

## 'We Want to Put Customers First' – GM CEO Barra

by Jim Stickford

GM will do the right thing. That was the main message given by company executives at the press conference that followed CEO Mary Barra's town-hall meeting held at GM's Warren Tech Center last week.

Barra was flanked by Executive Vice President, Global Product Development, Purchasing and Supply Chain Mark Reuss and GM President Dan Ammann.

The trio was asked who was eligible for monies from the compensation fund that Barra just announced at the townhall meeting. The question was followed with, "Was the fund just for people who suffered some loss as a result of an accident tied to the ignition problem, or were people who suffered degradation of the value of their vehicles eligible?"

Ammann said the fund will be administered by attorney Kenneth Feinberg.

"The specific rules of the fund and how it will operate are currently under review by Kenneth Feinberg," Ammann said. "What's important is that GM does the right thing by its customers and take responsibility for what happened."

Barra was asked what the environment was at GM during the time the ignition troubles were

happening. A specific question: "Was there fear that a recall would cost too much or was there just arrogance on the part of GM officials?"

Barra said that during this time period, roughly 2005 through 2011, GM had issued a number of other recalls.

"But the root of the problem," Barra said, "was that the part didn't meet standards and when that was discovered the problem was seen as one of customer satisfaction and not safety. Our engineers didn't know what would happen when the key came out of the ignition."

When asked how confident she was that the systemic problems that led to the ignition switch re-



GM President Ammann, left, CEO Barra and VP Reuss face the press in Tech Center news conference June 5.

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## Chrysler Extends Employee Volunteer Work Program

In the heart of Chrysler's Auburn Hills campus, employees packaged 70,000 meals for Stop Hunger Now, an international hunger relief agency.

Using an assembly line-style process, 260 employees combined more than 7,000 pounds of rice, 2,900 pounds of soy, and 350 pounds of vegetables with a seasoning mix – which includes 21 essential vitamins and minerals –

into small meal packages that will be shipped to Brazil to support school feeding programs and crisis relief.

The timing of this volunteer event coincides with the launch of "Motor Citizens," the new name for the automaker's well-established volunteer program.

The program gives Chrysler's more than 18,000 salaried employees – in the United States,

Canada and Mexico – 18 hours paid time off each year to volunteer for nonprofit organizations of their choosing, as well as company-sponsored initiatives.

"As a company, we are committed to making service to others part of our daily mission," said Jody Trapasso, Chrysler's senior vice president of External Affairs.

"Over the years, we've invested more than half-a-billion dol-

lars in charitable organizations to help build strong communities, while our volunteer activities have impacted millions of lives.

"Wherever possible, we will put volunteer hours behind our grants to better drive social change.

"Today's event to help allevi-

CONTINUED ON PAGE 3

## Big 3 Auto Veterans School Students in Potential Careers

by Jim Stickford

It's never too soon to think about a career in the automotive industry. That's what Harry Istok believes.

The retired drafting teacher just hosted the ninth annual Utica Community Schools Career and Technical Education Showcase last week at the Utica Center for Science and Industry in Sterling Heights.

Istok said that the event got its start eight years ago when, as a junior high school teacher at Malow in the Utica school system, he got together with GM design manager Greg Cummings and had a car show for students to show them what they would be creating if they entered into a career within the auto industry.

"I come from a designing background," Istok said. "I myself went to Macomb Community College, and have three degrees from Wayne State.

"The first show, which had four cars and four GM employees was strictly targeted at my drafting students. It evolved into something else."

As time went on, Istok said, more cars were added and Ford and then Chrysler started participating. By 2012, the event had outgrown Malow and Utica school officials moved it to its current location in Sterling Heights.

"They wanted other students from other schools in the district to attend the event," Istok said. "It's no longer the 'Malow Junior High School Car Show.' It's now the 'Utica Community Schools Career and Technical Education

Auto Showcase,' where innovation meets design."

The show gives students the opportunity to meet with people who can talk about the industry, especially design and STEM elements.

Cummings said he approached Istok about having some sort of show because, after attending a Utica school system open house, he learned that they wanted to cut funding for the art and vocational kids.

"We wanted to spark a connection with the kids so I brought a few cars to the first show," Cummings said. "We talked about careers available and what they had to do and here we are, eight years later.

"It's definitely grown and now we have many cars from all the Detroit OEMs. It's all good and we all work together to stay connected with the kids. We have a Facebook page where students can view videos and post questions."

Mike Istok is a Ford body interior design release engineer and the son of Harry Istok.

"I can testify firsthand how encouragement from an adult, in this case my dad, can inspire a student to study engineering and design," Mike said.

"Ford is at this event because about two years after the first show my dad put on, I got a job at Ford. My dad asked me for help in getting Ford to be involved and after I talked about this with management, they told me they were delighted to offer Ford's support."

