

# Detroit Auto Scene®

NEWSPAPER OF THE BIG 3 AUTO INDUSTRY

VOL. 80 NO. 44

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

NOVEMBER 12, 2012



2013 Chevrolet Equinox



2013 GMC Terrain

## Millionth Terrain/Equinox Rolls Off The Former CAMI Assembly Line

As if the fans of the GMC Terrain and Chevy Equinox didn't have enough to celebrate earlier this month, the 1 millionth of these small SUVs rolled off an assembly line in Ingersoll, Canada.

The 1 millionth of the small SUVs is a quicksilver metallic 2013 GMC Terrain Denali.

The Denali is a recent addition to the lineup of GM vehicles that use the same architecture and underpinning, joining the GM Terrain and Chevy Equinox, both introduced in 2009 as 2010 models.

Since the small SUVs launched, they've sold approximately 140,000 models in 2009 and more than 280,000 units in 2011.

So far in 2012, they've outsold the competition – the Honda CR-V, Kia Sportage/Hyundai Tucson and Ford Escape.

Why the popularity of GM's three small SUVs? Alan Batey, vice president of GM Sales, Service and Marketing, explains, "Small SUVs attract buyers with

diverse personal preferences but a common need for space and versatility. With Equinox and Terrain, we can deliver on those core attributes while offering two very different design and packaging propositions."

According to Kelley Blue Book, the crossover utility vehicle segment, which includes the Terrain and Equinox, will increase in sales up to 10 percent by 2015.

The CAMI plant where the Terrain/Equinox are built was constructed in the late 1980s as part of a partnership between GM and Suzuki. The Japanese manufacturer ended production and sold its interest to GM in 2009.

CAMI, originally known as Canadian Automotive Manufacturing Inc., got its start in 1986, with production at the plant beginning in 1989. Suzuki was the last of GM's Japanese partners. The company took over the plant just after coming out of bankruptcy.

## Chrysler's Bell Recognized for Leadership In the Development of Minority Suppliers

Kevin L. Bell, senior manager – diversity supplier development for Chrysler Group, received the Minority Supplier Development Leader of the Year Award from the National Minority Supplier Development Council (NMSDC).

The award read: "In recognition of his exceptional leadership in improving the overall participation of Asian, African American, Hispanic and Native American suppliers in the company's corporate supply chain."

Bell was presented the award at the NMSDC annual awards event in Denver Oct. 30. Earlier in the month, Bell was named the 2012 "National Advocate of the Year" by the Michigan Minority Supplier Development Council for his leadership in promoting the growth of minority supplier spending and business development at Chrysler.

Under Bell, the company supplier diversity goals require that 10 percent of a Tier I supplier's procurement buy is sourced to certified minority suppliers.

Chrysler announced early this year that it spent \$2.1 billion with approximately 200 minority suppliers in 2011, representing 8.5 percent of its total annual purchasing.

Women-owned businesses,

which are tracked separately, accounted for \$301 million of the company's spending.

Overall, Chrysler purchased \$1 billion in direct and indirect parts, materials and services in 2011.

Since 1983, the company has purchased more than \$47 billion from minority-owned suppliers. Chrysler Group continues to support several organizations that assist Tier I suppliers with achieving their minority-owned

and women-owned goals.

These organizations also include the Canadian Aboriginal and Minority Supplier Council and the Women's Business Enterprise National Council.

Over the years, a long line of Chrysler Group employees have received important professional recognition from various diversity organizations, including Black Engineer of the Year, Women of Color, HENAAC Great Minds in STEM, and others.



Left to right: Chris Jose, reporter for Fox31 News Denver, who served as Master of Ceremonies; NMSDC President Joset B. Wright, Kevin Bell, and NMSDC Vice Chairman Shelley Stewart, Jr.

## Auto Industry Analysts Expect Sales Dip, Then Month's Rise After Super Storm

by Jim Stickford

The effects of Hurricane Sandy, which devastated the East Coast on Oct. 27 and 28, will be felt for months by millions on the Eastern Seaboard and across the country – and car dealers and manufacturers are no different.

