

## GM Dumps Facebook Advertising

NEW YORK (AP) – Just ahead of Facebook's famous IPO last Friday, a debate emerged between two of the nation's largest automakers: Does it pay to advertise on the social network?

General Motors, the nation's largest automaker, said it would abandon Facebook ads after concluding they were ineffective.

At the same time, Ford Motor Co. in Dearborn reaffirmed its commitment to Facebook, saying their relationship was stronger than ever.

The direct financial impact of GM's move is minimal for Facebook, but the decision drew attention to the network's advertising system, which some observers regard as immature.

In a regulatory filing earlier last week, Facebook said it would add 84 million shares, worth up to \$3.2 billion, to the IPO, which has shaped up to be the decade's hottest.

The company's new public stock actually began trading last Friday on the Nasdaq Stock Market under the ticker symbol "FB." Almost half of the additional shares come from investment firms DST Global and Tiger Global.



The first Chevrolet SS was a 1957 prototype race car developed under the legendary Zora Arkus-Duntov. That original SS helped put the fledgling Corvette racing program on the road to success.



The camouflaged Chevrolet SS race car being tested at Homestead-Miami Speedway in preparation for the 2013 NASCAR season. Chevrolet has announced the return of the V8 SS sedan.

## OCC Trains Auto Firms' Employees

Oakland Community College (OCC) signed agreements to train 190 new employees at two global firms, Denso International and EMAG, LLC, that are expanding design, engineering and manufacturing operations.

Collaborating with Oakland County Economic Development and the state of Michigan to create new jobs in Southfield and Farmington Hills, OCC obtained more than \$3.1 million in training incentives for these two projects through the Michigan New Jobs Training program.

MNJT enables companies working with community colleges to divert the Michigan income taxes of newly-hired employees to provide training in newly-created jobs.

"The College's ability to customize training and have it underwritten through the MNJT program is proving a major incentive in expanding Oakland County's talent pool," said OCC Chancellor Timothy R. Meyer in a statement.

OCC's expertise in promoting economic development is grounded in anticipating the talent needs of companies and industries in Oakland County that are now growing.

## Chevy Goes Back to the Future with SS

DETROIT – Chevrolet last week announced the return of a V8-powered, rear-wheel-drive performance sedan to the U.S. lineup – the Chevrolet SS.

The SS will also be Chevrolet's next NASCAR Sprint Cup race car and will debut in its race configuration at the 2013 Daytona 500.

The limited production version of the Chevrolet SS will be a 2014 model and will arrive in dealer showrooms in late 2013. It is the first time in 17 years that Chevrolet will offer a rear-wheel-drive sedan for sale in the United States.

Chevrolet has a long history of using the SS (Super Sport) designation on high-performance models of some of its most enduring name-

plates. The SS designation first appeared in 1957 on a Corvette prototype race car built under the guidance of Zora Arkus-Duntov with the plan to enter it in the Le Mans 24-hour race.

The first production vehicle offered with an SS option was the 1961 Impala – 453 were built with the performance upgrades that included a modified chassis and suspension, power brakes, a steering column mounted tachometer and unique wheels and tires. The latest SS model in the Chevrolet lineup is the fifth-generation Camaro, which debuted in 2010.

The Chevrolet SS will be a derivative of the award-winning global rear-wheel-drive architecture that spawns per-

formance vehicles like Chevrolet Camaro and Holden's upcoming VF Commodore. The much anticipated Australian-built car will benefit from significant technology advances that enhance overall performance.

"As a passionate race fan and performance enthusiast, I am thrilled that Chevrolet will deliver a true rear-wheel-drive NASCAR race car in the SS that is closely linked to the performance sedan that will be available for sale," said Mark Reuss, president of GM North America.

"The Chevrolet SS is a great example of how GM is able to leverage its global product portfolio to deliver a unique performance experience that extends beyond the track. I

am personally looking forward to driving it."

Perhaps what's most notable about the emergence of the SS is that it was created by GM's Australian unit in much the same fashion that the latter-day Camaro was. That is, GM's Australian unit is now designing and engineering cars that have distinctly "America" DNA, ride and handling, tradition and look built into them.

Chevrolet was America's best-selling performance car brand in 2011 with Camaro and Corvette accounting for one out of every three sports cars sold in the United States. The addition of the SS should strengthen Chevrolet's position as a leading performance brand.

## AM General Shows Off Humvee Replacement

by Gerald Scott  
News Dept.

The Motor City welcomes all manner of vehicle debuts and concept car introductions on a weekly and monthly basis, but there was an extra special one from AM General in Warren last week.

AM General, longtime maker of the military Humvee, as well as of GM's former Hummer vehicle lineup, chose the Defense Industrial Base Expo of the National Industrial Defense Association (NDIA) at Macomb College in Warren to introduce its proposed replacement for the aging and castoff Humvee.

AM General exhibited its Blast-Resistant Vehicle-Off Road, or BRV-O, which everyone calls "Bravo" at the two-day NDIA show.

AM General, headquartered in Indiana – but whose Engineering and Product Development Center is based in Livonia – announced back in March that it is actually backing two separate proposals for the Engineering, Manufacturing and Development (EMD) phase of the army's Joint Light Tactical Vehicle

(JLTV) program.