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Greg Cummings of GM with cutout of 2015 Stingray



Joe Dehner of Chrysler with 2015 Challenger

## Ford Research on Batteries Could Bring Fuel Savings

Ford Motor Company and Samsung SDI, an affiliate of Samsung Group, are joining forces to research on different levels of hybrid technology that could one day be produced in high volume on non-hybrid vehicles for greater fuel savings.

The result of a 10-year research effort, the dual-battery system combines a lithium-ion battery with a 12-volt lead-acid battery that could enable regenerative braking technology in non-hybrid vehicles for greater fuel savings, said Ford spokesperson Susannah Wesley.

"We are currently expanding our Auto Start-Stop technology across 70 percent of our lineup, and this dual-battery system has the potential to bring even more levels of hybridization to our vehicles for greater energy savings across the board," said Ted Miller, Ford's senior manager, Energy Storage Strategy and Research.

"Although still in research, this type of battery could provide a near-term solution for greater reduction of carbon dioxide."

Currently available on Ford's hybrid vehicles, regenerative braking enables the battery to capture up to 95 percent of the electrical energy normally lost during the braking process for reuse, Miller said.

The system works in conjunction with Ford's Auto Start-Stop, which seamlessly turns off the engine when a vehicle stops to save fuel. An advanced battery then powers vehicle accessories

CONTINUED ON PAGE 5



## Chrysler Staffers Get Packing with Food Donations

CONTINUED FROM PAGE 1

ate hunger demonstrates the enthusiasm and commitment that Chrysler employees bring to serving our communities."

Chrysler employees located in Canada and Mexico also organized hunger relief volunteer events the same day to benefit local organizations, Trapasso said.

In Canada, employees wanted to raise awareness for the need to support local food banks on a year-round basis, not just during the holidays, so volunteers spent the day helping with the food program at the Downtown Mission of Windsor.

They brought with them a Dodge Grand Caravan full of employee-donated food items, as well as a \$7,500 donation, which will be shared among the Downtown Mission of Windsor, The Salvation Army and the Society of Saint Vincent de Paul for their food bank programs.

Meanwhile, in Mexico City, 60 volunteers from Chrysler de Mexico helped package and deliver more than seven tons of food (approximately 10,500 meals) in conjunction with the Solo por Ayudar Foundation, Trapasso said. The food will be distributed to a community located near the company's Toluca Complex.

Chrysler spokesman Kevin Frazier said Chrysler's Motor Citizens volunteer program complements the decades-long legacy of the Chrysler Foundation, which serves as the primary conduit for Chrysler Group to give back to the community.

In its more than 60 years of its existence, he said, the Chrysler Foundation has granted more than half-a-billion dollars to worthwhile organizations and causes.



Chrysler's Rob Ciborowski helps pack meals to provide for school feeding programs and crisis relief in Brazil.

To further support Chrysler Group's commitment to volunteerism, the Chrysler Foundation has established a Motor Citizens grant program to supplement employees' volunteer service.

Under the program, the Chrysler Foundation will provide eligible U.S. nonprofits a \$500 Motor Citizens grant when a team of 10 or more employees contribute a total of 30 hours of service to a project.

"We have created new tools, including the Motor Citizens volunteer website, to better meet the needs of our employee volunteers and our nonprofit partners who are driving social change," said Trapasso.

"The Chrysler Motor Citizens volunteer program goes beyond the walls of our offices to help build strong communities both here at home and around the world."

Accordingly, Chrysler Group is

also launching an online toolkit for its dealers to plan, manage and track their volunteer activities within their communities, Frazier said.

Dealers have a tradition of community involvement, he said, that ranges from supporting local athletic programs and scouting to providing support following natural disasters.

In addition to these recent volunteer efforts, the automaker introduced an internal marketing

campaign to encourage salaried employees to "Be an Engine for Change" by using their volunteer hours to help others.

Spirited slogans such as "Tell your boss you need to work for someone else;" "Your time and talents are needed elsewhere;" and "Helping others starts by helping yourself to 18 hours of paid time off," call on the army of Chrysler Group volunteers to go out and make a difference in the world, Frazier said.

## Chrysler Sales in Canada Reach Record Levels

Chrysler Canada's month of May recorded its 54th consecutive month of year-over-year sales growth, representing the longest sales streak in the company's history.

May 2014 sales were 31,498, compared with 29,249 in May 2013, representing an 8 per cent increase. Chrysler Canada remains the top-selling automotive company in the country in 2014.

"Robust May sales kicked off the execution phase of our second five-year plan with a resounding success," said David Buckingham, COO of Chrysler Canada. "In fact, May sales were the strongest of any month in our company's 89-year history."

The Jeep brand in Canada experienced its best sales month of all-time with 7,531 vehicles sold in May. Thus far in 2014, Jeep Wrangler is the best-selling compact SUV in Canada and Jeep Cherokee experienced its best sales month since arriving in Canada last November with 2,208 vehicles sold.

