



Chrysler employees gathered together and showed off their vintage cars, including a Plymouth Fury and Chrysler 300 C (above) from the 1950s. Below is stock car racer Larry Griffith's 1968 Hemi Dart.

Chrysler Employees Display Their 'Muscle' at Car Show

by Jim Stickford

The weather was perfect for the 26th annual Chrysler Employee Motors Association (CEMA) car show, which took place on June 6 at the Walter P. Chrysler Museum in Auburn Hills.

"The weather better be nice," said Lori Emerling, "we put in a special order for perfect weather in advance."

Emerling works for Fiat Chrysler as a harmonization project manager for Materials

Engineering. She has worked for the company for 20 years, and has been a CEMA member for 16 years. Emerling is also co-ordinator of the 2015 CEMA show.

This year's show theme, Emerling said, is cars from the "jet age design." Having good weather is important because when it rains, the number of people who decide to take their beauties to shows drops considerably.

"It's not so much because mud might get splashed on the exter-



GM CEO Mary Barra

Barra Talks of Feds Questioning in Criminal Case, Chrysler 'Merger'

by TOM KRISHER
AP Auto Writer

DETROIT (AP) - General Motors CEO Mary Barra confirmed June 9 that she has been interviewed by the Justice Department in its criminal probe of how the company handled a deadly ignition switch problem in older small cars.

Barra told reporters the interview happened last year but said she didn't know when the U.S. at-

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Enjoy Detroit's Rich Auto History All Summer Long

The Detroit Metro Convention & Visitors Bureau (DMCVB) and the MotorCities National Heritage Area (MCNHA) announced the Autopalooza lineup today during a press conference at the Automotive Hall of Fame in Dearborn.

Autopalooza is a series of world-class automotive cruises, races and shows in metro Detroit that celebrate southeast Michigan's automotive heritage all summer long, said event spokesman Austen Smith.

Autopalooza 2015 kicked off with the Chevrolet Detroit Belle

Isle Grand Prix at the 2.3-mile Raceway at the Belle Isle Park street circuit.

The NASCAR Sprint Cup Series Quicken Loans 400 returns Sunday, June 14, to Michigan International Speedway, NASCAR's fastest track, where favorites like Dale Earnhardt Jr. and Jimmie Johnson race 200 laps and battle for a trip to victory lane.

Autopalooza promotes the region's rich automotive heritage to auto enthusiasts and visitors alike and has a significant economic impact on metro Detroit. The DMCVB calculated that the



This 1959 Pontiac Bonneville helped kick off Autopalooza 2015.

annual revenue generated from the Grand Prix, Concours d'Elegance and the Woodward Dream Cruise alone may exceed \$110 million.

"The auto culture and history

in this region is known throughout the world and the Autopalooza events showcase the very rich heritage we have here

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Bosch Supports National Auto Education Contest

by Jim Stickford

The need for the next generation of people working in the automotive industry is greater than ever, which is why companies like Ford, Bosch Automotive Services Solutions and AAA sponsor the Ford/AAA Student Auto Skills competition.

Karen Folger, vice president, OES Sales Bosch Automotive Service Solutions out of Warren, said that the national contest is designed to encourage high school students to consider careers in the auto industry.

"Bosch is the largest automotive supplier in the world," Folger said. "And for us, it all starts with high school students. We want to get in touch with them while they're young."

Competitions like the Ford/AAA event are important, Folger said, because all too often people look at high school students who get involved with their schools' auto curriculums as somehow lesser.

"At Bosch, we think being interested in cars and having a career in the auto industry is something that should be encouraged," Folger said. "We hire engineers, purchasing agents, designers. Students interested in these fields should be encouraged. Then there is the shortage of automotive technicians. That's one of the reasons Ford is involved."

Folger said that being an auto technician is a challenging job that requires skill and education. And it pays very well. Techni-

IAV Invests in Wayne States Hybrid EcoCAR 3 Team

IAV Automotive Engineering, Inc., an engineering services firm that has its North American headquarters in Northville, is once again partnering with Wayne State University (WSU) in support of its EcoCAR team, said IAV spokeswoman Brittney Popa.

IAV has committed to backing the WSU Hybrid Warriors EcoCAR 3 team, the only Michigan university participating in the current Department of Energy (DOE) advanced vehicle technology competition (AVTC) series, Popa said.

Through this investment, which includes monetary, technology and mentorship support over four years, IAV is providing hands-on, real world learning opportunities for students interest-

way, president of IAV Region Americas.

The EcoCAR series is North America's premiere collegiate automotive engineering competition, and is an integral part of AVTC's 26-year history, Popa said. During the current EcoCAR 3 competition, teams are challenged to redesign a 2016 Chevrolet Camaro in a way that will reduce its environmental impact while maintaining performance.

Teams will apply the latest technologies and incorporate new ideas, including alternative fuels and advanced vehicle technologies, to lower the vehicle's greenhouse gas and tailpipe emissions. Throughout the prestigious four-year competition



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Barra Talks of Feds Questioning in Criminal Case, Chrysler 'Merger'

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torney's office in Manhattan would release the results of its probe.

"We have cooperated fully. We continue to do that," she said. "It is their timeline," she said about when charges could be filed.

