



A WCM Academy student wears a motion capture suit to show movements required to build a child's bike.

Chrysler WCM Graduates Slash Manufacturing Costs, Time

Chrysler's WCM (World Class Manufacturing) Academy received recognition recently in the 2013 Manufacturing Leadership 100 (ML100) Awards, which honor those shaping the future of global manufacturing.

The ML100 Awards honored the academy in the New Workforce category, which identifies companies that involve education and training, knowledge management and transfer and collaboration with educational institutions.

Judging was done by Frost & Sullivan's Manufacturing Leadership Council assessed hundreds of nominations across 11 categories. Judges look for individuals or projects that stand out from the competition by delivering clear and compelling value, and other tangible results.

"On behalf of all who contribute to the WCM Academy, we are humbled by this recognition in the 2013 Manufacturing Leadership 100 Awards," said Mauro Pino, head of World Class Manufacturing, Chrysler Group LLC. "The human element is at the center of WCM and is a way of life for Chrysler Group workers.

"The company's success depends on the involvement of its workers and we could not succeed in implementing WCM without the cooperation of the UAW and CAW; it's a team effort."

The Chrysler WCM Academy opened its doors in January 2012 and takes up about 25,000 square feet of the UAW-Chrysler Technology Training Center in Warren. Chrysler created the facility with the intent to accelerate WCM implementation by combining classroom and laboratory

sessions.

The academy puts an emphasis on hands-on exercises in problem solving. The academy trained more than 3,400 employees from across the company's manufacturing facilities in the U.S. and Canada in its first year, which Chrysler officials indicate far exceeded its goals.

These newly trained personnel began repaying the company's investment at once, applying their new knowledge and making improvements as soon as they returned to their plants.

Chrysler Spokesperson Valerie Oehmke said the company hopes to train at least as many employees during 2013 as the number the academy graduated last year.

In 2012, the Academy generated know-how that has driven new projects that contributed to a seven percent year-over-year WCM cost savings.

"We are very happy with it," she said.

"The Chrysler Group workforce understands that the company's continued success is directly related to our ability to implement WCM quickly and thoroughly," said General Holiefield, UAW vice president, Chrysler Department.

"They have risen to the challenge and are helping change the culture within our facilities. The academy is accelerating this progress as demonstrated by the involvement and commitment of this outstanding workforce."

World Class Manufacturing, a methodology that focuses on reducing waste, increasing productivity and improving quality and safety in a systematic and organized way, was first implemented by Fiat in 2006 and then

introduced to the Chrysler Group in June 2009 as part of the alliance between the two companies.

Under WCM, employees are encouraged to come up with suggestions to improve their jobs and their plants, and to be active in implementing the improvements.

Chrysler credits WCM as the driving force behind the improvements it has been tracking in all of its manufacturing plants. As a result, four of Chrysler's facilities have achieved Bronze status, which is a significant milestone in the world class manufacturing process, in 2012.

The 2013 ML100 Award winners are slated to be honored at a celebration May 15, following the ninth annual Manufacturing Leadership Summit in Palm Beach, Fla.

Got News?

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Roush Unveils New Lineup Of Performance Mustangs

Motorsports icon Jack Roush launched the Roush Performance division of Roush Enterprises in 1995 with a clear mission – to showcase race-inspired engineering performance on vehicle packages available to Mustang enthusiasts around the world.

It's with enthusiasts in mind that Plymouth-based Roush Performance announced the starting lineup of 2014 specialized Roush Mustangs. Four offerings have been tailored for different performance needs and preferences.

For the muscle car lover who values practicality as well as performance, a good place to enter the Roush world of pony cars, say Roush officials, may be the Roush RS V6 Mustang. Sporting Mustang looks, the RS has a powertrain that generates 305 hp and gets 31 mpg.

The RS V6 comes with the Roush aero body kit, custom wheels and interior upgrade options.

Roush also offers a trio of supercharged upgrades, starting with the Stage 1 Mustang, featuring the Ford Coyote 5.0-liter V8, interior upgrades, wheel options and the Roush aero body kit. Then there's the Stage 2 option, adding Roush's racetrack-inspired suspension for performance cornering to complement the base 5.0-liter, 420 hp Coyote engine.

The next power upgrade is the classic supercharged Roush Stage 3 (RS3) Mustang, which, according to Roush officials, better fulfills motorsports icon Jack Roush's vision of a vehicle for drivers who demand a true American muscle car.

At 575 hp and 505 lb.-ft. of torque, Roush officials say the RS3 brings to the table plenty of raw horsepower along with performance handling characteristics and braking capabilities of Roush's championship-winning race cars.

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