

Chrysler's Kirsch Named 'Working Mother of the Year'

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aspirations," Kirsch said.

Her award follows the Sept. 18 announcement of Chrysler's inclusion in *Working Mother* magazine's annual list of the 100 best companies for working mothers. It was the 14th time Chrysler has been included in the list. In earning the recognition this year, the company outscored hundreds of applicants on support of women's issues and advancement, flexible work arrangements, parental leave and overall culture.

"Women are a vital part of Chrysler's commitment to cultivating a diverse organization, and we are proud of being recognized for promoting a flexible work environment," said Nancy A. Rae, senior vice president of Chrysler's Human Resources. "This commitment is a competitive advantage for our company as we continue to develop talented people who reflect the diversity of our communities, including our customers and business partners."

Carol Evans, president of Working Mother Media, said, "Now in its 28th year, the 'Working Mother 100 Best Companies' are leaders in building initiatives



From left, Chrysler's Katie Hepler, Working Mothers of the Year Lynda Hamway (2012) and Mary Ann Kirsch

that truly support all employees. They are the vanguard of successful companies, with modern policies for American families."

The magazine will honor the 2013 Working Mothers of the Year in its December/January issue of *Working Mother* and on workingmother.com.

In addition, Chrysler has been named 10 times to *Latina Style* magazine's annual list of the "50 top U.S. employers for Hispanic women." The automaker also was among those named as the nation's "Top Supporters" of Engineering Programs of Historically Black Colleges and Universi-

ties for the past three years.

Over the years, a long line of Chrysler Group employees have received important professional recognition from various diversity organizations, including Black Engineer of the Year, Women of Color, HENAAC Great Minds in STEM and others.

It's Easy Being White, the Car Buyers' Favorite

White continues to be the most popular car color globally, based on 2013 automotive build data released by PPG Industries, a manufacturer of transportation coatings, that released its annual automotive color trend data.

According to PPG's global data, white ranked first (up 3 percent from last year to 25 percent) and silver and black tied for second (18 percent each). These were followed by gray, red, natural hues, blue and green, all of which maintained the same share of popularity as in 2012.

In North America, white remains most popular (21 percent), followed by black (19 percent), gray (17 percent), and silver (15 percent). These were followed by red, blue, natural hues and green.

In South America, however, silver leads in popularity (33 percent), followed by white (29 percent), black (13 percent), gray (11 percent), red (8 percent), natural (3 percent), blue (2 percent), and green and other colors (1 percent total).

GM Concepts Off to the Vegas SEMA Show

by Jim Stickford

The 2013 Specialty Equipment Marketing Association (SEMA) show in Las Vegas begins on Nov. 5, and GM is ready with some exciting concepts and products to show the world, said Jim Campbell, vice president of GM's Performance Vehicles and Motorsports.

Campbell said Chevy was known for years for vehicles that could be customized in the aftermarket. But over time, the brand got away from that.

In the past few years, GM and Chevy have made efforts to get back into the aftermarket in a big way, Campbell said. That's what makes the annual SEMA show in Las Vegas so important.

"This year, there will be about 2,400 vendors at SEMA," Campbell said. "There will also be about 60,000 buyers there, as well. They're making purchasing decisions for what they're going to stock, so it's very important for GM and Chevy to be there to show what we can do. Our mission is to showcase Chevy as the brand of choice for people who want to personalize their vehi-

cles, improve performance and enhance capability."

Campbell said Chevy will show a variety of customized vehicles at the show, from the compact Sonic, to the muscle car Camaro to the sporty Corvette to the Silverado. Chevy previewed to the media on Oct. 25 some of the cars that are going to SEMA.

One of the vehicles was a Chevrolet Performance Sonic RS concept car. This vehicle, Campbell said, draws on the legacy of Chevy's high-performance vehicles, but is reimagined for a new generation.

The concept RS Sonic features engine performance upgrades as well as improvements to the suspension, brakes and appearance. These changes and the parts to make them possible were all developed by Chevrolet performance engineers and designed to be installed by Chevy dealers.

That last part is very important, said Sandor M. Pizar, director - Strategy & Planning Performance Vehicles & Motorsports.

By using Chevy-designed parts and having them installed by GM dealers, drivers don't void the

warranty, Pizar said. And, frankly, no one knows Chevy cars like Chevy engineers.

Another vehicle that will be on display at the show is the Ricky Carmichael All-Activity Sonic concept car, Campbell said. This vehicle was developed with American Motorcycle Association champion Ricky Carmichael. It has a new performance package that includes a 1.4L turbo stage kit with high-flow exhaust, a Chevrolet performance suspension kit with lowered ride height, a Chevrolet performance brake package with Wilwood front calipers and an 18-inch wheel-and-tire package featuring custom gloss black with green lip.

A Spark EV Tech Performance concept car also will be at the show. The idea behind that vehicle, Pizar said, is to show the public that high performance is possible even with green vehicles. It comes with a new power-delivery algorithm that enhances acceleration and stronger axles to support that greater power. There is even a military-style flip-up activation switch on the shifter just for fun.

Other concept vehicles include



2013 SEMA Chevrolet All-Activity Sonic concept car


an "Urban Cool" Impala, a Malibu LTZ and a Personalization Cruze Diesel concept car. All these vehicles were designed to show what can be done with Chevy's aftermarket kits and parts.

They also act as a kind of test-marketing, Campbell said. If the reaction to certain concepts is strong enough, they could go into production within a year.

"We're very excited about launching the concept Camaro Z/28 exhaust and induction kits,"

Pizar said. "We'll gauge the public's reaction and see what the next step will be."

"Our parts are designed by the same engineers who design our cars," Campbell said. "These parts are tested by the same staff that tests our vehicles. I know that sounds trite, but if you buy aftermarket parts and try to fit them to your Chevy, it doesn't always work because they don't know our cars and our parts as well as we do."



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