Wire fraud likely is among the statutes being considered by federal investigators because GM used electronic communications to interact with the government's National Highway Traffic Safety Administration. Investigators are focused on whether GM failed to notify the agency of the switch problems and potentially tried to hide them. Automakers must notify NHTSA within five days of finding out about a safety defect.

The switches in cars such as the Chevrolet Cobalt and Saturn Ion can slip out of the run position, shutting off the engine and disabling power steering, power brakes and air bags. The problem has caused at least 111 deaths and hundreds of injuries. GM has acknowledged knowing about the problem for more than a decade, yet it didn't recall the 2.6 million cars until last year.

Also June 9, Barra said GM doesn't need to merge with Fiat Chrysler to take advantage of its size to save money on building cars and trucks.

She told reporters before the company's annual meeting that Fiat Chrysler CEO Sergio Marchionne emailed her about merging, but the proposal was dismissed by the GM senior management and board.

GM, she said, is working with Ford on transmissions and Honda on hydrogen fuel cells and will look at opportunities with other automakers. But she says GM expects to sell 10 million vehicles this year, and is big enough to use its own size and scale to save money.

Marchionne has been pushing for consolidation of automakers, saying the industry wastes capital developing engines, transmissions and other parts that buyers don't care about. But he says no companies have agreed to merger talks. Barra said GM can save costs by working its own plan.

She disagreed with Marchionne that customers don't care about engines, saying that GM has received feedback from many customers on engines in the 2016 Camaro. The company plans to offer a turbocharged four-cylinder engine as the standard powerplant.

"Over the past few years we have been merging with ourselves," she told reporters. "We already have scale."

Citi Analyst Itay Michaeli, in a recent note to investors, said



GM Design Center Technicians are repairing damaged, historic 'Vette.

GM Techs Fix Damaged Historic Corvette

Damaged, but not forgotten. That's the word on the Corvettes that were damaged in the winter of 2014, when a sinkhole opened up and damaged eight historic Corvettes that were on display at the National Corvette Museum in Bowling Green, Ky.

Among the vehicles taken to General Motor's Design Center for repair, said GM spokesman Monte Doran is the historic 1 millionth Chevrolet Corvette.

Craftspeople and technicians at the General Motors Design Center are painstakingly restoring the vehicle, Doran said. The tricky part is keeping as many original parts as possible.

The restoration crew is part of GM's Mechanical Assembly group at the Design Center, which typically spends its time building prototype and concept vehicles, Doran said.

The white 1992 Corvette is a challenge because rather than build an all-new vehicle from the ground up, the workers are trying to preserve the original appearance of a production vehicle.

It is the second of three sinkhole-damaged Corvettes that Chevrolet has pledged to restore, Doran said. The first, a 2009 Corvette ZR1 prototype known as the Blue Devil, was only lightly damaged and was returned to its original condition last fall.

The National Corvette Museum will oversee the restoration of the third car, a 1962 Corvette, Doran said.

Five other Corvettes swallowed by the sinkhole will remain in their as-recovered state to preserve the historical significance of the cars. They will become part of a future sinkhole-themed display at the museum.

Basically, Doran said, their

damage is of historical interest, so there is no need to repair or restore them.

On Wednesday, Feb. 12, 2014, at 5:44 a.m., National Corvette Museum personnel were notified by their security company about the museum's burglar alarm going off in the Skydome area of the museum.

Upon arrival at the museum, a sinkhole measuring about 45-by-60 feet wide and 30-foot deep was discovered.

Security camera footage taken at the time of the incident showing the Skydome floor's collapse has been viewed more than 8.5 million times on YouTube.

Eight historic Corvettes – two on loan from GM and six owned by the museum – were swallowed that day:

- 1993 ZR-1 Spyder (on loan);
- 2009 ZR1 "Blue Devil" prototype (on loan);
- 1962 Corvette;
- 1984 PPG Pace Car;
- 1992 1 millionth Corvette;
- 1993 40th Anniversary Corvette;
- 2001 "Mallett Hammer" Z06;
- 2009 1.5 millionth Corvette.

On March 3, 2014, the 2009 Blue Devil was the first car recovered and despite significant damage was started and driven out of the Skydome, Doran said.

The 1.5 millionth Corvette and Mallett Corvette were the last cars pulled from the sinkhole, on April 3 and April 9, respectively, Doran said.

This was after workers were initially unable to find them amid the collapsed earth.

FEV North America, Inc., part of the FEV Group, celebrated its 30 year anniversary on June 12 at its North American Headquarters and Technical Center in Auburn Hills.

The vehicle and powertrain systems engineering firm is hosted a customer appreciation reception on June 12, and an employee event on June 13, to mark the occasion.

"This milestone is notable for several reasons," said FEV Group president and CEO Stefan Pischinger. "First, we have maintained the trust of our customers over 30 years through our dedication to fulfilling their needs, and, second, during that time we have been in the forefront of technological advancements that have changed the way we view vehicle propulsion. We could not have achieved the first without focusing on the second, and much of our success is due to the people of FEV who innovate every day."

FEV Group was founded in 1978 by Prof. Franz F. Pischinger as a privately held company. Working from a small flat in Aachen, Germany, the company grew from these beginnings into a leader in the design and development of internal combustion engines. FEV also expanded into electrified vehicle drive systems, vehicle electronics and vehicle development.

