

GM Seeks to Repurpose Lordstown Plant; Creates 450 Jobs in Three Ohio Facilities

May 8 was a good day for GM employees affected by the closing of the company's Lordstown Assembly Plant.

On that date, the automaker notified its employees that there was a potential buyer for the facility and that GM was creating more than 450 jobs in three of its Ohio production sites.

GM has entered into discussions with Ohio-based Workhorse Group Inc. and an affiliated, newly formed entity to sell the company's produc-

tion Complex in Lordstown, Ohio.

The move has the potential to bring significant production and electric vehicle assembly jobs to the plant, said GM spokesman Jim Cain. Upon final agreement, the entity, led by Workhorse founder Steve Burns, would acquire the facility. Workhorse would hold a minority interest in the new entity.

"This potential agreement creates a positive outcome for all parties involved and will help solidify

the leadership of Workhorse's role in the EV community," said Workhorse CEO Duane Hughes.

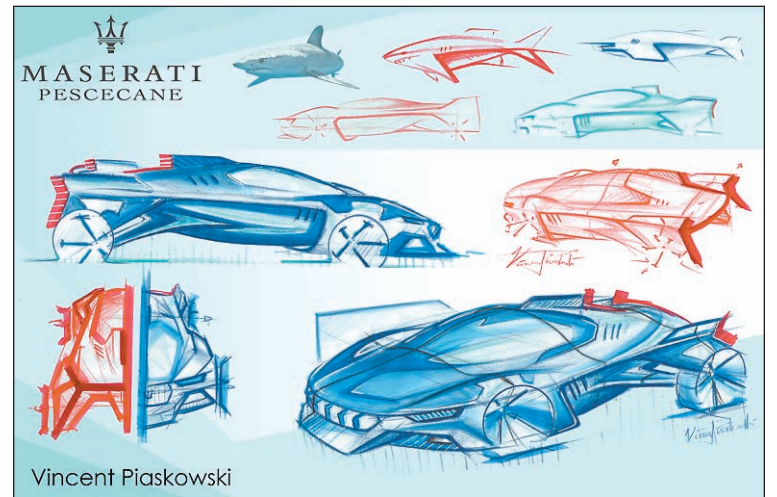
Burns said "the first vehicle we would plan to build if we were to purchase the Lordstown Complex would be a commercial electric pickup, blending Workhorse's technology with Lordstown's manufacturing expertise."

Since last November, GM has been in discussions with the UAW regarding the impact of

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GM is in talks to sell its Lordstown Assembly Plant to an Ohio company that will build EV trucks.



Vincent Piaskowski, Seaholm High School, took third with this sketch.

Local Student Takes Third Place in FCA Design Event

It's never too early to learn the art and science of automotive design, which is why some of the country's top automotive designers and special guest judge Josh Welton gathered last week to determine the results of the FCA US 2019 Drive for Design contest.

The judges reviewed each and every entry received from U.S. high school students in grades 10-12 who were challenged to design the "ultimate status vehicle" using any FCA brand, said FCA spokeswoman Dianna Gutierrez.

Three students from Florida, Washington and Michigan rose above the competition and have been named winners based on their innovative, forward-thinking sketches.

"We are always impressed by the next generation of talent that competes in the annual Drive for Design contest, but this year our expectations were vastly surpassed based on the level of comprehensive artwork submitted. And, similar to a real-world

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Chinese OEMs Gearing Up for Global Presence

by Jim Stickford

The Chinese auto market and the Chinese auto industry present challenges and opportunities for Detroit's automakers.

That was the message offered by ZoZo Go President Michael Dunne to members of the Automotive Press Association last week. Dunne has a lengthy history with the auto industry, including his position as president of GM's Indonesia operations. He worked for GM for more than 20 years.

Speaking to reporters at the Detroit Athletic Club, Dunne said the Chinese auto market has changed greatly over the past quarter-century. He told a story about how Chrysler was able to get favorable prices for selling kits of Jeep Cherokees to Jeep Beijing in 1994.

"Back then, Chrysler had all

the leverage," Dunne said. "They had the kits that Jeep Beijing needed to operate. That's not the case anymore. Let's fast-forward to 2019. All the major world OEMs have joint partnerships with Chinese companies. And over the years, China has realized it needed a new playbook, to push growth in its economy, and there are no international Chinese car companies. Leaders said that China could launch satellites to the moon and build high-speed rails but had no international car company that it could call completely Chinese. So to propel economic growth and develop its own car companies, China came up with its 'Made in China 2025' plan."

This calls for Chinese car companies to become leaders in the new, developing automotive technology, Dunne said. That especially means EV technology.

China now has the scale, capital and regulatory support it needs to develop the new technology, Dunne said. Last year, about 17 million cars were sold in the U.S., compared with the 28 million sold in China. That gives China the scale it needs to develop, build and sell cars. It also give the country the capital it needs.

"And China, via government guidance funds, is channeling billions and billions of dollars into developing new automotive technology," Dunne said. "China has something called a 'social credit score.' It is meant to promote good behavior and if your social credit score is low, you can be prevented from buying plane or train tickets."

But buying an EV is one way to improve one's score, Dunne said. By promoting EV buying, China is creating an incentive to develop



Michael Dunne

EV technology. He said that China and Europe are ahead of the U.S. in terms of promoting EV tech. If Americans aren't careful, he said, they could easily find

CONTINUED ON PAGE 3

Trade Talks Fail; Trump Tariffs Take Effect

BEIJING (AP) – President Donald Trump's latest tariff hike on Chinese goods took effect May 10 and Beijing said it would retaliate, escalating a battle over China's technology ambitions and other trade tensions.

