

# Chevy to Debut All-New NASCAR Racer for 2013

DETROIT – The countdown to the debut of Chevrolet's next NASCAR Sprint Cup Series racecar is underway. Chevrolet announced last week that for the 2013 season, Team Chevy will be racing a vehicle based on a new nameplate to the brand's lineup.

Taking advantage of the new NASCAR rules, which allow manufacturers to display more of their brand identity in their racecars, the new Chevrolet racecar will closely resemble the production version. Both cars will be unveiled in the coming year.

"We are keeping the wraps on the new car for now and will continue to prepare for next season by testing camouflaged vehicles," said Jim Campbell, vice president, Chevrolet Performance Vehicles and Motorsports. "We know that Chevrolet fans are eager to see the new racecar and we hope that the prospect of being able to own one just like it will make the wait a little more bearable."

The current Chevrolet racecar, the Impala, took three out of top five spots at the Las Vegas Motor Speedway on Sunday including the win by Tony Stewart. Since 2007, the Impala has dominated the series, taking the checkered flag 79 times.

Chevrolet drivers have also won five NASCAR Sprint Cup Series Manufacturers' Championships, and Jimmie Johnson (4) and Tony Stewart (1) have collected five NASCAR Sprint Cup Series driver's championships in the Impala.

"The Impala has been a critical part of Chevrolet's success in the NASCAR Sprint Cup Series and we are confident the new racecar will allow us to remain the most successful name in NASCAR Sprint Cup Series history," Campbell said.

A legacy of racing competition runs deep in Chevrolet's 100-year history, dating to co-founder Louis Chevrolet's passion for racing automobiles. Chevrolet has won the NASCAR Sprint Cup Series Manufacturers' Championship 35 times.

Chevrolet Corvette Racing has taken seven class trophies at the 24 Hours of Le Mans. A Chevrolet-branded V-8 racing engine won the Indianapolis 500 seven times between 1988 and 2002.

As Chevrolet continues to define itself as a 21st Century global automotive leader, motorsports remain integral to the plan. Chevrolet is sponsoring the return of the IndyCar Grand Prix on Belle Isle in Detroit, for one example.

# Global Office Supplier Steelcase Celebrates 100 Years

**EDITOR'S NOTE:** Although Steelcase has been headquartered in Grand Rapids during its 100 years of business, it also has a reputation for being a provider of furniture and chairs to the domestic auto industry. Many GM facilities still have their legacy Steelcase furniture in use, for example.

Also, the Tech Center News revamped its old Steelcase furniture as the leading design element in the recent renovations of our office space.

By JIM HARGER  
The Grand Rapids Press  
WYOMING, Mich. (AP) – When Perry Kubizna walks into an Arnie's restaurant wearing his Steelcase Retirees Club identification card, there's an instant rapport with other customers and the wait staff.

"What plant did you work at? Who did you work for over there?"

Kubizna, 69, worked for Steelcase Inc. during its heyday as West Michigan's largest employer. He was one of about 10,000 workers who designed, built and sold chairs, desks, file cabinets and panels in offices and factories that grew with the needs of North America's growing white collar workforce.

Last Friday, Steelcase celebrated its 100th anniversary. It is now a global company



PHOTO: GERALD SCOTT

Steelcase in Grand Rapids celebrated its 100th anniversary last week. Today's Tech Center News editorial office in Warren, above, featured Steelcase furniture as a design element of the weekly newspaper facility's recent infrastructure renovations.

with 13,000 employees, but only 3,000 work in West Michigan. Looking at the company today, Kubizna does not fault Steelcase's current managers for the downsizing and outsourcing that moved much of its production off-shore and to outside suppliers.

"It's just not like it was 30 years ago. Nothing is," Kubizna said. "They made the decisions they had to make to still be a company. I'm delighted there's still a Steelcase identity in this community."

Birgit Klohs, president of the Right Place economic development program, agrees.

"First of all, we have to acknowledge the company is an icon in this community," Klohs said. "The history of this company in this community is enormous."

"The board and management of Steelcase had to meet global changes that were beyond their control," Klohs said. "Name an industry that hasn't changed."

Today, Steelcase is a global leader in the changing world of how people work, Klohs said. "The way we work today is so different today than it was 5 or 10 years ago."

Working at Steelcase was a far different proposition in 1963, when 20-year-old Kubizna landed a job at the Chair Plant.

Kubizna recalls earning a base pay of \$1.38 an hour. He was able to boost it to \$2.50 through the company's piece rate system. "That was actually pretty good money," he said.

Over his 34 years at Steelcase, Kubizna held jobs that ranged from helping the company set up a museum for its chairs to setting up the first panel lines for customer shows. He was trained and re-trained for a variety of jobs. He estimates the company gave him two years of college education.

"I had a good career, I held many jobs with the company," said Kubizna, who retired in 1997 at age 54.

Today, Kubizna stays active as president of the 350-member Steelcase Retirees Club. He also umpires softball games and high school girls' volleyball games. He and his wife enjoy traveling and are planning a trip to Europe next year for their 50th anniversary. He's proud of the club's

members and other Steelcase retirees who remain active in the community and are generous in giving back.

Although their base pay was below their unionized counterparts at General Motors Corp. or Kelvinator Inc., they more than made up for it when the company paid out its quarterly and annual bonuses, Kubizna said.

Some years, the quarterly bonuses totaled up to 50 percent of their base pay and the annual bonus topped that by another 10 percent, Kubizna said. Appliance stores held special store hours for Steelcase workers during bonus time.

As a Steelcase employee, Kubizna also had the right to "sponsor" a family member into the company as part of a culture that encouraged nepotism. It was a prized benefit for parents who wanted to see their offspring enjoy the same benefits they enjoyed.

This week, Steelcase begins its second 100 years of business, still going strong.

At the Tech Center News, it all mixes nicely with the AT&T Merlin Classic phones, as well as the Apple computers.

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