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"FIRST IN THE HEART OF DETROIT SINCE 1933" NEW CENTER NEWS

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GM Scraps Put to Good Use For Winter Coats in Detroit

DETROIT – Leftover sound absorbing material from production of Chevrolet Malibu and Buick Verano sedans is being used by the homeless as their own self-heated, waterproof coats that transform into sleeping bags.

The weather protection gear is the vision of Veronika Scott, a Detroit humanitarian whose Empowerment Plan is working with General Motors for the source material.

"Among other challenges – from design to project funding – the insulation is the largest expense in the coats' production," said Scott.

"With GM's help and recommendations, I was able to think about materials in a different way and incorporate a sustainable, durable and practical product from GDC, Inc. that benefits struggling community members."

Sonozorb, the insulating material, is manufactured in different shapes to fit within door cavities and vehicle compartments for sound absorption. Automotive supplier GDC makes the coat insulation material exclusively from the leftover scrap, reprocessing it for reuse.

GM donated 2,000 yards of material, enough to make 400 coats. In addition to donating it to the coat project, GM has reused the

highly oil absorbent material in its manufacturing plants.

It was also used in the Gulf of Mexico oil spill cleanup. GM spearheaded a project to recover used oil-soaked booms, converting them into a production year's worth of Chevrolet Volts. The effort prevented 212,500 pounds of waste from entering U.S. landfills.

GM's cross-industry effort is again serving the community.

"Helping incorporate sustainability into Veronika's entrepreneurial project reflects GM's mission to creatively reduce waste and invest in the community," said John Bradburn, GM's manager of waste-reduction efforts.

"From previous projects, we knew how this material could be reused and approached Veronika and GDC, who quickly agreed to participate."

Scott initially designed the coats to fulfill a classroom requirement while a junior at Detroit's College for Creative Studies. Since December 2010, she has employed eight homeless women full-time, making 150 coats each month.

The coats have been available since February 2011 and are distributed to homeless outreach organizations in Detroit and across the nation.



Tanisha Talton of Detroit stitches a coat at an urban homeless shelter.

Scott also helps her employees find housing and achieve financial independence.

This coat-making activity is part of GM's commitment to waste reduction, recycling and reuse.

Last year, GM recycled or reused 2.5 million metric tons.

On a related note, General Motors was named a Green Corporate

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Faurecia Charity

AUBURN HILLS – Faurecia North America last week kicked off its third annual Community Food Drive as part of its corporate-giving initiative, FUELS – Faurecia Unites with Employees for Local Service.

Throughout September, Faurecia employees will collect non-perishable food items to help fight hunger in local communities where the company has a presence.

In its third year, FUELS unites the charitable efforts of more than 17,000 Faurecia employees from the company's 45 locations in the U.S., Canada and Mexico.

During September 2011, Faurecia employees donated more than 307,000 pounds of non-perishable food for local food banks across North America – more than double the amount than in its inaugural year.

Since 2010, Faurecia and its employees have provided more than half-a-million meals to neighbors in need.

"Both our organization and its surrounding communities can feel the wonderful impact of the Faurecia FUELS program, and we appreciate all work that goes into collecting donations," said W.

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Originally from Detroit, Hot New York Designer Teams With Chrysler on 300C Special Editions

NEW YORK – Designer John Varvatos, a son of Detroit, has never forgotten where he came from.

As a partner, Varvatos exemplifies many of the values that the Chrysler Brand reveres. He's shown what a blue-collar attitude can do in a white-collar world, and is living proof that style and luxury can come from a place like the Motor City.

Like John Varvatos, the 2013 Chrysler 300 continues to prove that world-class quality, performance and craftsmanship can be designed and developed in Detroit. This collaboration enabled the Chrysler brand to mold its thinking in a similar way that has made John Varvatos a trailblazer of modern fashion.

Influenced by rock 'n' roll and heavy industry, the Chrysler



New York designer John Varvatos is a Detroit native.

300C John Varvatos Limited Edition and the 300C John Varvatos Luxury Edition, breed pride and give power to the meaning of

"Imported from Detroit." Both flagship sedans prove the belief

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GM Tech Center Engineers to Speak At SAE Dinner on Cadillac XTS

WARREN – The GM engineering and design team that helped develop the 2013 Cadillac XTS will be able to brag a little and tell their tale at the Sept. 18 dinner meeting of the SAE Detroit Section.

As such, the SAE Detroit Section will host the 2013 Cadillac XTS vehicle event on Tuesday, Sept. 18, at the San Marino Club, located at 1685 E. Big Beaver Road, in Troy.

The program begins with a social hour hosted by Robert Bosch LLC at 5:30 p.m., followed by dinner at 6:30 p.m. and the feature presentation at 7:30 p.m.

Presenters from General Motors will include: Renee Conneally, Program Engineering manager; Mike Hichme, User Interface Design group manager; Jeanne Merchant, Vehicle chief engineer;

and Christine Park, Cadillac lead designer.

"This Vehicle Event provides the SAE Detroit Section with an opportunity to congratulate General Motors on their latest success in redefining luxury with technology in the 2013 Cadillac XTS," said Brian Sangeorzan, 2012 SAE Detroit Section chair.

"We are eager to learn about Cadillac's new Cadillac User Experience (CUE) and also about XTS' exciting new design and safety features, especially the innovative Safety Alert Seat system."

The Cadillac XTS has earned strong reviews for both engineering and design and is indicative of where Cadillac is headed. Visit the SAE Detroit Section website for ticket info and other details about the dinner.

Ford's Flat Rock Plant Drops Mazda, Adding 1,200 Hourly Jobs Next Year

FLAT ROCK – Ford Motor Co. and its employees last week opened a new era at the Flat Rock Assembly Plant, complete with a new name, 1,200 additional hourly jobs coming next year and plans to produce the 2013 Ford Fusion midsize sedan.

"The new Flat Rock Assembly Plant symbolizes the growth driven by our One Ford plan," said Mark Fields, Ford president of The Americas.

"Ford continues investing in people, products and plants to deliver the head-turning, fuel-efficient, fun-to-drive vehicles people really want, including the all-new Fusion."

Previously known as AutoAlliance International, Flat Rock Assembly is now under the full management control of Ford. The plant continues to be owned by a joint venture that is split 50/50 between Ford and Mazda Motor Corp.

Following the end of Mazda6 production last month, the plant will continue to produce the Mustang, then add Fusion next year.

Flat Rock Assembly will be the U.S. producer of Fusion, employing 2,900 workers on both s.

In addition to adding 1,200 new

hourly jobs tied to Fusion production, Ford also is investing

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"AutoAlliance" with Mazda has ended, and renamed Flat Rock Assembly only makes Mustang and Fusion.

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Grand Prix Track To Get Makeover; Kahn's Aquarium Open at Belle Isle

DETROIT – Repair work began last week on the road surface at Belle Isle Park in preparation for next year's Chevrolet Detroit Belle Isle Grand Prix, which will be hosted May 31-June 2, 2013.

After a very successful return of world-class auto racing to the Motor City earlier this summer – the first Grand Prix run on Belle Isle since 2008 – there were issues with the track surface that arose in the second half of the IZOD IndyCar Series race. Track workers repaired the trouble spots and the race was successfully completed, but event officials pledged that repairs would