

Chrysler Teams with Gamers on 'Jeep Black Ops'

The Jeep brand last week announced that it has been named exclusive automotive partner by Activision Publishing, Inc. for "Call of Duty: Black Ops," the year's most anticipated video entertainment launch, which will be released on November 9.

In conjunction with the partnership, the Jeep brand also announced that it will produce a limited-edition 2011 Jeep Wrangler Call of Duty: Black Ops Edition.

Available in Jeep showrooms next month, the new limited-edition Jeep Wrangler will be available at a U.S. manufacturer's suggested retail price (MSRP) of \$30,625 for the two-door model and \$33,500 for the four-door (Jeep Wrangler Unlimited) model. Both prices include \$750 destination.

"The Jeep brand's partnership with Activision marries the world's most capable and iconic vehicle - the Jeep Wrangler - with one of the world's most popular entertainment experiences," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "As a result, we are able to expose the Jeep brand and its legendary capability to an entirely new group of consumers."

"This is a dynamic and fully integrated partnership that brings together two iconic brands across a full array of consumer touch-points," stated Brad Jakeman, Chief Marketing Officer, Activision Publishing, Inc.

"From the beginning our teams worked together to make this a truly creative partnership that added to the consumer experience of both the Jeep and Call of Duty: Black Ops brands."

The 2011 Jeep Wrangler and Wrangler Unlimited Call of Duty: Black Ops Edition is based on the Jeep Wrangler Rubicon model and features dark Rubicon wheels in a high-gloss Mineral Gray. The vehicle's exterior color is black and features Call of Duty: Black Ops graphics on the roof and front quarter panels. The vehicle

also features taillamp guards and a fuel-filler door from Mopar. Inspired by Call of Duty: Black Ops, the new limited-edition Wrangler delivers legendary Jeep capability, aggressive 32-inch off-road tires, live axles with locking differentials in the front and rear, and a two-speed transfer case.

The partnership delivers a natural fit including an in-game integration into both the epic single player storyline of Call of Duty: Black Ops and the title's much anticipated multiplayer experience.

"It was important for us to make sure that the Jeep partnership would be authentic and enhance the setting we immerse our fans in with (Jeep Wrangler Unlimited) model. Both prices include \$750 destination."

"Our work with the Jeep team focused around using the Jeep Wrangler in our levels, and gameplay experiences, and translating the style and look of the vehicle in Black Ops to the Jeep on the showroom floor that our fans can own."

The all-new 2011 Jeep Wrangler Jeep continues to refine the successful Wrangler formula by combining legendary, benchmark capability with an all-new interior that delivers rich styling with significantly upgraded touch surfaces, occupant comfort and versatility, and a premium appearance courtesy of an all-new body color hard top for the popular Sahara model.

New 2011 Jeep Wrangler interior highlights include a redesigned instrument panel and new storage areas with improved ergonomics and upgraded materials.

A new lockable console and upgraded door armrest areas boast comfortable touch points, while a redesigned center stack is easier to reach and operate. Heated, power mirrors are now available, and drivers and passengers will enjoy enhanced visibility courtesy of larger rear windows, Jeep says.

All-new steering-wheel controls allow the driver to operate the radio, cruise control, hands-free phone and other vehicle functions while keeping hands on the wheel. A new USB interface connects to storage devices for use with the vehicle's Media Center, which now includes streaming Bluetooth audio. Twelve-volt accessory outlets have been added and a new 110-volt outlet is available to provide power similar to AC outlets in the home.

In line with traditional Jeep design, hex-head bolts are utilized throughout the interior, and are used to mount a "Jeep, Since 1941" inlay onto the new passenger grab han-

dle.

Jeep engineers increased acoustical treatment in the 2011 Wrangler and Wrangler Unlimited, resulting in significantly reduced interior noise.

To provide a more premium appearance, the 2011 Jeep Wrangler and Wrangler Unlimited Sahara models boast an all-new, premium, body-color hard top.

