

# Oakland Tech News™

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## Auburn Hills Is Working to Develop Its Downtown Area, Says City Manager Auger

by Jim Stickford

Auburn Hills is known throughout the state as a leading business community. In fact, *Fortune magazine* has stated that the city has the second-largest number of Fortune 500 businesses in Michigan.

Auburn Hills city manager Pete Auger pointed out, "We have 80,000 people commute to the city every day to work."

Why is Auburn Hills so popular with businesses?

At a special Chamber of Commerce-sponsored economic round table discussion on Oct. 3, Auger explained some of the reasons to local business leaders and residents.

"In 2008, the city faced a choice. Given the economy, it could batten down the hatches and pull back.

"Or, we could get aggressive. The city council decided to lead the state of Michigan out of the recession. That's what the city charged me to do and when you think about it, who better than the business community, and that's what we are – a business community."

Auger said that despite being a geographically small city – only 17 square miles, and a city with a

small population – only about 22,000 people – Auburn Hills is "an economic powerhouse."

He noted that Auburn Hills is a college town. Oakland University, Oakland Community College and Baker College all have campuses in the city. He also said the city is a modern industrial city.

"You don't see smokestacks here, but 80 percent of the manufacturing that takes place here is not a final product," Auger said. "We are the third-largest city in the state in terms of manufacturing. Grand Rapids is first and Detroit is second."

Auburn Hills is within 500 miles of 40 percent of the U.S. population and 50 percent of the Canadian population. It's near Detroit's port and there are several airports in the area that can handle cargo.

But what makes Auburn Hills different from other communities, Auger said, is "we recognize that time is a valuable commodity."

By making all the city's resources available to a business interested in setting up shop in Auburn Hills right away, businesses don't have to waste time with red tape.

So, when business owners need to sit down and discuss de-

tails about their intention to move into Auburn Hills, Auger brings a complete staff so the business owner can get answers right away.

Right now, Auger said, the city is working on projects to develop

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Pete Auger



Tad Agolia, founder and CEO of First Response Team of America

## Chrysler Grant Aids Cleanup Following Colorado Floods

A shot in the arm to Colorado sufferers is helping disaster relief efforts in the Rocky Mountain state.

The Chrysler Foundation will donate \$50,000 to the First Response Team of America, a non-profit disaster relief organization that is actively engaged in Colorado clearing and rebuilding impassable roads after the devastating floods that swept through the state.

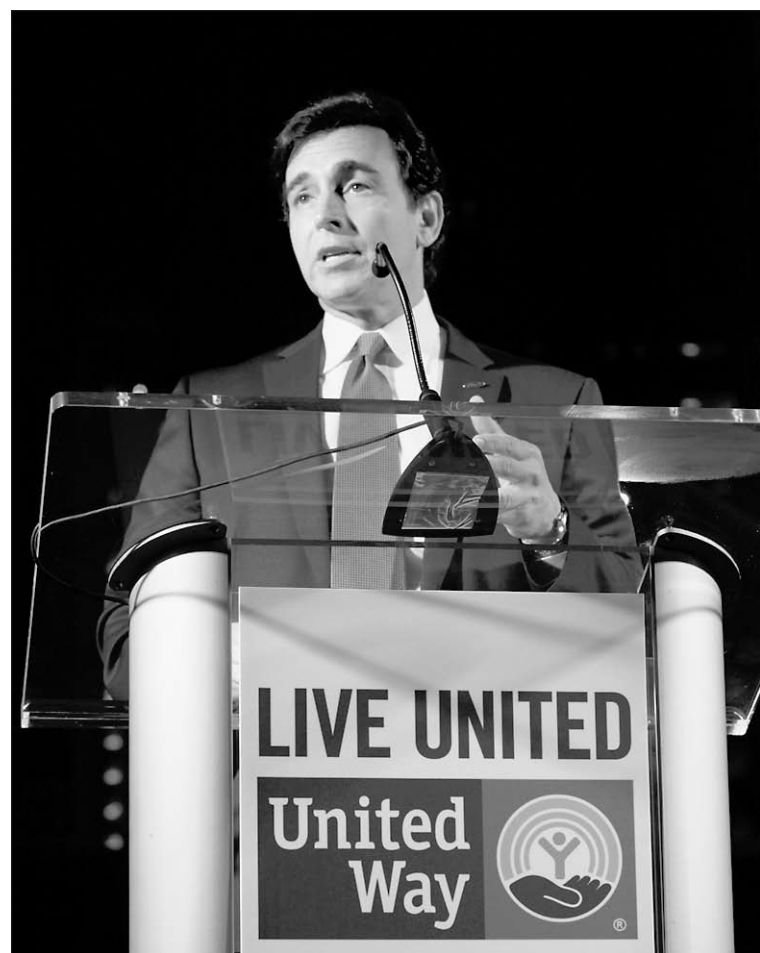
The grant will enable the First Response Team of America to continue these cleanup efforts

for several more weeks.

