

New Dodge Dart Literally Derived From Fiat's Alfa Romeo Giulietta

BELVIDERE, Ill. - The Chrysler-Fiat alliance is now paying dividends here in the U.S. market.

That's because, as the first vehicle to evolve from Chrysler Group's alliance with Fiat, the all-new 2013 Dodge Dart builds off Alfa Romeo's performance virtues and Dodge's increasingly zealous attention to quality.

"This is a crucial vehicle launch for the company as we re-enter the compact sedan market, and everyone is committed to launching a high-quality product," said Doug Betts, Senior Vice President - Quality, Chrysler Group LLC. "We've invested \$20 million in new quality tools and processes at the Belvidere Assembly Plant to achieve the strict quality targets we set for Dodge Dart."

"We learned a lot as we launched 16 updated vehicles and introduced many new quality processes for the 2011 model year," Betts said. "We're applying the lessons from all the 2011 launches to the Dodge Dart's development right at the beginning of the program."

For example, the Jefferson North Assembly Plant (JNAP) in Detroit, which builds the Dodge Durango and Jeep Grand Cherokee, was the first Chrysler Group assembly plant to install a dedicated Metrology Center to house state-of-the-art quality tools. JNAP's Metrology Center started operations just prior to Job 1 and helped establish a new standard for fit-and-finish for Dodge vehicles, and propel the all-new Dodge Durango to the top of influential quality surveys in its initial launch year.

However, the Metrology Center at the Belvidere (Ill.) Assembly Plant got an earlier start and provided valuable feedback to suppliers on pre-production components before the first Dart prototype was built. The Metrology Center allows engineers to find the sources of build variation - even when components appear perfect to the naked eye - and resolve any fit and finish issues before customer vehicles are built.

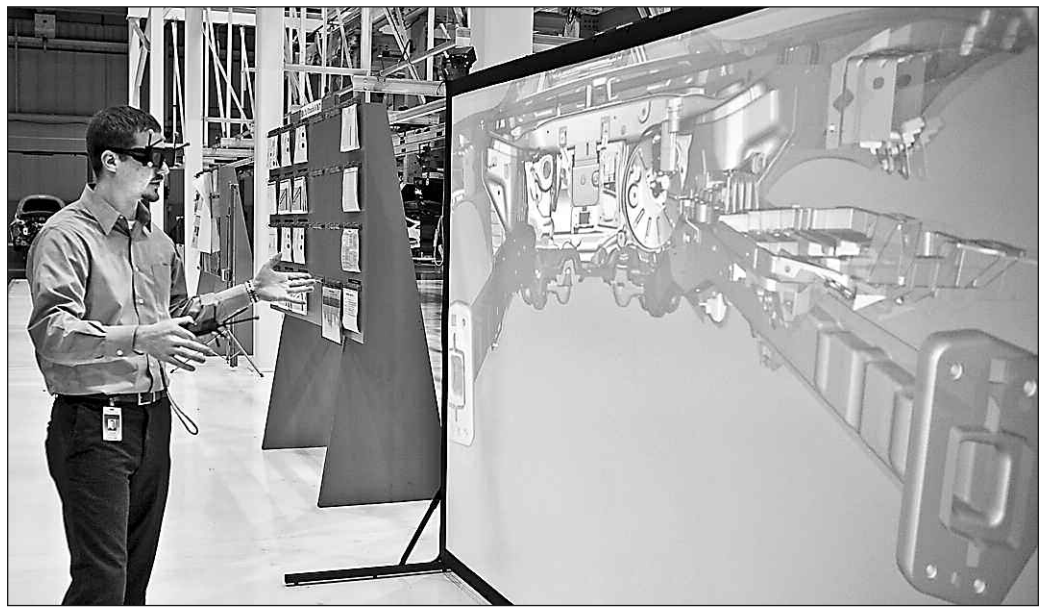
While the Dodge Dart is an all-new vehicle, its underpinnings evolved from the Alfa

Romeo Giulietta, an upscale Italian hatchback known in its home market for dynamic, road-gripping performance.

For the Dart's early development work before prototypes were built, Dodge engineers literally cut a Giulietta in half, widened it and welded the body to match Dart's dimensions to create several engineering mule vehicles for testing. The Giulietta mules disguised the Dart's hardware and helped the engineering teams test the durability of suspension components and evaluate vehicle dynamics and noise, vibration and harshness (NVH).

"We're starting with a great architecture that helps us achieve our strict performance quality standards that will make the Dart very competitive in the North America compact sedan segment," Betts said.

As Chrysler Group defines it, performance quality measures how well a vehicle matches customer priorities and stacks up against its competition. Criteria such as acceleration, braking, handling, seat comfort, quietness, stor-



The Belvidere Assembly Plant in Illinois added new virtual reality tools to train workers in preparation for building the all-new 2013 Dodge Dart, which will compete in the compact car segment.

age space and fuel economy are among the hundreds of attributes Dodge engineers compare versus competitive cars.