In Canada, May 2014 sales for both the overall Ram brand and the Ram pickup truck broke new ground by setting an all-time sales record with 9,803 units sold by the brand, of which 9,074 were Ram pickup trucks. The Windsor, Ontario-built Dodge Grand Caravan continues to be the best-selling minivan in the country.



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# Students Schooled in Potential Auto Careers

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Mike Istok also agrees with both his father and Cummings that by showing students what the possibilities are in the auto industry, they are helping the students choose a productive career path.

"The value of events like this is that the kids who are into art and design get to see that they have a vibrant career choice available to them that can offer a lifetime's worth of employment.

"When I talk to the kids, I see their enthusiasm and I get enthusiastic for them. They remind me of myself when I was their age.

"They ask me questions like, what science courses to they have to take? Do I like working at Ford? These were the questions I was asking myself 20 years ago when I was 16."

Mike said another encouraging sign he's noticed over the past couple of years is a "good mix of male and female students coming by and asking questions." When he was younger, the mix of students was skewed male.

## Ford Research on Batteries Could Bring Fuel Savings

CONTINUED FROM PAGE 1

and systems in place of the engine until the driver begins to release the brake pedal, which restarts the engine.

Ford and Samsung SDI also are researching a longer-term ultra-lightweight lithium-ion battery that could one day render traditional lead-acid batteries obsolete. The research advances lithium-ion battery technology currently available on Ford's electrified vehicles, Wesley said.

"Lithium-ion batteries are typically used in consumer electronics because they are lighter and more energy-dense than other types of batteries, which also make them ideal for the vehicle," said Mike O'Sullivan, vice president, Automotive Battery Systems for Samsung SDI North America.

"Battery technology is advancing rapidly and lithium-ion could one day completely replace traditional 12-volt lead-acid batteries, providing better fuel efficiency for drivers."

Lithium-ion batteries currently used in Ford's electrified vehicles are 25 percent to 30 percent smaller than previous hybrid batteries made of nickel-metal-hydride, and offer approximately three times the power per cell.

The ultra-lightweight battery concept offers a weight reduction of up to 40 percent, or 12 pounds. Combining the battery with other weight reduction solutions, such as the Ford Lightweight Concept vehicle, could lead to additional savings in size and weight of the overall vehicle, as well as increased efficiencies and performance, Miller said.

Last year, the Dearborn automaker invested \$135 million in design, engineering and production of key battery components, and doubled its battery testing capabilities.

Ford accelerated its battery durability testing, with test batteries now accumulating the equivalent of 150,000 miles of use and 10 years' life in roughly 10 months in a laboratory setting.

Ford, Wesley said, has directly supported several energy storage companies in California in their technology development through the United States Advanced Battery Consortium.

Further, he said, Ford supports energy storage research at Lawrence Berkeley National Laboratory, University of California, Berkeley, and Stanford.

Ford also sent Marcy Fisher, its vehicle line director, to the showcase. She herself is a Malow graduate and received her degree in mechanical engineering and her MBA from U-M.

"I'm here to talk to the ladies in the audience," Fisher said. "I talk about STEM education and how when I started in the industry more than 20 years ago, it was rare to see a woman mechanical engineer."

But, said Fisher, that's changed over the years. Not only is the automotive industry more diverse in terms of hiring women, it's just plain more diverse period.

"The industry just isn't a bunch of guys named Smith anymore," Fisher said. "And this diversity is good because it brings in new perspectives and new ideas from people who represent the buying public. That's why our cars are great today."

Fisher said that now, more than ever, it's vital for automakers to know the marketplace and understand who their buyers are and what they want in an automobile.

Diversity just isn't some sort of nod to political correctness, he said, it's the foundation of sound business practices in the 21st century.

Joe Dehner, head of Dodge and Ram Exterior Design, said this was the third year he's been at the showcase.

"This is important because we need to continue to create a pipeline of students to get into the auto industry and this is a great venue in which we can influence young, impressionable minds," Dehner said.

"By showing them the cars, by showing them how we can create digital sculptures, by showing all the work that goes into making a car in an interactive way, as well as showing them fields that they never knew existed, we can offer them a future. It's also exciting, when talking to students and showing them what we do, seeing the light bulb go off."

Dehner had to admit it's also fun to show off what Chrysler's muscle cars can do.

"When we rev up the engines, you should see the looks on students' faces," Dehner said.

The ultimate goal, said Mike Istok, is to show students the process that takes an idea "from art to parts."

"Everything that was ever made started with an idea," Mike said. "We want to show students the sketch of an idea that becomes part of an engine or vehicle interior at Ford."



Mike Istok and Marcy Fisher of Ford with 2015 Mustang



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Last year's first-place photo showed winner Jamie Moore.

## Take a Unique Photo and Win a New 2014 Fiat 500

What happens when a soda company and an Italian car brand decide to celebrate summer?

Someone ends up with a free car.

Jones Soda Co., a leader in the premium soda market, which is known for its unique flavors and branding, said Chrysler spokesperson Diane Morgan, has again joined with Fiat in a photo promotion contest where the ultimate prize is a brand new Fiat 500.

