify the air matters. That caught us by surprise."

And it's important to make sure the tech works, Schwyn said. And that isn't easy. AV tech can actually add to congestion in big cities.

He said he recently visited Toronto and talked about how pedestrians in that city don't always use the crosswalks to cross a street.

So current AV tech would have cars stop when that happens. Then the cars around the stopped car would stop and suddenly you have a traffic jam.

"Maybe adopting AV tech means building new infrastructure," Schwyn said. "Maybe you'd have to build pedestrian



Schwyn believes AV tech development depends on corporate alliance.

tunnels or walkways. But the point is that this is new technology and people will have to make some adjustments to it."

And Valeo is working on those solutions, Schwyn said. He said the company's Drive4U is being tested in Las Vegas.

This tech uses no human intervention except for the engineer behind the wheel. It uses only series-produced Valeo sensors that include ultrasonic sensors, cameras, radars and, most importantly, eight Valeo SCALA laser scanners, the automotive industry's only series-produced LiDAR (Light Detection and Ranging) technology on the market today, Schwyn said.

Positioned all around the car, they offer a 360-degree view of

the vehicle's surroundings. The calculation algorithms and artificial intelligence developed by Valeo aggregate the data from the sensors and analyze them in real time, enabling the vehicle to make the right decisions, without compromising safety.

The vehicle's self-learning capabilities, based on deep learning, also play a fundamental role. "This is really an exciting time to be in the auto industry," Schwyn said.

"Things used to change in the market over a long period of time. But now with all this hype about new automotive technology, the public is often ready for new tech before the tech is ready for the public. We have a lot to do."

## OEMs Must Meet Public Demands For the Future

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company's "Autopilot" mode, he said.

The Tesla "Autopilot" mode, said Novak, is not a true level 4 or level 5 AV system, which are the levels required to allow drivers to keep their hands off the steering wheel.

"There's an art to the science of AV technology," he said. "And that art is in the selling of technology. If people don't want it or don't understand it, it doesn't matter how good your AV or EV system is. Good systems that are understood by the public become a reason for purchase by the consumer."

But Novak said it's important for OEMs, suppliers and the public to understand that the term, automotive technology, covers a lot of ground. There is AV tech, EV tech, communications tech, engine and powertrain tech.

Each technology is different from the other, he said, but they all are aimed at making driving more efficient and more comfortable.

"At FCA, we're working on multiple tiers of technology," Novak said. "We're also working with different suppliers. This is expensive and no one company is doing it alone. We have a relationship with Waymo, selling them 60,000 Pacifica vans for them to develop AV tech. That development is not cheap."

## Mopar Honors Technicians

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meet the technological challenges of tomorrow."

A group of the award winners was treated to a trip to the Metro Detroit area, with stops including a tour of FCA headquarters in Auburn Hills, a visit to the North American International Auto Show in Detroit and an awards ceremony, said FCA spokesman Darren Jacobs.

The 100 top performing dealership technicians were evaluated using metrics including Fixed First Visit data – a key metric used in customer satisfaction survey feedback – survey volume, dealership tenure and training achievements.

For the first time, service advisors were also included in the Metro Detroit visit, Jacobs said. Criteria – including service advocacy survey scores and survey volume returned in relation to peers – was used to determine the 30 elite service advisors.

Award-winning technicians received a Snap-On tool cart, a Snap-On cordless reciprocating

saw and a set of wrenches engraved with the winner's name and Mopar "Top Tech" logo. Service advisors took home a Mopar Shinola watch.

Mopar has expanded its network of FCA US dealership technicians by more than 4,000 over the last four years with key recruitment tools such as the Mopar Career Automotive Program (Mopar CAP), Jacobs said.

Mopar CAP prepares students to begin their automotive technician careers upon graduation from a certified, two-year training institution, such as a university, college, community college or technical center. Currently, half of all FCA US dealership technicians are under the age of 30.

Programs such as Mopar "Top Tech" help aid in the retention of those new technicians, Jacobs said. There are an estimated 750,000 auto technicians working nationally, according to the U.S. Bureau of Labor Statistics. Another 46,000 will need to be hired between 2019 and 2026 to meet increased demand.

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## February Shows Sharp Auto Sales Decline in China

BEIJING (AP) – The downturn in China’s auto market worsened in January and February as an economic slowdown and a tariff fight with Washington chilled demand in the industry’s biggest global market.