Ricky Beggs, vice president and manager of Black Book, said the giant storm will have an effect on both the new- and used-car side of the automotive business.

"This storm will definitely have an effect on new-car sales," Beggs said. "Right now, experts are predicting new-car sales of around 14.8 million for 2013. The Eastern corridor hit by the storm includes a huge population segment."

These people will either put off buying a new car while they dig out from the wreckage, said Beggs, or they will have to buy cars to replace those damaged in the storm.

"Right now, manufacturers don't have a lot of inventory on hand to ship east," Beggs said. "Production levels have been kept very tight and OEMs have been manufacturing to the market, not to the plant. In past years, in order to keep a production line running, OEMs were making cars just to make cars even if the market wasn't there for the vehicles being made."

That practice, Beggs said, has pretty much died out. The upside is that the OEMs don't have giant parking lots with inventory they haven't been able to sell. That keeps costs down. The flip side of that is when they need to rush inventory to someplace after an emergency, they don't have that inventory on hand. They have to manufacture it, and that takes time.

"Manufacturers can't change



Hurricane Sandy devastation depicted in this uprooted Jersey scene.

production schedules overnight," Beggs said. "They've been producing to market demands, which means they don't have a lot of inventory to ship right now."

Beggs said that a lot of people who are traditionally used-car

buyers might move up to the new-car market in the wake of Hurricane Sandy. That's good news for OEMs. But they probably won't see those sales until

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Party-goers attending last year's Hob Nobble Gobble.

## Hob Nobble Gobble, Set for Nov. 16, To Raise Funds for America's Parade

Fall in Michigan means gorgeous leaves, cooler temperatures, and, sadly, an end to summer carnivals.

Fall is also when The Parade Company holds its annual fundraiser, the Hob Nobble Gobble, and this year is no exception.

The carnival is indoors, where attendees can support their favorite Detroit Thanksgiving tradition – America's Thanksgiving Parade – and enjoy an evening of fun, food and friends.

This year's Hob Nobble Gobble will be held from 6:30 to 10:30 p.m. on Friday, Nov. 16 – only five days before the parade itself – on the 50-yard line at Ford Field.

The Hob Nobble Gobble will feature:

- Live entertainment by Jay Sean and deejay Jazzy Jeff
- A Frank Sinatra tribute by Mark Randisi
- Local celebrities
- Food and carnival rides
- Games for kids of all ages.

That's right: the carnival rides Detroiters have longed for since summer ended – like the Para-

trooper, Giant Swinging Ship, Bumper Cars, Tilt-a-Whirl and Ferris Wheel – will be there.

"We look forward to the annual Hob Nobble Gobble, a magical evening that marks one of our most important fundraising events," said Tony Michaels, president and CEO of The Parade Company.

"We are extremely grateful for the generosity of our sponsors and supporters that continue to make America's Thanksgiving Parade one of the greatest and largest parades in the United States."

The Master of Ceremonies for this year's Hob Nobble Gobble will be Paul W. Smith of News/Talk 760 WJR.

The event, sponsored by PVS Chemicals, will also be aired live during primetime, 8-8:30 p.m. on WDIV-TV Local 4.

Tickets for the Hob Nobble Gobble fundraiser are now on sale and prices start at \$200 per person.

For more information, or to purchase tickets, visit [www.theparade.org](http://www.theparade.org) or call 313-923-7400.

## AAIA Award-Winning Delphi Device Communicates Data to Owner And to Designated Service Center

Delphi Product & Service Solutions (DPSS) was recently named the first Automotive Aftermarket Industry Association (AAIA) Telematics Challenge winner for the company's connected car solution technology.

The award was presented to DPSS in Las Vegas on Oct. 30 during the Automotive Aftermarket Products Expo (AAPEX).

DPSS' connected car solution technology was developed



Delphi's CCST

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