For the army, whichever vehicle is selected for production via JLTV becomes the effective replacement for the aging Humvee – of which AM General has actually sold over 250,000 units over the years to both the U.S. military and 50 other friendly armed services around the world.

"One of the things about this again is government requirements: the government said we need this, this, this, this and this," said AM General spokesperson Celeste Ross. "Survivability, transportability, we want the mobility of a light, tactical vehicle. We met all of those requirements with this vehicle."

The prototype Bravo truck on display at the NDIA military trade show last week was, indeed, designed, engineered and hand-built in Livonia. If the army selects this option, it will be mass-produced at the AM General factory in Mishawaka, Ind.

Bravo features a crew capsule and modular armor already proven effective in government-supervised blast-testing. This AM General design can be readily adapted to



The new Bravo – slang for AM General's Blast-Resistant Vehicle-Off Road, or BRV-O – was on display at Macomb College in Warren last week. It is pictured above in testing back in Indiana.

future changes in U.S. military missions, enemy threats and new protection technologies as they emerge, the supplier says.

Ross said the vehicle features a lightweight, fuel-efficient and high-performance Optimizer 3200 engine, hardware courtesy of AM General suppliers such as General Engine Products and General Transmission Products.

The six-cylinder, 3.2L, sequentially turbocharged engine is rated at 300 h.p. and 500 lb. ft. of torque.

"This vehicle has undergone 3,000 miles of testing, so

it's a very mature system – it drives, it moves, it does everything we say it does," Ross said.

Curiously, AM General is also partnering with General Dynamics Land Systems on a vehicle for JLTV selection, so with two entries among a handful of consortia bidding on the project, you've got to like their chances.

The army will select the winner for JLTV later this year, perhaps as soon as July.



PHOTO: GERALD SCOTT

AM General's Celeste Ross hosted the firm's Bravo truck debut at the Defense Industrial military truck show at Macomb College in Warren last week. Bravo is the proposed replacement for the older Humvee. Its official name is Blast-Resistant Vehicle-Off Road, or BRV-O, but everybody just calls it "Bravo."

## Pratt & Miller Expands Beyond Racing

by Gerald Scott  
News Dept.

New Hudson-based Pratt & Miller is wildly famous as an auto supplier and aftermarket and motor racing firm, but its perhaps less famous as a defense contractor.

Nonetheless, P&M has been making great strides on the defense industry front.

Just last week at the big, two-day NDIA/Michigan Defense Industrial Base Expo at Macomb College in Warren, Pratt & Miller had a recruiting booth among 30 or more contractors displaying at the show.

Staffing the booth for Pratt were recruiter Sandy McKinnon and Sara Blackmer, director, Government Markets.

Blackmer discussed Pratt & Miller's progression from being an original auto supplier to now both auto and military. Asked if there was synergy



Longtime New Hudson, Mich.-based auto supplier Pratt & Miller has lately been making great inroads into defense contracting. P&M had a booth at the NDIA military trade show at Macomb College in Warren last week. Staffing the site were Sara Blackmer, director, Government Markets, left, and recruiter Sandy McKinnon.

between auto and defense for P&M, she said, "There's absolutely synergy."

"Pratt & Miller Engineering's heritage is in motor-

sports, we've been exclusive to GM Racing since 2005.

"From that winning tradi-

## Chrysler to Conduct Onsite Test Drives At U.S. Youth Soccer Games and Events

AUBURN HILLS – The Chrysler brand last week announced a partnership with the United States Youth Soccer Association (U.S. Youth Soccer), the nation's largest youth sports organization, to create a test-drive tour featuring the 2012 Chrysler Town & Country minivan.

The partnership allows the brand to conduct onsite test drives at various U.S. Youth Soccer games and regional soccer events.

Accompanied by Chrysler brand product specialists, each test driver will receive a \$10 gift card for their participation, as well as gain entry into a national giveaway for a chance to win \$45,000 toward any Chrysler brand vehicle.

"U.S. Youth Soccer, our 3 million registered youth players and our local soccer communities across the country are happy to have the support of Chrysler through this partnership to engage and re-



2012 Chrysler Town & Country minivan.

ward our members," said John Sutter, president, U.S. Youth Soccer.

"For our active families, the chance to test drive and get a hands-on experience with these products within their existing schedules will be greatly appreciated."

Said Saad Chehab, president and CEO – Chrysler Brand, Chrysler Group LLC, "The 2012 Chrysler Town and Country minivan fits perfectly into the lifestyle of active families who need to transport team members and all of the various sports equipment to

and from games."

"The alignment with U.S. Youth Soccer is a mutually beneficial relationship that enables us to connect and demonstrate the functionality of a vehicle segment we invented to thousands of families at more than 30 events throughout the country.

"The 2012 Chrysler Town and Country carries the torch for ultimate versatility, standard luxury and convenience with unsurpassed quality, comfort and value."

Throughout the tour, the 2012 Chrysler Town & Country will be prominently featured in high-traffic locations of the local soccer games.

The test-drive tour will travel to a variety of markets, including Chicago, Boston, Atlanta, Dallas, San Francisco, Phoenix, Seattle, Salt Lake City, San Diego, Los Angeles and New York, among others, and conclude on Aug. 10, 2012.