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

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Jefferson North Plant Manager Jason Ryska, center, talks to the media.

Taking Care of Employees Means Taking Care of Business at Ford

Ford is taking environmental sustainability a step further through an initiative called Sustainable Workforce meant to ensure the long-term health, efficiency and productivity of the company's most important asset – its people.

"Ford could not exist without all of our hard-working employees, so it's important for us to do everything in our power to provide a safe and sustainable work environment," said Jim Tetreault, vice president, Ford North America Manufacturing.

Speaking last week at the Center for Automotive Research Management Briefing Seminars, he said, "Through our Sustainable Workforce initiative, we're

taking a new, holistic approach to fostering growth and well-being amongst our workers, and making sure Ford is a great place to build a career over the long term."

The goal of Sustainable Workforce is to keep hourly employees healthy and safe throughout their careers with Ford – from before their first day on the job through their retirement. The initiative focuses on four components: high-performance hiring, advanced training, protection and safety, and health and well-being for life, Tetreault said.

Selecting the right candidates for open hourly positions can be

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Jefferson North Rolls Out 5 Millionth Jeep

Chrysler opened up the Jefferson North Assembly Plant (JNAP) in January of 1992 and on Aug. 13 of this year the automaker celebrated the five millionth vehicle coming off the facility's assembly line.

Jason Ryska, JNAP's plant manager, said at the ceremony celebrating the achievement that a lot had happened over the last 21 years.

He noted that in 1992 Bill Clinton was first elected president, Hurricane Andrew hit the United States and the Mall of America first opened with more than 500 stores. Lee Iacocca was Chrysler's CEO and the Viper was first introduced.

Ground was broken on JNAP in 1989, Ryska said. The company pledged to invest \$1.2 billion in facilities.

The plant originally took up 1.75 million square feet and the Jeep Grand Cherokee was the plant's bread and butter.

Since then, Ryska said, the facility's size has grown to 3 million square feet. When it first opened, 1,600 employees worked at the plant. Now, that number has grown to more than 4,000 employees working three shifts. He said the workers' dedication to quality have helped make the Grand Cherokee the success it's been for 20 years.

"It's on the assembly plant floor where the magic happens," Ryska said.

Scott Garberding, senior vice president, Manufacturing and World Class Manufacturing – Chrysler Group, said he was glad to be able to celebrate "this event right here in Detroit."

Garberding said the first Grand

Cherokee was built at JNAP at a time when Chrysler needed a win. The Grand Cherokee turned out to be the winner the company required.

"This team at this plant made that happen," Garberding said.

"But then, later, the company got in worse financial trouble. About 2.7 million vehicles ago, I was plant manager here. All the pundits said Chrysler was finished.

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The 2014 Stingray display is designed to look sharp and be easy to use.

Corvette Stingray's Onboard Display Offers Drivers 69 Information Sources

GM designers said that functionality is as important as beauty when it comes to a vehicle's onboard display, which is why Chevrolet has worked hard to make the 2014 Corvette Stingray displays both attractive and easy to see.

"The new Corvette Stingray features many advanced technologies, so our challenge when designing the driver's displays was to ensure that those technologies could be easily found in common driving scenarios," said Jason Stewart, General Motors interaction designer.

"The touring theme places more emphasis on multimedia

and infotainment; the sport theme emphasizes performance features with a prominent shift indicator and a large radial tachometer; track theme offers a race-inspired layout containing a sweeping tachometer, Corvette racing inspired shift lights and permanent lap-time displays.

"Each of these three themes can also be configured so that drivers can personalize their experience in the Stingray."

The advanced cluster display in the 2014 Corvette Stingray can provide up to 69 unique sources of information, ranging from an

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1975 Chevrolet Chevettes on display in the lobby of the former General Motors Building on West Grand Boulevard in Detroit's New Center Area.

A Long and Winding Road, All the Way to the Cruze

The Chevy Cruze is the latest in a long line of GM small cars dating back more than 50 years.

John McElroy, a journalist covering the auto business for more than 30 years and featured writer on the web site Autoline, said the Cruze's roots go farther back than many people believe.

"GM has been building small cars for a while now," McElroy said. "Believe it or not, they made a lot of nice small cars back in the 1920s and 1930s, but they stopped in the 1940s be-

cause we tend not to like small cars. Americans are bigger than a lot of people and believe they need a bigger car."

But not all people are "big" or want a big car, McElroy said. There are some buyers out there who, even 50 years ago, cared about mileage, or wanted an affordable car.

"And some people just like small cars," McElroy said.

So to meet that niche, GM

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GM Design Staff Kicks Off 2013 Dream Cruise

The 2013 Woodward Dream Cruise got an early start with GM's "Design on Woodward" car show at the corner of 13 Mile and Woodward in Royal Oak last Wednesday.

GM assistant manager of Design Communications Andrea Lucido said that "Design on Woodward" is an employee event and that more than 120 vehicles were on display there.

"This is the fourth year the event has been held in conjunction with the Dream Cruise," Lucido said. "GM employees are very proud of their cars and like to show them off to the world."

In addition to employee classic cars, GM also had on display some of their latest rides, including the 2014 Hot Wheels Camaro and some 2014 Corvette Stingrays.

The event attracted people from all over, one of whom was Elsie Griffioen who came all the way from Niagara Falls, Ontario. She said she liked the looks of the cars at "Design on Woodward." She was particularly impressed with a 1969 RSZ28 Camaro owned by Bruce Kimmer of Mount Clemens.

Lucido said "Design on Woodward" was a good way to start the Dream Cruise and that GM is proud to have examples of its classic cars on display.



GM employees gathered at a pre-Dream Cruise car show last Wednesday.



Elsie Griffioen of Niagara Falls studies a 1969 RSZ28 Camaro engine.

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