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

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GM executive Mark Reuss spoke at the Renaissance Center about helping students develop life skills.

GM's New 'Student Corps' Set in Motion

by Jim Stickford

Mark Reuss, president of GM's North American Operations, was on hand at the automaker's headquarters at the Renaissance Center May 20 to kick off The Student Corps, a program designed to bring students and retirees together in a mentoring program.

Terry Rhadigan, GM Product

and Brand Communications, said the Student Corps is the result of a whole cadre of retired GM employees giving of their time and their expertise to 110 students across metro Detroit.

Under the program, GM will pay for the budgeted student projects and provide Chevrolet Express vans and Chevrolet Silverado full-size pickups so adult

mentors can transport materials and students to project sites and life skills classes.

Throughout the summer, students will be encouraged to document their projects on social media such as Facebook, Twitter and Instagram using the hashtag #GMStudentCorps.

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Chrysler Welcomes Robotic FIRST Teams to CTC

by Irena Granaas

More than 300 high school and middle school students representing 21 Chrysler Foundation-sponsored robotics teams and 19 Michigan and Canadian schools came to FIRST Robotics Appreciation Day May 17 at Chrysler World Headquarters in Auburn Hills.

Morning and afternoon sessions featured opportunities for the teams to fire up their robots for demonstrations and contests.

The event was held inside the Chrysler Technology Center (CTC), where the company does research and development, design, product development and testing.

"It is our pleasure on behalf of Chrysler to welcome you," said Brian Glowiak, vice president, Chrysler Foundation.

Glowiak went on to note that Chrysler has been supporting schools and student teams in the FIRST Robotics program since 1996, and the Chrysler Foundation has invested more than \$1.7 million to date in support of the program, which is designed to spark young people's interest in careers in the science, technology, engineering and mathematics (STEM) fields where the number

of U.S. graduates in these areas is currently outstripped by the demand.

"We do it because this company was founded by Walter P. Chrysler on a strong commitment to engineering technology and automotive design excellence... We ushered in the era of aerodynamic design... We invented power windows," said Glowiak. "You are the people who will be leading us into the future."

Glowiak said in an interview Chrysler invited all of its local teams out in recognition of their achievements and also to show appreciation for the outstanding work they have done.

"At the same time, we are giving them a chance to see this wonderful facility and to see what goes on here," he said.

Chrysler staff member Rebecca Zaror gave a talk on safety, and also spoke to the students about their futures, noting she too was once a participant in the FIRST Robotics program.

"You have no idea the kinds of offers that are going to come to you as a result of your participation in this program - it's widely recognized and people look for

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GM, Chrysler, Ford Take Quality Lead Over Imports

by Irena Granaas

For the first time in more than 10 years, domestic automakers had more winning vehicles than the imports in a quality study.

Research-based consultancy Strategic Vision reported that news in its "Best 2013 Total Quality Vehicles" list. GM, Chrysler and Ford all had something to celebrate with the release of the research firm's 18th annual Total Quality Index vehicle winners. America's domestic carmakers competed grille to grille with the best in the industry, and in many cases won their segment.

According to a Strategic Vision news release about the latest results, "It is clear that domestic manufacturers restated their position in some very competitive segments."

GM either bested or tied the competition in seven categories, including Mid-Size Car (Chevrolet Volt, a tie with the Ford Fusion); Premium Coupe (Chevrolet Corvette Coupe); Premium Convertible/Roadster (Chevrolet Corvette Convertible, a tie with the Porsche Boxster); Mid-Size Crossover Utility (Chevrolet Traverse); Large Utility (GMC Yukon); Near Luxury Utility (Buick Enclave); and Full-Size Pickup (Chevrolet Avalanche).

Chrysler was also well-represented in the top placements, including the Small Car segment (Dodge Dart); Convertibles (Chrysler 200 Convertible); Minivan (Chrysler Town & Country); and Mid-Size Traditional Utility (Dodge Durango).

"Dodge Dart's win in the small car segment is extraordinary when you consider how much focus, design and competitive engineering exists within this impor-



2013 Chevrolet Traverse

tant segment," said Strategic Vision VP Christopher Chaney.

"Dart is essentially 'proof of concept' that when you mix super-exceptional versatility, motivating exterior styling and a strong array of high-quality performing components and concepts, customers respond. The challenge then becomes getting the word out."

Ford was a first place co-leader in the Mid-Size Car segment (Fusion, tied with the Chevrolet Volt); and the Dearborn automaker took solo honors in the Heavy-Duty Pickup segment for the Ford F-250 and F-350.

"There's no questioning domestic carmakers want to lead. For the first time in over a decade our comprehensive and complete study of Quality resulted in more domestic winners than imports," said Alexander Edwards, president of Strategic Vision. "Don't misunderstand - imports like Hyundai are a force to be reckoned with and Toyota has regrouped with Total Quality

winners Lexus LS, Tacoma and FJ Cruiser. But, domestics are running in the tight race also, and it's now forcing all manufacturers to build the most superior, innovative and holistically quality vehicles possible to gain the hearts and minds of the customer."

Strategic Vision has been measuring quality since 1994 with its "Total Quality" concept, which examines 155 aspects of total quality.

"In our vehicle study, we look at over 442 variables, many using a scale that involves love," said Darrel Edwards, Ph.D., founder and executive chairman, Strategic Vision.

"Our ongoing, revolutionary goal is always capturing the hearts and minds of the customer's decision-making. That is why we use scales that include: 5) Love It, 4) Delightful, 3) Excellent 2) Satisfactory and 1) A Failure. We use specific aspects of specific emotions to create a scale that captures concrete judgments with great clarity - thus, we have Total Quality."



2013 Dodge Dart GT



2013 Ford Fusion

Wesley Sherwood, manager, Quality Communications for Ford, responded to the recognition given to the Fusion.

"We are pleased the new Fusion earned top quality honors in the highly competitive midsize car segment based on leading fuel economy, technology and game-changing looks," he said.

"Fusion had best-ever April sales of 26,722 cars, a 24 percent increase over record 2012 levels.

The strongest retail sales increases for Fusion continue to come from the Western and Southeastern U.S. - with sales in the West doubling and Southeast sales up 70 percent."

Sherwood noted this is just the latest award for the Fusion, noting the car was named among the KBB.com list of Best Family Cars of 2013.

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