Last year, the two companies partnered up and created "Jonesin' for a Fiat 500." It was so successful that the two companies decided to do it again in 2014, Morgan said.

The Grand Prize winner of the 2014 contest, Morgan said, will receive a new 2014 Fiat 500, as well as surf lessons.

The winner will also participate in a photo shoot with Jones-sponsored professional surfer Brianna Cope. The winner also will get a GO Pro Hero 3 Camera and equipment.

The winning photo will be featured on a production run of Jones Stripped soda in 2015.

"Jonesin' for a Fiat," which runs from June 3 through Nov. 1, continues to be an integral part of the overall marketing campaign for Jones Soda and the Fiat Brand to celebrate both companies' ongoing partnership, Morgan said. Contestants who submit photos or "selfies" will also have a chance to win weekly Prize Packs of Jones Soda and Fiat merchandise, Morgan said.

Participants in the U.S. and Canada enter the contest by submitting their qualifying photos using the hashtag #JonesinforaFiat500 through Jones Soda Co.'s Official Website, Instagram, Twitter and Facebook pages. Submissions will be judged based on the quality and creativity of the photos.

In addition to the photo contest, Morgan said, the companies

partnered on a variety of other successful campaigns in California throughout 2013, including a presence at the Vans U.S. Open of Surfing, the Fiat dealership program and social media initiatives.

Jones and the Fiat brand's first joint photo contest ran in conjunction with both brands launching new products in California in 2013.

**"We look forward to seeing fantastic photos"**

**- Jason Stoicevich  
Head of Fiat Brand  
North America**

"When Fiat and Jones got together last year, we realized that it was the start of a great collaboration and, after the success of last year's events, we definitely want to expand our partnership. We couldn't have asked for a better, like-minded brand partner," said Jennifer Cue, CEO, Jones Soda.

"Our partnership last summer with Natural Jones Soda was a great success," said Jason Stoicevich, head of Fiat Brand North America.

"By utilizing the social media space to engage consumers through photography, we have been able to showcase a different side of our brand as it was captured by the eyes of the contestants. We look forward to seeing the fantastic photos to be posted this year and finding out who will drive home a brand new 2014 Fiat 500."

Further details on the contest, including the official rules, and other events taking place can be found at facebook.com/fiatusa or fiatusa.com.



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## Chrysler Sponsors Musical Evening at Opera House

The age-old question, "How do you get to Carnegie Hall?" is usually answered with, "Practice."

The performers at Chrysler's "Bravo! Bravo! 2014" show obviously practiced a great deal. And that's how they got to the Detroit Opera House June 6.

The performance, "Escape the Everyday - A Cultural Experience," was presented by Chrysler brand.

The event was hosted by Jay Towers of Fox 2 WJBK and FRESH 100.3, and featured main stage entertainment by La Dolce Vita, DJ Stacey "Hottwaxx" Hale featuring Nyumba Muziki LIVE, and DJ Matt Aubrey and TONe', said Chrysler spokesperson Diane Morgan.

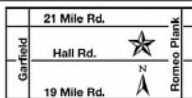
"The Chrysler brand stands committed to supporting De-

troit's rich legacy as a world-class contributor to music and the arts through great partnerships such as our alliance with the Detroit Opera House," said Al Gardner, president and CEO - Chrysler Brand.

"BravoBravo!" provided music lovers with the opportunity to enjoy an unforgettable evening and give back to one of the cultural cornerstones that makes this city so great."

Now in its 15th year, "Bravo! Bravo!" celebrated the city and invited guests to "escape the everyday at a sophisticated evening celebrating cultures of the world with food, drinks, music and dancing," Morgan said.

Co-chairing the event were Megan Davis, Olga Gamburg and William Robinson.



# Mopar Dodge Dart Races to Third Straight NHRA Win

Jeg Coughlin, Jr. drove the JEGS.com Mopar Dodge Dart to victory at the 45th annual National Hot Rod Association (NHRA) Summernationals in Englishtown, N.J., to earn his 58th career Pro Stock national title after reaching the final round of eliminations for a third consecutive event.

The defending NHRA factory hot rod world champion has been on a tear, said Chrysler spokesperson Pat Caporali, jumping from ninth place in the points standings to second with his two wins and a runner-up finish. He combined with his teammate, Allen Johnson, to put the new Dodge Dart in the winner's circle at each of the last three events.

"These last three weekends have been a helluva hat trick for J&J Racing, winning all three races," said Coughlin, who earned both his wins this season against Greg Anderson in the final round, this time with an elapsed time run of 6.510 seconds (213.94 mph). "I got Atlanta and Englishtown and A.J. won in Topeka, so we're on a great run."

"Congratulations to Jeg Coughlin Jr. on his drive to the winner's circle at the Summernationals to continue this fantastic streak of wins for the Dodge Dart and his second of the year," said Pietro Gorlier, CEO of Mopar. "A third consecutive win for the Dodge Dart definitely helps validate all the hard work that the Mopar teams have put in with the new vehicle. We look forward to seeing what more Jeg and Allen can do with HEMI and new Dodge Dart combination in such a competitive Pro Stock field."

