

U.S. Auto Scene®

— First Published in 1993 —

P.O. Box 2040
Dearborn, Michigan 48123
313-565-5500
Info@USAutoScene.net

Gerald Scott, Editorial Dept.
News@USAutoScene.net

AD DEADLINE: Thursday 5:00 p.m. for the next edition
Ads@SpringerPublishing.com 586-939-5850 Fax - SPC Warren

William L. Springer II, Publisher
Hal Watts, Local News Editor
Debra Joswick, Ad Design
Chris Zawislinski, Circulation

Springer Publishing Co., Inc. © 2011
31201 Chicago Road South
Warren, Michigan 48093
586-939-6800

U.S. Auto Scene and Detroit Auto Scene are registered trademarks
of Springer Publishing Co., Inc., a Michigan corporation.

Jeep Signs Marketing Deal with Rocker Kravitz

AUBURN HILLS — The Jeep brand last week announced that four-time Grammy award winning artist, Lenny Kravitz, will be featured in a national broadcast advertising campaign for the 2011 Jeep Wrangler which will include a new track, "Rock Star City Life," from his highly anticipated ninth studio album, "Black and White America."

"The Jeep brand is pleased to feature Lenny Kravitz and his music in the advertising campaign for the 2011 Jeep Wrangler," said Mike Manley — Jeep Brand President and CEO, Chrysler Group LLC.

"Not only is Kravitz an outstanding singer, songwriter and performer, he is a long-time Jeep owner and fan of the brand. Kravitz shares and understands the core values of the Jeep brand that include an authentic style, a no holds barred-adventurous approach to life, as well as mastering the ability to withstand the test of time."

The 2011 Jeep Wrangler campaign will launch with two new broadcast commercials, "Extraordinary Adventure Swamp" and "Swamp Thing" on May 12.

Both commercials will debut "Rock Star City Life," a track from Kravitz's upcoming album, "Black and White America." In "Extraordinary Adventure" viewers will watch Kravitz as his journey unfolds, showcasing the unique capability of the vehicle and illustrating that adventure is never ordinary in a Jeep Wrangler.

"In my experience this is the perfect partnership for me," said Lenny Kravitz. "The Jeep Wrangler is a rugged classic. I've been driving the

same one for 16 years and I refuse to get rid of it — If it ain't broke, don't fix it."

Additional commercials for the 2011 Jeep Wrangler will also debut exclusively on the Jeep brand's social media outlets throughout June.

The Wrangler campaign was created in partnership with Global Hue, Southfield, Mich. and is scheduled to debut May 12. Global Hue is the Lead Agency of Record for the Jeep brand.

Their most recent work includes the advertising campaign, "Bloodline," for the 2011 Jeep Compass. Bloodline featured the off-spring of legendary and famous parents who carved their own path which aligned with the creative platform for the 2011 Jeep Compass.

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.

Meanwhile, regarded as one of the preeminent rock musicians of our time, Lenny Kravitz has transcended genre, style, race and class into a 20-year musical career, one which revels in the rich influences of 1960s and '70s soul, rock and funk.

Kravitz's multiple talents as a writer, producer and multi-instrumentalist have resonated

Inteva Names Industry Veteran Welch to Director

TROY — Inteva Products today announced the appointment of Kimberly A. Welch as Global Communications Director, retroactive to February 21, 2011.

Welch will have a dual reporting relationship to Gerard Roose, Vice President, Sales and Marketing, and to Tom Munley, Vice President, Human Resources.

"Kim has served as communication counsel to our executive leadership team and we are pleased she has joined us to lead our global communications efforts," said Munley.

"Her creativity and public relations expertise will help us elevate our brand and strengthen our marketing efforts worldwide," added Roose.

Welch brings over 20 years of

experience in corporate communications with extensive experience in public relations, marketing communications, branding and corporate identity and internal communications. Her most recent position was with Aurora Health Care in Milwaukee as Senior Vice President of Corporate Affairs.

Before joining Aurora, Welch served as Vice President at Airfoil Public Relations where she developed the automotive practice leading such accounts as Faurecia, Lear, Hyundai Kia and Microsoft Automotive. Prior to this, Welch was Vice President of Corporate Communications at Visteon and served in the same position at Federal-Mogul Corporation. She worked with a variety of automakers and automotive sup-

pliers at MVP Communications and she began her automotive career at General Motors serving as the communicator for C-P-C Engineering.

C-P-C was GM's former Chevrolet - Pontiac - Cadillac vehicle brand group that the automaker formed back in the 1980s with varying degrees of success in the marketplace.

Meanwhile, Welch holds two degrees from Central Michigan University: a Master of Science in Administration and a Bachelor of Fine Arts with a double major in journalism and broadcast and cinematic arts. She has also earned a Master of Arts in Organizational Leadership from Gonzaga University in Spokane, Washington.