FEV turned to the North American market, and in 1985, established its North American division, one of the first powertrain engineering companies to do so. Originally in California, FEV relocated in 1987 to suburban Detroit, where its North American Technical Center, constructed in 1997, is located.

Today, the FEV Group, including its North American operations, is a provider of full-vehicle engineering solutions and a major supplier of advanced testing products and services to the world's OEMs.



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Lori Emerling, co-ordinator of the 2015 CEMA Show.



Victoria Ellis of the International Women's Automotive Society.

Chrysler Employees Display their 'Muscle'

CONTINUED FROM PAGE 1

or of the classic cars," Emerling said. "It's because mud and moisture can get trapped in the undercarriage. That gets messy and can cause corrosion, so people don't take their cars out on wet days."

Emerling said that more than 450 classic cars were entered into the 2015 show. About 250 pre-registered and another estimated 200 registered on the day of the event.

"We always like to help a charity with our shows," Emerling said. "This year it's Leader Dogs for the Blind out of Rochester. They are raffling off a 2015 Mustang. The drawing is on Aug. 9."

Emerling said that she and her husband Sandy put their two Vipers into the 2015 show.

"Sandy was a design manager for Team Viper for 10 years," Emerling said. "So, in a way, Vipers are our children. One of their Vipers is a 1993 red roadster RT10. The other is a 1996 White coupe GTS. It's only one of three that were made in the plant. Most people in Detroit who go to car shows know our Vipers."

While most of the vehicles at the show were Chryslers, not all of them were.

James Roach of Oakland Township is a Chrysler employee working as a Suppliers Quality manager, but this year he brought his 1965 red Mustang to show.

"I get asked all the time by people why I, a Chrysler employee, own a vintage Mustang," Roach said. "Well, I tell them that when it comes to classic cars, a car is a car guy, regardless of what company he works for. So basically it's anything goes for true car guys. If it makes anyone feel better, my wife Josephine drives a 2015 Jeep Cherokee, which is a vehicle I helped launch."

The CEMA show also offered

some organizations the chance to let the public know who they are. One of them is the International Women's Automotive Society.

The group representative, Victoria Ellis, said that the organization is a non-profit and only about two months old.

"We're here to support women in the automotive industry," Ellis said. "I work for Mopar in the Technical Services Operations (TSO), and I've worked for Chrysler for two years. Right now our group has 25 members, so going to events like this and having the chance to talk with people really helps."

Ellis said the main goal of her group is to make women aware of the opportunities that are available to them in automotive industry.

"Let's face it," Ellis said, "the auto industry is huge. It affords people a lot of opportunities, and I don't think that women really understand how they can thrive in the business. That's where we come in. We can help them learn about the business and how they can benefit from participating in it."

Ultimately, Emerling said, the annual CEMA show is meant to be a family-friendly celebration of the car industry in general and Chrysler vehicles in particular. She said that this year's show turned out to be a success right down to the weather.

"Now we get to rest a few months before we start gearing up for the 2016 CEMA show," Emerling said.



A 1968 Plymouth Road Runner owned by Michael Czechowski.

Robotics in Patti's Future

Patti Engineering, Inc., a developer in control system integration, on June 11 released details of its momentum in securing industrial robotics programming and integration projects.

In late 2014, Patti Engineering joined the Robotic Industries Association (RIA), a non-profit trade association dedicated to improving the regional, national, and global competitiveness of the North American manufacturing and service sectors through promotion and enhancement of robotics and related automation, said Patti spokesman George Whalen.

The use of robotics in industrial settings is on the rise. While factories have long leveraged industrial robots, Whalen said ad-

vances in vision sensors, gripping systems, and information technology have made robots smarter, more easily networked, and immeasurably more useful in a wider range of applications.

Patti Engineering is a certified FANUC integrator, a certified COMAU integrator, a certified Kawasaki robotic integrator, and pursuing its RIA certification.

"As robotics has grown at an accelerated rate, we have invested significantly in keeping pace with the cutting-edge advances in robotics. Our engineers continue to refine their robotic capabilities with training and certification opportunities; we have also invested in an in-house robot for testing and training," said Sam Hoff, CEO, Patti Engineering.

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(running through 2018), the 16 teams will learn – with the help of sponsors like IAV – how to apply their own unique ideas to meet the safety and high consumer standards of the iconic Camaro.

“We are proud to continue our partnership with the EcoCAR competition, building up young professionals that will soon join the workforce and enhancing the state’s automotive industry,” said Ridgway. “Our company is committed to revitalizing the industry through strategic partnerships that positively impact both current and future engineers.”

In addition to financial support, IAV has extended its resources, including the donation of a \$7,500 electronics control unit (ECU), to provide the training and technologies the Hybrid

Warriors need to excel with their competition vehicle, Ridgway said. Additionally, IAV has invited the team to use its testing facilities and provides access to equipment in addition to IAV experts that are available for ideas and guidance.

IAV also has helped coordinate events such as facility visits, where students can engage in discussions with business and engineering professionals from the company, Papa said. Through these hands-on opportunities, students have a tremendous opportunity to learn from the experiences and perspectives of the diverse IAV group.