The Trump administration raised duties on \$200 billion of Chinese imports to 25 percent from 10 percent. China's Commerce Ministry said it would impose "necessary countermeasures" but gave no details.

The increase went ahead even after American and Chinese negotiators began more talks in Washington aimed at ending a dispute that has disrupted billions of dollars in trade and shaken global financial markets.

"The risk of a complete breakdown in trade talks has certainly increased," said Michael Taylor of Moody's Investors Service in a report.

American officials accuse Beijing of backtracking on commitments made in earlier rounds of negotiations.

The talks were due to resume last week after wrapping up with no word on progress.

"China deeply regrets that it will have to take necessary countermeasures," said a Commerce Ministry statement.

Shares in Asia were mixed last week amid renewed investor jitters that global growth might suffer in the battle between the two biggest economies and international traders.

Business groups appealed for a settlement that will resolve chronic complaints about mar-

New Ford Software, Hardware Brings Designers Closer

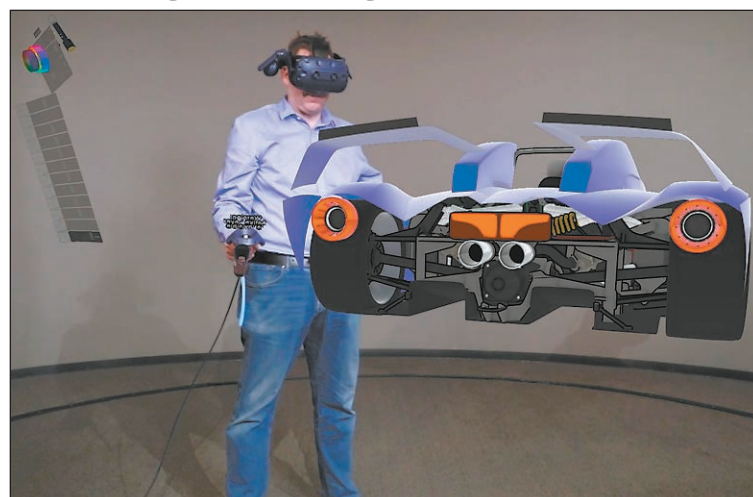
It is now possible for a designer from Shanghai and another from Dearborn to step into a virtual design space together to make changes to a global vehicle design at the same time.

Both walk around the 3D design, review it and make changes on the fly. Once finished, the two remove their VR headsets and return to their separate workspaces – thousands of miles apart.

Thanks to Co-Creation, a feature developed by Gravity Sketch in collaboration with Ford, designers across the globe can create, collaborate and evaluate vehicle designs with one another in real time without having to leave

their own physical workspace.

Ford is the first automaker to work with Gravity Sketch – a 3D virtual reality tool that enables designers to create more human-centric vehicle design, said Ford spokesman Austin Stowe. Designers trade in their sketchpads for a headset and controllers to become immersed in virtual reality, imitating gestural interactions through motion tracking that replicates sketching with pen and paper. Designers can draw, rotate, expand and compress a 3D sketch. The Co-Creation feature allows multiple designers to engage in content creation, while



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Using 3D tech, designers in two locations can work together real-time.

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Ford 3D Software Brings Designers Closer Together

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making these real-time adjustments.

This kind of new design process is important because consumer purchasing trends differ in each global region, meaning an attractive design in one region may not be as appealing in another, Stowe said.

Co-Creation gives designers from different regions the opportunity to come together in one space and review a 3D sketch to make important decisions earlier in the design process.

“The Co-Creation feature adds more voices to the conversation in a virtual environment, which results in more efficient design work that may help accelerate a vehicle program’s development,” says Ford Design Manager Michael Smith.

Gravity Sketch allows designers to speed the process from weeks to hours, skipping the 2D stage and working with a 3D model from the beginning.

GM Working to Repurpose Company’s Lordstown Facility

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changing market conditions on the Lordstown facility, Cain said. These discussions will include this opportunity.

“We remain committed to growing manufacturing jobs in the U.S., including in Ohio, and we see this development as a potential win-win for everyone,” said Mary Barra, GM chairman and CEO.

In discussing the additional job openings, Barra said, “The U.S. economy and our core business are strong, so we can expand our

commitment to U.S. manufacturing in Ohio and create job opportunities for our employees. We also expect to bring more jobs to the U.S. over time in support of the expected provisions of the United States-Mexico-Canada Agreement (USMCA).”

Manufacturing investments in Ohio totaling approximately \$700 million will help expand GM’s operations in Toledo, Parma and Moraine, Cain said.

The DMAX plant in Moraine is expanding diesel engine production for GM’s new heavy-duty pickups, which go on sale later

this year. Toledo Transmission will expand production of the company’s new 10-speed automatic transmission for trucks and SUVs. The Parma Metal Center will expand production of stamped parts and deploy laser cell welding technology.

Hourly employees from GM plants may request a transfer to other UAW-represented sites as jobs are created, Cain said. More than 1,350 employees from GM’s unallocated plants, including Lordstown, have already accepted transfers.

Including the latest Ohio news,

GM has announced the creation of more than 2,000 new jobs so far in 2019, including:

- The 450 new jobs at GM sites in Ohio.
- 1,000 new jobs at Flint Assembly to support production of the 2020 Chevrolet Silverado HD and GMC Sierra HD pickups.
- 400 new jobs to support the launch of a second Chevrolet battery-electric vehicle at Orion Assembly in Orion Township.
- 400 jobs coming later this year to support a second production shift at Bowling Green Assembly in Bowling Green, Ky.

