

Detroit Auto Scene®

NEWSPAPER OF THE BIG 3 AUTO INDUSTRY

VOL. 80 NO. 50

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

DECEMBER 24, 2012



Marines and Local UAW 909 workers got together to load up all the toys donated by the employees of GM's Warren Transmission Plant on Dec. 19. In the picture, from left: plant manager Mike Dulaney; Don Sharp, chairman of Local 909, Santa (rumored to be Jake Saylor, a team leader at the plant); Corp. CPO Andrew Pionk; John Giannetti, Quality Network; Butch Barber, president Local 909; and donation collector Raquel Erenfejcht.

GM-UAW Local 909 Employees, Members Collect \$3K in Gifts for Toys for Tots

From the halls of Warren Transmission to the homes of children in need, the members of UAW Local 909 and the Marine Corps Reserve will make sure that children across metro Detroit have a chance at a merry Christmas.

Evidence of this generosity was seen on Dec. 19, when reservists from local Marine units showed up at GM's Warren Transmission plant to pick up more than \$3,000 in gifts and toys to give to Toys for Tots that were purchased using donations from UAW Local 909 workers.

Raquel Erenfejcht works in production at the facility and was given the task of collecting donations from the day shift.

"I was able to collect more

than \$700," Erenfejcht said. "This money, along with the cash that was collected from the second and third shifts, was used to purchase toys from Toys R Us. They were great and didn't charge us sales tax, which is 6 percent, on our purchases."

When Don Sharp, chairman of Local 909, spoke to those attending the toy send-off ceremony, he said Local 909 should be proud "because this membership always steps up in times of need."

Plant Manager Mike Dulaney added that he wanted to express his appreciation for the goodwill, caring and sharing that the workers of Warren Transmission showed.

"This is such a worthy cause," Dulaney said. "I want to thank

the Marines for sponsoring Toys for Tots. I want to say what a difference the American people make. We help others when there's a need.

"We don't know the kids who will wake up Christmas morning and be thrilled, but we are glad to give to those who are less fortunate than we are. We have stepped up and produced this outcome, which is flat-out outstanding."

Corp. Andrew Pionk of the First battalion 24th Marines Reserve Unit, said on behalf of the Marines involved with Toys for Tots, that the workers of Warren Transmission really deserve thanks for all that they've done. to help make Christmas merry for the children of Metro Detroit.

Chrysler Employees Lend a Helping Hand

by Jim Stickford

Volunteers from such diverse groups as Chrysler, the Michigan State Police, and the Marine Corps' Toys for Tots program were on hand Dec. 10 in the garage of the Auburn Hills public safety department to sort, pack up and load 30 pallets of Chrysler-branded items that will be donated to charity.

Kevin Frazier, Corporate Communications – Chrysler Group, said that this was the first time Chrysler was donating items to charity in this manner.

Brian Glowiak, director of Civic and Community Relations and vice president of The Chrysler Foundation, said the Foundation had decided to donate Chrysler-

branded gear to charities and they needed a place to sort all the gear.

Frazier said that, "believe it or not," the company was so busy that finding such a location on Chrysler property was proving difficult.

But the city of Auburn Hills let them know that they could use the city's public safety garage. So on Nov. 10, volunteers from Chrysler, the State Police and other groups went to the garage and unloaded the pallets of donated Chrysler gear.

Once the pallets were unloaded, the items were placed in trucks that took the gear to the designated charities based in metro Detroit.

Glowiak said the charities in-

cluded the Salvation Army, Focus:HOPE, the Coalition of Temporary Shelters, Orchards Family Services and Toys for Tots.

Donated items included diecast toy cars, kit model cars, BMX bikes, apparel, strollers, pet supplies and even bedding supplies.

Dave DeWaard, who works in powertrain emissions for Chrysler, said he was glad to volunteer to help with the loading of the trucks.

"I heard about this from a corporate email," DeWaard said. "I volunteered for the company food drive last month.