“Our team is very grateful for IAV’s continued support of, and interest in, our EcoCAR 3 team. With their support, we look forward to growing our skills and expertise through this challenging event,” said Jerry Ku, faculty

in Michigan,” says Shawn Pomaville, executive director for the MotorCities National Heritage Area, a non-profit dedicated to preserving and promoting the auto heritage of the region. “We have events suited for all manner of auto enthusiast and the general public. Check out the beauty of auto design at a local car show, or take a look at the power and ingenuity of the region’s classic cars cruising Woodward, Gratiot, Hines, Fort and Saginaw Street. We are proud to offer the very best in auto heritage tourism all summer long.”

Other Autopalooza events include the following:

- Eastpointe Gratiot Cruise, June 20 in Macomb County. In its 18th year, the Eastpointe Gratiot Cruise embodies the community spirit of celebration of our love affair with the car, said Pomaville. The event engulfs the entire week, featuring cruise nights leading up to the big event as well as the Idol contest on cruise Saturday! All efforts go to benefit local charities.

- Motor Muster, June 20-21 in Dearborn. This car show celebrates one of the innovative eras of American automotive history – 1933-1976, said . The streets of Greenfield Village will be filled with hundreds of classic cars, vintage trucks, motorcycles – even a fire engine or two, said Pomaville. This year Motor Muster features the American compact car. Stay late for the Saturday evening cruise.

- EyesOn Design, June 21 in Grosse Pointe Shores. Eyes On Design is one of America’s premier automotive events, said Pomaville. Each year, the event attracts members of the trans-

celebrate and reflect on design. Vehicles are chosen based on the year’s theme by invitation only, and between 200 and 300 vehicles are at the show on Father’s Day.

- Sloan Museum Auto Fair, June 27-28 in Flint. This event is a two-day show with plenty of music, entertainment, vendors and of course, automobiles, said Pomaville. The Flint Cultural Center campus becomes home to more than 600 of the best looking cars, trucks and motorcycles around. Enjoy lectures, feature cars, exhibits, planetarium shows, kids activities and music.

- Cruisin’ Downriver, June 27 in southern Wayne County. Downriver has a love affair with cars, Pomaville said. This cruise celebrates Detroit’s muscle car history.

- RM Auction Vintage Motor Cars, July 25 in Plymouth. One of the nation’s most prestigious auction events held in conjunction with the world famous Concours d’Elegance show, Pomaville said. One hundred historically significant automobiles will be offered at this important sale held on the grounds of The Inn at St. John’s in Plymouth, Michigan

- Concours d’Elegance of America, July 27 in Plymouth. The 2015 Concours d’Elegance of America will be held at The Inn at St. John’s on Sunday, July 26th. The site offers its grounds for showcasing the invited world-class vehicles as well as a luxury hotel on the premises, Pomaville said. It incorporates charming meeting rooms and fine dining facilities.

- Clinton Township Gratiot Cruise, Aug. 2 in Macomb County. This event allows cruiser to

maville said. Gratiot is one of those Michigan roads where everyone has a memory. Now the communities along M-3 join in remembering and reliving days gone by while have a lot of fun

- Back to the Bricks Weekend, Aug. 11-15 in Flint. Back to the Bricks Cruise Weekend is celebrating its 11th year in 2015, Pomaville said. Last year, Back to the Bricks attracted a record-breaking number of vehicles. The weekend gets started early with rolling cruises and tune-up events in the area.

- Pure Michigan 400 NASCAR Weekend, Aug. 14-16 in Brooklyn.

- Woodward Dream Cruise, Aug. 15 in Oakland County. The Woodward Dream Cruise is the world’s largest one-day celebration of classic car culture, attracting more than 1 million visitors and over 40,000 muscle cars, street rods, custom, collector and special interest vehicles, Pomaville said. This world-famous event gets underway with the Official Woodward Dream Cruise Ribbon Cutting Ceremony in Ferndale.

- Cruisin’ Hines, Aug. 23 in Westland. This is a true celebration of classic car culture, congregating in 7.5 miles of beautiful park setting, Pomaville said. Cruisin’ Hines has grown in only two years to 40,000 classic cars and hot rods. Participants get to cruise the 7.5 miles of Hines Drive enjoying beautiful scenery and the historic Nankin Mills, one of Henry Ford’s Village Industry buildings. This is also the only Cruise in Southeast Michigan that closes the road to only Classics and Hot Rods.

- Old Car Festival, Sept. 12-13 in Dearborn. Participants can take in the spectacle as the streets and grounds of Greenfield Village, Pomaville said. It will be filled with the sights, sounds, and smells of hundreds of authentic vehicles from the 1890s through 1932. Drivers can enjoy a self-guided tour through this fabulous expositions and talk to proud owners about their treasured vehicles.

- Orphan Car Show, Sept. 20 in Ypsilanti. Orphan brands do not die! They live on with this annual reunion of vehicles from DeSoto to Packard to Franklin and Plymouth, Pomaville said.

For information on all of the 2015 Autopalooza events, visit www.autopalooza.org.