Inteva Products, LLC is a leading global supplier offering value-based innovation and environmentally-friendly products that enhance quality and performance serving original equipment manufacturers of automotive, commercial, defense, marine, and industrial vehicles, as well as products for



Kimberly A. Welch

the consumer and recreational markets.

Focused on delivering high-value quality, on time and on budget, Inteva has global resources for engineering, manufacturing and customer service for Closure Systems, Interiors Systems, Motors and Electronics, and Roof Systems.

The auto supplier company is headquartered in Troy and employs over 8,000 people in 18 countries.

AutoPacific Salutes Lincoln for Customers

CONTINUED FROM PAGE 1

awards based on owner ratings when deciding on a new car or truck.

"Vehicles that score highest in the Vehicle Satisfaction Awards are delivering value and satisfaction across a wide range of attributes," says Peterson. "The winners perform well in 48 separate categories that objectively measure the ownership experience."

Satisfaction and dependability are common strengths in Lincoln vehicles and attributes that luxury customers have come to expect. Lincoln recently received the highest score for long-term durability among all vehicle brands in the annual J.D. Power and Associates 2011 Vehicle Dependability Study.

The study asked owners about their experience in the past 12 months with their 3-year-old vehicles. (For the 2011 study, 2008-model-year cars and trucks were surveyed.) Survey respondents were asked to indicate any problems they experienced with their vehicle in the previous 12 months, choosing from a list of more than 200 issues in eight diverse categories.

The study shows a strong link between reliability and purchase consideration. Nearly two-thirds (63 percent) of new vehicle buyers say reliability/durability is one of the most important factors in choosing a new vehicle. Additionally, the study found fuel economy is among the top 10 purchase considerations.

"We are dedicated to meeting and exceeding our customer expectations and providing what they want in a luxury car," said O'Donnell. "Lincoln vehicles offer high levels of standard equipment including the latest in advanced hybrids, safety features and intuitive connectivity systems."

Meanwhile, AutoPacific is a future-oriented automotive marketing and product-consulting firm. Every year AutoPacific publishes a wide variety of syndicated studies on the automotive industry.

The firm also conducts extensive proprietary research and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters are in Tustin, California, with an affiliate office in the Detroit area.

Global Commodity Prices Still Showing Volatility

By STAN CHOE and DAVID K. RANDALL
AP Business Writers

NEW YORK (AP) — Commodity prices recovered some of last week's losses, helping to lift the stocks of energy and materials companies. The broader market also rose despite new worries about Greece's debt problems.

Oil prices once again moved above \$100 a barrel and pushed energy stocks higher. Marathon Oil Corp. rose 5.3 percent. Baker Hughes Inc., which helps companies drill for oil and gas, gained 3.4 percent. Energy companies within the S&P 500 rose nearly 2 percent, the most among the 10 industries in the index.

The S&P 500 added 6.09 points, or 0.5 percent, to close at 1,346.29. The Dow Jones industrial average gained 45.94 points, or 0.5 percent, to 12,684.68. The Nasdaq composite index rose 15.69 points, or 0.6 percent, to 2,843.25.

The rise in commodity prices helped other industries as well. Producers of metals and other materials rose 1.5 percent, second best among the S&P 500 groups, thanks to a 5 percent increase in silver prices and a 3 percent increase in corn.

Metals and other commodities suffered steep losses last week, when silver tumbled 27 percent and oil sank 15 percent because of fears of weaker global demand and higher margin requirements that were meant to lower the influence of speculators whose strategy of buying on margin is considered to be a reason why commodities have risen so steeply over the last year.

Financial stocks were the only industry group to decline. Citigroup Inc. fell 2.7 percent on its first day of trading after completing a one-for-ten reverse split that drastically increased its share price by lowering the number of available shares. It is now trading in the \$40 range for the first time since 2007. Companies often turn to reverse splits to raise their share prices as a way to attract institutional investors who may be prohibited from buying into companies with share prices in the single digits.

Better sales pushed other companies higher. The nation's largest food distributor, Sysco Corp., jumped 10.7 percent after reporting a 4 percent rise in income. Analysts had expected a drop. McDonald's Corp. rose 0.8 percent after reporting that its global sales rose last month.

The strongest growth came from its restaurants abroad, which stretch from Europe to the Middle East to Asia. Tyson Foods Inc. lost 6 percent after reporting that its earnings were flat from a year ago.

Dollar Thrifty Automotive Group Inc. rose 13.8 percent after Hertz Global Holdings Inc. raised its buyout offer for the car rental company to more than \$2.2 billion. Rival Avis Budget Group Inc. is also trying to buy Dollar Thrifty.

Most companies in the S&P 500 have reported earnings for the first quarter, and the trends have been strong. Through last week, nearly three out of four companies released earnings that beat analysts' expectations.



