

Dodge Dart 'A Groundbreaking Car' – Reid Bigland

AUBURN HILLS – The 2013 Dodge Dart, say Chrysler officials, leverages the world-class architecture and DNA of Alfa Romeo and then infuses it with Dodge passion and design.

According to Chrysler, the automaker has created "an agile, fun-to-drive compact car with mid-size levels of interior roominess and unmatched style, technology, safety and customization."

"The all-new Dodge Dart is a groundbreaking car, offering features and benefits never before found in a compact car," said Reid Bigland, president and CEO, Dodge Brand.

"With class-leading style, customization, safety, technology, and interior levels of roominess, the all-new Dart perfectly blends Alfa Romeo DNA and Dodge passion and style into one all-new car that customers will be proud to own and look forward to driving."

The 2013 Dodge Dart, say Chrysler officials, sets a new standard in the compact car segment by offering unmatched personalization, roominess, style, functionality

and fun-to-drive dynamics.

The Dart is available in five different trim levels in the United States. Customers can choose from the SE, SXT, Rallye, Limited and R/T.

The starting U.S. MSRP for the 2013 Dodge Dart (all prices exclude \$795 destination):

- Dodge Dart SE – \$15,995
- Dodge Dart SXT – \$17,995
- Dodge Dart Rallye – \$18,995
- Dodge Dart Limited – \$19,995
- Dodge Dart R/T – \$22,495 (available Q3 2012)

The Dodge Dart SE is powered by the new 2.0-liter 16-valve Tigershark I-4 engine, which produces a best-in-class standard 160 horsepower (hp) and 148 lb.-ft. of torque, mated to a six-speed manual transmission, or available six-speed automatic.

Select standard equipment includes safety features such as 10 standard air bags, four-wheel disc anti-lock brakes, brake assist, electronic stability control (ESC) and traction control. Dart features standard projector headlamps, LED taillamps, body-color crosshair grille and laminated

windshield.

The interior features a premium soft-touch instrument panel with bright accents, six-way manual driver seat with height adjuster, 'Denim' cloth seats, power windows, AM/FM CD with MP3 and more. All 2013 Dodge Dart models feature a 5-year, 100,000-mile powertrain warranty.

The 2013 Dodge Dart SXT model includes the standard equipment of the SE model, as well as 17-inch aluminum wheels; power body-color mirrors and door locks; remote keyless entry; six speakers; security alarm, 60/40 split folding rear seat, sliding armrest; air conditioning with micron filter and more.

The Dodge Dart Rallye adds a customized look to the Dodge Dart with distinctive performance front and rear fascias and a choice of four interior colors – Black with Light Diesel Grey, Diesel with Light Diesel Grey, Black with Ruby Red and Diesel Grey with Citrus Peel.

Rallye includes the standard equipment of the SXT model and adds unique black



Last week, Dodge announced five trim levels, and pricing, for the 2013 Dart. The lowest trim level is the Dart SE, out the door at \$15,995, above. The others are SXT, Rallye, Limited and R/T.

front fascia accents; black headlamp bezels; projector fog lamps; class-exclusive integrated dual exhaust with bright exhaust tips; leather-wrapped steering wheel; speed control; steering wheel audio controls; trip computer and more.

The Dodge Dart Limited includes the standard equipment of the Dart SXT and adds the following list of equipment, including bright

grille and door handles; 8.4-inch Uconnect touch screen with rear backup camera; class-exclusive 7-inch TFT (Thin Film Transistor) reconfigurable instrument cluster display; floating island bezel; projector fog lamps; 10-way power driver seat; automatic headlamps; active grille shutters; premium accent stitching on the instrument panel; and much more.

The Dodge Dart R/T is powered by the new 2.4-liter Tigershark MultiAir 2 4-cylinder that produces 184 horsepower and 171 lb.-ft. of torque and is mated to a six-speed manual transmission or available six-speed automatic with AutoStick.

The R/T features the standard content of the Limited and adds 18-inch aluminum wheels; sport suspension with frequency-sensing damping shocks; performance front fascia with black accents and Hyper Black grille; black headlamp bezels; integrated dual exhaust with bright exhaust tips; R/T-unique premium Nappa perforated leather seats; dual-zone automatic temperature control; heated seats; class-exclusive heated steering wheel and more.

Production of the 2013 Dodge Dart begins at Chrysler Group's Belvidere (Ill.) Assembly Plant in the second quarter 2012 and will begin arriving in U.S. dealer showrooms in June 2012.

Two Chrysler Plants Awarded For Improving Manufacturing

Chrysler Group LLC's Dundee (Mich.) Engine Plant and Windsor (Ont.) Assembly Plant have been awarded bronze status for their efforts in implementing World Class Manufacturing (WCM), the highest ranking of any of the company's North American manufacturing facilities.

Both plants received the bronze designation less than three years after adopting the WCM operating system following audits during the week of April 2, 2012.

