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Celebrations start as charities begin receiving GM Foundation donation checks.

GM Foundation Honors Akersons, Spreads \$1 Million Among Three Detroit Charities

tion is donating \$1 million among three Detroit charities in honor of GM's former Chairman and CEO Dan Akerson and his wife

The donations to the Capuchin Soup Kitchen, Habitat for Hu-troit, Dan and Karin Akerson manity Detroit and the Coalition were incredibly moved by the

The General Motors Founda- On Temporary Shelter, or COTS, further the GM Foundation's and the Akersons' commitment to making a difference in GM's headquarters city, said foundation spokesperson Maria Mainville.

"Although not natives of De-

people and circumstances they encountered in the city," said senior vice president of GM Global Public Policy and Communications and GM Foundation Chairperson Selim Bingol.

"They changed many lives

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Dodge Brand Named Among 'World's Most Innovative'

The Dodge brand has found it-ferent as the brands themselves. self in some fast company -Google, Amazon and Nike thanks to the magazine, Fast

The Dodge brand has been recognized by Fast Company as one of the "World's 50 Most Innovative Companies" in the magazine's "Most Innovative Companies" issue (March 2014), available on newsstands since Feb. 17 and online at www.fastcompany-.com/MIC.

The magazine chose Dodge "for being part of the conversation, no matter what," as exemplified by many brand initiatives that delivered results, including its recent Dodge Durango advertising campaign featuring Ron Burgundy (Will Farrell), the fictional character in Paramount Pictures' "Anchorman" movie franchise. The ads helped lift Durango sales 59 percent in October 2013.

"How exciting to be recognized by Fast Company, an innovator and leader in its own right, and to be among such a prestigious group of world-renown compasaid Olivier Francois, Chrysler's chief Marketing officer. "The campaigns and partnerships we create for each of our brands are as individual and difThe Dodge initiatives Fast Company highlighted convey a mindset that is purely Dodge. "Muscle cars to multi-passen-

ger vehicles, Dodge gives you performance and technology with an attitude and presence that transforms an everyday vehicle into a personal statement," said Tim Kuniskis, president and CEO, Dodge Brand.

"In an industry that is getting more and more commoditized, we capture this brand attitude and swagger in our marketing recipe to spark conversation and consideration.'

Fast Company also saluted Dodge for product placements and partnerships. The article naming the top brands noted that Dodge is reaching "nearly every type of driver," that resulted in "people taking notice." Dodge brand sales were up 14 percent in 2013, marking 14 consecutive months of year-overvear sales growth.

The article also stated that Dodge was involved in other brand initiatives last year, included partnering with Universal Pictures on the "Fast & Furious 6" movie, the SyFy channel for its

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2014 Ford Fusion Hybrid

Ford's New Fusion Hybrid Gets High Marks

by Jim Stickford

Ford's efforts to develop a full lineup of electric and hybrid vehicles has paid off, say Ford officials and the editors of two publi-

The automaker was recently honored by Kelley Blue Book (KBB) and U.S. News and World Report for producing excellent hybrid vehicles at affordable

KBB listed the Ford C-Max and

Best Hybrid Cars Under \$30,000"

KBB wrote, "The Ford Fusion is one of the hottest mid-size sedans on the road right now, and the Fusion Hybrid offers all the same bold styling with even better fuel economy. The most fun-to-drive hybrid mid-size sedan also offers some of the coolest in-cabin tech.

"Fresh from its debut last year, the Ford Fusion continues to redefine the role of the mid-size family sedan, including a plug-in hybrid electric model dubbed the Fusion Energi.

"Unlike the hybrid car, the Energi can run at high speeds up to 22 miles solely on electric power, after which the gasoline engine kicks on to power the vehicle.

The article continues, "Those interested in more traditional methods of propulsion will be quite satisfied with Ford's gasoline-only offerings, including two small displacement turbo en-

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SRT Viper Named Collectible Car of Future

The National Automotive His- CEO – Chrysler's SRT Brand and tory Collection (NAHC) has selected the Chrysler Group's 2014 award in SRT (Street and Racing Technolo- Chrysler's Featherstone of the Future.

NAHC members vote annually to name the "Collectible Car of the Future" from North American-built vehicles launched during the previous calendar year, said Nestor Austin, spokesman for the organization. The SRT Viper was selected from 19 allnew vehicles introduced in 2013.

"We ask our members to predict which of the year's new vehicles will command the highest attention at Detroit's famous Woodward Dream Cruise 25 years from now," Charles K. Hyde, president of the NAHC Board of Trustees said. "Car enthusiasts select this award, making it unique among vehicle-ofthe-year awards.

"Quite impressively, this is the third time Viper has been the recipient of this award, a testament to Chrysler's visionary design

Ralph Gilles, president and

Motorsports, accepted ceremonies gy) Viper as its "Collectible Car search and Engineering Center in Auburn Hills on Feb. 19.

"With fewer than 30,000 Vipers built since the nameplate's launch in 1992, the Viper has earned its place as a unique, hand-built American exotic supercar," said Gilles. "The National Automotive History Collection award further recognizes the exclusivity and collectability of our flagship performance machine from Chrysler Group."

The NAHC is the world's largest collection of automotive books and historical materials, and is housed at the Skillman Branch of the Detroit Public Library, Austin said. The NAHC Board of Trustees raises funds and provides volunteer assistance for the collection.

Every year, the NAHC's board of trustees, which consists of "car guys who worked in the auto industry," looks at the new vehicles produced in North America to try to estimate which one

will be the most collectible, Austin said.

"The vehicles under consideration have to be produced in North America, but they don't have to be from a Big Three manufacturer," Austin said. year, the SRT Viper beat out 18 other vehicles, including the Cadillac ATS-V and the Cadillac CTS-V. Other nominees included the Jaguar F-Type, the Mercedes Benz S-Class and the Range Rover Sport."

The honored vehicle gets a plaque on the wall of the NAHC offices in the Skillman library branch. Austin said.

The fifth generation of "the iconic American-built supercar" returned in 2013 as the SRT (Street and Racing Technology) brand's flagship performance machine with more power and performance, superior craftsmanship, new technologies and creature comforts, Austin said. Power from the all-aluminum, 8.4-liter mid-front V10 engine delivering 640 horsepower and 600

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AHC Trustee Jack Harned, left, with Ralph Gilles

Contact us: info@detroitautoscene.com