

2013 Dart GT Offers 'Style, Performance, Value' – Bigland

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A company spokesperson said when the Dart was relaunched last year it was announced that Dodge would be introducing an R/T model in the future.

"A couple of things happened," the spokesperson said. "Dodge had been out of the compact segment for seven years and it was decided (we needed) to get awareness to as large a segment of the buying public as possible."

The R/T is really a niche segment of the compact market. It is high performance and while Dodge wanted to offer a model that was "a little more premium," they didn't want that vehicle to be the R/T.

The reason is that the R/T would function more like a high-performance sports car. When you get to that level of performance, you can sacrifice some of the day-to-day driving comfort, Dodge officials say.

So Dodge decided to introduce the GT. It has more premium features and a more powerful engine than the two engines used in other Dart models. But while giving excellent performance for a compact, it's not at the R/T level.

"The GT is for the person who wants a little bit sportier ride without sacrificing premium features and day-to-day driving comfort," the spokesperson said. "But the ride is not on the far ex-

treme of the high-performance spectrum."

Dodge is still working on developing an R/T and drivers looking for that model could be seeing one in the future, the spokesperson said.

"The new Dart GT embodies the best attributes that compact car buyers are looking for, including outstanding style, performance, technology and value," said Reid Bigland, president and CEO, Dodge Brand.

"With 184 horsepower, 18-inch aluminum wheels, sport suspension, premium leather interior and several class-exclusive features, the Dart GT represents the sweet spot in the compact car market, offering mid-size roominess combined with premium amenities for only \$20,995 MSRP."

The Dart GT model is the latest addition to the 2013 Dodge Dart lineup, which currently includes the Dart SE, SXT, Rallye, Aero and Limited models. Dodge continues to investigate a high-performance R/T model.

Building off the Dart Limited, the GT adds such features as:

184 horsepower 2.4-liter Tiger-shark with MultiAir 2 with six-speed manual or available six-speed PowerTech automatic AutoStick; 18-inch aluminum wheels; and a sport suspension with frequency-sensing damping shocks.

Ford Plans to Hire 2,200 Salaried Workers

Call it a sign of a healthier auto industry.

Ford Motor Co. plans to hire 2,200 salaried workers in the U.S. this year – the largest increase in new salaried workers in more than a decade – to support the continued aggressive pace of new Ford product introductions.

The hiring is in addition to the more than 8,100 combined hourly and salaried jobs Ford added in the U.S. in 2012, as the company increased production capacity and expanded Engineering, Manufacturing and other areas to meet the growing demand for its vehicles.

Approximately 1,000 of these positions were hourly jobs brought back to Ford plants in the U.S. from other locations, including suppliers in Japan and Mexico.

The company now is more than halfway to the 12,000 new U.S. jobs it committed to deliver by 2015 as part of its 2011 contract with the UAW.

"Our One Ford plan is designed

to create profitable growth, and our new hiring is a direct result of our plan working," said Joe Hinrichs, Ford president of The Americas.

"As we expand our product lineup of fuel-efficient vehicles, we need more people in critical areas – such as in a range of engineering activities, vehicle production, computer software and other IT functions – to ensure we deliver the vehicles people want and value."

Ford's U.S. hiring also will help support the company's global product momentum.

To attract new team members, Ford is expanding its use of social media to reach new, technology-savvy workers, including such sites as Twitter, Facebook and LinkedIn.

The company also is stepping up its recruiting efforts to reach military veterans.

All salaried job openings at Ford are posted on the Ford Careers website at www.careers-ford.com.

Interested candidates are encouraged to follow Ford recruitment on key networking sites, including Twitter. The address is <http://twitter.com/FordCareers>.

The Facebook address is <https://www.facebook.com/Ford-MotorCompanyCareers>. Individuals who "like" the Ford Careers Facebook page and follow Ford Careers on Twitter will receive regular updates about new career opportunities at Ford.

It was also announced in late December it is spending more than \$773 million on new equipment and capacity expansions across six manufacturing facilities in Southeast Michigan as it delivers on a commitment to invest \$6.2 billion in U.S. plants by 2015.

The investments in Michigan will create 2,350 new hourly jobs and allow the automaker to retain an additional 3,240 hourly jobs. The 2,350 new positions also are part of the 12,000 hourly jobs Ford is adding across the U.S. by 2015.



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