SAE, Eaton Host Supermileage Event in Marshall

Power management company Eaton, in conjunction with the Society of Automotive Engineers (SAE), announced the results of the annual SAE Supermileage competition held at Eaton’s Proving Grounds in Marshall.

Université Laval from Quebec, Canada, achieved 2,098 mpg with its student-designed and built vehicle that met the strict competition criteria of a single occupant, and a one-cylinder, four-cycle engine. Two other college teams achieved more than 1,000 mpg. The competition, held June 4 – 5, is in its 36th year, and is part of SAE’s effort to promote STEM studies.

“The students are so impressive with their ingenuity and creativity. What they accomplish year after year with this competition is truly amazing,” said Staci Kroon, president, Eaton Vehicle Group. “The Supermileage competition helps these students develop practical engi-

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It was a hard fought third national title win of the year and a return to championship form for Don Schumacher Racing's (DSR) Matt Hagan and the Mopar Express Lane Dodge Charger R/T at the National Hot Rod Association (NHRA) Summernationals in Englishtown, New Jersey, on June 7. The victory was a seventh for the new 2015 Mopar Dodge Charger R/T Funny Car since being introduced to competition at the Winternationals season opening event, also won by Hagan, and put the reigning NHRA world champion to the top of the Funny Car points standings with a 39-point lead.

"Congratulations to Matt for his third win of the year in the new 2015 Mopar Express Lane Dodge Charger R/T," said Pietro Gorlier, president and CEO - Mopar Brand Service, Parts and Customer Care, FCA. "We're very pleased to see the success the DSR team is having with the new body. A lot of time, investment and hard work went into designing and building a fantastic new 2015 Mopar Dodge Charger R/T Funny Car, and to see it win its seventh national title in just nine events this season is a great reward."

Seeded fourth for eliminations, Hagan took the Mopar Express Lane Dodge Charger R/T down the track for a monster first round lap to defeat his rival John Force with an elapsed time run of 4.035 seconds at 308.43 mph to his opponent's 4.131/306.12 effort. Hagan then had the challenge of facing his DSR teammates, Tommy Johnson Jr. and Ron Capps to advance to a final round elimination against Alexis DeJoria.

Hagan ran a 4.132/299.53 against DeJoria's 4.138/298.40 to earn his second win in three years at Old Bridge Township Raceway Park and the 17th of his career.

Dodge Kicks Off New Versions of Advertising Spots

The spirit of John and Horace Dodge continues to live on as Dodge recently debuted four new ads in its popular Dodge Brothers marketing campaign.

The spots capture the brothers' love of making cars and how their vision for the future still drives Dodge today, as seen by the 2015 Dodge Dart, Durango, Charger and Challenger vehicles.

"Today's Dodge vehicles have the same passion for performance as John and Horace Dodge established in the first vehicles they crafted more than one hundred years ago," said Olivier Francois, chief marketing officer, FCA - Global. "The initial 'Dodge Brothers' campaign we ran last year as a celebration of Dodge's centennial was so successful that the brothers are now back in this cinematic 'season two,' beautifully directed by Academy Award winner Adrien Brody. Our Dodge owners have embraced this campaign as they are extremely passionate about our cars and connect with the excitement these two brothers first brought to the auto industry decades ago and continue to bring to the ads in which they star today."

The four new cinematic spots began airing last week as part of a multidimensional campaign that includes broadcast, cable, digital and social components. Consumers can follow the cam-

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- 5 Highest Trade-In Values!
- 6 Exclusive FREE TV Offer!



1 DAY ONLY! Monday June 15th 8:30AM-9:00PM

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In stock new 2014-2015 MODELS. Excludes sold orders and dealer trades. Must present coupon. Prior sales excluded. One coupon per purchase or lease. See dealer for details. Excludes Cars. Not valid with \$2000 trade-in assistance coupon. Valid thru 6/15/15.

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\$128** MO. **5.7L Hemi**
#D5-10742

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\$119** MO. **5.7L Hemi**
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LEASE FOR 24 Mo 1 PAY LEASE **\$3825**** OR 36 Mos. \$1999 due
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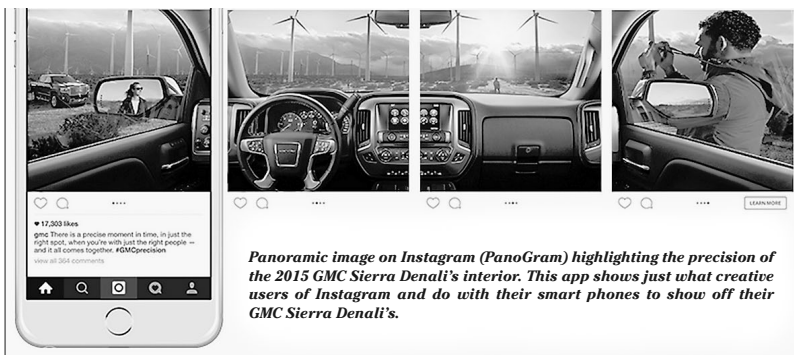
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Panoramic image on Instagram (PanoGram) highlighting the precision of the 2015 GMC Sierra Denali's interior. This app shows just what creative users of Instagram do with their smart phones to show off their GMC Sierra Denali's.