Sales of SUVs, minivans and sedans plunged 17.5 percent from a year earlier to 3.2 million SUVs, minivans and sedans in the first two months of 2019, according to an industry group, the China Association of Auto Manufacturers. Total vehicle sales, including trucks and buses, fell 15 percent to 3.8 million units.

The drop in sales of passenger cars in January was 15 percent.

Economists and industrial analysts often combine the first two months of the year when looking at consumer activity to screen out the effect of the Lunar New Year holiday, when factories close for up to two weeks and commercial activity falls.

Chinese consumers are putting off big purchases amid an economic downturn that saw growth last year fall to a three-decade low of 6.6 percent. Trade tension with Washington is fueling consumer jitters.

The auto slump is squeezing revenue for global and Chinese automakers that are spending heavily to meet government targets to develop electric vehicles.

## Alfa Romeo Bringing Some Italian Style to EV Portfolio

When Edmunds.com rates electric vehicles (EVs), it makes its judgments based on 30-plus scores that cover performance, comfort, interior, technology, utility and value.

Style isn’t mentioned, but Alfa Romeo would like to change that.

Alfa Romeo is breaking into the electric vehicle world at the 2019 Geneva International Motor Show, revealing the new concept of the Alfa Romeo Tonale premium compact SUV.

The Tonale is the first plug-in hybrid and the first premium compact SUV for Alfa Romeo, said Tim Kuniskis, global head of Alfa Romeo.

“It rewrites the rules of today’s fastest growing segment using the brand’s trademark language made up of gorgeous Italian design and unparalleled driving dynamics,” Kuniskis said. “It is a premium compact SUV inspired by beauty and Alfa Romeo’s design DNA.

“The design of the Tonale is an expression that looks fondly into our future. Its compact dimensions embody unique Italian design and the unmistakable original and modern style typical of Alfa Romeo, striking the perfect blend of valued heritage and anticipation of a new evolution. Alfa Romeo holds dear the essence of Italian art and sculpture through the timeless ‘artigianale’ experience of hand sculpting.”

The Tonale is inspired by the beauty and nuances associated

with human forms, and the organic movement of light resulted by pure lines and volumes, Kuniskis said.

Its design tangibly recalls a number of time-honored style elements that are synonymous with the rich history of Alfa Romeo, with an execution that excites a modern approach to the new Alfa Romeo anatomy, Kuniskis said.

An element that echoes the tradition of Alfa Romeo’s DNA is the phone dial wheel. The Tonale’s 21-inch wheel design displays this through a lightweight architectural construction, creating an honest and impactful execution of the circular theme, said Kuniskis.

The lineage of the phone dial wheel dates back to the 1960s, worn proudly on the iconic 33 Stradale.

The distinctive Tonale wheel design is joined with an exclusive Pirelli tire scheme.

The Tonale concept vehicle is equipped with the highest levels of technology to ensure a connected, comfortable and dynamic user experience, while keeping the pleasure of a sporty drive at the forefront, Kuniskis said.

“Alfista” is an immersive Alfa Romeo Lifestyle experience, he said, providing a fully connected interface with select Alfa Romeo clubs and community events, such as gatherings, drives and meets.

The “Paddock” app is the Alfa



This is a rendering of the Alfa Romeo Tonale EV compact SUV.

Romeo Tonale’s instrument for real-time viewing and purchasing of the latest interior and exterior performance upgrades and equipment. The app also enables the customer to scroll through the latest offerings of Alfa Romeo merchandise and apparel, which can be ordered directly with the touch of the screen.

The Alfa Romeo Tonale is FCA’s look into the future of the premium compact SUV segment, creating a holistic creative expression and through the blend of beauty and technology, Kuniskis said. For Alfa Romeo Design, it is its “opera d’arte,” or piece of art, he said.

The Tonale marks the debut of the brand in the premium compact utility vehicle segment and does so in line with the characteristics that have always identified each Alfa Romeo model, Kuniskis said.

The goal, he added, is to deliver the best driving dynamics in the segment and to apply electrification in perfect Alfa Romeo style.

“It is the natural evolution of the brand on the way toward propulsive synergy capable of enhancing performance and driving dynamics,” Kuniskis said.

“Rather than simply adapting to new standards with the Tonale concept car, Alfa Romeo is reinterpreting its own DNA to capture the new idea of beauty, energy, harmony, efficiency and driving user-friendliness.”

The electrification of Alfa Romeo comes at the service of sportiness and emphasizes the famous “Mechanics of Emotions” mission of the brand.