The win wasn't easy, Caporali said. Only five of the 16 Pro Stock qualifiers completed runs under full power in the opening round. Track conditions even claimed Mopar teammate and top qualifier Johnson as a victim in his first round match-up against Chris McGaha, after previously resetting the track record two days in a row in qualifying with the Magneti Marelli Dodge Dart at Old Bridge Township Raceway Park. Fellow Hemi-powered driver Vieri "V."Gaines also succumbed in the first round against Shane Gray. Coughlin also wasn't able to make a clean run but persevered to beat his first-round opponent Kenny Delco to the stripe.

"That was a scare," Coughlin said. "Kenny's a hometown hero and I know they wanted to win. The track just wasn't there and neither of us managed to launch correctly. It was some violent shake and I had to let the car settle before I was able to get back on the gas and get down the track. Those moments seem to last forever."

"The guys worked on it, softened the launch sequence a touch, and we came back and ran a decent 6.586 against Shane Gray. We worked on it some more and really had a pass against Dave Connolly in a great side-by-side race (6.524 to 6.535 second e.t.) and that got us to the final. We had the kind of conditions that Pro Stock cars love today with a great barometer and not a cloud in the sky but you had to work for it."

Mopar teammates Coughlin and Johnson are currently tied for second (668) in the Pro Stock points race and have combined for five national titles for Mopar this season to date, Caporali said.

Mopar teams and drivers will have a one-week break in NHRA Mello Yello Drag Racing Series action before heading to Bristol, Tenn., for the 14th annual NHRA Thunder Valley Nationals at Bristol Dragway June 13-15.

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From left, Josh Kuligowski, Kyle Scheel and Joe Coppens at library

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## A Look at How Beaches at Normandy Changed World

by Jim Stickford

Some things are worth remembering and honoring, and that's just what the Warren Public Library did for the 70th anniversary of the June 6, 1944, D-Day Invasion of France.

Three members of the Michigan Military Historical & Technical Society in Eastpointe were at the central branch of the library on June 5 to talk about D-Day.

The trio are war reenactors and were dressed as soldiers who would have participated in the airborne portion of the attack, as well as the first wave and third wave attacks on Normandy Beach.

Joe Coppens, dressed as a member of the 501st Parachute Regiment in the 82nd Airborne Division, noted that the lecture began at 6 p.m. Eastern Standard Time, which would be midnight in France.

"The assault on Normandy began at midnight local time," Coppens said. "We are doing this 70 years to the hour after the first part of the D-Day invasion took place. That really makes you think."

Coppens said that as a paratrooper, he would have had to carry all the supplies he would need for three days. He then showed the audience just how much gear a paratrooper would carry. It filled a table.

Josh Kuligowski was portraying a soldier that would have come in the first wave.

His pile of gear wasn't as large at Coppens', but because he was a first-wave soldier, it was still more than what a soldier who came later in the invasion would carry.

Kyle Scheel portrayed a sol-

dier who hit the beach later in the invasion.

Those who came later wouldn't have had to carry as much gear because it was assumed that the beachhead would have been established, therefore rear echelon troops could follow with more supplies.

The three talked about why they carried the gear and what the role of each soldier would have been.

Part of being a reenactor is having gear that is authentic to the time and place. They carried everything from replicas of weapons to a duplicate of the actual Army-issued can opener troops needed to open their food rations.

All three had relatives who fought in the war and this was their way to honor them.

Audience questions dealt with the actual D-Day battle, including what happened to Allied troops who were taken prisoner.

Scheel said that, on the western front, both sides pretty much respected the Geneva Convention, adding that wasn't the case on the Russian Front or in the war against Japan.

Ultimately, Scheel said, what happened at D-Day was an event that shaped the history of the 20th century and is something worth remembering.

Kuligowski said the three were pleased to have the chance to show the public just what American soldiers did to free Europe from Nazi tyranny, pointing out that the men who landed at Normandy and those who followed changed the world into what we have today. "We're glad the Warren Library is doing something to educate the public about that historic event," he said.

## Ford Recalls Its Escapes and Mariners for Steering Issue

DETROIT (AP) - Ford is recalling 1.4 million SUVs and cars in North America to fix steering, rust and floor mat problems.

The recalls come as automobile safety is being watched closely by Congress, the Justice Department and the National Highway Traffic Safety Administration.

All are investigating General Motors' delayed recall of small cars for ignition switch problems. Also, Justice recently made Toyota pay a \$1.2 billion penalty for hiding information from government safety regulators.

In the largest of the Ford recalls last week, the company is calling back 915,000 Ford Escape and Mercury Mariner small SUVs to fix a problem with a torque sensor within the steering column. The problem could cause

loss of power-assisted steering, making the SUVs more difficult to control and increasing the risk of a crash, Ford says.

