

Jim DeLuca to Head GM Global Manufacturing

Jim DeLuca will become Executive vice president of General Motors Global Manufacturing on Feb. 1, succeeding Tim Lee, who is retiring April 1.

DeLuca's career has included key positions in Manufacturing, Manufacturing Engineering and Global Operations.

DeLuca is currently vice president of Manufacturing for GM International Operations. GM China president Matt Tsien will continue to lead operations in the world's largest automotive market.

In addition to leading global manufacturing, Lee was chairman of GM China.

"Tim inspired a collaborative approach across the organization and a true global mindset that made a difference for our customers, stockholders and employees," said GM CEO Mary Barra.

"His creativity, dedication, strength in building relationships and commitment to people development set a strong example for his team and for the company."

As the head of GM Global Manufacturing, Lee oversaw quality improvements and cost reductions in product launches that allowed reinvestment in products and technology.

In 2013, GM launched more than 40 vehicles and nearly 25

powertrains around the world.

Lee's leadership and strong relationships with local partners in China also helped spur growth of the company's business in that market, said Barra. General Motors and its joint ventures sold a record 3,160,377 vehicles in China last year.

DeLuca, 52, will report to Barra in his new role, leading more than 200,000 employees at 171 facilities in 31 countries.

A 35-year GM veteran, DeLuca has extensive experience in global manufacturing, quality, labor relations and product launches.

In his most recent role as head of GMIO Manufacturing, he drove significant improvements in quality and manufacturing cost while managing the launch of 19 new vehicles in China and across International Operations, said Katie McBride, executive director, Community Connections.

"Jim has a strong track record of aligning his team to deliver for the customer and drive results for the business," Barra said.

"His global manufacturing and quality experience, along with his desire for innovative solutions, ensure we will continue our progress in producing the world's best vehicles, powertrains and stampings."

DeLuca began his GM career in 1979 as a General Motors Insti-



Jim DeLuca

tute (now Kettering University) student at GM's Linden, N.J., Assembly Plant.

He held key manufacturing positions at multiple plants and served as director of Model Change Engineering for the former GM Truck Group and Manufacturing manager of Stamping Operations for GM North American Manufacturing.

He was appointed vice president of Quality for GM Asia Pacific and GM Daewoo Auto & Technology in November 2007 and was named vice president of Quality for GMIO in 2009.

DeLuca has been vice president of Manufacturing for GMIO since 2013.

He received a bachelor's degree in Electrical Engineering and a master's degree in Manufacturing Management from GMI. He also participated in the General Motors Senior Executive Program in 2007.

Alicia Boler-Davis: 'GM Now Driven By Customer Needs'

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And, she added, GM's customers are increasingly female. In Western Europe and the U.S., more women than men now graduate from college. Women spend an average of 4.5 months researching online and in person before buying a vehicle.

Customers are also getting younger, Boler-Davis said. The Millennial Generation has a collective spending power of almost \$1 trillion and the youngest of them don't remember a time without Facebook.

"They want to buy from companies that engage them and ask their opinions," Boler-Davis said. "So what do these customers want in their cars and trucks?"

Given the fact that so many people spend a lot of time in their vehicles commuting, they want the conveniences and comforts of home, Boler-Davis said. And that goes beyond the latest in entertainment and technology. They want the best design elements, materials and lighting as well.

"As an industry, we need to ask ourselves if we are best positioned to meet our customers' changing needs and expectations," Boler-Davis said. "And too often, I think the answer is no – not yet."

"When we look across the industry today, we believe that no one automaker stands out as the clear winner in the customer experience area. Some companies do it better than others, but even the best in the business can't compare to the outstanding reputation companies like Apple or Amazon enjoy in satisfying customers today."

Today's automotive climate, said Boler-Davis presents GM with a real opportunity to create great customer experiences based on suburb design and ex-

cellent buying experiences.

"We want to create true customer advocates – customers who not only repurchase our brands and products, but who also go out of their way to recommend them to others," Boler-Davis said. "To help articulate what we're striving for and what our customers can expect from us with every interaction, we developed an external customer pledge."

"We see it as much more than words on paper. It's a statement of where we're going as a company, and about making GM a more customer-centric organization. Our pledge promises a lot – in fact, many customers are surprised to learn it's from GM."

"As a company, the pledge requires us to provide consistent and compelling customer experiences across all functions. In other words, it's an enterprise approach. It's designed to help guide our actions . . . to be our 'true north' – something that everyone in our company can embrace."

To meet the new customers' need, Boler-Davis said, GM's strategy is focused on three areas – initial quality, long-term reliability and durability, and product excellence.

"We are determined," she said, "to make GM a leader in all these areas."



Dodge brand is presenting sponsor for Motley Crue's "Final Tour," kicking off in Grand Rapids in July.

Dodge Bangs the Drums for Motley Crue

It's rock and roll, and Dodge likes it.

After more than three decades together, iconic rock 'n' roll band Motley Crue announced its "Final Tour" – termed as "the last chance to ever see the band perform live," said Dodge spokesperson Eileen Wunderlich.

The Dodge brand is the presenting sponsor of the tour, which begins this summer.

Motley Crue made the announcement in Los Angeles last week where the band signed a formal "Cessation of Touring Agreement," effective at the end of 2015.

The "Final Tour," presented by Dodge and produced by Live Nation, will kick off in North America July 2 in Grand Rapids, and reach 72 markets before hitting international cities in 2015.

Rocker Alice Cooper will join Motley Crue as a special guest.

"Whenever I talk to people about Motley Crue, the common thread is how cool and relevant the band remains even after 33 years," said Tim Kuniskis, presi-

dent and CEO of Chrysler's Dodge Brand.

"This irreverent 'staying power' resonates deeply with the Dodge brand as we turn the corner on our 100-year anniversary. What better way to celebrate the band's final tour and the 25th anniversary of 'Kickstart My Heart' than to do it together?"

Dodge has used the band's hit single, "Kickstart My Heart," in three 30-second commercials for the Charger and Challenger. The three ads – "Uncle," "Dream Job" and "Engine Note" – can be seen on the band's YouTube channel, www.youtube.com/dodge.

With more than 80 million albums sold, Motley Crue has sold out countless tours across the globe and spawned more than 2,500 Motley Crue-branded items sold in more than 30 countries.

The band has proven they know how to make a lasting impression, said Wunderlich, and this tour will be no different, she said, adding that fans can expect to hear the catalog of their chart-topping hits and look forward to

"a mind-blowing, unparalleled live production."

Nikki Sixx (on bass) said, "When it comes to putting together a new show, we always push the envelope and that's part of Motley Crue's legacy."

"As far as letting on to what we're doing, that would be like finding out what you're getting for Christmas before you open the presents. We think in an age of too much information, we'd like to keep some surprises close to our chest until we launch the Final Tour."

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