

# Tech Center News™

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## Daytona 500 Winner to Net \$1.4M

DAYTONA BEACH, Fla. (AP) — The Daytona 500 will boast a record purse of more than \$19 million, and the winner of NASCAR's biggest race is guaranteed a minimum \$1.4 million.

Daytona International Speedway also announced last week a \$200,000 bonus for the driver leading at the halfway point of the race.

The "Daytona 500 Mid-Race

Leader Award" will not be automatically awarded if the race is under caution at lap 100. The bonus will then be rolled over and paid to the driver leading the race at the completion of the fifth consecutive green flag lap following the caution.

Daytona president Joie Chitwood believes the bonus is incentive for drivers to race up front and not lay back in the Feb. 26 season-opening race.

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## 'Road to Ram Jam' Aimed at Country Music Fans

AUBURN HILLS — The Ram Truck brand is presenting "Road to the Ram Jam," an all-star country music series featuring five of today's best country artists leading up to an invitation-only 2012 Ram Jam concert event Dec. 29 in Nashville, Tenn., where all five artists will perform.

The "Road to the Ram Jam" series will be the ultimate country music fan experience, Ram executives say.

They point out that it will help bring country music fans closer to some of their favorite artists with exclusive video content, the opportunity to win prizes — including collectible posters and vinyl records through country radio stations nationwide — free

music downloads, as well as a chance to enter to win trips-for-two to the exclusive Ram Jam concert.

Fans can get more information on the "Road to the Ram Jam" and enter the sweepstakes at [www.RamTrucks.com/RoadtoRamJam](http://www.RamTrucks.com/RoadtoRamJam).

BNA recording artist Kellie Pickler, who recently released her new album, "100 Proof," is the first artist to help launch the series.

She is offering fans a chance to win a free download of her latest single, "Tough," when they enter to win a trip-for-two to the Ram Jam concert.

The remaining four participating artists will be announced throughout the year.

All five artists will receive a one-year lease on a 2012 Ram 1500 Laramie Longhorn truck.

The trucks will then be auctioned off in early 2013 with all proceeds going to benefit a military-focused charity of each artist's choice.

"Road to the Ram Jam" extends the brand's already established alignment with many of today's top country music artists by creating an innovative platform for promoting the artists' music and connecting with their fans," said Fred Diaz, president and CEO of Ram Truck Brand.

"We are excited to have Kellie and all the artists drive a Laramie Longhorn and experience firsthand the quality and refinement that make it the most luxurious Ram Truck ever produced by the company."

Fans can check out behind-the-scenes video footage of Pickler in her Ram 1500 Laramie Longhorn as she discusses her love for trucks; her new album, "100 Proof," and how she continues to show support for our troops with



BNA recording artist Kellie Pickler, the first country music artist to launch the Ram Truck brand's "Road to the Ram Jam" all-star music series, stands in front of her all-new 2012 Ram 1500 Laramie Longhorn truck.

help from the USO, a nonprofit organization dedicated to lifting the spirits of America's troops and their families.

Pickler has chosen the USO and their services that support wounded, ill and injured warriors as the charity to receive proceeds from the auction of her Longhorn truck in 2013.

"The first thing I learned to drive was my grandpa's truck, so I'm definitely a truck girl," Pickler said.

"I'm excited to be part of Ram Truck's 'Road to the Ram Jam.' We're going to have a lot of fun on that 'Road' — me and my Laramie.

"I'm also excited that we will be auctioning off my Ram truck at the end of the year to benefit our veterans in need."

"The Road to the Ram Jam" sweepstakes is open to legal residents of the 48 contiguous United States and the District of Columbia, 18 years or older.

## Volt Marketer to Speak at OU

Cristi Landy, product marketing manager for the Chevrolet Volt, is one of the featured speakers at Oakland University's "Focus on the Future" auto conference.

The event is scheduled for Wednesday, Feb. 15 from 8 a.m. to 3 p.m. at OU in Rochester.

Chevy's Landy will talk about GM's strategy for marketing its new powertrains to consumers and share examples of how early adopters in-

fluence the next stage of adopters.

The conference will focus on how auto manufacturers are employing strategic and tactical marketing activities to launch new technologies into the marketplace, as well as provide insight into some of the methods they may employ in the near future to migrate consumers to more fuel efficient vehicles.

Other speakers are from Ford, Polk and Ricardo.

## Chrysler-UAW Folks Get \$1,500 Bonus

By TOM KRISHER  
AP Auto Writer

DETROIT (AP) — Factory workers at Chrysler will get profit-sharing checks of about \$1,500 next month as they share in the automaker's improbable turnaround.

About 26,000 union-represented workers in the U.S. should get the payments under Chrysler's contract with the United Auto Workers union that was signed last fall.

Chrysler wouldn't say how much the workers will get. The profit-sharing figure is based on an Associated Press analysis of company earnings, and the labor contract formula for profit-sharing.

The checks are based on Chrysler's \$2 billion operating profit for 2011, reported on last week. Chrysler reported full-year net income of \$183 million, its first since 1997.

The payments are another

sign that Chrysler has recovered from its near-collapse in 2009, when it needed a \$12.5 billion government bailout and a trip through bankruptcy protection to stay in business. Chrysler has since repaid its U.S. and Canadian government loans by refinancing them, but the U.S. government says it will lose about \$1.3 billion on the bailout deal, which included Chrysler's financial arm.

Chrysler predicted an even better 2012 with total U.S. auto sales projected to rise by more than 1 million to about 14 million. Last week, the automaker said its January sales rose 44 percent compared with a year earlier.

The company, which is majority owned by Italy's Fiat SpA, forecast a net profit of \$1.5 billion this year with an 18 percent revenue increase, to \$65 billion. Its share of the U.S. market, where it gets 85 percent of its profits, rose 1.3 percentage points last year to 10.7 percent.

CEO Sergio Marchionne said last week that both salaried and hourly workers would get profit-sharing checks, but he would not reveal the amounts.

He told employees in an email that they have earned the rewards.

"You have been to hell and back, and you defied predictions of our demise," Marchionne wrote. "Your efforts rewrote the history that so many naysayers had forecast."

Even with the 2011 profit, workers at Chrysler won't get as much in profit-sharing as their unionized counterparts at Ford and General Motors.

Ford will make profit-sharing payments of around \$6,200 each to its 41,600 U.S. hourly employees in March. GM workers are expected to get more than the \$4,000 they received last year. The company announces its fourth-quarter and annual earnings on Feb. 16.



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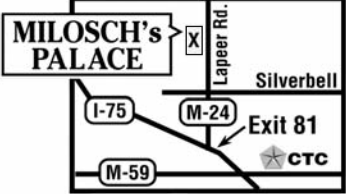
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## Out with the Old, In with the New



Warren Mayor Jim Fouts cuts the ribbon at the opening of the remodeled Hamilton Chevrolet car dealership last week. The dealership, located at 14 Mile and Mound Road, has been in business in north Warren since 1956. With Fouts are, from left, co-owner Don Hamilton, co-owner Sam Cupp, Chevrolet's Steve Fahner, and co-owner Mike Boguth. The original Gene Hamilton Chevrolet was located about one-half mile south of the current location, on Mound at Beebe. The dealership moved to the 14 Mile location in 1977 and the last set of major renovations occurred in 2000. The current renovations include a restyled customer showroom and larger office space for Hamilton's new car sales staff.