

Tech Center News™

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VOL. 80 NO. 18

IN PRINT SINCE 1933

Jeep Aligns with USA Basketball's National Teams

LOS ANGELES - The Jeep brand and USA Basketball have announced their partnership as the Jeep Wrangler was named the "Official Vehicle of USA Basketball."

The Jeep brand formed a global partnership with USA Basketball to support the men's and women's national teams.

Accordingly, the Jeep brand has launched a full advertising and marketing campaign.

The Jeep brand also announced the introduction of a uniquely designed special edition model, the 2012 Jeep Wrangler Unlimited Altitude Edition, which will be featured in the campaign.

"Each member of the USA

Basketball team embodies inner strength, passion, a drive to win and a true sense of dedication they use to not only represent their team, but also their country," said Mike Manley, president and CEO - Jeep Brand, Chrysler Group LLC.

"The Jeep brand is proud to be on the same team as these talented men and women. Both symbolize American pride, a strong history, a humble spirit, integrity, courage and leadership."

"We are proud to have the Jeep brand's support of USA Basketball as we prepare to represent our country both on and off the court this summer," said Jerry Colangelo, USA Basketball chairman.

"The defining characteristics of these two American brands make the affiliation feel natural, and the strategic buildup of USA Basketball-themed events, along with the comprehensive advertising and marketing campaign, will put the Jeep brand top of mind with sports fans around the world."

The Jeep brand also named 2012 USA Basketball finalist and 2008 team member, Chris Paul, as its spokesman for this partnership. In this role, Paul will be featured in the Jeep brand's advertising campaign and appear in a series of video vignettes that will give viewers a behind-the-scenes look at various facets of the partnership with USA Basketball.

"Like all Jeep brand vehicles, Chris Paul defines the meaning of true athleticism and capability; we greatly admire his philanthropic efforts

and dedication to giving back to the community.

"His altruistic nature, compassion and drive perfectly aligns with the Jeep brand values and makes him a great fit for this initiative," said Manley.

"The Jeep brand has always been associated with the American spirit and as a member of the 2012 USA Men's Basketball National Team, I am proud to serve as spokesman for Jeep's partnership with USA Basketball," said Chris Paul.

"The concept of the 'Power Within' is evidenced in my everyday life, both on and off the court. It will be that power that will energize the USA Basketball and Jeep to maximize this global partnership in support of the Men's and Women's National Teams."

The Jeep brand has debuted the "Power Within" advertising and marketing campaign generated for the partnership with USA Basketball.

The creative for the campaign was inspired by the power and performance of the new V6 Pentastar engine in the 2012 Jeep Wrangler and also serves as a cornerstone for the brand's mission of using "power with purpose and for good." The campaign features the new 2012 Jeep Wrangler Unlimited Altitude Edition.

"Power Within" is a mantra for our time as it is a reminder that power with purpose is timeless," said Olivier Francois, Chief Marketing Officer - Chrysler Group LLC.

"From its visual elements to its selected music, the campaign is designed to in-



The Jeep brand and USA Basketball announced their partnership last week as Jeep Wrangler was named the Official Vehicle of USA Basketball. The 2012 Summer Olympics in London are less than 100 days away, when the U.S. men's and women's basketball teams will compete.

spire viewers to do what it takes to find their inner power."

Featuring select footage of the 2008 USA Basketball men's team, the new broadcast spot titled, "When We All Believe," takes an inspirational look at not only the dedication of these athletes, but also the fans who pledge their allegiance. The brand introduces a new tagline, "Proudly believing in USA Basketball."

"When We All Believe" features the track, "The Believer," from Grammy-award winning artist and actor, Common, and his new album, "The Dreamer, The Believer" (Warner Bros.). Common is also featured as the voice of the spot.national competitions.

Since 2008, USA Basketball men's and women's teams have compiled a sterling 134-6 win-loss record in FIBA or FIBA Americas competitions.

USA teams are the current men's and women's champions of the Olympics and the FIBA World Championships.

Country's Corbin Charms Ram

CONTINUED FROM PAGE 1

ton's road to success clearly shows that he shares the same determination, hard-work values and dedication as the Ram Truck brand. We're proud to see him driving a new Laramie Longhorn."

He was the first country male artist in 17 years to have his first two consecutive singles reach No. 1 - "A Little More Country Than That" and "Roll With It."

The Gilchrist County, Fla., native won all of the breakthrough artist awards in December 2010 at the American Country Awards - Artist of the Year; Breakthrough Artist; and Single of the Year.