Meanwhile, "Call of Duty: Black Ops" will be released worldwide on November 9th for the Xbox 360 video game and entertainment system from Microsoft, PlayStation3 computer entertainment system, Nintendo Wii and Windows PC. Pre-orders for the title are currently available.



The Black Ops Edition of the Jeep Wrangler is based on the Rubicon model and features dark Rubicon wheels in a high-gloss mineral gray color scheme. The vehicle was inspired by a video game.



As part of Chrysler Community Action Days, employees from Detroit-area Chrysler Group facilities volunteered at Forgotten Harvest on Oct. 16 with the goal of packing 25,000 pounds of food for the non-profit to donate to area soup kitchens and shelters.

KEMET Works on DC Link Units

KEMET Corporation, a leading manufacturer of tantalum, ceramic, aluminum, film, paper and electrolyte capacitors announced on Oct. 20 that it will begin manufacturing DC Link capacitors in the United States for electric and hybrid-electric vehicles.

Production of DC Link capacitors will begin early next year within an existing 54,000 square foot KEMET facility in Simpsonville, S.C. according to John (Jonny) Boan, the company's vice-president of sales, Specialty Products Development.

Speaking at a media briefing during Convergence 2010, a transportation electronics conference in Detroit, Boan said KEMET expects to have two production lines in operation within the next year, with up to four more lines being added over the next three years. He noted that electric and hybrid-electric vehicle manufacturers have been largely dependent on offshore suppliers for capacitors re-

quired in electric-drive systems.

"The development of a strong domestic supply base will significantly reduce supply-chain risks that many of these automakers face," the KEMET executive said. "Within the next two to three years, we will be able to produce capacitors in the U.S. for up to 100,000 electric-drive vehicles."

The company said it will also be able to supply capacitors from the new facility for use in the generation of wind, tidal, geothermal and solar energy.

KEMET received a \$15.1-million grant from the U.S. Department of Energy and a \$2.5 million incentive package from South Carolina to launch the facility, which is expected to employ more than 120 people.

The federal grant was made under Department of Energy's Electric Drive Vehicle Battery and Component Manufacturing Initiative.

GM Volunteers Find Happy Place with Special Athletes

By Christine Snyder
Staff Reporter

Richard Perkins has seen a lot of changes since the GM Men's Club began its partnership with Special Olympics of Michigan 30 years ago, but the biggest change has been its growth.

"When we started this 30 years ago, we only had 150 (athletes)," said Perkins, the GM Mens' Club co-chairman of the Special Olympics Michigan Soccer and Cycling tournament and a GM retiree.

This year, 1,200 athletes from 50 Michigan counties showed up to compete in the soccer games and cycling tournaments that took place at Men's Park and the GM Tech Center in Warren Oct. 15 and 16.

"It's grown over the years, most definitely," said Sherry Dick, a physical education teacher at Glen Peters school of Macomb Intermediate School District.

Dick has been coaching Special Olympics for more

than 30 years. She said the athletes look forward to any Special Olympics event, but soccer is a favorite.

Dick said besides the six weeks she works with her students on their soccer skills before the tournament, some of them are involved in special needs teams outside school, so they are familiar with the game.

"They really like to play soccer just because they get to move and it's good exercise, plus it's a chance to learn to work together," said Dick.

The GM Men's Club organizes the tournament. About seven of its board members run different areas that range from obtaining volunteer referees to coordinating the dinner and lunch the Club sponsors.

GM itself allows the Men's Club to use its VEC building for opening ceremonies and a dance the night before the tournament, as well as use of the cafeteria where the athletes dine.

The entire operation is run

Chrysler, UAW Assist in Donating Food to Shelters

Chrysler Group LLC and the UAW have joined with the United Way to launch Chrysler Community Action Days.

The umbrella initiative organizes employees in service projects that help meet urgent social and economic needs in different communities.

As part of Chrysler Community Action Days, employees from Detroit-area Chrysler Group facilities volunteered at Forgotten Harvest Saturday, Oct. 16, with the goal of packing 25,000 pounds of food for the nonprofit organization to donate to emergency food providers, including soup kitchens, food pantries and shelters in Southeast Michigan.