"This is all about helping people. I feel I am blessed. Anytime I can help out, I like to do that, especially at this time of year when so many people are in need."



Chrysler's Brian Glowiak, left, helps load truck.



Halo Raptor from the Forza Horizon video game

Kids' Christmas Lists Rank Ford SVT Raptor Near Top

You don't need a license for the latest Ford F-150 SVT Raptor high-performance truck product. You can now buy the Ford high-performance truck in the toy shop.

Reflecting Raptor's leading sales results – with an increase of 40 percent in 2012 – sales of licensed products of Raptor are also leading their categories in toy and gaming segments.

According to Ford, Raptor replicas are extremely popular when it comes to children's choices in toys and video games. Ford points out that manufacturers know how much children of all ages enjoy the pickup.

In fact, Ford Motor Company's

licensing demands have reached an all-time high, replacing GM's Hummer brand as the most sought-after licensed truck.

The grown-up Raptor's sales this year have increased by 40 percent, breaking last year's record. And, in October and November, Raptor sales reached an all-time high as the first- and second-best sales months ever.

The most popular toy and video game brands in the world enjoy tremendous success from their Raptor-inspired creations.

"We knew we had a winner on our hands when we first introduced Raptor to the toy and

This Year's Theme of Urban Wheel Awards Is About Honoring Auto Industry Women

by Irena Granaas

The 17th Annual Urban Wheel Awards will host its ceremony at the Sound Board Theater, MotorCity Casino Hotel in Detroit on Sunday, Jan. 13.

The awards show is the official multicultural event of the North American International Auto Show (NAIAS).

Celebrity presenters will be among those handing out numerous awards, this year recognizing the contributions of outstanding women to the automotive industry in design, engineering, management, manufacturing, marketing, human resources and communications. Companies that prioritize the development and advancement of women in the auto industry will also be recognized.

Marjorie Staten, public relations manager for Decisive Media, said diversity is a principle held even in selecting celebrity presenters for the 2013 awards ceremony. Hispanic actor Edward James Olmos, and African-American actress Niecy Nash will present the 2013 awards.

"This year's theme is honoring women in the auto industry," Staten said, "and the majority of the awards will be presented to women who have made signifi-

cant accomplishments in the auto industry, and that ranges from dealers, female dealers, to female suppliers.

"We also have new categories this year. We have designers and engineers at the automotive companies. We will also be selecting women from these categories as well. We will be acknowledging various automotive companies as it relates to their dealer development, supplier development and other initiatives related to women within their own respective companies."

"Our mission is to ensure efforts in all aspects of diversity are honored and rewarded with the Urban Wheel Awards," said Randi Payton, UWA founder.

"For 17 years, this has been the only event held during the NAIAS promoting and celebrating diversity and inclusion in the auto industry. We are extremely honored to dedicate this year's event to women in recognition of their significant accomplishments and success in the automotive industry."

The star-studded evening starts at 4 p.m. with a vehicle exhibit, followed by the celebrity Red Carpet at 5 p.m., then the VIP and general reception at 5:30.

The awards show runs from 7

to 9 p.m., and an afterglow networking reception will round out the evening.

Awards will be given for: Dealer of the Year, Supplier of the Year, Executive of the Year, Companies of the Year, and the Urban Car, Truck and Green Vehicle of the Year. Two new awards to be presented are Designer of the Year and Engineer of the Year.

Proceeds from the UWA support the Emerging Diversity Education Fund, which provides scholarships, mentoring support and internships for ethnic minority college students who are pursuing careers in communications and the auto industry.

Staten praised the role of the Detroit 3 automakers for their role in supporting and promoting diversity within their organizations.

"GM, Ford and Chrysler have always been recognized," he said, "and with the information I have to date will continue to be recognized with this year's awards for their various initiatives, and they've also submitted nominations for various women executives in their respective companies, so I do intend that those companies will be heavily acknowledged at this year's show."

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