



Chevrolet Malibu moms, from left, Tracy Mack-Askeu, Julie Kleinert, Kara Gordon and Suzanne Cody demonstrate the important role that women and moms play in engineering today's vehicles.

Chevy's Motor City Moms Have Impact on Malibu

DETROIT – What can unite a blue-haired, roller derby jammer; a crash expert; an organic gardener with specially trained hearing skills, and a Harvard master's degree candidate with a patent for lighting technology?

In addition to being engineers and moms, they all bring expertise and unique perspectives that make the 2013 Chevrolet Malibu fuel-efficient, safe, extremely quiet and available for purchase today.

Malibu moms Suzanne Cody, Julie Kleinert, Kara Gordon and Tracy Mack-Askeu also help demonstrate the important role women and mothers play in engineering today's family vehicles.

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

Though based in Metro Detroit, the Malibu moms' work will be felt from Birmingham to Bulgaria, Ann Arbor to Austria and from St. Clair Shores to Seoul, Shanghai and beyond.

"People spend a lot of time in their vehicles," said Gordon, the Malibu's lead acoustic noise engineer and mother of two active young boys.

"It's really important for me to spend that time with my kids in a positive way.

"If your car isn't quiet, you can't hear your kids talking to you in the background, and you can't hear how their day went."

Gordon recalls an incident that drove home the importance of her work.

"We were about to get on the freeway and my younger son was mumbling something I couldn't hear.

"I kept asking him over and over what he was saying and my older son finally yelled, 'His seat belt isn't buckled.' So I pulled over – luckily – before we actually got on the highway."

Involving more engineer moms in vehicle development is happening as women continue to take a bigger stake in the market.

Women buy a little over half

the cars sold in the United States, and take part in 80 percent of all family car buying decisions, according to traditional industry statistics.

Yet, according to the American Society of Engineering Education, the percentage of undergraduate engineering degrees going to women in 2009 was 17.8 percent, a 15-year-low.

Recognizing this need, General Motors and the GM Foundation support several programs aimed at encouraging women to pursue science, technology, engineering and math (STEM) subjects, including high school robotics programs and college scholarships.

"Women are major automotive consumers, and automakers that want to appeal to them need to understand what their needs and requirements are," said Rebecca Lindland, director of research at IHS Automotive.

"Women engineers can provide a unique perspective to the design and engineering process.

"For example, women are generally smaller than men, so ergonomic needs are different.

"We also have a heightened awareness of safety, and tend to be more sensitive to the needs of family.

"We need to encourage more young women and girls to venture into engineering and show them it's not just numbers, but it's color and style and design," she said.

"Women add a necessary element to enhance a vehicle's appeal and the entire development process benefits from that added dimension."

So here we have GM female employees Mack-Askeu, Gordon, Kleinert and Cody who have had a tremendous, hands-on impact on the design and engineering of the 2013 Malibu, Chevrolet's signature vehicle for the next model year. If GM needs an iconic vehicle to attract young, diverse and oftentimes female engineering talent, the new Malibu will do.

GM Raises \$1.7M for Karmanos Research

DETROIT – The Barbara Ann Karmanos Cancer Institute's 30th Annual Dinner held Saturday, April 28, raised nearly \$1.7 million to benefit Karmanos' exceptional cancer care, making this the most successful Annual Dinner in Karmanos' history.

More than 500 supporters participated in the dinner, held at the General Motors Vehicle Engineering Center (VEC) in Warren. Proceeds will support a new Intensive Care Unit at the Karmanos Cancer Center, scheduled to open by Oct. 1, 2012.

Mary Barra, senior vice president, Global Product Development, General Motors Company; and her husband Tony Barra, president, Filament Consulting, served as chairs for the Annual Dinner.

Chevrolet was the host sponsor for the event, and provided live auction items for the dinner, including a one-of-a-kind, custom 2012 Chevrolet Corvette Grand Sport Coupe.