Workhorse Has Long Relationship with GM Electric Cars

GM is currently in talks to sell its Lordstown plant to the Workhorse Group, a company that has undergone several changes in the past few years in reaction to changing automotive market conditions.

According to the Workhorse Web site in March of 2015, AMP officially changed its name to Workhorse Group Incorporated. AMP Electric Vehicles was established in 2007 as a developmental-stage vehicle electrification company.

“We first experimented with adding battery-electric power to two-seat roadsters,” said Workhorse CEO Duane Hughes.

“In 2009/2010, Progressive Insurance sponsored a rigorous nationwide competition for clean, ‘production-capable’ vehicles.

“Our 100 percent electric GM Sky was the only mass-produced vehicle in the competition. All other vehicles were primarily prototypes or concept vehicles not suitable for driving on public roads.

“We were one of eight finalists in the Side-by-Side seating category.

“Our Sky achieved four times the fuel efficiency of an internal combustion equivalent with zero emissions (96 MPGe vs. 19/24 city/highway for ICE version).”

Hughes said Workhorse followed the electrification of the Sky Roadster with the design and implementation of systems capable of powering larger vehicles.

This led to the creation of electrification packages for the Chevrolet Equinox SUV, the Jeep Grand Cherokee and the Mercedes Benz ML350.

These development activities resulted in the successful execution of the concept for SUVs.



AMP, now Workhorse, converted the Saturn Sky to electric.

AMP Electric Vehicles went public in 2010, trading on the Over The Counter market under the AMPD symbol. When the economic benefits of conversion became less certain, the company pivoted away from passenger vehicles and began to focus on electrifying commercial vehicles, Hughes said.

This led to a development agreement with Navistar, a major U.S. truck OEM.

Under the development agreement, the initial project was to repower a 1,000-cubic-foot delivery van.

The first vehicle was delivered to them in August of 2012 and

successfully passed Navistar’s requirements and performance test.

Navistar’s top management changed at precisely the same time the project vehicle passed its performance test and Navistar tabled the electrification project, Hughes said.

They did, however, introduce AMP to their client and the company began to work directly with the end-user.

As part of the end-user’s requirement, the battery-electric test truck successfully passed a 4,000-mile durability test at TRC, Inc.’s automotive test facility in East Liberty, Ohio.

AMP acquired the Workhorse brand and the Workhorse Custom Chassis assembly plant in Union City, Ind., in March of 2015.

The asset acquisition made the company an OEM and enables it to manufacture new, medium-duty truck chassis in the 14,500 to 23,500 Gross Vehicle Weight class.

In addition to the plant assets, AMP’s exclusive arrangement with UpTime Parts, Inc. for logistical and spare parts support and its 400-plus network of dealers across the country “provides AMP with unequaled nationwide support for its vehicles,” said Hughes.

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China Gearing Up for a Global Auto Presence

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themselves falling behind, in terms of advanced automotive technology.

China has developed large tech companies, such as NIO, which Dunne compared to Tesla, calling it a remarkable startup that's only five years old. China's version of Google – Baidu – is already building autonomous buses that can operate in geofenced areas.

Dunne said these and other Chinese companies are aggressive in developing tech, not just for the Chinese market, but around the world. Volvo is now a Chinese company. The industrial robotics manufacturer Kuka, a German company, was bought by the Chinese in 2016.

It's not unusual, Dunne said, to see Chinese companies having development centers in Silicon Valley or Europe using local talent to help engineer, design and develop new technologies.

"The Chinese plan for tech is up and out," he said. "That means developing up new tech and it's going out into the world. They've set aside trillions of dollars to build worldwide trading and development networks."

As to what it means for the Detroit Three, Dunne said it means they have some vulnerability.

"GM had a great run in China," Dunne said. "It still sells more than a million Buicks a year in the country and it's done well with the Cadillac brand launch."

Ford had done well with Lincoln, Dunne said. But Jeep – FCA's upcoming world brand – is

"snake bit" in China, he said. Jeep tried to launch SUVs in China in the 1990s with Jeep Beijing. But, back then, SUVs were the vehicles of farmers and construction workers, so Jeep Beijing ended in 2003. When SUVs took off around the world, Jeep tried to break back into the Chinese market with the smaller Renegade.

"There could be a sort of economic cold war."

– Michael Dunne, ZoZo Go

But that didn't work because the Chinese are big believers in brand. What does buying a particular brand say about a person? Buying a Renegade, as opposed to a more expensive Jeep, didn't do anything for the average Chinese buyer that they couldn't get from domestic brands.

Foreign automakers of middle brands such as Chevrolet or Ford or Suzuki are vulnerable to up-and-coming Chinese brands, Dunne said. They are middle-of-the-road and have no cache, he said. Luxury brands like Cadillac, Lincoln and Audi do have cache, and quality of Chinese luxury vehicles hasn't caught up.

When asked what Detroit OEMs should do, Dunne said

that over the past 10 years, GM and Ford have retreated in the world market. GM sold Opel and Ford has closed operations in places like South America. They have done this at a time when China is ramping up to become the dominant player in technology – technology that is driving the auto industry.

Depending on a couple of markets might make sense in the short run, but what happens if GM or Ford loses traction in one of the few remaining markets the company is operating in?

Ultimately, the world could see two different market systems, Dunne said. One dominated by China and one by the U.S.

"There could be a sort of economic cold war," Dunne said. "But a lot of people don't understand just how intertwined our two economies are."

When asked about possible tariffs on Chinese goods, Dunne said it's too early to tell what effect there might be, but said that it's gotten the attention of Chinese trade officials.

