

'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 recall were fixed, Barra said that what happened wasn't acceptable and was the result of a "tragic set of events."

She added that she wouldn't speculate on what happened back in 2005 and 2006, but that what happened shouldn't have.

"You don't change a part without changing the part number and that didn't happen," Barra said.

The mind-set at the time the critical decisions were being made was brought up, and Barra said she wished she knew the answer to that.

"I believe in my heart that if we



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

knew what was going on, we would have acted. The people that made those decisions are no longer here."

When asked about the trade-off between cost and safety, Barra said there was none.

"The Valukas report said the situation was misdiagnosed as a customer satisfaction issue, not a safety issue," Barra said. "The report also said there was no conspiracy."

When pressed, Barra declined to comment on the 15 individuals

let go from GM as a result of its internal investigation. She said that she wouldn't comment except to say that the two people put on paid leave during the investigation are no longer with the company.

She also said that the group of 15 consisted of people from across several departments, including engineering and legal. She said that about 50 or 60 percent of them were executives or higher.

Reuss pointed out that one of

the changes that GM has made is to integrate the legal department with the new Product Integrity department.

In responding to a question about the number of deaths – based on front-end collisions alone and not side-impact accidents – Ammann said GM is not in a position to speculate and that it's the company's job to find out who has suffered and to make sure that they are compensated.

CONTINUED ON PAGE 2

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

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"We have analyzed all the data using a specific definition," Ammann said. "That's how we got 13. What's important is that we go out and do the right thing. The rules of compensation will be defined by Kenneth Feinberg and he will administrate them."

When asked if she was satisfied that there wasn't another recall problem out there, Barra said, "We'll deal with things as they come. But, at this time, I don't believe so. I think if you look at some of our recent recalls, you'll see that they are for really small populations."

Asked about recall decisions, Reuss said all three people at the table will be involved in deciding about recalls.

"We all want technical people who are experts to be making decisions, but there will be transparency across the board," Barra said.

Reuss said that there was a disconnect between different sections. People tended to look at one part and not at the vehicle as a whole, so no one was looking at how the ignition switch affected other parts of the Cobalt.

Barra said that GM has produced about 280,000 repair kits and that more than 100,000 vehicles have already been fixed.

"Our dealers have been doing a great job with our customers, working to make it easy for them to get their cars fixed," Barra said.

Barra also said she didn't know if GM would support any former employees who might face charges from the Justice Department.

"Culture doesn't change overnight," Barra said. "We have more to do. This is a journey. We want to be the car company that puts our customers first."

"Cars are only going to get more complex," Reuss said. "But the systems we've already put into place should prevent this kind of thing from ever happening again."

"People at GM want to build great cars," Barra said. "They want to do the right thing for the customer."

GM's Product Safety Priorities Being Questioned

DETROIT (AP) - To understand how General Motors allowed a problem with a small part to balloon into a crisis, look at the organization chart.

As of early last year, the director of vehicle safety was four rungs down the ladder from the CEO, according to a copy of the chart obtained by The Associated Press. Finance, sales and public relations had a direct path to the top.

"What's a higher priority than product safety?" asks Yale University management and law professor Jonathan Macey, author of a book on corporate governance. "The organization chart does obviously reflect a company's priorities."

That structure - as well as what new CEO Mary Barra has called a culture that valued cost savings over safety - was a prime target in a report last week from former U.S. Attorney Anton Valukas. He was hired by GM to investigate why the company took more than a decade to recall millions of cars with a defective ignition switch that has now been linked to at least 13 deaths.

Ford and Chrysler, GM's main Detroit competitors, have safety directors higher on their charts than GM does.

Management experts interviewed by the AP say safety ranks higher at other companies as well, especially food, drug and chemical makers. At some, the safety chief has direct access to the CEO.

GM could have given higher priority to safety when it reorganized under bankruptcy protection in 2009, the experts say. Instead, the automaker focused solely on fixing its finances.

It's unclear if the report will discuss the role of top managers in the crisis. Up to now, no evidence has emerged to suggest that top GM executives knew about the switch problem before late last year.

Internal investigations typical-

ly blame the bureaucracy, not the bureaucrats, says Erik Gordon, a business and law professor at the University of Michigan.

"Generally, they come up with something that looks good enough to the outside world without damaging top management," Gordon says.

Barra has already taken steps to streamline the bureaucracy so employees can more easily report problems to top officials. Among them:

- She moved the safety chief up one level and gave the job to Jeff Boyer, a longtime GM engineer. Boyer says he has been provided access to Barra and one of her top lieutenants.

- Instead of a series of committees, one five-person body makes recall decisions.

- Barra started a campaign to encourage workers to speak up when they see safety problems that aren't being addressed.

The old structure showed workers that safety wasn't of top importance to management, says Kathryn Harrigan, professor of business leadership at Columbia University.

Harrigan suggests that GM's board form a safety committee to review issues, as is the practice at some food and chemical companies.

At Chrysler, the safety chief reports to the head of engineering, who reports to the CEO. Ford's safety director reports to a vice president who reports to Mark Fields, chief operating officer and soon-to-be CEO. Still, Ford was fined more than \$17 million last year by safety regulators for not

acting quickly enough to recall Escape SUVs with sticking accelerators.

At GM, safety was under Barra for nearly three years in her old job as head of product development, although the head of safety didn't report directly to her. Barra has said she didn't know details of the switch problem until Jan. 31 of this year.

Harrigan says that's possible because of the way GM was structured.