"The Karmanos Cancer Institute does an extraordinary job not only in caring for those with cancer, but also in

working to find a cure," Barra said. "We are fortunate to have Karmanos in our community, and we are proud to support it."

The annual dinner raised nearly \$1.4 million prior to the April 28 event, thanks to the generosity of General Motors, Chevrolet, and several other sponsors and supporters. This includes the General Motors Foundation's generous donation of \$400,000. In addition, \$150,000 was raised from the Barrett-Jackson Auction of the 45th Anniversary Chevrolet Camaro Convertible, VIN 001, which was donated by Chevrolet and auctioned earlier this month in West Palm Beach, Fla.

General Motors and the General Motors Foundation's support for cancer research brings GM's total contribution to the Karmanos Cancer Institute to nearly \$6 million over the past 15 years.

"More than 1.6 million new cancer cases are expected to be diagnosed this year, and it is a disease that has affected all of us in one way or another. The research and care that



PHOTO: TIMOTHY HAUNERT

Karmanos Cancer Institute CEO Gerold Bepler, left, congratulates GM Vice President Mary Barra and her husband Tony on hosting a successful dinner that raised almost \$1.7 million for research. The event was held at the GM Vehicle Engineering Center in Warren and was the 30th annual dinner.

the Karmanos Cancer Institute, one of the leading cancer centers in the United States, provides to thousands of patients and their families is immeasurable," said Vivian Pickard, president of the GM Foundation. "The GM Foundation is a dedicated supporter of the state-of-the-art cancer research being done by Kar-

manos here in Detroit."

"What an exemplary partner the GM family continues to be to Karmanos and our community," said Gerold Bepler, M.D., Ph.D., president and CEO of Karmanos.

"I want to recognize Mary and Tony Barra for their stellar

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Sergio Marchionne, CEO of Chrysler, right, and Dan Gilbert of Rock Ventures debut the rendering of the main entrance of the Dime Building in Detroit with its new name, "Chrysler House." For the first time in its history, Chrysler will have an office presence in downtown Detroit – on Griswold, near Campus Martius.

Chrysler: Brother, Can You Spare a Dime Building?

by Gerald Scott
News Dept.

Chrysler just keeps on chugging.

Last week, it formalized the worst-kept secret in Detroit: that Chrysler would be leasing office space downtown in the Dime Building.

Exit Dime Building, enter the Chrysler House.

Chrysler confirmed that Chrysler Group will lease nearly 33,000 square feet of space in the Dime Building, owned by Rock Ventures LLC, the umbrella entity formed to provide operational coordination, guidance and integration of Detroit businessman Dan Gilbert's portfolio of companies, investments and real estate. The space will accommodate about 70 employees who

will be located in the new offices. Refurbishments to the space will commence immediately and are expected to be completed by late summer.

"The future of Chrysler Group and the city of Detroit are inextricably tied," said Sergio Marchionne, chairman and CEO, Chrysler Group LLC. "In order to reflect this, we want to go beyond spiritual or symbolic evidence of our faith in the city's future by establishing a physical presence people can see and be proud of."

All of this is interesting and notable if only because Chrysler traditionally has had auto plants in Detroit but never an office presence, per se.

Chrysler's headquarters from 1925 to 1991 was in Highland Park, as it built out its modern



As part of the plan, Chrysler Group will rename the historic Dime Building in Detroit as "Chrysler House" and will move its Great Lakes Business Center and several corporate functions into the top two floors of the 23-story building on Griswold Ave. The move lays claim to Chrysler's association with the Motor City.

headquarters in Auburn Hills.

To be sure, Chrysler officials went out of their way to point out that this would be more like an outpost and is definitely not the groundbreaking of a new Chrysler/Fiat North American headquarters, a concept that is still playing out.

Rather, this is visionary CEO Marchionne's latest move to light a fire under his own company and to lay further claim to Chrysler's association with the proverbial Motor City.