Dunne also noted that, under

Trump, U.S. agencies have been watching more carefully Chinese attempts to purchase U.S. companies and have stopped a couple of deals.

Dunne said that presidents Bush and Obama opened up the U.S. marketplace to China with the goal of making China a more open society.

"I think the Chinese saw that as naive," Dunne said. "They have their own ways of doing things. Trump has taken a different approach."

Essentially, foreign companies can take two approaches, Dunne said. One is to get out of China and ignore the biggest marketplace in the world at a time when it is becoming more aggressive economically. Or work hard and grind it out to find ways to operate in that system.

"Microsoft does a lot of business in China," Dunne said. "They've put their shoulder to the grindstone and worked to protect their intellectual property. It's not easy, but if you learn how to navigate the system, it can be done."

Honda Reports Loss During First Quarter

TOKYO (AP) – Honda reported a loss for January-March May 8, despite growing sales, as an unfavorable exchange rate, income tax expenses and other costs hurt results.

Honda Motor Co. reported a \$118 million loss for the fiscal fourth quarter, a reversal from a 107.7 billion yen profit the previous fiscal year.

Quarterly sales rose 3 percent to \$37 billion. For the fiscal year through March, Honda recorded a \$5.5 billion profit, down 42 percent because of an absence of a U.S. tax break, which boosted earnings the previous year.

Chief Executive Takahiro Hachigo announced Honda will streamline its product offerings, consolidating model variations, and increase parts-sharing to cut costs, with the first model developed under the new "architecture" launching next year. Inter-regional cooperation will reduce manpower needs by a third, which will instead be used for research and development.

Billions Bet on GM Cruise

DETROIT (AP) – A group of institutional investors is sinking \$1.15 billion into GM Cruise LLC, the autonomous vehicle unit of General Motors.

GM announced the investment from a group led by T. Rowe Price on May 7 and said it included money from GM, Honda and the Japanese firm SoftBank.

Cruise CEO Dan Ammann said in a statement the investment gives Cruise deep resources to draw on as it develops and deploys self-driving vehicles.

GM spokesman Ray Wert would not disclose other investors, but the GM statement said the deal includes funds and accounts advised by Baltimore-based T. Rowe Price.

GM says the investment brings Cruise's valuation to \$19 billion. It comes in addition to \$2.75 billion from Honda Motor Co. in October of 2018 and \$2.25 billion from SoftBank in May of last year.

This announcement brings in-

vestments in Cruise during the past year to \$7.25 billion, including money kicked in by the parent company, according to GM.

The investment comes as automakers and tech companies seek help to cover the tremendous capital cost of developing autonomous vehicles with an uncertain date for getting a return on their capital. GM did not disclose how the investors would be repaid or Cruise's ownership structure.

"We're not speaking to the terms and conditions at this time," Wert said.

Investors in startups typically get their money back through profit sharing, when the company is spun off with a public stock offering, or when it is acquired by another company.

When SoftBank made its investment last year, it bought a 20 percent stake in Cruise for \$2.25 billion. At that time the company would've been worth \$11 billion.

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GoRide Puts Ford in Healthcare Service Business

The development of new automotive technology and services is having a large impact on, among other things, healthcare.

Ford Motor Company is expanding its GoRide Health non-emergency medical transportation business nationwide, starting with Ohio.

GoRide Health expects to deliver thousands of rides per day in six cities by the end of the year, said Ford spokesman Wes Sherwood.

GoRide Health is operating in Toledo now, with service coming to Cincinnati, Cleveland and Columbus by the end of the year.

Later this year, the business plans to begin offering its services in major cities in Florida, beginning with Miami.

In 2020, it plans to expand to several other states, including North Carolina, Louisiana, Texas, and California, Sherwood said. The startup transportation service spent more than a year perfecting its operations and customer experience in Southeast Michigan.

GoRide Health's reputation for reliable, safe and quality service built upon healthcare compliance – and a 95 percent on-time rate through the first quarter of the year – has attracted the attention of large managed care organizations.

"GoRide Health is gaining momentum because it is a reliable, human-centered service for people whose very lives depend on making their medical appointments," said Minyang Jiang (MJ), CEO of GoRide Health.

"Despite a critical and growing need across our country, most patients are unable to find reliable transportation and drivers who understand their needs. GoRide Health can fill that gap."

In addition to expanding its

non-emergency medical transportation service to managed care organizations nationwide, GoRide Health is expanding service to assist city transit agencies, with the first being the Greater Dayton Regional Transit Authority (RTA) in Ohio, MJ said.

Through the RTA's Connect Paratransit and On-Demand programs, GoRide Health is now serving residents of the City of Dayton, Montgomery County and western Greene County who are unable to access other transportation options or need first- and last-mile solutions for existing fixed route transportation.

"Our partnership with GoRide is a great example of RTA's ability to coordinate and connect the community with a highly qualified provider to increase mobility access for the citizens of this region," said Brandon Policicchio, chief customer and business development officer at the Greater Dayton Regional Transit Authority.

"What makes the partnership noteworthy is GoRide's commitment and support of RTA's goal to coordinate all the region's mobility services so that through one call, or one tap of the app made to RTA, every citizen will get the ride they need."

"Working closely with the Greater Dayton RTA allows us to reach people throughout the region who have trouble accessing reliable transportation," MJ said. "We are truly privileged to be serving the community and providing better access to healthcare, food, medicine and other services."

"For GoRide Health, our values drive our business, because we at Ford believe that mobility is a fundamental right for all."