GMC Goes Picture Perfect with Instagram

Say "cheese." If a picture is worth a thousand words, GMC hopes consumers will have a lot to say about #GMCprecision, a new Instagram campaign that uses dramatic panoramic photography to illustrate the attention to detail in its vehicles, said GM spokesman Brian Goebel.

The month-long campaign was launched May 22, with GMC among the first automotive brands to create "PanoGrams" via the Instagram Carousel format that debuted earlier this year, Goebel said. It allows consumers to swipe through a series of photos in a single ad, similar to the way a traditional magazine publishes a multi-page spread of a single image. GMC created "PanoGrams" which showcase a series of photos within the carousel that stitch into one panoramic image. These PanoGrams will then link consumers to GMC.com for additional information.

"If you look at the Instagram site, you'll see that the photos there are very good," Goebel said. "The site is used by people who use a higher level of photography. And that's what the GMC brand is all about - being a cut above the rest."

Instagram/Facebook's Creative Shop team worked closely with GMC to identify, select and photograph the #GMCprecision venues. They include a wind farm - viewed from a GMC Sierra Denali pickup and made to look infinite because of how the photographer captured the towering turbines against clouds and filtered sunlight - and a meticulously designed private residence in southern California. The GMC Yukon Denali and Terrain Denali are featured in the architecture treatment.

"We chose Instagram because of its successful track record of creating communities of discerning photography enthusiasts who can rally around a brand,"

said Duncan Aldred, U.S. vice president, GMC. "Highlighting the precision of our vehicles within the context of beautiful photography helps us connect with consumers who embrace precision in all aspects of their lives."

GMC will integrate its PanoGrams and companion content into the brand's other digital media channels, such as Facebook.

"GMC's PanoGrams are an incredibly creative and beautiful use of Instagram's Carousel format," said Michelle Morris, group director, Auto, Facebook & Instagram. "Instagram is all about capturing striking moments, and combining the interiors of their new Sierra with breathtaking exteriors is an excellent way to call attention to GMC's great vehicles."

The #GMCprecision social play is part of GMC's larger, multimedia "Precision" campaign that launched with television ads in March. It runs throughout the year and features the entire GMC lineup. Partly on the strength of the campaign, through May 31, GMC sales are up 15 percent year over year as more customers shift to trucks, crossovers and SUVs.

Goebel said it's only been a couple of weeks since the launch of the campaign, so it's too early to measure just how successful it's been.

But, Goebel said, all the anecdotal evidence he's heard indicates that it's been popular with

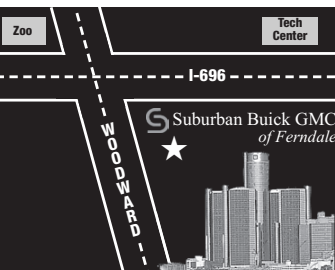
Another Potential Takata Airbag Death Found

DETROIT (AP) - A Louisiana woman who may be the seventh person killed by a defective Takata air bag received a recall notice two days after the crash that caused her death, according to a lawsuit filed by her family.

Kylan Langlinais, 22, of Lafayette, Louisiana, died at a hospital on April 9, four days after the 2005 Honda Accord she was driving crashed into a utility pole in the city, according to a lawsuit filed by her family Monday in federal court.

The crash occurred about 4 a.m. on April 5, and the driver's air bag exploded with too much force, sending out shrapnel that severed Langlinais' right carotid artery, the lawsuit stated.

Kenneth St. Pe', a lawyer representing the family, said June 10 that he believes Langlinais would have walked away from the crash if not for the injury from the exploding air bag. Doctors did exploratory surgery and found no other injuries, he said.



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- 4G LTE WI-FI

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- Remote Start
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- 3.6 Liter Engine 281 HP
- Rear Vision Camera
- Bluetooth
- Remote Entry

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36 mo. lease

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EVERYONE PRICE \$29,527*

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EVERYONE PRICE \$21,310*

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EVERYONE PRICE \$26,311*

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24 mo. lease



EVERYONE PMT. \$239*
24 mo. lease

EMPLOYEE PRICE \$27,557*

EVERYONE PRICE \$28,445*

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4 Wheel Drive, 5.7L Hemi V8, 8 Speed Auto Trans, Navigation, Remote Start & Much More.

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24 mo. lease



EVERYONE PMT. \$249*
24 mo. lease

EMPLOYEE PRICE \$35,686*

EVERYONE PRICE \$36,906*

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EMPLOYEE PRICE \$27,995*
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CONVENIENCE PKG. DEMO 2015 BUICK ENCORE

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FRIENDS & FAMILY PRICE \$31,913*

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DEMO 2015 GMC TERRAIN

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24 MONTH FRIENDS & FAMILY LEASE \$199*/mo

EMPLOYEE PRICE \$23,115*
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DEMO 2015 GMC ACADIA SLE-2

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**See dealer for details and rebate form, which must be postmarked by 6/30/15. Allow 6 to 8 weeks for delivery of debit card.

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CONTINUED FROM PAGE 1

cians are also our sweet spot as well."

And, Folger said, sometimes it's just fun to encourage students in their interests.