Bronze is awarded after earning a minimum of 50 points in 10 technical and 10 managerial pillars by demonstrating clear WCM know-how and competence through pillar presentations and shop-floor project reviews.

"We are very proud of our Dundee and Windsor employees who have dedicated themselves to accelerating the rate of improvement in their plants in order to achieve Bronze," said Scott Garberding, senior vice president and head of Manufacturing/WCM, Chrysler Group LLC.

"Together with our UAW and CAW partners, Chrysler Group is demonstrating its commitment to making our manufacturing facilities among the best in the world."

World Class Manufacturing is a methodology that focuses on reducing waste, increasing productivity, and improving quality and safety in a systematic and organized way. WCM engages the workforce to provide and implement suggestions on how to improve their jobs and their plants.

WCM was first implemented by Fiat in 2004 and introduced to Chrysler Group as part of the alliance between the two companies in June 2009.

WCM-certified auditors from Fiat, including the head of WCM for Europe, Middle East and Africa, and the plant manager for Fiat's TOFAS plant (Bursa, Turkey) performed the audits.

Retired Paper Money May be Used in Ford Interiors

DEARBORN – Rising oil prices have Ford upping the ante in its push to reduce petroleum dependence and use more sustainable materials – including retired U.S. paper currency – to make parts.

A wide range of alternatives to products now made with petroleum are under review for potential application in Ford vehicles – from shredded retired currency to cellulose from trees, Indian grass, sugar cane, dandelions, corn and coconuts.

"Ford has a long history of developing green technologies because it's the right thing to do from an environmental perspective," said John Viera, Ford's global director of Sustainability and Vehicle Environmental matters.

"Now, finding alternative sources for materials is becoming imperative as petroleum prices continue to rise and traditional, less sustainable materials become more expensive.

"The potential to reuse some of the country's paper currency once it has been taken out of circulation is a great example of the kind of research we are doing," Viera added.

In the early 2000s, when Ford started heavily researching sustainable materials, petroleum was readily available and relatively cheap; a barrel of oil was \$16.65. Earlier this year, a barrel hit a high of \$109.77.

Adding to the appeal of the new potential resources is that they are so plentiful. For example, 8,000 to 10,000 pounds of retired paper currency are shredded daily – more than 3.6 million pounds annually. The shredded money is either compressed into bricks and landfilled, or burned.

New sustainable materials that can meet Ford's stringent requirements and testing could join a growing list of alternatives to petroleum-based materials already in use.

Ford's use of soybean-based cushions in all of its North American vehicles including

the all-new Fusion, for example, saves approximately 5 million pounds of petroleum annually. The all-new Escape has door bolsters partially made of kenaf – a tropical plant in the cotton family – offsetting the use of 300,000 pounds of oil-based resin per year in North America.

It's just a start. "Building vehicles with great fuel economy is our highest priority in reducing our environmental impact," said Carrie Majeske, Ford's Product Sustainability manager.

"We recognize the use of sustainable materials inside our cars, utilities and trucks can also help reduce our environmental impact. These are steps that are not only better for our planet in the long run but are cost-effective as well."

Ford has concentrated on increasing the use of non-metal recycled and bio-based materials to reduce its dependence on petroleum products.

Examples include:

- The new Fusion contains the equivalent of slightly more than two pairs of average-sized American blue jeans as sound-dampening material to help eliminate unwanted road, wind and powertrain noise
- Kenaf is used in the door bolsters of Escape
- Ten pounds of scrap cotton from blue jeans, T-shirts, sweaters and other items go in to the Escape's dashboard
- The equivalent of 25 recycled 20-ounce plastic bottles

helps make the Escape's carpet

- Focus Electric uses a wood-fiber-based material in its doors and recycled plastic bottles in its seat fabric

- Flex has wheat straw in its plastic bins

- Taurus SHO uses a micro denier suede made from 100 percent recycled yarns.

These days the phones are ringing off the hook for Ford's sustainability research team. As the business case for using sustainable materials strengthens, interest is growing in the potential of some unexpected and interesting sources, including the shredded paper money and coconut fibers. Ideas once considered pie-in-the-sky now merit serious consideration.

"We've been working with an ever-increasing list of collaborators – chemical companies, universities, suppliers and others – to maximize efforts and develop as many robust, sustainable materials as possible for the 300 pounds of plastic on an average vehicle," said Dr. Debbie Mielewski, technical leader of Ford's Materials Research and Innovation team.

That leaves sustainable materials like shredded money being tested to determine how well they perform under certain conditions. Researchers can then recommend potential use. Shredded money, for example, is being considered for interior trays and bins, said Mielewski.



Ford says that some of its cars, including the Fusion, may use "retired paper money," which is otherwise landfilled, in certain areas like trays and bins. Still, it gives whole new meaning to the phrase, "putting money on the hood," by the automakers to buy their cars.

There is no guarantee any or all of these sustainable materials will end up in Ford cars and trucks, she added. But Mielewski is excited about how much more attention and support her team – and the whole subject of sustainable materials – is receiving.

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