GoRide's non-emergency medical transportation offers true on-

demand service that is especially useful for those in wheelchairs or who have other special needs.

All drivers are HIPAA-compliant and professionally trained to safely assist passengers. To enable efficiency, GoRide uses Ford's proprietary dynamic routing technology to automatically dispatch and group together rides achieving a 95 percent on-

time rate through the first quarter of 2018, with average wait times of 10-20 minutes, even for wheelchair transport.

GoRide also uses data analytics to help payers who use the service identify where transportation gaps may exist, so that organizations can better target where services are most needed, Sherwood said.



Ford's GoRide will be used to transport the elderly to and from doctors.

Trump Applies New Tariffs After Talks Fail

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ket barriers, subsidies and a regulatory system they say is rigged against foreign companies.

Companies disagree with tariff hikes but "are supportive of the idea in the short term if it helps us get to a strong, enforceable, long-term agreement that addresses structural issues," said Greg Gilligan, the deputy chairman of the American Chamber of Commerce in China.

The latest increase extends 25 percent duties to \$250 billion of Chinese imports. Trump said last week he might expand penalties to all Chinese goods shipped to the United States.

Beijing retaliated for previous tariff hikes by raising duties on \$110 billion of American imports. But regulators are running out of U.S. goods for penalties due to the lopsided trade balance.

Chinese officials have targeted operations of American companies in China by slowing customs clearance for them and stepping up regulatory scrutiny that can hamper operations.

The latest U.S. increase might hit American consumers harder, said Jake Parker, vice president of the U.S.-China Business Council, an industry group. He said the earlier 10 percent increase was absorbed by companies and offset by a weakening of the Chinese currency's exchange rate.

A 25 percent hike "needs to be passed on to the consumer," said Parker. "It is just too big to dilute with those other factors."

Despite the public acrimony, local Chinese officials who want to attract American investment have tried to reassure companies there is "minimal retaliation," said Parker.

"We've actually seen an in-

creased sensitivity to U.S. companies at the local level," he said.

The higher U.S. import taxes don't apply to Chinese goods shipped before the end of last week.

By sea, shipments across the Pacific take about three weeks, which gives negotiators a few more days to reach a settlement before importers may have to pay the increased charges.

The negotiators met last week on Thursday evening. Then, after briefing Trump on the negotiations, U.S. Trade Representative Robert Lighthizer and Treasury Secretary Steven Mnuchin dined with the leader of the Chinese delegation, Vice Premier Liu He.

Liu, speaking to Chinese state TV on his arrival in Washington, said he "came with sincerity." He appealed to Washington to avoid more tariff hikes, saying they are "not a solution" and would harm the world.

"We should not hurt innocent people," Liu told CCTV.

At the White House, Trump said he received "a beautiful letter" from Chinese President Xi Jinping and would "probably speak to him by phone."

The two countries are sparring over U.S. allegations Beijing steals technology and pressures companies to hand over trade secrets in a campaign to turn Chinese companies into world leaders in robotics, electric cars and other advanced industries.

This week's setback was unexpected.

Through early May, Trump administration officials were suggesting that negotiators were making steady progress.

U.S. officials say they got an inkling of China's second thoughts about prior commitments in talks in Beijing but the backsliding became more appar-

GM Looks at Expanding Wentzville Site

JEFFERSON CITY, Mo. (AP) – General Motors officials met behind closed doors with Gov. Mike Parson and other state and local leaders May 2 to discuss a possible \$1 billion expansion of the company's truck and van plant in Wentzville.

Missouri will compete with other states for the expansion project, and it remains unclear what incentives the company is seeking or the potential cost to taxpayers, the *St. Louis Post-Dispatch* reported.

The project would include an unspecified number of new jobs, but few other details were released.

"I'm excited that Missouri has a seat at the table to compete for a tremendous opportunity that will provide a boost to our state and to our regional economy," Parson told reporters.

The incentive package likely will be a combination of infrastructure spending as well as tax incentives and subsidies, Parson said.

ent in later exchanges. They wouldn't identify the specific issues involved.

A sticking point is U.S. insistence on an enforcement mechanism with penalties to ensure Beijing lives up to its commitments. American officials say China has repeatedly broken past promises.

China wants tariffs lifted as soon as an agreement is reached, while U.S. officials want to keep them as leverage to ensure compliance.

"A real enforcement mechanism is critical," said the American Chamber of Commerce in Shanghai in a statement.

Also last week, Canadian Prime Minister Justin Trudeau urged Trump by phone to press China to release two Canadians.

Production Drop Reduces FCA Quarterly Profits

MILAN (AP) – Carmaker Fiat Chrysler Automobiles last week reported a 47 percent drop in profits for the first quarter of the year due largely to changes in production, but expressed confidence that new models will help the U.S.-Italian company meet full-year profit targets.

Net profits fell to 508 million euros (\$567 million) from 951 million euros in the same quarter a year earlier, while net revenue sank 5 percent to 24.5 billion euros.

CEO Mike Manley said the rough quarter was expected, and stressed that the carmaker was taking action to address weakness in Europe, which posted a loss of 19 million euros, and Asia, which lost 9 million euros.

"We expect to see sequential quarters improving throughout the year, and as a result we have confidence in our guidance and believe that 2019 will be another solid year for FCA," Manley said.

Fiat Chrysler maintained its guidance for full year earnings, saying it still expects adjusted earnings before interest and taxes above 6.7 billion euros.

Shares in the company rose 5 percent to 14.26 euros as the earnings figures beat many analysts' forecasts.