Kuniskis said that for this reason, it has no need to express itself through signatures or decided livery, but just with small details such as the Alfa logo, or “Biscione” in hybrid optics, a small yet definitive detail that enhances the Tonale.

The rear electric engine opens the way to new technological solutions that offer driving dynamics, maximizes the drive and the pleasure of sporty driving, Kuniskis said.

The evolution of the vehicle is also evident in the drive modes managed by Alfa dna.

From the beginning on the 4C and through the development with Giulia and Stelvio, it has reached the Tonale and now implements specific energy management functions, Kuniskis said.

## It’s Full STEAM Ahead For Ford Education Initiative

CONTINUED FROM PAGE 1

North Texas was selected as the starting point for this educational initiative because of an increasing local need for reading programs, Frick said.

Today, more than 800,000 adults in Dallas County alone are illiterate and, by 2030, that number is projected to grow to more than 1 million (30 percent of Dallas County’s projected population), according to Literacy Instruction for Texas.

The issue becomes even more urgent in light of the state’s workforce projections that suggest over the next decade, most jobs in Texas will require strong STEAM skills.

Texas, Frick said, is expected to have the second-highest percentage of future STEAM job opportunities in the nation. By launching this initiative in Dallas County, he said, Ford Fund and First Book are helping to increase access to educational STEAM programs, improving the lives of all people.

To help bridge the literacy gap, the initiative unveiled last week includes:

- Distribution of 10,000 STEAM-related books in each of three markets, beginning with Dallas, and later this year in Kansas City and Phoenix.
- Hands-on participation in literacy events, monthly reading parties and other activities to engage students and encourage a love of reading and interest in STEAM subjects.
- Ford employees will help lead STEAM career exploration and events, such as STEAM Camp, to help students understand and devel-

op the skills necessary to interpret technical texts, grasp content-specific vocabulary, learn critical thinking, and clearly communicate complicated STEAM concepts to others both verbally and in writing.

Ford’s strong dealer network in Texas will be enlisted to help create ongoing educational programs with partners such as First Book and Boys and Girls Clubs to provide equal access and opportunity for all kids.

In Texas, the literacy effort will serve as an extension of the Ford Driving Dreams program, which has reached more than 14,000 students and invested more than \$3 million in educational resources and activities to help them build academic success and stay in school.

“Ford Fund has donated more than 100,000 books with First Book, but that was just the beginning,” said Pamela Alexander, director of community outreach at Ford Fund. “As we expand and accelerate this initiative, we are encouraging more diversity in a well-trained workforce skilled in STEAM and ready to compete successfully in the global economy.”

Ford Fund invests more than \$16 million each year to support educational initiatives that empower people to build stronger communities, create social change and improve lives, said Frick, adding that Ford’s belief in the power of learning and providing equal opportunities for all people is a key driver for Ford Fund’s investments in education, including resources that promote literacy and programs that emphasize learning by doing and applying classroom studies to the real world.

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## Dodge's SRT Mopar Race Team is Ready

Leah Pritchett was scheduled to lead a star-studded group of Dodge/SRT Mopar drivers into one of the marquee events of the 2019 NHRA Mello Yello Drag Racing season, on the weekend of March 16-17.

This was the 50th annual NHRA Gatornationals at Gainesville (Fla.) Raceway, said FCA spokesman Darren Jacobs. Pritchett pulled double-duty, chasing both her first Top Fuel Gatornationals triumph as well as making her first start as reigning SAM Tech NHRA Factory Stock Showdown (FSS) world champion.

Pritchett raced her 354-cubic-inch Hemi-engine-powered Mopar Dodge Challenger Drag Pak to last year's overall FSS championship with three consecutive season-ending wins to put an exclamation point on her campaign.

The turning point in her title run came during the prestigious U.S. Nationals in Indy where she defeated her Don Schumacher Motorsports (DSM) teammate Mark Pawuk in the final, Jacobs said. It was all win lights from there in the class for the Redlands, Calif., driver.

She'll defend her title driving a Drag Pak carrying unique Mopar and Dodge/SRT "Angry Bee"-themed livery, designed by motorsports style company Hoonigan and chosen by a fan vote on the brand's website.

Pritchett carries a 12-round winning streak into action against an extremely deep field that will not only include Pawuk in a Mopar Dodge Challenger Drag Pak, but also 2012 NHRA Pro Stock world champion and two-time Gatornationals champion Allen Johnson campaigning in a Drag Pak with additional vehicle preparation and support provided by DSM and Dodge/SRT Mopar engineers.