"Forgotten Harvest provides a critical service to our community, especially during these challenging economic times," said Al Iacobelli, vice president - Employee Rela-

tions, Chrysler Group LLC, and General Holiefield, vice president and director - UAW Chrysler Department, in a joint statement.

"Chrysler and the UAW have a proud 'Good Neighbor, Good Citizen' history and we are fully engaged supporting Forgotten Harvest's efforts to relieve hunger and provide a lifeline for families and seniors in need."

The state of Michigan has lost approximately 1 million jobs in the past decade and, according to statistics on Forgotten Harvest's website, one in five children live in poverty in Macomb, Oakland and Wayne counties. A "Feeding America's National Hunger" study reports that the number of individual emergency food recipients who receive food each week in Southeast Michigan has grown by more than 78 percent from 2006 to 2010.

Based in Oak Park, Forget-

ten Harvest is a nonprofit organization that was formed in 1990 to fight hunger. Forgotten Harvest collects surplus prepared and perishable food for donation to emergency food providers.

The organization currently transports, on average, more than 1,600,000 pounds of rescued food each month to soup kitchens, food pantries, children's homes, senior centers, group homes, and domestic and homeless shelters.

Chrysler Group LLC,

formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep, Dodge, Ram Truck and Mopar vehicles and products.

With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation - first established by Walter P. Chrysler in 1925 - and Fiat's complementary technology - from a company whose heritage dates back to 1899.

AAA Supports Safe Teen Driving Habits In State

AAA Michigan empowers parents to get involved with their teens' learning-to-drive process with the launch of its new teen driver safety website, TeenDriving.AAA.com.

The interactive site helps parents and teen manage the complex coming-of-age process by providing users with specific information based on where they live and where they are in the learning process - from preparing to drive (pre-permit) through the learner's permit and solo driving.

"Parental involvement is critical in developing safe and prepared teen drivers," said Jack Peet, AAA Michigan Traffic Safety Manager.

"AAA recognizes the learning-to-drive process can be intimidating, particularly for today's busy families. TeenDriving.AAA.com is a unique and comprehensive teen driver safety website that simplifies the process by offering parents the tools and resources they need as they progress through each stage of the process. This makes what can be a daunting task for parents and teens much easier to manage."

The site features "AAA StartSmart," a series of online newsletters and webisodes based on the National Institutes of Health's "Check-points" program, which has been scientifically shown to help parents improve teen

driver safety and is being offered nationally for the first time.

Some of the topics covered in AAA StartSmart's 18 newsletters and webisodes include: nighttime driving, distracted driving, alcohol and other drugs and parent-teen driving agreements.

The site also offers an on-line version of AAA's "Dare to Prepare" workshop and lessons from the motor club's "Teaching Your Teens to Drive" coaching program, both of which assist families that are or soon will be learning to drive.

Parents will find information about Michigan's graduated driver licensing (GDL) system, selecting a driving school and choosing the right vehicle for their teens. Parents will also learn more about some of the common risks associated with teen drivers.

Motor vehicle crashes are the leading cause of death for teens, killing nearly 6,000 teens annually. Last year, 110 young people between the ages of 16 and 20 years in Michigan lost their lives in motor vehicle crashes.

Through safety programs, driver training and legislative efforts, AAA is an active leader in helping to reduce the number of teens injured and killed in vehicles crashes.

AAA Michigan is based in Dearborn.



PHOTO: CHRISTINE SNYDER

Sherry Dick, a physical education teacher at Glen Peters of Macomb Intermediate School District, coaches the Peters Panthers at the Special Olympics soccer games at Halmich Park.

by volunteers, which the Men's Club recruits from GM's employee ranks.

Perkins said it's an easy event to recruit for.

"We've been doing it for 30 years and we never have trouble getting volunteers," said Perkins, who said there

are about 300-400 volunteers involved in the event.

"I think we all come back for the athletes," said Perkins. "Everybody enjoys doing this and we never get any complaints. We are here 12 to 14 hours and nobody minds. You go home happy."