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31201 Chicago Road South #A-101
Warren, Michigan 48093
586-939-6800

Lisa A. Torretta, Office of the Publisher
William Springer, Publisher

Gerald B. Scott, News Director
News@TechCenterNews.com

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

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Detroit Auto Scene

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THIS WEEK™ - FIRST IN THE HEART OF DETROIT

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Chrysler Named 'Company of Year' for Its Diversity

AUBURN HILLS – A panel of 15 journalists representing multicultural and mainstream media chose Chrysler Group as “Company of the Year” for its leadership in promoting diversity in the area of workforce development.

The award was announced as part of the 16th Annual Urban Wheel Awards show held on Sunday, Jan. 8, in Detroit.

The Annual Urban Wheel Awards is the nation’s only award show bringing together celebrities, automotive executives, international media, government representatives and the multicultural community, all of whom celebrate diversity in the automotive industry.

The awards program is also

recognized as the official multicultural event of the North American International Auto Show by the auto show’s executive committee.

Nearly 2,000 people attended this year’s awards show.

“It is an honor to accept this recognition of our accomplishments as a leader in promoting diversity, in particular our efforts in the area of diversity workforce development,” said Georgette Borrego Dulworth, director – Talent Acquisition and Diversity, Chrysler Group LLC, who accepted the award for the company.

“Chrysler Group aspires to be considered a diversity leader not just among automotive companies, but among all companies.

“This important recognition will inspire us to continue our passionate pursuit of diversity and nurturing a high-powered work culture that is inclusive of all.”

She added, “To Chrysler Group, developing a diverse



Georgette Borrego Dulworth, right, director of Talent Acquisition & Diversity at Chrysler, received a “Company of the Year” award from U.S. Sen. Debbie Stabenow at the 16th Annual Urban Wheel Awards held at MotorCity Casino in Detroit last week.

workforce is a fundamental part of our formula for success and a strategic imperative in today’s multicultural marketplace.”

Randi Payton, president of Decisive Media, said, “On behalf of the Urban Wheel Awards panel of judges, the Emerging Diversity Education Fund, and Decisive Media, we are delighted to recognize Chrysler Group for its leader-

ship in diversity workforce development.

“Chrysler Group has maintained an impressive record of leading the industry through its diversity initiatives and it continues to expand on that rich history through its internal leadership’s commitment.

“We salute Chrysler Group, its leaders and employees on this great honor.”

Chrysler Adds 1,250 in Detroit

DETROIT (AP) – Chrysler will add 1,250 jobs at two Detroit factories this year – another sign that the once struggling automaker appears to be making a comeback.

The Jefferson North Assembly Plant will get 1,100 new workers and a third shift to help build a Jeep Grand Cherokee diesel model for North America. Another 150 workers will be added when

Chrysler reopens the Conner Avenue factory to make a Street Racing Team version of the Dodge Viper muscle car.

“Our future, like the history of our brands, is interwoven with the City of Detroit,” Chrysler Group Chairman and CEO Sergio Marchionne said last week in a statement.

Chrysler added that each of the 1,250 new jobs will be filled by new hires.

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Marchionne to Lead United Way's Southeast Michigan Campaign

AUBURN HILLS – Sergio Marchionne, chairman and CEO of Chrysler Group LLC, will serve as Campaign chair for the United Way for Southeastern Michigan (UWSEM) 2012 campaign.

As Campaign chair, Marchionne will be the face and voice of the UWSEM fundraising and education efforts and will lead the recruitment of leaders within Southeast Michigan to serve as members of his cabinet, which will work to promote the growth and impact of the campaign among businesses and individuals.

Marchionne's tenure as Campaign chair began on Jan. 1 and concludes on Dec. 31, 2012.

“Chrysler Group and the United Way have nurtured a longstanding relationship built upon the shared goal of contributing meaningfully and sustainably to people and communities in need,” Marchionne said.

“At the center of this strategy is the belief that we are all

connected and must work to advance the common good – we all succeed when a child succeeds in school, when families are financially stable, and when people and communities are healthy.”