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SCAN ME

'Economy Stable and Growing,' Says Union Pacific CEO Jack Koraleski

By JOSH FUNK AP Business Writer

OMAHA, Neb. (AP) - Strong earnings reports from two of the nation's biggest freight railroads show that the U.S. economy is continuing its long, slow recovery.

Union Pacific Corp. said last week its first-quarter net income jumped 35 percent as the railroad hauled more cars and crude oil.

CSX said earlier that its net income jumped 14 percent. Both railroads were hauling more containers of consumer goods and both were able to increase rates enough to offset a decline in coal shipments after a mild winter.

"The economy is stable and slowly growing," said Jack Koraleski, Union Pacific's president and CEO. "We're seeing some generally positive trends."

Many people will be encouraged by the reports because the major freight railroads are considered indicators of the nation's economic health. The amount of cars, chemicals, crops, lumber and containers of imported goods that rail-

roads carry across the country offer insight into those industries.

"The railroad is a good leading indicator of how the economy will do," said Sung Won Sohn, an economics professor at California State University.

Both Union Pacific and CSX reported a drop in coal shipments. Winter weather was mild and prices for natural gas, an alternative for power generation, are around 10-year lows. UP's energy shipments declined 8 percent, and CSX reported a 14 percent drop in its coal shipments.

But shipments of more economically sensitive items like cars, lumber, industrial products and crude oil all increased in the quarter. That led officials at both Union Pacific and CSX to express confidence that their companies could offset the decline in coal shipments this year with growth in other areas of their business.

The 15 percent jump in automotive shipments that Union Pacific reported was particularly encouraging. That figure reflects the 13 percent increase in sales of cars and trucks in the first quarter. Analysts are

predicting sales of 14.5 million or more this year, which would be the industry's best performance since 2007.

Sohn said the railroads' strong performance, combined with data on trucking and port traffic, all suggest the economy is doing just fine.

"They all indicate that the economy is moving in the right direction," Sohn said.

That's the trend railroad officials have been seeing although Koraleski said he worries that sustained high gasoline prices could slow the economic recovery. The national average for a gallon of regular gasoline is \$3.89, up 62 cents since Jan. 1.

Economists estimate the economy grew around 2.5 percent in the first three months of the year.

Omaha-based Union Pacific said last week that it generated \$863 million in net income, or \$1.79 per share, in the quarter that ended March 31. That's up from \$639 million, or \$1.29 per share, a year earlier. UP, which is the nation's largest railroad, said it increased prices on many shipments and collected more fuel surcharge fees.

MMA Salutes Chrysler's Marchionne

AUBURN HILLS - Chrysler Group LLC Chairman and CEO Sergio Marchionne has been named a 2012 John G. Thodis Michigan Manufacturer of the Year by the Michigan Manufacturers Association (MMA). The MMA award, which recognizes the positive contributions of Michigan manufacturers to the industry and their local communities, was presented today during a luncheon held in conjunction with the MMA CEO Executive Forum at the Henry Center for Executive Development in Lansing.

As the Large Tier award winner (a company with 200-plus employees), Sergio Marchionne was recognized for his successful leadership of Chrysler Group through one of the most difficult periods in the automaker's 87-year history.

"The turnaround between then and now has been nothing short of remarkable, with the resurgence of the company being seen as symbolic of

the promising future of the entire American manufacturing industry," said Chuck Hadden, MMA President and CEO.

"Moreover, it is for his transformation of Chrysler Group and introduction of a new culture, based on meritocracy and accountability, as well as his extraordinary leadership, that Sergio Marchionne was unanimously chosen to be this year's Large Tier Michigan Manufacturer of the Year."

In a taped message to the MMA CEO Executive Forum, Marchionne, accepting on behalf of the 25,000 Chrysler Group employees who work in Michigan, said:

"Chrysler Group has deep roots in Michigan. We recognize the value of our company's origins here and the special role Michigan has played in our development and our sustenance. We are committed not only to attaining the world's highest standards for safety, efficiency and quality, but also to doing our part to protect and contribute to the

well-being of the state of Michigan."

In accepting the award on behalf of the Company and Marchionne, Scott Garberding - Senior Vice President of Manufacturing/World Class Manufacturing (WCM), said that it took a massive team effort - from everyone at every level - in order to revitalize Chrysler, but support from the top is critical.

"Sergio's personal interest and insistence on implementing a comprehensive, rigorous and people-focused manufacturing approach was crucial to implementation of the World Class Manufacturing, first at our partner Fiat and then at Chrysler, in cooperation with the UAW," said Garberding.

WCM has played a vital role in changing the culture at Chrysler, according to Garberding. Since its implementation, the Company has achieved major improvements in first-time quality and warranty costs, and has driven significant cost savings.