

## Detroit Auto Scene

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## GM Foundation Donates \$400K To Aid Karmanos

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said.

Cadillac is the host sponsor of this year's annual dinner. Proceeds from the event will fund the renovation of the Institute's infusion center, where chemotherapy, a significant component of treatment for many cancer patients, is administered.

The renovations will enhance the patients' experience, providing a more comfortable and soothing environment as they receive the critical care they need, Mainville said.

"We are extremely grateful for the outstanding support of General Motors and the GM Foundation," said Gerold Bepler, M.D., Ph.D., president and CEO, Barbara Ann Karmanos Cancer Institute.

"The GM Foundation has consistently supported our innovative cancer research, which is critical for the advancements of new treatment discoveries.

"In addition, the tremendous contributions from GM over the span of several years demonstrates the company's steadfast commitment to cancer patients and the health and well-being of those in our community."

To reserve tickets or to get more information on the event,, contact Lisa Koltunichik at 313-576-8106 or email her at koltuncl@karmanos.org. People can also visit the Karmanos Website karmanos.org.

## Ninivaggi Named Supplier's Co-CEO

The board of directors of Federal-Mogul Corporation appointed Daniel A. Ninivaggi as co-chief executive officer of the company and chief executive officer of its Vehicle Component Solutions (VCS) group.

Ninivaggi previously served as president and CEO of Icahn Enterprises L.P., the company's majority shareholder.

Prior to joining Icahn Enterprises, he served in a variety of executive positions at Lear Corporation, a Tier I automotive supplier.

# Customers Take GM Engineers to School with PDA Program

Engineers behind the Chevrolet Corvette, Cadillac CTS, GMC Sierra and Buick Enclave are learning on dealership sales floors and in service bays what customers like and dislike about the cars and trucks they helped create.

So far, the General Motors' Professional Development Assignment has dispatched 90 engineers nationwide to meet with field service engineers, dealership sales managers and aftersales service technicians with many more to follow this year.

Their goals: identify opportunities for making better cars and trucks and improving customer satisfaction.

"The engineers who have experienced this program have initiated or enhanced product improvements already under way," said Mark Reuss, GM executive vice president of Global Product Development, Purchasing & Supply Chain.

"They are acting as change agents for their departments, and their lessons fuel the customer-centric culture at GM."

Launched last year, the program sends engineers selected

by their group leaders on a month-long tour of Chevrolet, Cadillac, Buick, GMC and competitor dealerships in major markets from Connecticut to California.

At each dealership, the engineers shadow sales and service personnel and meet with customers.

"This program has taught me how important our dealers are to our customers," said Michael Bailey, Corvette chassis systems engineer.

"It gives me new perspective on what I do every day, like things I need to put more focus on that can help our dealers and improve the customer experience."

After the dealer visits, the engineers go to Walt Disney World, where they study behind the scenes to learn how the world's No. 1 resort destination conducts customer relations and earns its high marks for customer satisfaction.

PDA program participants have shared some 2,000 observations so far. Actionable findings go to Product Development, Manufacturing, Marketing and

other functions capable of making specific changes, such as:

Handling service information and creating better communication between design, service engineering and brand quality to simplify dealer service and maintenance procedures while making documentation more accurate;

Balancing product simplification and customer choice while reducing the number of service parts;

Designing vehicle infotainment

systems with alternate interfaces that still provide the connectivity and flexibility in Chevrolet MyLink, Buick/GMC IntelliLink and Cadillac CUE systems.

"As a whole, the program enables our engineers to really understand what our customers want and what goes into selling a car," said John Calabrese, GM vice president of Global Vehicle Engineering.

"Ultimately, this experience will enable us to design, build and sell even better vehicles."



GM engineer Marquita Adams and service technician Herb Figueroa.

## 2014 Jeep Cherokee to Make European Debut in Geneva

The new 2014 Jeep Cherokee, launched in the United States in 2013, is making its European debut at the 84th Geneva International Motor Show on March 4.

Also making its debut in the new Jeep Cherokee is the new 2.0-liter turbo diesel engine, combined with the new nine-speed automatic transmission.

This is the first time in Europe that this powertrain combination – the efficient 2.0-liter Multijet II turbo diesel and the new nine-speed automatic gearbox – has been offered in the mid-size SUV segment.

The new turbo diesel is available in two versions, offering customers a choice of 170 or 140 horsepower outputs, both generating 258.16 lb. ft. of torque.

The 170 horsepower version of the 2.0-liter engine is coupled with the nine-speed automatic gearbox, while the 140 horsepower version of this engine is matched to a six-speed manual transmission, said Chrysler spokesperson Ariel Gavilan.

Both versions of the 2.0-liter turbo diesel engine incorporate "Stop/Start" technology that improves fuel efficiency and reduces CO2 emissions, said Gavilan.

The European lineup also includes the 3.2-liter V6 Pentastar petrol engine paired to the new nine-speed automatic transmission, producing 272 horsepower and 3,232.34 lb. ft. of torque, Gavilan said.

In Russia and the Middle East, the new Jeep Cherokee will also be offered with the 2.4-liter Tiger-shark MultiAir I-4 petrol engine.

The new Jeep Cherokee, Gavilan said, offers the European market a choice of three innovative four-wheel-drive systems: Jeep Active Drive I, Jeep Active Drive II and Jeep Active Drive Lock.

Jeep Active Drive I features a fully automatic, single power transfer unit (PTU) and delivers seamless operation in and out of four-wheel drive at any speed.

Jeep Active Drive II includes a two-speed PTU with torque management and low range.

Jeep Active Drive Lock – available on gas units only – includes all the features of Jeep Active Drive II and adds a locking rear differential for superior low-speed power delivery.

To ensure maximum protection, additional safety feature options for the new Jeep Cherokee include new systems such as the innovative Forward Collision Warning-Plus, ParkSense Parallel/Perpendicular Park Assist, Adaptive Cruise Control-Plus, Lane Departure Warning-Plus, Blind Spot Monitoring and Rear Cross Path Detection.



2014 Jeep Cherokee

This is important, Gavilan said, because maximizing safety and security with the development of the new Cherokee allowed the mid-size SUV to earn the Euro NCAP five-star rating last year with an overall score of 83 percent.

The new Cherokee also earned the "best in class" designation from Euro NCAP in the Small Off-Road 4X4 category for the year 2013.

In the U.S., the new Jeep Cherokee sold more than 29,000 units

within the first two months. In Europe, the new Cherokee will be introduced in all Jeep dealerships during the second quarter of 2014 and will be available in three trim levels – Longitude, Limited and Trailhawk.

All of this matters, said director of automotive analysis for IHS Automotive Mike Wall, because by presenting the new Cherokee at the Geneva Auto Show, Chrysler now has the chance to grow the Jeep brand outside the North American market.

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