

# Retired GM Exec Lutz Offers His 'Pearls of Wisdom'

by Gerald Scott  
News Dept.

All hail Bob Lutz, even in retirement, still the firm and resolved wizened "voice" of the domestic auto industry.

Lutz, retired now as GM vice chairman, spoke at the University of Detroit Mercy last week to kick off the re-opening of the Chemistry Building lecture hall on the McNichols campus - as well as to sell a few books for himself.

Lutz, the author of his most recent tome, "Car Guys vs. Bean Counters," also dispensed some practical corporate wisdom to a packed audience.

Students even wore T-shirts designating themselves as either "Car Guys" (engineering students) or "Bean Counters" (accounting and finance students).

Lutz was asked during Q&A what advice he would give to young students joining the auto companies and what their roles would be inside of large, still somewhat hardened or bureaucratic firms like hometown automakers General Motors, Ford and Chrysler.

"There are always opportu-

nities to express yourself, always opportunities to offer suggestions," Lutz said.

"The person who is somewhat disruptive in that sense . . . if you're over-disruptive, you go over that boundary and everybody decides you're more trouble than you're worth, then out you go.

"I always managed to . . . go over that line. Sometimes a little bit over, then I'd correct back and apologize for my behavior and promise I would toe the line better in my future."

Lutz, of course, has the benefit of a long auto industry career that began back in 1963 at General Motors, followed by executive stops at BMW, Ford, Chrysler and then GM again in 2001 for his last tour.

"I don't think I'm any smarter now (at age 80) than I was 25 to 35, but when I was that age, I'm saying the same things I'm saying now, and everybody would say, 'You young punk, you don't have the experience to know what you're talking about. Come back when you're 55 and maybe you'll have learned something."

"I don't think I've changed, but now that I'm 80, when I say the same stuff I said when



PHOTO: GERALD SCOTT

Retired GM Vice Chairman Bob Lutz, center, and UDM Engineering Dean Leo Hanifin, center right, together with students who wear T-shirts declaring themselves either "Car Guys" or "Bean Counters" at UDM's Chemistry Building on the school's McNichols campus in Detroit last week.

I was 25, I see everybody taking notes. I haven't gotten smarter - I've just gotten older.

"So I would say, be a change agent, be disruptive, but don't push it too much. If you're a constructive change agent, you are like the grain of sand that irritates the inside of the

oyster to where it ultimately produces a pearl around it.

"If the grain of sand is too big, too jagged and too painful, the oyster spits it out and the pearl never gets created.

"Get the balance right, but do not be a drone. Be a constructive critic of the way the

company is run.

"If you exercise your creativity and your full intellect, and do what engineers are supposed to do - find a better way to do things - then, I think that's what companies are really looking for these days: people who can move the needle."

## 2013 Malibu Eco Headed to U.S. Dealer Showrooms

KANSAS CITY, Kan. - Chevrolet continued its global rollout of the all-new 2013 Malibu midsize sedan last week with the first shipment of its most fuel-efficient Malibu ever - the Malibu Eco - to dealers across the United States.

The Malibu Eco is the first model of the all-new 2013 Malibu lineup to reach dealer showrooms in North America, bringing with it, Chevy says:

- A sporty exterior shaped to save fuel
- An all-new interior with more room, comfort and premium materials
- Sound-reducing and sound-absorbing components to make it the quietest Chevrolet in history
- All-new Chevrolet MyLink infotainment system that enhances customer connectivity
- All-new ride-and-handling package
- Engineering to meet top safety results around the world.

The heart of the Malibu Eco, says Chevrolet officials, is its segment-exclusive, fuel-saving eAssist technology, which provides GM-estimated 25 mpg city and 37 mpg highway fuel economy.

It combines start-stop technology with regenerative braking and a lightweight lithium-ion battery to provide an electric boost in certain conditions, improving fuel economy by 12 percent over today's four-cylinder engine - and delivering better fuel economy than any non-hybrid midsize sedan currently available.

The 2013 Malibu is built at GM's Fairfax assembly plant, which opened in 1987. It has been the home of the Chevrolet Malibu and has built more than 1.4 million of them since 2003.

The Fairfax plant operates three shifts and is the largest employer in the Kansas City metro area, with more than 4,000 employees. The Malibu

is also scheduled to be built at GM's Detroit-Hamtramck assembly plant later this summer.

An all-new Ecotec 2.5L engine debuts in the Malibu later this summer, followed by an all-new Ecotec 2.0L turbo engine.

The new Malibu Eco is priced less than a full hybrid vehicle with a suggested retail

price of \$25,995, including a \$760 destination charge.

The 2013 Malibu is Chevrolet's first-ever global midsize sedan and will be sold in nearly 100 countries on six continents.

Last year, the Malibu was GM's second-best-selling car in the United States - behind the Chevrolet Cruze compact sedan, it might be noted.



The 2013 Chevrolet Malibu Eco is loaded up for distribution to dealers across the United States at the General Motors Fairfax Assembly Plant in Fairfax, Kansas.

## Campbell Ewald Earns USAA Financial Salute

SAN ANTONIO - USAA, a financial services provider for military members and their families, has recently honored Campbell Ewald for the second consecutive year as a recipient of their 2011 Strategic Supplier Excellence Award.

USAA created this award in 2010 as a way to honor its suppliers who have been critical to the organization's success. Campbell Ewald received the award in the Innovation category for their ability to achieve business objectives.

The Warren agency's assignment was to develop and launch a brand awareness campaign that was designed to raise awareness of USAA among 61 million Americans and their families who may be eligible for USAA membership based on their military service, or their parents' military service.

"Campbell Ewald's overall work on the Breakthrough Awareness media campaign

was innovative and insightful from concept to execution," said Roger Adams, chief marketing officer at USAA.

"Their ability to tap into the 'fabric and DNA' of USAA helped make the campaign a tremendous success with veterans and their families by increasing their awareness of USAA."

In 2010, Campbell Ewald also received USAA's Innovation award for work that helped increase USAA's brand awareness.

"Receiving USAA's Innovation award for the second consecutive year is an astounding tribute to the quality of work we are doing to help USAA grow their brand," said Jim Palmer, chief client officer from Campbell Ewald.

"Our client's recognition of our contributions and our ability to assist them in achieving their mission is the highest honor we can receive."

USAA provides insurance and other financial services.

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