The carmaker said it shipped 1.037 million vehicles in the first quarter, down 14 percent from a year earlier, due mainly to the decision not to produce the old Jeep Wrangler alongside the new model. That was only partially offset by increased sales of the Ram.

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NWAPA writers liked the Gladiator's ability to take on muddy courses.

Gladiator a Real ‘Mudder’ – And It Pays Off for Jeep

The New 2020 Jeep Gladiator is a vehicle designed to get down and dirty, said FCA spokesman Trevor Dorchie, and that seemed to impress the judges of the 25th annual “Mudfest” competition hosted by the Northwest Automotive Press Association (NWAPA).

Jeep won three of the six vehicle categories, with the Gladiator taking home top honors, being voted “Northwest Outdoor Activity Vehicle of the Year” by automotive journalist members of NWAPA.

“The 2019 NWAPA Outdoor Activity Vehicle of the Year competition featured the most diverse group of vehicles we’ve seen in its 25-year history,” says NWAPA President John Vincent of *U.S. News & World Report*.

“The all-new 2020 Jeep Gladiator earned its title of Northwest Outdoor Activity Vehicle of the Year with an exceptionally functional blend of SUV and pickup attributes that Northwest consumers crave.”

The on-road evaluation venue included portions that tested acceleration, handling, panic braking, rear-view cameras and more.

The heart of the on-road testing took place on The Ridge’s go-kart track, complete with elevation changes, sharp corners, and sweeping curves – creating the type of conditions Northwest drivers encounter every day, Vincent said.

The vehicles were also evaluated on an off-road course that simulated rough Forest Service roads that Northwest drivers often encounter on weekend adventures.

Plenty of loose dirt, deep ruts, steep climbs, and dramatic descents formed the second day’s route, challenging each vehicle’s four- or all-wheel-drive systems.

The venue allowed the vehicles to showcase state-of-the-art technologies, including 360-view cameras, hill descent controls, and active traction management systems, Vincent said.

The testing course featured an optional section for extremely capable vehicles, which took these SUVs and pickups through rigorous conditions designed to test their prowess and features,

such as low-range four-wheel drive, axle articulation, plus approach, breakover, and departure angles.

Vehicles were required to complete this course to be eligible for the Extreme Capability category.

In addition to taking overall top honors, the 2020 Jeep Gladiator also earned the win in the “Truck and Extreme Capability” categories.

This is the first time in the event’s 25-year history that a vehicle has captured the Overall, Truck and Extreme Capability categories at once.

More than 25 NWAPA automotive journalists spent two days testing vehicles on paved and off-road routes.

Testing took place at The Ridge Motorsports Park in Shelton, Wash.

Journalists tested 22 vehicles from 14 manufacturers to select winners in six categories: Subcompact Utility, Compact and Mid-size Utility, Family Utility, Premium Utility, Trucks and Extreme Capability.

The overall winner, the new 2020 Jeep Gladiator, was selected from the category winners, Dorchie said.

The new 2020 Jeep Gladiator builds on a rich heritage of tough, dependable Jeep trucks with a combination of rugged utility, authentic Jeep design, open-air freedom, clever functionality and versatility, and best-in-class towing and 4x4 payload, Dorchie said.

All Gladiator models are Trail Rated with a badge indicating that the vehicle is designed to perform in a variety of challenging off-road conditions identified by five key consumer-oriented performance categories: traction, ground clearance, maneuverability, articulation and water fording.

NWAPA (www.nwapa.org) is a professional organization of automotive journalists and media members from throughout the Pacific Northwest and Southwest Canada. Founded in 1991, NWAPA includes 54 voting members representing more than 700 newspapers, magazines, radio stations, media groups, and the internet.

Meunier Named Jeep Global President

Fiat Chrysler Automobiles officials have named Christian Meunier global president of the Jeep brand.

Meunier also is appointed to the company’s Group Executive Council (GEC), both appointments effective immediately.

Meunier joins FCA with deep global automotive experience, serving most recently as chairman and global president for Infiniti Motor Company Limited at Nissan.

“I am delighted to add Christian to the leadership team we’re building to drive FCA forward,” said FCA’s CEO Mike Manley.

“He brings additional world-class strength and experience to an already proven bench, and I

look forward to the continuation of the Jeep brand’s growth under his stewardship.”

Prior to his current role, Meunier held various global roles at Nissan.

He was division vice president of Infiniti Global Sales, Marketing and Operations; senior vice president of Sales, Marketing and Operations for Nissan North America; chairman of Nissan Canada and president of Canada and Brazil.

In addition, he has held key sales and marketing positions at Ford, Land Rover and Mercedes-Benz in Europe and in the U.S.

“I’m excited to join the team at FCA,” said Meunier.

“The company is one I’ve ad-



Christian Meunier

mired from afar and Jeep is a brand that anyone would be privileged to be a part of.”

Local Student Scores in FCA Design Event

CONTINUED FROM PAGE 1

sketch review, after much debate, the winning designs came down to the aesthetic details,” said Mark Trostle, head of Performance, Passenger Car and Utility Vehicle Design for FCA – North America.

“Even though it’s a growing field, automotive design can often be overlooked by students entering the workforce, so our goal with this competition is to change that perspective and encourage promising talent to pursue opportunities where they could design the vehicles of the future.”

Trostle said he knows firsthand what it’s like to be given an opportunity to excel in this field. In 2013, he introduced Drive for Design, which is based on a contest he won as a high school student. He credits that experience as something that led him to his current professional role, heading the design efforts for a major au-

tomotive manufacturer. Today, he’s passing the torch to three promising automotive designers.