"Competing at the Gatornationals alone is always prestigious, no less gunning for two Wallys at the 50th anniversary," said Pritchett.

"I remember attending the 50th anniversary of the Pomona Finals and Winternationals as a fan, and to now be a strong contender at the Gators in its golden hour is something that excites my soul.

"We have a great race car and team that I know is excited about putting on an incredible show for a sell-out crowd, as well as bringing home two truly golden wins to DSR.

History will be made there, and we intend on giving it everything we've got to be the fastest part of it."

## The Henry Ford Museum Gets A Chevrolet Bolt

DEARBORN, Mich. (AP) – One of General Motors' first self-driving test vehicles is going on display at an automotive history museum in suburban Detroit.

The Henry Ford history attraction announced March 12 that the museum has acquired a modified pre-production Chevrolet Bolt electric vehicle to be placed in its collection of cars that had an impact on America.

The GM-donated vehicle originally made its debut testing on the streets of San Francisco in 2016. Now it will be displayed at the Henry Ford Museum of American Innovation.

The camera- and sensor-equipped vehicle is the first car of its kind to be added to The Henry Ford collection.

It will be next to a 1959 Cadillac El Dorado at the "Driving America" exhibit, which chronicles the history of the automobile.

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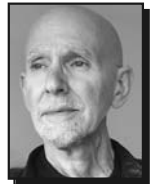
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## Measles Discovered in Oakland County

An outbreak of measles has been reported in Oakland County.

As the investigation of a confirmed case of travel-related measles continues, additional information has become available that allowed Oakland County Health Division to provide precise locations, dates, and times of potential exposures, said Leigh-Anne Stafford, health officer for Oakland County Health Division.

Updated information on the potential exposures:

- Ahavas Olam Torah Center: 15620 W. 10 Mile Road in Southfield, Friday, March 8, 6-8:30 p.m.
- Congregation Ahavas Yisroel: 25952 Greenfield Road in Oak Park, Wednesday, March 6; Friday, March 8; and March 10-13 after 9 a.m.
- Congregation Yagdil Torah: 17100 W. 10 Mile Road in Southfield, Tuesday, March 5; Wednesday, March 6; Thursday, March 7; and Sunday, March 10 after 10 p.m.; Saturday, March 9 – all day; Monday, March 11; and Tuesday, March 12 after 7 p.m.
- Dovid ben Nuchim – Aish Kodesh: 14800 Lincoln St., Oak Park, Tuesday, March 5; and Wednesday, March 6, 6-8:30 p.m.
- Jerusalem Pizza: 26025 Greenfield Road, Southfield, Tuesday, March 12; and Wednesday, March 13, 11 a.m. to 3:30 p.m.
- Kollel Institute of Greater Detroit: 15230 Lincoln Street, Oak Park, Thursday, March 7, after 8:30 a.m.
- Lincoln Liquor & Rx: 25901 Coolidge Highway, Oak Park, Friday, March 8, 12:20-2:45 p.m.

- Mikveh Israel Inc.: 15116 W. 10 Mile Road in Oak Park, Friday, March 8, after 4 p.m.; Monday, March 11, after 11:30 a.m.
- One Stop Kosher Market: 25155 Greenfield Road in Southfield, Wednesday, March 6, 2-5 p.m.; Friday, March 8, 12:30-3:30 p.m.; Tues., March 12, noon - 3 p.m.
- Yeshiva Gedolah of Greater Detroit (Synagogue): 24600 Greenfield Road in Oak Park, Thursday, March 7, after 2 p.m.; Sunday, March 10, 2-6 p.m.; Wednesday, March 11, after 6:15 p.m.

Vaccine prophylaxis is effective within 72 hours of exposure. In addition, Immune Globulin (Ig) treatment is effective within 6 days of exposure for high-risk individuals. Those who have questions should talk to preferred healthcare providers to determine if Ig is the right medication and if it is available. High-risk individuals include those who are unvaccinated or unsure about vaccination status, pregnant women and those who are immune-compromised (have a weakened immune system due to illness and disease like diabetes or HIV, malnutrition, and/or medications). Individuals born before 1957 are considered immune.

Individuals who were possibly exposed are advised to watch for symptoms for 21 days after exposure.

If symptoms develop, it is crucial to call ahead to the healthcare providers so they can take precautions to prevent exposure in other individuals.

