

# GM Makes Global Changes by Design

With joint strategies, theme development and innovation in mind, GM is making several changes to its global Design leadership team.

The changes, said Ed Welburn, vice president, Global Design, are designed to increase the emphasis on the company's vehicle brands, including Opel and Buick.

"I am confident," said Welburn, "that this alignment will continue to unite our global team around its passion for designing vehicles that make an emotional connection with customers – and our mission that every new product we develop has to be a great vehicle."

The GM Design employees receiving new assignments, effective Sept. 1, are:

- Mark Adams, currently executive director, Global Cadillac and Buick Design and GME vice president, Design, will return to Germany and assume the position of GME vice president, Design, and champion for Opel/Buick brand strategies and design language.

- Andrew Smith, currently design director, Holden Design, will be promoted to executive director, Global Cadillac and Buick Design, replacing Mark Adams. Smith will be the champion for the Cadillac brand and will lead the Global Color and Trim team.

He will be based in Warren, Mich.

- Ken Parkinson, currently executive director, Global Chevrolet and GMC Design, will be executive director, Global Chevrolet Design and Architecture. Parkinson will be the champion for the Chevrolet brand.

- Helen Emsley, currently design director, Interior Full-Size Truck and Performance Car, will be promoted to executive director, Global GMC Design and User Experience. Emsley will be the champion for the GMC brand.

- John Puskar, currently design director, Global Color & Trim, will replace Emsley as design director, Interior Full-Size Truck and Performance Car.

- Sharon Gauci, currently design manager, Buick Color & Trim, will be promoted to the position of design director, Global Color and Trim, replacing Puskar.

- Clay Dean, director, Global Advanced Design, will continue to lead Advanced Design in North America. He will also be the champion for Advanced Design activities globally.

The first and largest global automotive OEM design function, according to GM officials, General Motors Design has a network of 10 Design Centers in seven countries around the world.

More than 2,000 men and

women are responsible for the design development of every GM concept and production car and truck globally.

The Design Centers are located in the United States, Germany, Korea, China, Australia, Brazil and India.

Welburn is just the sixth Design leader in GM history and the first to lead all of the company's Global Design Centers.

GM Design was established in 1927 as "The Art and Colour Section" by the legendary Harley Earl, and celebrated its 85th anniversary in 2012.

# Diesels Cheaper to Operate

The majority of American consumers have not been sold on the virtues of diesel-powered automobiles, but a new study indicates motorists may want to give today's clean diesels a second look.

The study, entitled *Total Cost of Ownership: A Gas Versus Diesel Comparison* was conducted for Robert Bosch LLC and released June 27 from the University of Michigan. According to an article published on that date in PR Newswire, the study found that diesel vehicles saved owners between \$2,000 and \$6,000 in total ownership costs during a three- to five-year period when compared to a similar gasoline-powered vehicle.

"Overall, the results of our analyses show that diesel vehicles provide owners with a TCO (total cost of ownership) that is less than that of the gas versions of the same vehicles," according to the study. "The estimates of savings for three and five years of ownership vary from a low of \$67 in three years to a high of \$15,619 in five years, but most of the savings are in the \$2,000 to \$6,000 range, which also include the extra cost that is usually added to the diesel version of a vehicle."

Fuel efficiency has always been an advantage for diesel-powered vehicles, in fact, they are 20 to 40 percent more fuel efficient than gasoline-powered cars, so drivers save money even when the price of diesel rises slightly above gasoline in per-gallon price.

Among cost-savings advantages for clean diesel the study cited significant savings in total cost of ownership, fuel efficiency, fuel costs and depreciation over similar gasoline-powered vehicles.

Allen Schaeffer, executive director of the Diesel Technology Forum, said the study's findings reinforce what auto analysts and other comparative studies have found and predicts sales of diesels will more than double in the U.S. over the next two years.

Schaeffer added that as the U.S. moves to the new fuel standard of 54.5 mpg by 2025, U.S. drivers will become even more aware of clean diesel advantages.

# Gala 'Prixmiere' Raises \$300,000

Results are in for the Belle Isle Conservancy's (BIC) Gran Prixmiere, held May 31 at DTE Energy's Town Square.

The elite affair that brought nearly 400 guests in their finest summer attire helped raise nearly \$300,000 in support of the conservancy and its mission. Guests from the Detroit Metro area and from as far as Japan mixed and mingled amidst the backdrop of the modern Detroit skyline to ignite the 2013 Chevrolet Detroit Belle Isle Grand Prix weekend of racing.

The evening was enhanced by 10 Grand Prix drivers, who took part in a spirited question-and-answer session moderated by ESPN/ABC IndyCar Reporter Jamie Little.

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