The three student winners of the 2019 Drive for Design competition are:

- **First place** – Maximilian Cooper, Design and Architecture Senior High, Miami, Fla.
- **Second place** – Mason Ross, Kennedy Catholic High School, Burien, Wash.
- **Third place** – Vincent Piaskowski, Ernest W. Seaholm High School, Birmingham, Mich.

All three students will receive an exclusive, behind-the-scenes tour of the FCA US Product Design studios in Auburn Hills, plus one-on-one time with leading automotive designers.

Each will also receive a scholarship to attend the Precollege Summer Experience Transportation Design program at College for Creative Studies, a leading art and design college in Detroit.

The summer program curriculum includes the fundamentals of gestural sketching, perspective for both interior and exterior automotive concepts and how to translate designs into 3D models.

Additionally, the FCA US Product Design Office partnered with EyesOn Design, which focuses on the automotive community and students coming together to commemorate, reflect and appreciate the craftsmanship and beauty of classic and modern vehicle design, Gutierrez said. Drive for Design winners receive their awards on Friday, June 14, at EyesOn Design’s “Vision Honored” Black Tie Gala and Silent Auction and will serve as junior judges at the prestigious EyesOn Design Car Show, held every Father’s Day weekend at the historic Edsel and Eleanor Ford House in Grosse Pointe Shores.

For detailed contest rules and information, visit www.FCAdrivefordesign.com.

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SS Camaro LT1 Gets New Styling for 2020

A new front-end appearance for the SS and a new LT1 V8 performance model add style and choice to the 2020 Chevrolet Camaro lineup, while a newly available 10-speed automatic transmission enhances models equipped with the available 3.6L V6 engine.

That's how GM spokesman Chris Bonelli described the changes for the new model.

The new Camaro SS front-end appearance is based on the distinctive design of the Camaro Shock show vehicle that debuted last fall at the SEMA Show, said Bonelli.

The SS now features a repositioned bowtie emblem in the upper grille and a body-color bar between the upper and lower grilles, he said.

"Customers spoke, and we listened," said Steve Majoros, director of Chevrolet Passenger Car and Crossover Marketing. "The overwhelmingly positive reaction to the Shock's stylized design helped prompt its transition from concept to production."

The new LT1 model combines the content and design of the Camaro LT (1LT trim) and SS. It is powered by the 455-horsepower LT1 engine, making it, said Bonelli, the most affordable choice for V8 performance in the Camaro lineup with a starting MSRP of \$34,995 (including destination).

"We always try to find a styling look that balances aesthetics with the aerodynamic qualities that help the car move," Bonelli said. "The front grille allows for big air intake to feed the engine, while still looking good. I particularly like how the body-color bar that goes through the grille now matches the color of the body. It gives the SS a clean look that really ties together the overall aesthetics of the vehicle."

The Camaro LT1 is offered in



The grille of the SS Camaro has been changed for the new model year.

coupe and convertible models, with a standard six-speed manual transmission or an available 10-speed automatic. Additional details include:

- LT exterior styling combined with the SS's vented hood.
- LT1 fender badges and black bowtie emblems.
- 20-inch x 8.5-inch SS style wheels at all four corners and all-season tires (versus the SS's staggered wheels and summer performance tires).
- Available Technology Package, including the Chevrolet infotainment system2 with 8-inch-diagonal color touchscreen and Bose premium audio system.

"The new Camaro LT1 is a great choice for those seeking a pure V8 performance experience," said Majoros. "And at less than \$35,000, it will be one of the most affordable V8 performers on the market."

A newly available 10-speed automatic transmission is now matched with the 3.6L V6 engine in Camaro LT models. It's based on the 10-speed design offered with the Camaro SS and ZL1 but tailored for the performance parameters of the V6.

Additional 2020 updates include a new exterior color and an expanded range of available features across the lineup:

- Rally Green exterior color.
- Rear spoiler available on LS and LT (previously RS package only).

- Dark-tinted taillamps available on LS and LT.

- 20-inch forged aluminum wheels available on LT, LT1 and SS.

- Red or orange brake calipers available on LT, LT1 and SS models.

- Red seat belts available on all models (previously ZL1 only).

- Red kneepads available on all models.

- RECARO performance seats available on LT (previously 1LE only).

- Sueded microfiber-trimmed steering wheel and shift knob trim available on LT and SS (previously ZL1 and 1LE only).

- Alloy pedals available on all models (previously ZL1 only).

- Black bowtie badges and Camaro fender badge available on LT.

- Adrenaline Red and Ceramic White leather interiors now available on 2LT (previously 3LT and 2SS only).

- 3LT now comes standard with the 2.0L Turbo engine and the Convenience and Lighting package (previously optional).

The 2020 Camaro lineup goes on sale early this fall, with production at General Motors' Lansing Grand River Assembly facility in Michigan.

"This will be a full-production vehicle," Bonelli said. "We will build as many as we can sell. We want to make as many of our customers happy as possible."

Toyota Sees Profits Decline

TOKYO (AP) — Japan's top automaker Toyota said May 8 its profit for January-March fell 4 percent as vehicle sales lagged in North America, while smaller car manufacturer Honda reported a loss.

Toyota Motor Corp. recorded a quarterly profit of 459.5 billion yen, or \$4.2 billion, down from 480.8 billion yen in the same period the previous year. Quarterly sales rose 2 percent to \$70 billion, the company said.

The maker of the Camry sedan, Prius hybrid and Lexus luxury models is projecting a profit of \$20 billion, for the fiscal year through March 2020, up nearly 20 percent from \$17 billion for the fiscal year through March 2019.