"Not all of the competition contestants go on to some technical school," Folger said. "Last year's a finalist ended up with a full ride to MIT. But having said, that a significant number of participants go on to programs like those that Ford has for training technicians and UTI is also heavily invested in this event as well. So I can say a large number of men, and women as well, who participate go onto further their careers in the auto industry."

Folger said that the contest begins with roughly 12,000 people taking an exam online. Then individual states hold their own contests made up of people who passed the online test in each state.

Each state then produces a winning team. California is the exception, Folger said. It produces two teams. Washington, D.C. also has a winning team.

Folger said the Michigan winners - Jacob Catanzaro and Jason Foster - come from St. Clair Technical Education Center.

So on June 9, 42 teams with

104 participants - plus advisors for each team - met on the field of combat, Folger said. In this case, it's located outside of Ford World Headquarters in Dearborn.

This year's national winners were Morgan White and Jay Saunders of Vale High School in Vale, Ore.

Bosch Automotive Service Solutions helps set up the seven challenges that students will have to diagnose, Folger said.

"We're involved in a lot of the technical side of things in the contest," Folger said. "Contestants will also be using our Bosch Pocket Scanners, which are used to diagnose vehicle problems. The company is also heavily involved in the career event that is held the day before the contest."

Folger said her division, Bosch Automotive Service Solutions, makes the diagnostic devices many technicians use in the repair of motor vehicles.

"That's why we are involved in the Ford/AAA event," Folger said. "Bosch's North American headquarters are in Farmington Hills, but we are located in Warren and I am proud to say that we are one of the main Bosch divisions sponsoring this contest."

Folger said her division, Bosch Automotive Service Solutions, makes the diagnostic devices many technicians use in the repair of motor vehicles.



Cadillac makes staying in touch easier than ever.

2016 Cadillacs to Connect Drivers with Apple, Android

These days a car's performance is measured in more than mileage or smoothness of ride.

Now performance can be measured in things like connectivity and wi-fi speed.

That's why Cadillac's 2016 model year products will feature enhanced connectivity and control, including the addition of Apple CarPlay and Android Auto, the predominant new systems for in-car phone integration, said GM spokesman David Caldwell. These additions are part of a broader enhancement of CUE, Cadillac's user experience, with new features and a faster, streamlined operation.

Apple CarPlay will debut in 2016 Cadillac models featuring CUE's 8-in multi-touch screen except the SRX Crossover, a model that will move to an all-new generation in early 2016. Android Auto is expected to be phased into 2016 production at a later date. The 2016 model year will begin this summer.

"Cadillac's product transformation includes continuing upgrades to connectivity and in-car technology," says David Leone, Executive Chief Engineer. "In 2015 Cadillac became the first luxury brand to feature broad use of wireless charging and 4G LTE Wi-Fi connectivity, and now in 2016 we're moving quickly to enhance phone integration and overall system performance."

Cadillac CUE provides owners a smart and simple way to access both Android Auto and Apple CarPlay. A "Projection" icon

select applications supported by Apple or Google.

Apple CarPlay takes the iPhone features you'd want to access while driving and puts them on the vehicle's display in a smart, simple manner. This allows drivers to make calls, send and receive messages and listen to music right from the touchscreen or by voice via Siri. Apple CarPlay supported apps include Phone, Messages, Maps, Music and compatible third party apps. A full list of those apps can be found at Apple.com/ios/carplay.

Android Auto is built around Google Maps, Google Now and the ability to talk to Google, as well as a growing audio and messaging app ecosystem that includes WhatsApp, Skype, Google Play Music, Spotify, and podcast players.

Many features can be controlled via voice commands through a steering wheel button, helping drivers spend more time with eyes on the road and hands on the wheel. In addition, Cadillac added wireless charging and OnStar 4G LTE Wi-Fi service in the 2015 model year.

Both phone integration systems require the phone to be connected via USB. Apple CarPlay requires iOS 7.1 or higher or an iPhone 5 or later or higher. Android Auto requires Android Lollipop operating system.

A more powerful processor will be added to CUE for all 2016 models, enabling faster system start-up, voice recognition, navigation searches, and media play-

General Motors is investing \$119 million in tools and equipment to support production of future vehicle components at its Grand Rapids Operations, creating approximately 300 future jobs.

The plant currently has approximately 500 employees on three shifts and produces a variety of precision-machined automotive engine components used in Chevrolet, Buick, GMC and Cadillac vehicles, said GM spokesman Kevin Nadrowski.

"This is an investment in future vehicle components," Nadrowski said. "This site is vital to GM and it produces parts for much of the company's line. This announcement is good news for the plant and good news for the community it's located in."

Details about program timing and applications will be released later, Nadrowski said.

"This investment in the future recognizes the excellent workforce at Grand Rapids Operations" said GM North America Manufacturing Manager Scott Whybrew. "It also demonstrates GM's collaboration with our UAW partners to innovate and bring tangible benefits to our customers."

The investment in the GM Components Holdings, LLC plant is part of the \$5.4 billion investment in U.S. facilities that GM announced April 30, with approximately \$3 billion identified to date, Nadrowski said. This news of 300 future plant jobs represents nearly half of the 650 planned employee additions within GM.

