

Detroit Auto Scene®

"FIRST IN THE HEART OF DETROIT"

VOL. 82 NO. 4

ESTABLISHED 1933 AS NEW CENTER NEWS AND 1983 AS OAKLAND TECH NEWS

FEBRUARY 3, 2014

Chrysler, Fiat Become One; Headquarters Up in the Air

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DETROIT (AP) – Chrysler and Fiat will be known as Fiat Chrysler Automobiles NV as they move forward as a single company.

Fiat's board of directors agreed on the new name last week, with headquarters for tax purposes in the United Kingdom. But the board sidestepped the thorny political issue of whether the true headquarters would be in the United States or Italy.

Fiat and Chrysler also announced fourth-quarter and full-year earnings. Chrysler's strong profits once again propped up its parent company, which otherwise would have lost money.

Shares of the combined company will trade jointly on the New York Stock Exchange and in Milan, Italy, by Oct. 1. The shares will trade under the symbol FCA, which also appears on the new company logo. FCA now includes the Jeep, Ram, Dodge and Chrysler brands, as well as Fiat, Maserati, Ferrari and Lancia and Alfa Romeo.

The new company will maintain significant research, engineering and financial operations in Fiat's hometown of Turin, Italy, and at Chrysler's sprawling office complex in Auburn Hills. This

avoids political controversies in Italy, where Fiat is the largest private employer, and in the U.S., where the government saved Chrysler by funding its 2009 bankruptcy.

Corporate executives, including Sergio Marchionne, CEO of both companies, say the real headquarters is on an airplane. Currently, the 22-member leadership team spends hours on jets flying to meetings and to visit fac-

ories and other operations.

For at least three years – the amount of time Marchionne has committed to leading the company – “the brains are going to be flying back and forth between Auburn (Hills) and Italy,” said Morningstar analyst Richard Hilgert.

Fiat owned 58.5 percent of Chrysler last year. It has since

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Fiat Chrysler Automobiles' new name and new logo

GM 'Driven by Customer Needs' – VP Alicia Boler-Davis

In order to survive the last few years, GM has had to change its internal culture and the way it interacts with its dealer base.

That was the message from senior vice president of General Motors Global Quality and Customer Experience Alicia Boler-Davis as she spoke to the J.D. Power & Associates Roundtable at the National Automobile Dealers Association convention in New Orleans Jan. 24.

“At the end of the day, we truly are an industry of people, and that's what my opening video is all about,” said Boler-Davis. “People and culture. Because we can have the best strategies in the world at our companies, but if we don't get the culture right, we're simply not going to suc-

ceed. Peter Drucker said it best: ‘Culture eats strategy for breakfast.’”

She went on to say that in the past few years, GM has gone out of its way to change its internal culture and the way the automaker conducts its business.

“If the new GM was going to win again, we simply had to do this,” Boler-Davis said. “It was as important as any of the strategic actions taking place inside the company at that time.”

“So, working with our dealer partners, we set out to make the customer front-and-center in everything we do, from how we interact with them to how we design, engineer and manufacture our vehicles.”

Fundamentally, Boler-Davis

said, this change in culture was predicated on a change in behavior. GM had to become a customer-centric company. That means everything the company does is driven by customer needs.

“So who are these customers?” Boler-Davis asked. “Well, around the world, our customers are changing. People now send more than 500 million tweets per day. There are now 1.5 billion smart phone subscribers. And there are some 2.8 billion Internet users. Today's customers are empowered.”

And these customers are increasingly global, Boler-Davis said. That means many of them are from emerging markets and are new to vehicle ownership.



Alicia Boler-Davis

She noted in GM's largest market – China – 75 percent of car buyers are first-time buyers.

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2013 'An Outstanding Year' – Ford CEO Mulally

Ford Motor Company reported 2013 full-year pre-tax profit of \$8.6 billion, one of the company's best years ever, driven by the highest automotive pre-tax profit in more than a decade and continued solid profit from Ford Credit.

The pre-tax profit was an increase of \$603 million compared with a year ago; full-year earnings of \$1.62 per share were an increase of 21 cents, said Ford finance spokesperson Jay Cooney.

Net income of \$7.2 billion, or \$1.76 per share, was higher than a year ago, including pre-tax special item charges of \$1.6 billion and favorable tax special items of \$2.2 billion.

Pre-tax special item charges included \$856 million for separa-

tion-related actions, primarily in Europe to support the automaker's transformation plan, and \$594 million associated with Ford's completed U.S. salaried retiree voluntary lump sum payout program as part of its pension de-risking strategy, Cooney said.

The favorable tax special items include the impact of an increase in deferred tax assets related to investments in European operations and the release of valuation allowances held against U.S. state and local deferred tax assets.

Fourth quarter pre-tax profit was \$1.3 billion, a decrease of \$402 million compared with 2012; fourth quarter earnings per share of 31 cents were the same as a year ago, Cooney said.



2015 Ford F-150

Ford has posted a pre-tax profit for 18 consecutive quarters. Fourth quarter net income was \$3 billion, or 74 cents per share.

“We had an outstanding year in

2013, demonstrating that our One Ford plan continues to drive solid results and profitable

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Chrysler's 2013 Net Income Up 65 Percent to \$2.8 Billion

Chrysler's full-year net income, including the net favorable effects of infrequent items, was \$2.8 billion, up from net income of \$1.7 billion a year earlier, according to the automaker's preliminary report on full-year and fourth-quarter 2013 results.

Infrequent items for 2013 included a non-cash tax benefit of \$962 million related to the release of valuation allowances on deferred tax assets during the fourth quarter, and a \$24 million loss on extinguishment of debt related to two debt re-pricing transactions during the year.

Net income for the fourth quarter was \$1.6 billion, including the net favorable effects of infrequent items of \$961 million, marking the company's tenth consecutive quarter of positive net income.

Adjusted net income for the year was \$1.8 billion, an increase of 9 percent from \$1.7 billion a year earlier. Adjusted Net Income for the fourth quarter of 2013 totaled \$659 million, up 74 percent compared with the same period a year ago.

Net revenue was \$72 billion for the year, up 10 percent from \$66 billion in 2012, primarily driven by an increase in vehicle shipments, including Jeep Grand Cherokee, Jeep Cherokee and Ram pickup trucks. Net revenue totaled \$21 billion for the fourth quarter.

“The 2013 year-end financial results reflect the commitment Chrysler Group has made to rapidly refresh our product lineup with vehicles that achieve exacting performance standards,” said Fiat and Chrysler Chairman

and CEO Sergio Marchionne.

The Chrysler report stated that worldwide vehicle shipments were 2.6 million for the year, up 6 percent from 2.4 million a year ago. Additionally, worldwide vehicle sales for the year were 2.4 million, up 9 per-

cent from a year ago, driven primarily by a 14 percent increase in U.S. retail sales, said the report.

The report also stated that U.S. market share was 11.4 percent

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2015 Chrysler 200

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