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Jeremy Salinger, General Motors R&D manager for Super Cruise

Marchionne Challenges Oakland U. Graduates

Chrysler and Oakland University have a very positive long-standing relationship, with more than 1,100 Oakland alumni working at Chrysler.

So it was a natural fit that Chrysler Chairman and Chief Executive Officer Sergio Marchionne attended the university's recent graduation ceremony at the athletic center on April 26, addressing more than 3,000 students, faculty and family members.

"Grads. I am not breaking any news when I say that you are going into a world that is somewhat less than perfect. It is a world that is both complex and constantly changing," Marchionne told the group of 400-plus graduates. "But where the will exists, there's always an opportunity to build a better future."

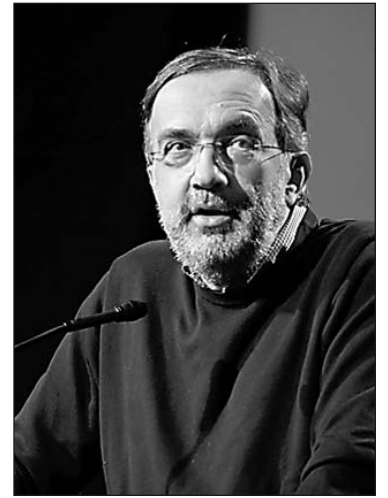
"If we have the imagination, the power to dream of a future as we want it, then we also have the responsibility of realizing that dream. This is a responsibility that requires courage, resolve, vision, and an enormous investment of your personal energy. I believe that responsibility is one of the most powerful forces we as individuals have at our disposal."

Speaking about leadership,

Marchionne told the grads he is confident many have the capability to be leaders.

"The true value of a leader is not measured by what he has gained during his career but rather by what he has given," he said. "It is not in what you accomplish today, but in the legacy you leave behind. A leader must be able to look beyond the walls of the office to contribute to a

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Sergio Marchionne

'Look, Ma, No Hands!' Say Cadillac R&D Executives

GM is pushing ahead with technology that will make the semi-autonomous vehicle a practical reality.

Development of "Super Cruise," Cadillac's semi-automated driving system, is advancing to the next stage of development, including real-world driving assessment and trials.

Cadillac officials project this technology could make its way into production models later this decade.

Research and development in active safety has already result-

ed in advancements on the road today in Cadillac's new 2013 models, including the innovative Safety Alert Seat and Driver Awareness and Driver Assist features.

In this next phase of development, engineers will drive Super Cruise vehicles in more and more challenging driving situations to test the system in a wide variety of environments to help refine it.

"As we continually upgrade Su-

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Spring Expo Draws Hundreds For Community Center Tour

by Irena Granaas

About 200 area seniors and 20 exhibitors attended the recent Spring Expo at the Auburn Hills Community Center, said Jennifer Angus, health and wellness coordinator for fitness programs for seniors at the center.

"Barring tornado watches and torrential downpours, this was a good turnout and what I would have expected given the weather conditions," she commented.

The event was set up with an open house format, which in-

cluded exhibits from local businesses, tours of classrooms and of the facility. Invitations were sent to thousands of area residents by postcard saying those attending were eligible for free raffle prizes.

Organizers' intent was to give seniors an opportunity to learn of all the new and existing classes available at the center. Representatives from the senior travel department were on hand, as well as fitness instructors offer-

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Big Three Looking at Big Sales Year Ford Up 18 Percent, GM and Chrysler 11 Percent

April showers bring May flowers may or may not be true, but the wet weather didn't stop Detroit's OEMs from having a great sales month.

Mike Wall, director of automotive analysis for IHS Automotive in Grand Rapids, said that while he hasn't had the time to carefully review and analyze the April sales numbers, from what he's been able to see so far this year, look good for Detroit.

"April is shaping up as a decent month for Detroit," Wall said. "The figures are indicative of the economic recovery we're going through. With an 11 percent increase in sales for April, it looks like GM is picking up some market share."

And the Detroit OEMs are doing very well, Wall said, when compared with Toyota, which reported a 1.1 percent decline in April sales over last year.

Overall, 2013 looks to be a fairly decent year for new car sales, Wall said. IHS expects there to be about 15 million new vehicle purchases and the Big Three look appear to be doing well, growing market share as well as selling more cars.

Ford's April sales climbed 18 percent with gains across the portfolio – cars were up 21 percent, utilities up 16 percent, and trucks up 16 percent. Retail sales were up 27 percent.

"We are working harder than ever to keep pace with record demand for our all-new, fuel-efficient Fusion and Escape – with sales growth particularly strong on the coasts," said Ken Czuby, Ford vice president, U.S. Marketing, Sales and Service. "F-Series pickups also continue to build on

their momentum as the housing and construction industries rebound."

Fusion continues its strong sales run with best-ever April sales results of 26,722 vehicles, a 24 percent increase over record year-ago April levels. The strongest retail sales increases for Fusion continue to come from the Western and Southeastern U.S. – with the sales in the West doubling in April and the Southeast up 70 percent.

Escape also had its strongest April sales since its launch 13 years ago, reporting a 52 percent increase with 25,826 vehicles sold.

Sales of the Ford F-Series increased 24 percent, with 59,030 pickups sold. This represents the F-Series' best April sales results since 2006. It also is the 21st straight monthly sales increase for F-Series – with sales up 19 percent year-to-date.

In April, Lincoln sales increased 21 percent. The new Lincoln MKZ established an all-time monthly sales record, with 4,012 vehicles sold for the month – breaking the 4,000-vehicle mark for the first time ever.

General Motors sold 237,646 vehicles in the United States in April, up 11 percent compared with a year ago. Retail sales increased 10 percent, fleet sales were up 16 percent and the fleet mix was 28 percent of total sales.

"Car-buying conditions are strong and will continue to release pent-up demand," said Kurt McNeil, vice president of U.S. Sales Operations. "We're very optimistic because GM's market share is growing, the economy continues to move forward and

important car and truck launches are just getting under way."

All four GM brands posted higher total and retail sales. Crossovers were up 14 percent; trucks, which include pickups, vans and SUVs, were up 17 percent; and car sales were up 6 percent. Large pickups were up 23 percent.

Strong sales of the all-new Chevrolet Spark and double-digit sales increases for the Buick Verano, the Chevrolet Sonic and the Chevrolet Cruze drove a 31 percent increase in sales of GM mini, small and compact cars. The new Chevrolet Malibu achieved its best sales and retail segment share since launch.

Chevrolet dealers began receiving their first shipments of the all-new 2014 Impala in mid-April, and the all-new 2014 Chevrolet Silverado 1500 and GMC Sierra 1500 crew cabs will begin arriving in dealerships in the summer. Buick is launching redesigns of the Regal and LaCrosse in late summer and Cadillac will launch an all-new CTS luxury sedan in the fall.

Chrysler Group reported U.S. sales of 156,698 units, an 11 percent increase compared with sales in April 2012 (141,165 units) and the group's best April sales since 2007.

The Jeep, Dodge, Ram Truck and FIAT brands each posted year-over-year sales gains in April compared with the same month a year ago. The Ram Truck brand's 49 percent increase was the largest sales gain of any Chrysler Group brand in April.

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2013 Chevy Malibu



2013 Ford Fusion



2013 Ram

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