The company said results for the fiscal year through March this year were hurt by the absence of a U.S. tax break that boosted earnings in the previous fiscal year, and by investment losses.

Still, the 30.2 trillion yen (\$275 billion) in annual revenue Toyota reported was the first time a Japanese company has recorded sales above 30 trillion yen (\$273 billion), a milestone for Japan Inc., according to Japanese media reports.

For the fiscal year that ended in March, Toyota sold 10.6 million vehicles around the world, up from 10.4 million vehicles in the previous fiscal year.

Toyota's vehicle sales grew in Europe and Asia excluding Japan, but fell in North America, an important, lucrative market.

Chief Executive Akio Toyoda told reporters Toyota must adapt to changes in the industry, such as self-driving vehicles, connectivity, ecological technology and car-sharing, to stay competitive.

"My mission is to put Toyota through a full model change to become a mobility company," instead of just a car manufacturer, he said.

Toyoda noted partnerships with Uber and other Silicon Valley businesses, as well as with SoftBank Group Corp., a Japanese internet company, will offer technology for various fields, not just vehicles.

Toyota's production methods, admired around the world for efficiency and worker empowerment, are advantages, he said.

But Toyoda, a grandson of the automaker's founder who has led the company since 2009, also recalled memories of hardship, such as a massive recall fiasco that had him questioned in U.S. Congress in 2010.

"Every day has been nerve-racking," he said.

Also on May 8, Honda Motor Co. reported a loss of 13 billion yen (\$118 million) for January-March, despite growing sales, as an unfavorable exchange rate, income tax expenses and other costs hurt results. Chief Executive Takahiro Hachigo announced Honda will streamline its product offerings, consolidating model variations, and increase parts-sharing to cut costs.

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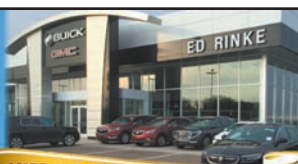
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The Best Price...
PERIOD!

Stock# Q11717

\$999 Down
NO Security Deposit required. Tax, title and plate fees extra.

2019 EQUINOX "2FL"



- Color Touch Screen Radio!
- Keyless Start and Entry!
- Rear Vision Camera!
- Lane Change/Side Blind Zone Alert!
- Forward Collision Alert!
- Lane Keep Assist w/Lane Departure Warning!

24 MONTH LEASE

Was \$29,585
Sale Price:
\$22,199*

\$189*

The Best Price...
PERIOD!

Stock# K50270

\$999 Down
NO Security Deposit required. Tax, title and plate fees extra.

2019 MALIBU "RS"



- Sport Grille w/Black Bowties!
- Keyless Start and Entry!
- Rear Vision Camera!
- 18" Bright Machined Aluminum Wheels!
- Chrome Dual-Exhaust Outlets!
- Power Driver's Seat!

24 MONTH LEASE

Was \$25,170
Sale Price:
\$18,688*

\$196*

The Best Price...
PERIOD!

Stock# K50465

\$999 Down
NO Security Deposit required. Tax, title and plate fees extra.

2019 COLORADO 4WD "W/T" CREW CAB

W/T APPEARANCE PACKAGE



- 3.6L DI DOHC V6 Engine!
- Remote Keyless Entry!
- Body Colored Monochromatic Appearance!
- Trailering Package w/Locking Rear Differential!
- Ultra Silver Metallic Aluminum Wheels!
- Bluetooth for Phone!

36 MONTH LEASE

Was \$34,370
Sale Price:
\$28,499*

\$229*

The Best Price...
PERIOD!

Stock# K51441

\$999 Down
NO Security Deposit required. Tax, title and plate fees extra.

2019 TRAVERSE "LS"



- 3.6L DI DOHC V6 Engine!
- 8 Passenger Seating!
- Remote Start and Entry!
- Color Touch Screen Radio!
- Aluminum Wheels!
- Bluetooth for Phone!

36 MONTH LEASE

Was \$34,170
Sale Price:
\$27,699*

\$258*

The Best Price...
PERIOD!

Stock# K50934

\$999 Down
NO Security Deposit required. Tax, title and plate fees extra.

2019 BLAZER "1LT"



- 2.5L DI DOHC Engine!
- Keyless Start and Entry!
- Color Touch Screen Radio!
- 8 Way Power Driver's Seat!
- Aluminum Wheels!
- Bluetooth for Phone!

36 MONTH LEASE

Was \$33,570
Sale Price:
\$29,088*

\$275*

The Best Price...
PERIOD!

Stock# K49055

\$999 Down
NO Security Deposit required. Tax, title and plate fees extra.

2019 TAHOE 4WD "LS"

ALL SEASON PACKAGE



- 5.3L V8 Engine!
- Power Driver's Seat!
- Max Trailering Package!
- 20" Polished Aluminum Wheels!
- Remote Start and Entry!
- Rear Vision Camera!

36 MONTH LEASE

Was \$54,750
Sale Price:
\$42,656*

\$389*

The Best Price...
PERIOD!

Stock# K46241

\$999 Down
NO Security Deposit required. Tax, title and plate fees extra.

We'll Give You \$1000 OVER Kelley Blue Book for Your Trade-In... GUARANTEED!*

MORAN
CHEVROLET
moranautomotive.com



The Best Price...
PERIOD!



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Monday 8:00 AM - 9:00 PM
Tuesday 8:00 AM - 6:00 PM
Wednesday 8:00 AM - 6:00 PM
Thursday 8:00 AM - 9:00 PM
Friday 8:00 AM - 6:00 PM

(586) 791-1010



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35500 S. Gratiot Avenue... North of 15 Mile / Clinton Township

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