"It's very exciting that a company with the legacy and brand of Chrysler is joining the many other companies opening shop in Detroit, as we together help build downtown into the energetic, job-producing, high-tech corridor it is quickly becoming," said

Gilbert, chairman of Rock Ventures and Quicken Loans. "Chrysler has always been synonymous with Detroit, but today they can truly say they are 'Imported from Detroit,' as their presence makes them an important participant in the positive transformation of a great American city."

This is the latest in a series of announcements Chrysler Group has made in recent months demonstrating the automaker's deepening commitment to the city of Detroit and Southeastern Michigan.

Within the city of Detroit, in addition to the Jefferson North and Conner Avenue plants, Chrysler Group operates the Mack Avenue Engine Complex on St. Jean Street. The company employs nearly 4,000 people in the city of Detroit.

It's a Wrap: Dodge Dart Image Now On Chrysler's Headquarters Facade

AUBURN HILLS – The all-new 2013 Dodge Dart will soon begin to arrive at Dodge dealers across the country and the Dodge brand is announcing its compact car entry to all by placing the Dart's image on the front of Chrysler Group LLC's World Headquarters Building.

The building wrap features the 2013 Dodge Dart with the American flag in the background and reflected on the hood of the vehicle, signifying the vehicle's production at Chrysler Group's Belvidere (Ill.) Assembly Plant, and three world-class powertrains from Dundee, Mich.

The building wrap features the line, "All that matters is what's ahead," which is taken

from the company's 2012 Super Bowl advertising commercial spot, "It's Halftime in America."

"The launch of the 2013 Dodge Dart is one of the most anticipated in our history and represents a tremendous source of pride for the Brand and the company," said Reid Bigland – president and CEO, Dodge Brand.

"The all-new Dart offers consumers features and benefits never before found in a compact car and signifies our alliance with Fiat."

The all-new Dart will begin to arrive at Dodge dealers across the U.S. in late June and already has been bestowed with several awards.

The 2013 Dodge Dart was

named to "Wards 10 Best Interiors" List for 2012, as well as being awarded "Most Significant Vehicle" at the North American International Auto Show by the editors at *Autoweek*.

The wrap will be seen by approximately 200,000 drivers and passengers along Interstate-75 in Auburn Hills each day:

- The building wrap covers 13.5 floors of the 15-floor Headquarters tower;
- The entire Dodge Dart building wrap is 116 feet wide and 145 feet tall;
- The 2013 Dodge Dart image is 85 feet wide and 70 feet tall;
- The American flag is 116 feet wide and 6 feet tall.



The 2013 Dodge Dart will soon arrive at Dodge dealers across the country and Dodge announced its compact car entry by placing the Dart's image on the front of Chrysler world headquarters in Auburn Hills.

Lutz is Keynote Speaker At 2012 Supplier Summit

Bob Lutz, the Ultimate Car Guy, will give the keynote address at the 2012 AIAG Supply Chain Summit on May 8-9, AIAG announced recently.

The two-day Supply Chain Summit is being held at the MSU Management Center in Troy and is open to both AIAG members and non-members alike.

Lutz, former vice chairman of General Motors, will speak on the first day of the event, titled "Managing Recovery: Volume Pressures on the Supply Chain," which will bring together key auto executives and thought leaders to exchange ideas, enable decision-making, and establish an actionable plan for managing the rebound of the automot-

tive industry.

Lutz's keynote address is scheduled from 9:30 to 10:15 a.m. on Tuesday, May 8.

Lutz retired in 2010 from a 47-year career in the global auto industry and has held senior positions with GM, Ford, Chrysler and BMW. Lutz is also considered the champion and father of the Chevrolet Volt, a program he protected as GM went through its bankruptcy in 2009.

His latest book, "Car Guys vs. Bean Counters: The Battle for the Soul of American Business," is centered around the car industry and is about what happened to America's competitiveness and why.

He will be signing copies of this book following his talk.