The company recommends one of three fixes: replacing the sensor, updating software or replacing the steering column. The recall affects 2008 through 2011 vehicles built between Aug. 18, 2006, and Sept. 11, 2010.

Another recall covers 196,000 Ford Explorer SUVs from the 2011 through 2013 model years. An electrical problem in a steering gear can knock out power steering. Dealers will either update software or replace the steering gear.

Ford also issued two additional recalls May 29 affecting Ford Taurus and Fusion, Mercury Milan, and Lincoln Zephyr and MKZ models.

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# Feds Nab Japanese Manufacturers and Their Execs in Price-Fixing, Bid-Rigging Scandal

A Japanese automotive parts manufacturer will pay \$19.9 million in criminal fines, according to a recent FBI statement.

Showa Corp., based in Saitama, Japan, has agreed to plead guilty and to pay the fine for its role in a conspiracy to fix prices and rig bids.

The parts targeted were for pinion-assist-type electric powered steering assemblies installed in cars sold in the United States and elsewhere.

The U.S. Department of Justice says the one-count felony charge was filed in the U.S. District Court for the Southern District of Ohio in Cincinnati, alleging Showa's conspiracy to suppress and eliminate competition in the automotive parts industry.

The charge states that Showa officials agreed to rig bids for and to fix, stabilize, and maintain the prices of the steering assemblies.

The assemblies were sold to Honda Motor Co. Ltd. and certain of its subsidiaries in the United States and elsewhere.

In addition to the criminal fine, the Justice Department stated, Showa has agreed to cooperate with the department's ongoing investigation. The plea agreement is subject to court approval.

"This guilty plea marks the 27th time a company has been held accountable for fixing prices on parts used to manufacture cars in the United States," said Bill Baer, assistant attorney general in charge of the Department of Justice's Antitrust Division.

"The Antitrust Division and its law enforcement partners remain committed to prosecuting illegal cartels that harm U.S. consumers and businesses."

According to the charge, Showa and its co-conspirators carried out the conspiracy through meetings, conversations, and communications.

In its press release, the Justice Department stated that Showa then submitted quotations in accordance with those agreements and sold pinion-assist type electric powered steering assemblies at collusive and noncompetitive prices.

Showa and its co-conspirators monitored adherence to the agreed-upon bid-rigging and price-fixing scheme.

Showa's involvement in the conspiracy lasted from at least as early as 2007 until as late as September 2012.

Including Showa, 27 companies and 24 executives have pleaded guilty or agreed to plead guilty in the division's ongoing investigation into price-fixing and bid-rigging in the auto parts industry and have agreed to pay a total of \$2.3 billion in criminal fines, the Justice Department stated.

The press release stated that this charge is the result of an ongoing federal antitrust investigation into price-fixing, bid-rigging, and other anti-competitive conduct in the automotive parts industry, which is being conducted by the Antitrust Division's criminal enforcement sections and the FBI.

In a separate filing in Detroit on May 21, two DENSO Corporation executives - Yuji Suzuki and Hiroshi Watanabe - have agreed to plead guilty for their roles in international conspiracies to fix prices and rig bids of certain automotive components installed in U.S. cars.

The executives, both Japanese

nationals, have also agreed to serve time in a U.S. prison.

Suzuki, a senior manager in DENSO's Toyota Sales Division, has agreed to serve 16 months in a U.S. prison, to pay a \$20,000 criminal fine, and to cooperate with the department's ongoing investigation.

Watanabe, a group leader in DENSO's Toyota Sales Division at the time of the offense, has agreed to serve 15 months in a U.S. prison, to pay a \$20,000 criminal fine, and to cooperate with the department's ongoing investigation.

"The conspirators reached agreements to fix prices and allocate bids and took measures such as using code names and meeting in secret to cover their tracks," said Scott D. Hammond, deputy assistant attorney general for the Antitrust Division's criminal enforcement program.

According to the two-count felony charge filed in U.S. District Court for the Eastern District of Michigan in Detroit, Suzuki, along with co-conspirators, engaged in a conspiracy to rig bids for and to fix, stabilize, and maintain the prices of electronic control units and heater control panels sold to Toyota Motor Corporation and Toyota Motor Engineering and Manufacturing North America Inc. in the United States and elsewhere.

"Those individuals who engage in price-fixing and bid-rigging negatively impact the automotive industry by causing vehicle buyers and makers to pay higher prices," said Robert D. Foley III, special agent in charge, FBI Detroit Division.

"The FBI is committed to pursuing and prosecuting these criminals."

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## WTO Ruling to 'Benefit U.S. Auto Workers' – Trade Representative Michael Froman

GENEVA (AP) – The United States has scored a victory before the World Trade Organization in a case that challenged China's imposition of penalty tariffs on the sale of \$5 billion in U.S.-made vehicles in China.

A WTO panel has ruled that China's tariffs violated international trade rules.