"By working together, UAW members and GM are making a difference in communities across

the United States," said UAW Vice President Cindy Estrada. "These investments represent the power of our partnership and collective bargaining to create jobs and improve competitiveness, quality and our manufacturing base in this country."

At the time of the announcement on June 1, GM released some information about the Grand Rapids Operations facility.

It first opened up in 1943 and takes up 1.8 million square feet of space on 95 acres of property. Right now the staff breaks down to about 400 hourly employees and 130 salaried. Items manufactured at the site include:

- Lash Adjusters;
- Roller Hydraulic Valve Lifters;
- Cylinder Deactivation Lifers;
- Continuously Variable Cam Phasers;
- Metal Stampings.

Recent improvements to the facility include consolidation of injector manufacturing at the site in 2006 and between 2009 and 2015 approximately \$50 million worth of investments to support new product programs, capacity expansion and infrastructure improvement.

The Grand Rapids Plant has been building precision machined automotive components for almost 70 years, Nadrowski said. It is the original home of the Diesel Equipment Division of General Motors and is well known for its valve train components. Through the years, it has been a part of the Rochester Products Division, AC Rochester Division, and the Energy & Chassis Division of Delphi. Currently it is one of four plants that make up the GMCH consolidated subsidiary of GM.

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- OnStar with 4G LTE with built-in Wi-Fi hotspot!
- Power Driver's Seat!
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- 17" Aluminum Wheel!
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- Bluetooth for Phone!
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- Automatic Transmission!
- 8" Color Touch Screen MyLink Radio!
- OnStar w/4G LTE w/built-in Wi-Fi hotspot!
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- Remote Start and Entry!
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new GM ad campaign draws attention to the parallels between the GMC Yukon Denali and the world of impeccable dressing, from apparel to accessory and grooming.

This campaign, called "Sharp", and is the third installment in the GMC brand's Precision advertising campaign. It was launched in early June.

The Precision campaign is part of a major advertising investment this year that showcases GMC's full line of premium trucks, SUVs and crossovers, including its popular Denali sub-brand, said GM spokeswoman Kelly Wysocki. The two previous spots in the series, "Fastball" and "Swish", focused on how precision influences athletic performance.

In "Sharp," GMC collaborates with leading fashion designer Michael Bastian, who makes a cameo appearance in a new TV ad. The "Sharp" ad is meant to spark the beginning of a creative dialogue between the designer and the GMC brand, Wysocki said, around what it means to be professional grade, juxtaposing the details of an impeccably dressed man, right down to the designer stitching in his suit compared to the precise features in a Yukon Denali.

The Yukon Denali is meant to be the ultimate expression of professional grade, blending unique design elements with upscale amenities, including premium interior materials, Wysocki said.

Ford Steering Problem Causes Trouble with Feds

DETROIT (AP) - Under pressure from U.S. safety regulators, Ford is recalling nearly 423,000 cars and SUVs in North America because the power-assisted steering can fail while they're being driven.

The recall covers certain Ford Flex and Taurus vehicles, as well as the Lincoln MKS and MKT from the 2011 through 2013 model years. Also covered are the Ford Fusion and Lincoln MKZ from 2011 through 2012 and some 2011 Mercury Milans.

Ford says an intermittent electrical connection can cause the power steering to stop. That sends the steering into manual mode, making the vehicles harder to control. The company says it knows of four crashes due to the problem but no injuries.

Dealers will either update power steering control software or replace the steering gear depending on the problem with the vehicle. A new steering gear eliminates the electrical issue.

In October, the National Highway Traffic Safety Administration began investigating complaints of power-steering failures on three Ford Motor Co. midsize car models. The probe covered 938,000 Ford Fusion and Lincoln MKZ cars from the 2010 through 2012 model years, as well as the 2010 and 2011 Mercury Milan.

According to a class-action lawsuit filed in June of last year about the matter, the problem could affect more Ford models, including the compact Focus.

NHTSA said at the time that it received 508 complaints alleging that the cars lost power-assisted steering, causing increased steering effort.

Ford said it was unsure if the agency would close its investigation because of the recall.

The company also is recalling

precision in fashion, photography and music, entitled "The Sharp American." Directed by acclaimed storyteller Arnaud Boutin, the film features perspectives from Bastian, photographer Michael Avedon and musician Twin Shadow on how precision shapes their respective crafts. The piece celebrates sharp Americans who stand out from the crowd through their commitment to creating at a professional grade. The feature-length film will be screened during the inaugural New York Fashion Week Men's, which is taking place July 13-16 in New York City.

"Attention to detail, precision and craftsmanship are at the core of the GMC brand and there are obvious similarities between the design of our vehicles and

design," said Duncan Aldred, vice president of GMC Sales and Marketing. "We enjoyed exploring these parallels with Michael Bastian and in the film, 'The Sharp American.'"

"I was excited when GMC approached me with this opportunity to explore this concept of 'sharpness' and the design parallels between our two worlds, said Bastian. "As a luxury brand, we understand the necessity for attention to detail and craft in everything we do, much like GMC. As we put the finishing touches on our upcoming Spring '16 runway show at the first dedicated New York Men's Week, GMC gave us an invaluable perspective on how a premium brand outside of fashion explores cut, detail, and precision."



Menswear designer Michael Bastian at a GMC photo shoot.

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