

## Docherty to Leave GM After 27 Years To 'Take a Break'

Susan Docherty, president and managing director of Chevrolet and Cadillac Europe, has announced her intention to leave General Motors to spend time with her family, effective Sept. 30. Opel Strategy Chief Thomas Sedran succeeds Docherty.

"With more than 27 years of GM service, Susan has been instrumental in many of our sales and marketing initiatives," said GM Vice President, Global Manufacturing, and President, International Operations Tim Lee.

"She has helped build the equity of our brands and reach our customers in new and innovative ways."

In her current role, Docherty initiated a restructuring of the business while growing Chevrolet's market share in 2012 in a challenging European market, said Lee, adding that she has been a guiding force in helping the company redefine the positioning of the Chevrolet brand in GM International Operations.

"After almost three decades at this great company, working at an incredible pace in markets around the world, I've decided to take a break, invest time in my family and chart a new course for my career," said Docherty. "I leave with incredible memories and valued friendships with high hopes for GM's continued success."

Before moving to Europe, Docherty held many key positions in sales, service, marketing and communications around the globe. Among her earlier positions, she served as GM vice president of International Operations Sales, Marketing and After-sales; GM vice president of U.S. Sales, Service and Marketing, and general manager of Buick-Pontiac-GMC.

Docherty will continue to work with the Chevrolet and Cadillac team in Europe in the near term to ensure a smooth transition.

## GM Foundation Grants \$10K to DKWIO

The General Motors Foundation has awarded Danialle Karmanos' Work It Out (DKWIO) with a \$10,000 grant, enabling the nonprofit — at [www.dkwio.org](http://www.dkwio.org) — to expand its yoga and nutrition-based youth programming to three new locations in Detroit this summer.

The added sites will offer DKWIO's special youth programming for 10 weeks — June through August. DKWIO will continue to offer its six-week program at four additional Detroit sites.

The new DKWIO sites have also partnered with Forgotten Harvest this summer to provide young participants with healthy and nutritious lunches.

"Working with Forgotten Harvest gives DKWIO a great opportunity to further engage with community partners. Our new programs will provide children with the experience of eating fresh food while teaching them the principles of good nutrition," said DKWIO Founder Danialle Karmanos.

"We are very grateful to the GM Foundation and Forgotten Harvest for their leadership in providing Detroit's children with opportunities to become healthier and stay active during the summer."

With the new locations' additional four weeks, programs are typically six weeks in length. DKWIO has set a goal to increase the participating children's knowledge of healthy eating by 75 percent. Children will be surveyed at the beginning and end of their program.

"The GM Foundation extends its commitment to Detroit-area youth through a \$10,000 grant to support three of DKWIO's new



2014 Chevy Silverado out standing in its field

## Chevy Silverado Debuts to Tune of 'Strong'

The 2014 Chevrolet Silverado will be celebrated in a marketing campaign created to speak to the heart of the full-size pickup market.

The campaign, featuring an original song by Grammy-nominated recording artist Will Hoge, begins exclusively in Texas, where one of every six pickup trucks in the U.S. is sold.

"There is no more appropriate place to launch the new Silverado campaign than in Texas, the heart of truck country, and no better way to launch it than through music," said Tim Mahoney, Global Chevrolet chief marketing officer.

"The song, 'Strong,' celebrates Silverado owners who are as dependable and capable as their trucks."

Originally developed as a song, "Strong" debuted July 4 as a music video, digital download and in a television ad.

The Silverado anthem was created with pickup truck drivers and their values in mind, Mahoney said. Most of the people who appear in the video are real Chevrolet owners, not profes-

sional actors. The lyrics to Hoge's song speak to the strength of hardworking, honest and dependable men and women. Also, a tone of American pride is reflected in the launch date of July 4.

"Chevrolet has a long-standing relationship with music, and Chevys have been mentioned in more than 800 popular songs," said Mahoney. "The lyrics to 'Strong' were inspired by the Silverado and the people who drive them. We think this original song and our all-new Silverado harmonize perfectly."

The Silverado marketing strategy begins with the song, but rolls out both in Texas and throughout the country during the second half of 2013. Interactive Silverado displays and ride-and-drives began in June across Texas.

Nationally, Silverado marketing plans include customer activities at NASCAR races, music

venues and sporting events, as well as a partnership with the National Volunteer Fire Council.

The Silverado campaign fits within Chevrolet's brand platform, "Find New Roads." Future ads will focus on the features of the Silverado, including its class-leading V8 fuel economy and towing capability.

The 2014 Silverado 1500 is an all-new version of Chevrolet's best-selling vehicle in the U.S.

The Silverado is designed to be the best-engineered and more refined full-size pickup.

With its trio of new EcoTec3 engines, it offers the best fuel economy of any V8 pickup with class-leading payload and towing capabilities, Mahoney said.

Silverado crew cab models are arriving at dealerships nationwide. Regular and double cab Silverados will go on sale later this summer, followed this fall by the Silverado High Country premium model.

## Federal-Mogul Sells Branch To JD Norman

Federal-Mogul Corporation's Powertrain Segment last week announced that it has entered a definitive agreement to sell its connecting rod and camshaft business to JD Norman Industries, Inc., with an effective date of June 28, 2013.

The sale involves Federal Mogul's sole connecting rod machining plant, located in Windsor, Canada, and only camshaft foundry, located in Lydney, United Kingdom.

As part of the agreement, JD Norman Industries will continue to employ Federal-Mogul's current 230 associates working in the two facilities.

"The Windsor and Lydney plants are respected for their experience and high-quality operations by their customers, including General Motors, Ford, Chrysler, Linamar, Jaguar, Land Rover, PSA and others; however, the connecting rod and camshaft business is not core to Federal-Mogul Powertrain's long-term portfolio strategy," said Rainer Jueckstock, Federal Mogul's co-CEO and CEO of Federal-Mogul Powertrain.

"These plants will benefit from the industrial experience, business strategy and respected relationships with key customers offered by the JD Norman management team."

Federal-Mogul operates two independent business segments, each with a chief executive officer reporting to the company's board of directors.

Federal-Mogul's powertrain segment designs and manufactures original equipment powertrain components and systems protection products for automotive, heavy-duty, industrial and transport applications.

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35500 S. Gratiot Ave.  
Clinton Township, MI. 48035  
**(586)-791-1010**

**MICHELLE MONTELEONE**  
mmonteleone@moranautomotive.com

**RICH MILNE**  
rmilne@moranautomotive.com

4511 24th Ave.  
Fort Gratiot, MI. 48059  
**(810)-385-8500**

MORANCHEVY.COM