

Detroit Auto Scene

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Entertainers Hit Stage to Perform For Fundraiser

Professional and amateur entertainers will be performing in Spotlight on a Cure, a fundraiser for Huntington's Disease on Saturday, March 8, at the Lafayette Grande Ballroom in Pontiac, starting at 7 p.m.

"This is going to be the best year yet," said Amber Frampton, one of the hosts of this event. "We have a ton of new acts and a new judge's panel."

"It's a big year for us," said co-host Krissi Putansu. "This is our fifth year and we have more acts and more laughs lined up."

My mom and so many others are affected by this horrific disease, but we are energized knowing we are getting closer with each passing year."

Spotlight on a Cure was started in 2009 by Frampton and Putansu.

The outgoing duo wanted to do a charity benefit for Huntington's Disease (HD). HD is a neurodegenerative genetic disorder that affects muscle coordination and leads to cognitive decline and psychiatric problems. It typically becomes noticeable in mid-adult life.

HD is the most common genetic cause of abnormal involuntary writhing movements called chorea. Putansu's mom has been living with the disease for nearly 20 years. The two raised money and awareness to fund research to hopefully find a cure.

"Our event has grown so much over the years," said Frampton, "We have the large ballroom again so we can hold as many people as possible."

Along with a night of entertainment, appetizers, 50/50 raffle, silent auction, cash bar, Spotlight on a Cure offers a chance to support and acknowledge those who have been affected by Huntington's disease. Spotlight on a Cure needs raffle prizes.

Spotlight on a Cure tickets are \$20 in advance and \$25 at the door. Tables of 8 can also be reserved for \$130. For ticket information call Krissi Putansu at 586-822-1730 or Amber Frampton at 586-530-6762, or visit www.hdsa.org/events/12355/details-.html.

Dodge Brand Named Among 'World's Most Innovative'

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"Defiance" TV series, and a partnership with international music superstar Pitbull for Dodge Dart ads targeting multicultural millennial consumers.

The article stated that Dodge has been so successful that "when the eponymous character in FX's "Archer" received a Dodge for his birthday, it was proof of cultural saturation: That wasn't a paid spot. Dodge was just on the writers' minds."

Fast Company's annual "Most Innovative Companies" issue honors businesses including Google, Amazon, Airbnb and Nike (last year's Most Innovative Company), along with such rising newcomers as GoPro, GoldieBlox, and FitBit. The "Most Innovative Companies" is Fast Company's most sig-

nificant, high-profile editorial effort of the year.

The article stated that the editorial team spends months gathering and sifting data to identify those enterprises that exemplify the best in business from across the economy and around the world. The end result is a package that dares to be different, emphasizing not just revenue growth and profit margins but also progressive, sustainable business models and an ethos of creativity.

"The culture of innovation across the globe is more robust than ever," said Fast Company editor Robert Safian, who identifies 12 lessons of innovation for 2014 within the issue. "To win in such a fast-changing environment requires a new kind of business agility."



2014 Dodge Charger

Seven Chrysler Vehicles Among America's 'Most Loved'

The Website, Strategic Vision, has named seven Chrysler Group vehicles as its "Most Loved Vehicles in America":

- Dodge Dart (Small Car);
- Dodge Durango (Mid-size SUV);
- Dodge Charger (Large Car);
- Dodge Challenger (Specialty Coupe);
- Jeep Grand Cherokee (Mid-size SUV);
- Ram 1500 (Full-size Pickup);
- Ram 2500 and 3500 (Heavy Duty Pickup).

Consumers were surveyed on whether they "Hate" or "Love" their vehicles or particular aspects of the vehicle and the experiences they deliver.

The best-of-the-best earned the titles of "Most Loved Vehicles in America," reflecting how hard people can fall in love with what they drive.

Dodge Durango and Jeep Grand Cherokee were both selected as winners in the Mid-size SUV category because, as the research guidelines say, four points are required to determine a significant difference and only one point separated the two vehicles.

Strategic Visions' founding partner Dr. Darrel Edwards, Ph.D., said, "We completed over a decade of research and consulting in determining how to capture the ways that people talk about their loves. We discovered that the natural language was in a 'Love-Hate' context with nuances in between."

Vehicle buyers speak their minds, saying whether they hate or love their vehicles, or particular aspects of the vehicle and the experiences they deliver, said Dr. Edwards, adding, "The report of Most Loved Vehicles in America captures a vehicle's total emotional response from buyer-drivers. The industry is mature enough to actually accept 'True Love' as a core comprehensive, interactive and discriminating emotional response."

"Having seven Chrysler Group vehicles named as 'Most Loved

Vehicles in America' by Strategic Vision is a terrific honor," said Reid Bigland, head of Chrysler's U.S. Sales.

"It's meaningful to have our customers express their satisfaction and emotional attachment they have with our vehicles; that is what drives us to create and develop vehicles that customers can continue to love."

Scores are calculated using the reported "Love" score for each of the attributes delivered by the vehicle and the dealership experiences weighted by each vehicle's outcome scores - commitment, overall satisfaction, total top emotional responses, proposed repurchase loyalty and actual repurchase loyalty - to provide a Most Loved Index.

Each point, as measured on The Edwards Commitment Scale, ranges from 1=Hate it, 2= a Failure, 3=Unsatisfactory, 4=Satisfac-



2014 Dodge Durango

tory, 5=Excellent, 6=Delightful and 7=Love it. Each point discriminates the quality and depth of the emotional response from the next, said Dr. Edwards.

"In our full-year automotive study, the winners both surprise and delight some pundits in the industry," said Christopher

Chaney, executive vice president for Strategic Vision.

He went on to say that America's affection for the automobile prompted the production of vehicles that have a strong position in their markets and that love is ultimately expressed in loyalty.

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