Measles is a highly contagious, vaccine-preventable disease that is spread by direct person-to-person contact, and through the air by a contagious person sneezing or coughing. The virus can

live for up to two hours in the air where the infected person coughed or sneezed. Symptoms of measles usually begin 7-14 days after exposure, but can appear up to 21 days after exposure and may include:

- High fever (may spike to over 104°F);
- Cough;
- Runny nose;
- Red, watery eyes (conjunctivitis);
- Tiny white spots on the inner cheeks, gums, and roof of the mouth (Koplik Spots) 2-3 days after symptoms begin;
- A rash that is red, raised, blotchy; usually starts on face, spreads to trunk, arms, and legs 3-5 days after symptoms begin.

The MMR vaccine is available through some health providers, Oakland County Health Division offices in Southfield and Pontiac, and many pharmacies. Health Division offices are located at the following addresses at North Oakland Health Center, 1200 N. Telegraph Road, Building 34 East, Pontiac, and South Oakland Health Center, 27725 Greenfield Road, Southfield.

The MMR vaccine is a two-dose series and costs \$71 per dose. There is a \$7 fee per vaccination, per client. The Health Division accepts Medicaid, Medicare, Vaccines for Children (VFC) program, cash, and credit. VFC offers vaccines at no cost for eligible children. There are additional fees for credit card payments. No one will be denied access due to inability to pay. There is a discounted/sliding fees schedule available.

For more information about measles, visit oakgov.com/health or call Nurse on Call at 800-848-5533, Monday through Friday, 8:30 a.m.-5 p.m.

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## UAW Gets Ready for Strike

CONTINUED FROM PAGE 1

are transmission factories in Warren, and near Baltimore.

The company has said the future of the U.S. factories will be decided in the upcoming contract talks. It has said the plants aren't getting new products due to the shift from cars to SUVs and trucks and because GM needs to cut excess factory capacity to generate money to develop electric and autonomous vehicles.

Jones has promised to fight the plant closures in the courts and at the bargaining table. The UAW already has sued GM over closures, which it says violates the current contract. The union says GM is moving production to Mexico at the expense of U.S. workers.

Jones told members in a speech at the opening of the convention that the union's strike fund now has over \$721 million. The union increased dues in 2011 until the fund reached \$850 million.

Delegates at the convention

will decide the union's bargaining priorities for the next four years.

"We're gearing up for a fight, if we have to, by the fact that we did raise the strike fund," said Darrell DeJean, a delegate to the convention from GM's factory in Spring Hill, Tenn. "We're serious about this business. We're serious about good-paying jobs for our members. We're serious about keeping work in this country," he said.

Talk of a strike is a different stance from contract talks that occurred since the automakers got into financial trouble in 2008. Until now, the union had pledged to be a business partner rather than an adversary.

Talks with Ford, General Motors and Fiat Chrysler begin this summer.

The four-year contracts with all three expire on Sept. 15.

"We are solid heading into the next four years of bargaining," Jones said in his speech. "We are one. The stakes are real, brothers and sisters. The stakes are high."

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  - Aluminum Wheels!
  - 60/40 Folding Rear Seat!
  - Bluetooth for Phone!
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Was \$24,195 Sale Price: **\$19,431\***

24 MONTH LEASE

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  - Forward Collision Alert!
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- Stock# K49488

Was \$29,705 Sale Price: **\$23,699\***

24 MONTH LEASE

**\$189\***

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EMPLOYEE  
DISCOUNT  
REQUIRED!**

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- 3.6L DI DOHC V6 Engine!
  - Body-Colored Appearance Pkg.!
  - Rear Vision Camera!
  - GM Bedliner!
  - 18" Argent Aluminum Wheels!
  - Bluetooth for Phone!
- Stock# K49842

Was \$35,430 Sale Price: **\$30,814\***

36 MONTH LEASE

**\$208\***

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Was \$38,465 Sale Price: **\$32,168\***

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Was \$43,090 Sale Price: **\$34,363\***

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EMPLOYEE  
DISCOUNT  
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- Stock# K46241

Was \$54,750 Sale Price: **\$45,106\***

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**\$32,999\***

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PURCHASE FOR  
**\$27,409\***

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DISCOUNT  
REQUIRED

STOCK # B491035

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STOCK # G590829

PURCHASE FOR  
**\$26,459\***

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STOCK # G591845

PURCHASE FOR  
**\$34,029\***

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**\$239\*** PER MONTH | **36** MONTHS | **\$999** DOWN



STOCK # G591893

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**\$31,029\***

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STOCK# 592504

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STOCK# 592424

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