Chrysler Group and its brands have a long history of supporting communities in their time of need, said company spokesman Kevin Frazier.

"Helping communities hard hit by natural disasters is the social responsibility that we embrace as a brand," said Jason Stoicovich, head of Fiat for North America. "We hope that the Chrysler Foundation's support will help to bring prompt relief to the affected areas in Colorado

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Ford's COO Mark Fields

## Mark Fields Leads United Way

Ford Motor Company Chief Operating Officer Mark Fields, who also serves as chair of United Way for Southeastern Michigan's 2013 campaign, kicked off the annual community-giving initiative last week with a symbolic torchlighting ceremony at Detroit's Hart Plaza.

Fields announced a fundraising goal of \$40 million – \$5 million more than last year's target. The funds will accelerate United

Way's work toward improving the first five years of the lives of children in Southeast Michigan to ensure that in 2030, when many are high school seniors, they will graduate as the most college- and career-ready class in the nation.

"There is new energy building in Detroit and the surrounding communities," said Fields.

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## Detroit Three 'Lose' 2 Retail Days

### GM Sees Sales Drop 11 Percent In 'Short' Month

General Motors dealers delivered 187,195 vehicles in the U.S. in September, down 11 percent compared with last year.

Retail sales were down 6 percent versus a year ago and fleet sales were down 27 percent. Retail sales were up 2 percent on a selling day-adjusted basis.

"We held our own when it comes to retail market share this month thanks to strong new products, including the Chevrolet Impala, Buick Encore, GMC Sierra and the Cadillac ATS and XTS," said Kurt McNeil, vice president, U.S. Sales Operations. "We expect a strong finish to the year and more growth in 2014 thanks to new products and a healthier economy."

Car sales volumes, of course, were affected by fewer selling days and the absence of Labor Day from September figures.

Sales figures released by GM showed September highlights when compared with September of 2012 had Buick sales increasing 6 percent and Cadillac sales up 10 percent. On a retail basis, Buick sales have now increased

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2013 Chevy Tahoe

### Ford Reports September Sales Up 6 Percent

Ford Motor Company U.S. sales last month totaled 185,146, marking its best September since 2006 with a 6 percent increase, marking Ford's 11th consecutive month of year-over-year sales increases.

"The combination of great styling, fuel economy and value delivered another solid monthly result for Ford in September," said Ken Czuby, vice president, U.S. Marketing, Sales and Service.

"We're particularly encouraged by the strength of the Fusion and Fiesta, especially in coastal markets. The F-Series also keeps delivering, with our fifth straight month surpassing the 60,000-vehicle mark and continuing as America's best-selling vehicle."

September Ford Fusion sales of 19,972 are up 62 percent compared with a year ago. Through the first nine months of the year, Fusion retail sales are experiencing their strongest rate of growth in the West, up 59 percent. In the Southeast, Fusion is up 26 percent.

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2013 Ford C-Max

### Chrysler Sales Paint Rosy Picture, 'Lose' Selling Days

Chrysler reported U.S. sales of 143,017 units, a 1 percent increase compared with sales in September 2012 (142,041 units), and the group's best September sales since 2007.

The Chrysler, Dodge and Ram Truck brands each posted year-over-year sales gains in September compared with the same month a year ago, said company spokesman Ralph Kisiel.

"Even though industry sales dipped during September, Chrysler Group still managed to eke out a slight sales increase for the month," said Reid Bigland, head of U.S. Sales.

"Our dealers had two less selling days in September compared with a year ago, but they still . . . extended our sales streak to 42 consecutive months of year-over-year sales gains."

Chrysler had four models that set sales records in September – the Jeep Compass and Jeep Patriot, the Dodge Dart compact sedan and the Dodge Challenger.

Ram Truck brand sales were up 8 percent in September, the brand's 26th consecutive month

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2013 Dodge Durango

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