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'Ron Burgundy' Anchors Dodge Durango Launch

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his character talking up Durango on TV for three months before "Anchorman 2: The Legend Continues" comes out on Dec. 20.

"The Dodge brand's irreverent tone and attitude make Ron Burgundy the perfect pitchman for the new 2014 Dodge Durango," Francois said. "By joining forces with Paramount Pictures, we're able to show the new Dodge Durango and its cutting-edge technology in a completely unexpected approach that is fresh, funny and culturally provocative to our audiences."

Francois said the campaign's co-branded television commercials and online content were directed by Jake Szymanski. One benefit of having an entertainer like Ferrell write the commercials is that he "overproduced" the amount of content Dodge expected from him.

Francois said Ferrell's commercials were supposed to highlight three features – the Durango's 360 hp, the vehicles 25 mpg for highway driving and its technology and infotainment systems.

Francois said that Ferrell didn't just help create Dodge's three commercials – one for each highlight, but 70 different commercials.

Not all of them will be broadcast on television. Ferrell is the co-founder of the web site, "Funny or Die," and some of the Burgundy spots will air on the Internet but not on television.

Francois was asked about the risk of having a spokesman like "Burgundy" be a spokesman for Dodge and the Durango.

Kuniskis said that he never heard anyone say he or she disliked the character to the point that his being a spokesman would be a polarizing thing for Dodge.

Francois said the Burgundy campaign is only phase one of the Durango promotion. Once the Burgundy movie hits the screens in December, Dodge will move to phase two, which doesn't use Ferrell's character.

Kuniskis said that the dealers he's spoken with enjoy the character and the spots they've seen. Burgundy ads will be supported by local dealer ad groups.

Francois said that the launch of the Durango is important. That particular model has not had a lot of marketing muscle put behind it in the recent past.

"We had to launch the Dart," Kuniskis said. "That was an important launch because we hadn't had a car in that market segment for years."

Now it's the Durango's turn, Kuniskis said. When asked who the target buyer is, Kuniskis said he's heard that question every time they launch a new vehicle, but Dodge's demographics skew younger than many other brands and he expects the average Durango buyer to be someone in his or her 40s with a family.

'Oscar' Leads the Way in Impala's Seat Development

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several 60-minute intervals at a time recording initial feedback after the first 10 minutes. At each 60-minute interval, they numerically rate every aspect of the seat: cushion, backrest, lumbar support, headrest and side bolsters.

But tester feedback is subjective and design changes are often subtle because seat designs evolve from past programs and reams of data collected with precision instruments, said Jill Green, GM seat comfort lab manager.

"Developing comfortable seats is both an art and a science,"

said Green. "Knowing how to translate a physiological impression into tangible design elements is the art, and knowing how to execute the design is the science."

Seat tester evaluations alone would have been insufficient to achieve such results, Green said. That's where tools like Oscar come in hand. The mannequin-like tool made of steel, plastic and aluminum is assembled in 18 removable parts weighing up to 170 pounds. Early in the Impala's development, Oscar helped determine the overall dimensional layout of the interior, allowing engineers to make the best use of space.

State-of-the-art digital pressure-mapping technology was used to scan the rear-end impressions of people of all shapes and sizes over the seat surface, creating a map with more than 4,600 data points, Green said. A laptop computer used the data to generate graphics illustrating how occupants sit in the seat statically or while driving.

The Impala's front seats are heated and ventilated, and bolstered for greater support. The seat cushions are designed to provide a firm feel, Lyons said. LS models feature cloth seats, while LT comes standard with cloth/vinyl seats. Sueded microfiber-trimmed seats are avail-

able on LT and LTZ models, which feature standard perforated leather seating. Standard on LT and LTZ models, rear-seat headrests fold to improve rear visibility when there are no back-seat passengers.

Car reviewers have noticed the attention paid to Impala's seats, Lyons said.

"After hours in the driver's seat, we found ourselves just as fresh as we were before we set out," wrote Mark Takahashi, automotive editor, Edmunds.com. "The outboard rear seats have enough head- and leg-room for the average adult male to remain comfortable for extended trips as well."

Chrysler Schedules Supplier Training for Week of Oct. 21

Opportunity is knocking for auto suppliers who would like to do business with Chrysler.

The company's annual Supplier Training Week is set for Oct. 21-25 at Chrysler's headquarters in Auburn Hills.