Chrysler Group's longstanding partnership with the United Way is focused on three key areas critical to long-term regional success:

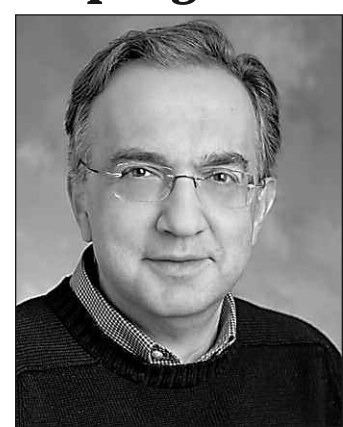
1. Education – that people are ready to succeed.

United Way has embarked on an aggressive initiative to turn around high schools so that they graduate at least 80 percent of their students by 2018.

The goal of UWSEM's Early Education initiative is to have 80 percent of children entering kindergarten ready to succeed.

2. Income – that people are financially self-sufficient and secure.

United Way is increasing stability across the region by helping families become financially stable by providing



Sergio Marchionne

pathways to jobs, financial coaching and access to benefits.

3. Basic Needs – that people are supported in times of crisis.

United Way is helping to reduce hunger in target communities by connecting the region's organizations, individuals and families with the information and resources needed to increase access to quality nutritional food.

'We're Back,' Say Detroit 3 at Auto Show

CONTINUED FROM PAGE 1

Shelton also reopened his recently renovated Buick-GMC car dealership there in northern Oakland County.

Shelton's good fortunes seem to reflect that of the wider auto industry, particularly the growing fortunes of GM, Ford and Chrysler.

Last week at the show, for example, Ford earned raves for the restyling of its already successful Fusion passenger car, giving it an exterior edge that – all things being equal – will likely give non-Big Three consumers in this country something to look at beyond the imports.

Also, Ford recently restyled its successful Escape SUV, and between the Fusion and Escape, Ford appears to be wrestling for leadership in both exterior and interior design among the major automakers.

Then there was Chrysler, which debuted the 2013 Dodge Dart, a smart-looking car that now gives Dodge its first legitimate entry in the competitive compact car market ever since Chrysler dumped the 1990s-ish Neon a few years back.

At the Chrysler pavilion, with the Dart onstage, it's hard to say who or which was more popular – the fresh Dart or the fresh prince of Auburn Hills, Sergio Marchionne, who just gets mobbed like a proverbial rock star everywhere he goes in the auto industry.

The Dart will be a good indicator for where Chrysler is going in the future because, although the name and styling somewhat reflect the automaker's 1970s popular car of the same name, this version is underpinned by Fiat architect-



Cadillac Vice President U.S. Marketing Don Butler, back, shows Environmental Protection Agency Administrator Lisa Jackson the interior of the 2013 Cadillac ATS compact luxury sports sedan.

ture, so we'll see how Fiat and Chrysler mix in these new vehicles coming to the showroom floor.

And GM earned kudos on a number of fronts, including two hot-looking concepts from Chevrolet by two young GM designers based in California.

The cars were designed to appeal to the Millennials, the 30-and-under crowd, and it's evidence that GM is recognizing that a younger voice is being heard beyond just the automaker's stalwart Baby Boomer-led design staff.

U.S. Secretary of Energy Steven Chu, speaking at the Detroit Economic Club at Cobo last week, said, “We're here at an important moment for the U.S. auto industry.

“Only a few years ago, the industry stood on the brink of collapse. Today, it's a much brighter picture.

“In the next few years, the Center for Automotive Research projects that auto and supply manufacturers will add more than 100,000 U.S. jobs.”

Indeed, the irony of ironies is that three years ago, the three Detroit CEOs and the UAW chief sat hat in hand in front of Congress and a national audience, begging for money to stay alive (for two of three of them). Remember the auto industry's forced humility at that time?

And now look. Gone are the go-go, excessive days of the 1990s when the Detroit auto show was hallmarked by black-clothed military-style ninjas repelling from the ceiling to disco music at product debuts from that era.

But what has replaced it is a quieter, firmer, much more confident stride as the Big Three and the global auto industry embrace a much brighter future than anyone could've imagined in 2008.

Go kick the tires on the cars at Cobo for the next week and you'll see. The Motor City is back and not a moment to soon for everybody in Detroit who still draws a paycheck from the company-town business.