The Jeep brand announced that four-time Grammy award winning artist, Lenny Kravitz, will be featured in a national broadcast advertising campaign for the 2011 Jeep Wrangler.

through eight studio albums into a timeless catalog. From 1999 to 2002, he won four consecutive Grammy Awards, setting a record for the most wins in the "Best Male Rock Vocal Performance" category for his single "Dig In" (previously winning for "Again," "American Woman" and "Fly Away").

In 2004, he received his sixth Grammy nomination in the category for "If I Could Fall In Love" off his 6th studio album.

In 2009, Kravitz appeared in a supporting role in the critically-acclaimed film Precious, for which he has received a 2010 NAACP Image Awards nomination for "Outstanding Supporting Actor in a Motion Picture." Kravitz and the celebrated Precious cast also re-

ceived a 2010 Screen Actors Guild nomination for "Best Ensemble." In addition to his supporting role in Precious, Kravitz has also appeared in such films as The Diving Bell and The Butterfly and Zoolander.

In 2009, the 20th anniversary deluxe edition of Kravitz's debut, Let Love Rule, was issued. He is currently in the studio finalizing his 9th album, "Black and White America," which is set for release in August 2011.

Kravitz, born May 26, 1964, is an American singer-songwriter, multi-instrumentalist, record producer and arranger, whose "retro" style incorporates elements of rock, soul, funk, reggae, hard rock, psychedelic, folk and ballads.

GM Orion Plant Taps Local Landfill for Energy Use

ORION TOWNSHIP, Mich. — GM continues to talk the talk these days as far as reducing the carbon footprint of its automotive facilities are concerned.

That's because when production of the fuel-efficient 2012 Chevrolet Sonic and Buick Verano begin this fall, 40 percent of the energy to power the General Motors Orion Assembly Plant where they are built will come from burning landfill gas created nearby.

The use of the landfill gas, which saves GM \$1.1 million a year in energy costs, also cuts the amount of greenhouse gases, sulfur dioxide and nitrogen oxides released in the air. During most of the year, the system runs exclusively on landfill gas primarily to generate steam for heating and compressed air.

"Orion is a great example of the latest technologies employed by GM manufacturing around the globe," said Eric Stevens, GM vice president of Global Manufacturing Engineering.

"As we converted the facility to support the small car program, we took every opportunity to engineer in flexibility and lean manufacturing concepts."

Use of landfill gas is just one of the sustainable methods that lessen the plant's environmental impact. Others include:

Lighting system upgrades that saved more than 5,944 megawatts of electricity per year and \$430,000 while also cutting CO2 by 3,676 metric tons.

Plant workers track energy use on an hourly basis with sophisticated software, en-

abling them to see real-time usage by department to improve their equipment shut-down activities. GM said that plant workers also reduced total waste by 26 percent from 2005 to 2009.

An upgraded paint shop is heated by natural and landfill gas, and uses half of the energy per vehicle of the one it replaced. Both the Sonic and Verano use a new eco paint that eliminates the need for a primer oven and increases quality and appearance due to waterborne base coats.

"Environmentally friendly choices often translate to higher efficiency and quality," said Maureen Midgley, GM executive director of Global Manufacturing Engineering.

"Take our new paint shop — it was designed for optimal efficiency and delivers premium paint appearance for our vehicles.

"With these improvements,

we'll reduce greenhouse gas production by about 80,000 metric tons at a full three-shift capacity," Midgley said. "This is equivalent to the emissions from 14,000 vehicles per year, and the electricity reduction equals at the output from 3,500 homes."

Some of the diverted material is directed to the cars being made. Recycled cardboard packaging from Orion and other GM plants and used denim are part of the Verano's sound insulation.

Orion also has embraced flexible manufacturing, allowing it to quickly respond to changes in customer preferences. Production lines were reworked, creating more space to house material on-site that once took up space in other buildings.

This approach reduces the overall environmental impact of the plant's material systems, but it also provides sig-

nificant cost savings to the overall small car program.

The 2012 turbocharged Chevrolet Sonic is a small car available in five-door and sedan models.

The 2012 Buick Verano compact sedan includes 10 standard air bags, an available heated steering wheel and a next-generation radio system with OnStar-powered connectivity.

Production of both vehicles will begin at Orion later this fall. They will be on sale by the end of the year.

All of the automakers, including General Motors, have been working diligently to shrink their carbon footprints and incorporate green practices in their respective facilities.

GM has earned honors from the state of Michigan for these green initiatives being carried out at a variety of its plants and offices.



As production of the fuel-efficient 2012 Chevrolet Sonic and Buick Verano begins this fall at the General Motors Orion Assembly Plant, 40 percent of the energy required to build the vehicles will come from burning gas from a nearby landfill.