"This provides suppliers – and companies that wish to be suppliers – and Chrysler a unique opportunity to add value to both sides of our partnership," said Scott Kunselman, senior vice president, Purchasing and Supplier Quality.

"Supplier Training Week is de-

signed to enhance the lines of communications, improve efficiency and quality, as well as help us build a solid working relationship."

Suppliers will have the chance to attend 94 different instructor-led training sessions in the areas of purchasing, risk management, engineering, supplier quality, supply chain management, corporate quality, manufacturing, materials engineering and finance.

To register to attend Supplier Training Week, go to the web site www.chryslertraining.com. Regular registration is \$100 and closes

on Oct. 17. Walk-in registrations will be accepted during Supplier Training Week for a fee of \$150.

"We will continue to provide daily meal vouchers with each registration," Kunselman said. "We are also offering an enhanced mobile app, as well as a \$25 Mopar service voucher, which can be applied toward the purchase of a service or product (oil change, Mopar part, etc.) at any participating Chrysler dealership."

Katie Hepler, manager of Corporate Communications, said

some new training sessions this year include prototype build engineering, additional PentaSAP indirect supplier sessions, Chrysler quality management studies for new and advanced users, third party audit, and web FFQ for indirect suppliers.

"We're always looking for new suppliers," said Hepler, "especially in the area of innovation."

"We're always looking for new ideas, so companies interested in doing business with us should sign up to attend Supplier Training Week."

Chrysler Turning Pink in Breast Cancer Awareness Month

Chrysler has launched a month-long campaign to support breast cancer awareness.

The automaker adds its voice to the nationwide effort to raise awareness about the importance of early detection, treatment and prevention of dreaded disease.

The campaign will run in conjunction with Breast Cancer Awareness Month, which began Oct. 1.

During the month-long campaign, Chrysler will conduct a series of informational seminars for its employees with health plan partners Blue Cross Blue Shield of Michigan and Henry Ford Health System, said company spokesman Mike Palese.

Employees also will be able to schedule screenings at various nearby company locations.

In order to raise general awareness, the automaker will distribute pink "Chrysler Cares" wristbands to all employees.

Chrysler also will use pink illumination on its Auburn Hills headquarters tower and glass Pentastar during the observance, Palese said.

"Chrysler Group is proud to

participate in the annual campaign to increase awareness about the resources that are available to foster early detection, treatment and prevention of breast cancer," said Nancy A. Rae, senior vice president, Human Resources. "We are pleased to add our voice to this important cause."

The U.S. Centers for Disease Control reports that breast cancer is the most common cancer

among women and the second leading cause of cancer-related deaths among women in the U.S.

About one in eight women in the U.S. will develop invasive breast cancer over the course of their lifetime.

In 2013, an estimated 232,000 new cases of invasive breast cancer are expected to be diagnosed in women in the U.S., along with 64,000 new cases of non-invasive

breast cancer.

Chrysler Group has a long-standing commitment to promoting and supporting the health and wellness of its employees and their families and the community at large, Palese said. The company's initiatives supporting its "Culture of Health" have been recognized for their value and relevance by organizations such as the National Business Group on Health.

Ford Founder's Moving Assembly Felt 'Round the World

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to reach and stretch when building a vehicle to ensure that the work conditions meet Ford ergonomic standards. Since the implementation of this virtual process in 2001, the number of ergonomic issues during physical builds has been reduced by nearly 20 percent.

"Technologies such as 3D printing, robotics and virtual manufacturing may live in research but have real-world applications for tomorrow and beyond," said Paul Mascarenas,

chief technical officer and vice president, Ford Research and Innovation. "We use Henry Ford's spirit of innovation as a benchmark for bringing new technologies into the manufacturing process."

John Fleming, Ford executive vice president of Global Manufacturing, added, "Henry Ford's core principles of quality parts, workflow, division of labor and efficiency still resonate today."

"Building on that tradition, we're accelerating our efforts to standardize production, make factories more flexible and introduce ad-

vanced technologies to efficiently build the best vehicles possible at the best value for our customers no matter where they live."

Ford's recent expansion plans in global manufacturing and production will result in eight new assembly plants and six new powertrain plants, which will help retain 130,000 manufacturing jobs around the world, said Adamski.

They also put the company on pace to produce 6 million vehicles in 2013 – approximately 16 vehicles every 60 seconds around the world.



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