The ruling came during a week when the U.S. Justice Department charged five Chinese military officers with hacking into U.S. companies' computer systems to steal trade secrets.

The two developments pointed to intensifying trade tensions between the world's two biggest economies.

The dispute panel for the Geneva-based WTO sided with the United States in its ruling. It said China had acted "inconsistently" in imposing the anti-dumping requirements in violation of its WTO commitments.

U.S. officials said China withdrew the higher tariffs in December in response to indications that it would lose the WTO case. Officials said they pushed forward with the case to establish the precedent that China's actions violated global trade rules.

The WTO allows countries to raise import duties to offset improper subsidies and dumping. But the complaint the Obama administration filed in 2012 accused Beijing of improperly imposing the anti-dumping duties.

The administration contended that China's tariffs were imposed in retaliation for penalty tariffs the administration had levied on Chinese-made tires.

China had defended the duties on U.S.-made vehicles as legal under international rules. It asserted that the administration's bailouts of General Motors Corp. and Chrysler amounted to unfair government subsidies. China's duties affected cars and sport-utility vehicles with engine capacities of 2.5 liters or larger.

U.S. Trade Representative Michael Froman said the WTO ruling would benefit America's nearly 850,000 auto workers. China has become America's second-largest auto export market. In 2013, the United States exported \$64.9 billion of autos, with \$8.5 billion of that total going to China.

Froman said the penalty duties, ranging up to 21.5 percent, hit \$5.1 billion of America's auto exports to China last year. The penalties covered such popular models as the Jeep Grand Cherokee, the Cadillac Escalade and the Buick Enclave.

"This is the third time that the United States has prevailed in a WTO dispute challenging China's unjustified trade remedies," Froman told reporters in Washington.

The two other disputes involved U.S. specialty steel products and chicken broiler parts.

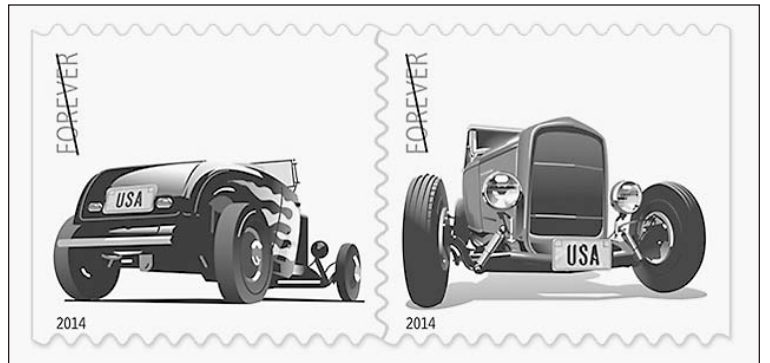
The Obama administration has been more aggressive in filing WTO

cases against China than the Bush administration was and has stepped up pressure in other areas of trade. The U.S. trade gap with China, which is at a record high, is its largest with any country.

Besides this week's indictment of five Chinese officials on hacking charges, Treasury Secretary Jacob Lew flew to Beijing last month for talks that covered U.S. concerns that China's currency has been falling in value this year. American manufacturers contend that China's renminbi is as much as 40 percent undervalued against the dollar, giving Chinese companies an unfair trade advantage.

Rep. Sander Levin, D-Michigan, said the May 23 ruling was a "significant victory in the fight against China's practice of retaliating and intimidating those who dare to stand up to it."

Still pending before the WTO is a second auto case the United States filed in 2012. It challenges export subsidies that China provides for its own car and auto parts manufacturers.



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Hot Rods have been an American icon since the 1920s when automotive buffs started souping-up engines and transforming their cars to match their personalities.

"The world of customized cars is still alive today in American pop culture and can be found everywhere from movies and television to car shows and museums," said U.S. Post Office spokesperson Kayla Meyers.

To honor automotive buffs and to celebrate the fast, powerful vehicles that have brought together generations of hot rod

fans for nearly a century, the U.S. Postal Service on June 6 unveiled a new stamp.

The new limited-edition Hot Rods Forever stamps debuted at the NSRA Street Rod Nationals East Plus in York, Pa., at a first-day-of-issue ceremony.

Patrick Donahoe, postmaster general and CEO of the U.S. Postal Service, and Barry Meguiar, lifelong car enthusiast and host of the TV show, "Car Crazy," helped unveil the new stamps.

Each of the two stamps showcases an iconic 1932 Ford "Deuce" roadster.

## Ford Suppliers Demonstrate 'Highest Level of Excellence'

Ford honored its top-performing suppliers from around the globe at its World Excellence Awards last week.

Now in its 16th year, the World Excellence Awards were designed to recognize suppliers who exceed company expectations and distinguish themselves from their peers by achieving the highest levels of global excellence in quality, cost and delivery performance.

"These suppliers have demonstrated the highest level of excellence, and we are honored to have them as part of the One Ford team," said Hau Thai-Tang, group vice president, Global Purchasing.

"Ford Motor Company is extremely proud to recognize the excellent performance of our suppliers and their contribution to our success.