Knowing that many car buyers make judgments about a vehicle's quality the first time they see it, the company's Perceived Quality (PQ) team set the bar high so that the Dart would fare well under the scrutiny of the most discerning car shoppers.

The PQ team works with designers, engineers and suppliers to enhance the fit-and-finish, surface quality, material options and even the sound quality of moveable parts like doors and storage bins. The Dart is the first Chrysler Group vehicle program that used PQ best practices from the start of development.

Although the Dart will compete in the heart of the compact sedan segment, the PQ team benchmarked more expensive European sedans with the goal that the Dart will look and feel comparable to an entry luxury sedan under



A worker inspects a new Dodge Dart in the all-new, state-of-the-art Metrology Center Lab at Chrysler Group's Belvidere Assembly Plant. The Dart was introduced at the Detroit auto show.

close inspection. Dodge is testing the Dart day and night, on all kinds of road surfaces, at high and low altitudes and through blizzard conditions, as well as dry, desert heat. All that testing adds up to more than 8.5 million reliability validation miles.

Some of the most punishing tests take place inside the Chrysler Technology Center on the Road Test Simulator (RTS). It recreates the abuse vehicles endure at the hands of a 95th percentile customer - meaning a customer who drives the vehicle in more severe conditions than 95 percent of all owners.

Ford Uses Fox TV Show 'Alcatraz' to Re-Create Famous 1968 Bullitt Chase

DEARBORN, Mich. - Scenes of police officers chasing down bad guys in fast cars have been a staple of film and television for decades. Some of the most iconic examples of the breed have involved the Ford Mustang including a 1968 pursuit through the hilly streets of San Francisco.

That, of course, was from the famous cop movie "Bullitt," starring Steve McQueen.

So for the two-hour season finale of the hit FOX TV series Alcatraz, executive producers J.J. Abrams, Bryan Burk, Jennifer Johnson, Daniel Pyne and Jack Bender have reimagined that legendary sequence. In the series, San Francisco detective Rebecca Madsen (series star Sarah Jones) tracks down inmates who mysteriously disappeared from the maximum security prison when it closed nearly half a century ago and are now reappearing in contemporary San Francisco.

Like the original car chase, the new chase features a Ford Mustang and a Dodge Charger. But this time, with her own mint 1968 'Stang unavailable, detective Madsen "borrows" a brand-new Deep Impact Blue 2013 Mustang GT to track down another of those reappearing convicts. The chase was filmed on many of the same streets and corners traveled by the 1968 characters.

"It's such an iconic chase and such an iconic moment in San Francisco history and cinematic history. It actually worked out in a magical way because this chase scene became central to the final pursuit in the final episode," said executive producer Pyne.

"It was so exciting to work with Ford and the city of San Francisco to re-create the modern-day interpretation of such a legendary moment."

Produced by Bonanza Productions in association with Bad Robot Productions and Warner Bros. Television, the series stars Sarah Jones, Jorge Garcia, Jonny Coyne, Parminder Nagra, Jason Butler Harner, Robert Forster and Sam Neill.

"We were so excited to be involved with the new series 'Alcatraz.' From the start of the creative discussions with FOX, Warner Bros. Television and the 'Alcatraz' producers, it was a natural fit to integrate the Ford Mustang into the high-energy series," said Crystal Worthem, Ford Brand Content and Alliances manager. "The modern evolution of the new 2013 Mustang paired with the creative storyline of the evolution of the 'Alcatraz' story delivered an authentic and exciting experience for viewers."

The new 2013 Mustang delivers on style and substance, with a new exterior design, updated technology and new driver tools.

New front and rear design features include a more prominent grille and splitter,



Ford Motor Co. used the hit FOX TV series "Alcatraz" to do a revisit of the famous Mustang chase scene from San Francisco in the 1968 Steve McQueen movie "Bullitt." The chase for the new TV show sequence was actually filmed on many of the same streets and corners traveled by the 1968 characters.

standard high-intensity discharge (HID) headlamps, signature lighting, painted body-side rockers, dramatic LED taillamps, mirrors with pony projection light and a new wheel lineup.

Performance updates include more power in the GT, now delivering 420 horsepower, the addition of SelectShift to automatic transmissions, new GT Track Package, Hill Start Assist on manual cars, optional leather-trimmed or cloth Recaro seats and func-

tional hood heat extractors on GT.

In addition, a new available 4.2-inch LCD screen features Track Apps, which enables the driver to monitor performance measures such as g-forces, shows acceleration times in quarter-mile and 0-60 increments, and displays braking times, complete with automatic and countdown starts. New Shaker audio systems provide a complete acoustic experience that simulates being at a live performance.



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