"Your companies' commitment to quality, cutting-edge technology and cost efficiency is a vital part of the One Ford plan. Thank you for helping Ford achieve our business objectives and deliver world-class products and outstanding value to our customers."

Fifty-one awards were presented this year.

Gold and Silver awards were presented to supplier manufacturing sites that demonstrated superior quality, delivery and cost performance throughout 2013.

Recognition of Achievement awards were given to suppliers who improved customer satisfaction by providing significant contributions in such key areas as new consumer-focused technology, durability and reliability performance, corporate responsibility, supplier diversity development and community service.

"Congratulations to all of our supplier partners who have demonstrated a commitment to excellence as we together work to achieve mutual growth," said Ford Chief Operating Officer Mark Fields.

"Our suppliers are key to the

success of our One Ford plan, including our commitment to accelerate our pace of progress and deliver even more of the great products and innovations that will create even more growth and define our company going forward."

Recently, Ford was recognized by the supplier community for its continued emphasis on being suppliers' OEM of Choice. As part of the Society for Automotive Analysts 2014 Planning Perspectives survey, suppliers acknowledged Ford as the top domestic automaker in supplier relations, putting the company in a tie for second place as most preferred OEM to work with.

The World Excellence Awards recognize suppliers who not only achieve the highest level of cost competitiveness, quality and delivery, but also acknowledge the diverse cultures, values and ideas of the thousands of individuals they employ.

First distributed in 1998, the World Excellence Awards honor both production and nonproduction suppliers. Last week's ceremony was held at Ford Motor Company World Headquarters in Dearborn.

## Federal Funds Aid Military Firms

ANN ARBOR, Mich. (AP) – A group of universities representing Michigan, Ohio and Indiana is getting nearly \$2.5 million to help small- and medium-size companies affected by military spending cuts.

The U-M's Institute for Research on Labor, Employment, and the Economy has been awarded the grant in partnership with Ohio State University and Purdue University. It's for a regional Defense Manufacturing Assistance Program.

The federal funds are from the Office of Economic Adjustment. The money will assist companies in Michigan, Indiana and Ohio in finding new markets.

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# Traverse Hits Top 10 List of Family Cars by Two Media

The Chevrolet Traverse is one of the 10 Best Family Cars of 2014, according to Edmunds.com and Parents magazine.

It's the second consecutive year Traverse made the list in the SUV category.

Criteria, for consideration included strong safety, said GM spokesperson Otie McKinley. Traverse earned a Top Safety Pick recommendation in 2013 from the Insurance Institute for Highway Safety and has a 5-star rating in government crash tests.

In a description of the Traverse on the Edmunds web page, editors wrote, "If you'd rather not purchase a minivan, but need a vehicle with similar passenger capacity, the Traverse is an excellent choice."

"It seats up to eight passengers and offers impressive cargo capacity. With the third row folded flat, there's 70.3 cubic feet available for cargo, and that figure jumps to 116.3 cubic feet with the second row stowed. An all-wheel-drive transmission is available for drivers who often tangle with rain and snow."

"Fuel economy is respectable, with the front-wheel-drive Traverse getting 19 mpg combined (17 city/24 highway). Bluetooth and a rearview camera are standard, and options include a blind-spot warning system with rear cross-traffic monitoring, a forward-collision alert system, and a lane-departure warning system."

Steve Majoros, marketing director of Chevrolet cars and crossovers, said, "Traverse's winning combination blends the capability and roominess of a traditional SUV with the attributes of a crossover, including a car-like driving experience, low step-in height and good efficiency on the highway."

The recognition adds to Traverse's accolades for the year. It also was named one of Kelley Blue Book's 12 Best Family Cars for 2014, McKinley said.

And all this recognition appears to be paying off, he said.

"Demand for Traverse is up, too, with sales jumping 24 percent in May from year-ago numbers for the month," McKinley said.

"The vehicle provides features that consumers say they want in an SUV. For example, the Traverse leads with the segment's only front seat center air bag. It deploys from the inboard side of the driver's seat and inflates between the driver and front passenger, providing added protection for both front occupants."

Traverse also offers advanced crash-avoidance technologies, he said, including forward collision alert and lane departure warning that use a camera and sensors to alert the driver with visual cues on the dashboard, as well as audible signals.

It's also fuel-efficient, said McKinley, adding that the Tra-

verse's standard 3.6L V6 uses direct injection technology to deliver up to 288 horsepower and EPA-rated highway fuel economy of 24 mpg.

"That's comparable with competitors' SUVs and crossovers, many of which cannot match Traverse's roominess or capability," McKinley said. "When properly equipped, it can tow up to 5,200 pounds. All-wheel drive also is available."

And GM, McKinley said, is not afraid to put its money where its mouth is. Chevrolet supports Traverse owners with two years/24,000 miles, whichever comes first, of scheduled maintenance, which covers four oil changes, tire rotation and a 27-point inspection.

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