But Gordon, the University of Michigan professor, says that Barra shouldn't feel vindicated if the report places the blame on the company's structure.

"This bureaucratic bungling system that let this happen was under her," he says.

GM documents released by Congress show that its engineering staff knew as early as 2001 of a problem with the ignition switch: It can be jostled out of the "run" position while a car is moving. The problem bounced around lower levels of the company, even after engineers and lawyers learned of fatal crashes involving cars with the switch. One set of solutions was rejected as too costly and time-consuming. Two company investigations last decade were closed without a recall.

According to the documents, the highest the problem reached in the company before last year was James Federico, executive director of vehicle performance, safety and test labs. Federico, who retired from GM and took a job with Harley Davidson in May, at one point in 2012 headed an in-

vestigation into the switches. He was two steps down from Barra on the organization chart, when she was head of product development.

Federico's boss, John Calabrese, also retired from the company after the recalls were announced.

Federal safety regulators have also taken issue with GM's structure. Earlier this month, David Friedman, acting chief of the National Highway Traffic Safety Administration, said an agency investigation found GM had "systemic problems" that kept the switch defect from being addressed.

"These were problems in the ability of the organization to react quickly to the information . . . to share the information outside of stovepipes," Friedman said. GM agreed to pay the agency's maximum fine - \$35 million - and submit to strict government oversight.

Congress and the Justice Department are still probing GM's conduct, with criminal charges possible.

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Investigator's Report 'Extremely Thorough, Brutally Tough, Deeply Troubling' – Barra

by Jim Stickford

The news wasn't good. That's why GM CEO Mary Barra held a company-wide global town hall meeting centered at the VEC building in GM's Warren Tech Center June 5.

Her remarks were broadcast to GM facilities around the world.

She said the town hall meeting was called to share recent findings with employees.

She added that on Monday, June 2, Anton Valukas, the former U.S. Attorney hired by the company to investigate GM's recall of Cobalt ignition switches, presented his findings to GM's board of directors.

"Mr. Valukas has confirmed that he and his investigators were provided with unlimited access to interview any GM employee and every request for an interview of a GM employee was granted," Barra said.

She added that the report was given to GM's federal regulator, the National Highway Traffic Safety Administration (NHTSA) and should be available on its web site to anyone interested in reading it.

"I can tell you the report is extremely thorough, brutally tough and deeply troubling," Barra said.

"For those of us who have dedicated our lives to this company, it is enormously painful to have our shortcomings laid out so vividly. I was deeply saddened and disturbed as I read the report. But this isn't about our feelings or our egos. This is about our responsibility to act with integrity, honor and a commitment to excellence."

She said the recall issue wasn't just an engineering, manufacturing or legal problem. It represents a fundamental failure of GM to meet the basic needs of its customers.

Valukas' investigation revealed that on multiple occasions "individuals failed to disclose critical pieces of information that could have fundamentally changed the lives of those impacted by a faulty ignition switch."

Barra went on to say that numerous people did not accept any responsibility to drive GM to understand what was happening.

"The report highlights a company that operated in silos, with a number of individuals seemingly looking for reasons not to act, instead of finding ways to protect our customers."

That is unacceptable, Barra said, and never should have happened.

The report had several conclusions.

First, GM personnel's inability to address the ignition switch problem persisted for about 11 years. This represents a history of failures.

And while many people had a responsibility to fix the problem, no one took that responsibility.

"Throughout the entire 11-year history, there was no demonstrated sense of urgency, right to the very end," Barra said. "The ignition switch issue was touched by numerous parties at GM – engineers, investigators, lawyers – but nobody raised the problem to the highest levels of the company."

"Overall, the report concludes that from start to finish, the Cobalt saga was riddled with failures, which led to tragic results for many."

Valukas' report showed no conspiracy trading safety for cost. Rather, Barra said, the case was more complicated and nuanced.

"What Valukas found was a pattern of management deficiencies and misjudgments often based on incomplete data that were passed off at the time as business as usual," Barra said.

As the facts have become known over the past few months, Barra said that GM has acted aggressively to correct the problems and restructure the internal systems that allowed them to develop.

"We have named Jeff Boyer vice president of Safety for the company," Barra said, "elevating and integrating our safety processes under a single leader. Jeff reports directly to Mark

Reuss, and Jeff and I meet regularly."

GM has also hired 35 more safety inspectors and instituted a "Speak Up for Safety" program to encourage employees to report potential safety issues quickly.

"And we are going to recognize them for doing so," Barra said.

GM has also implemented a new Global Product Integrity organization, Barra said. The final act was to restructure the safety decision-making process to raise it to the highest levels of the company. "Senior management is now going to be at the center of these issues," Barra said.

Company officials also made personnel decisions. Fifteen individuals who were determined to have acted inappropriately "are no longer with the company," Barra said.

"Some were removed because of what we consider misconduct or incompetence. Others have been relieved because they simply didn't do enough. They didn't take responsibility, didn't act with any sense of urgency."

Barra also announced that GM has established a compensation program that will be run by attorney Kenneth Feinberg. He will be responsible for reviewing options and administering the program.

"We have to personalize this challenge," Barra said. "Quality and safety aren't someone else's



Barra speaks to employees at Tech Center and globally via broadcast.

responsibilities. They are mine, they are yours. We all must feel a personal responsibility to see that this company excels at every level."

Barra concluded the town hall by telling employees that she be-

lieves in them and she believes in GM.

She said, "I want GM to be the world's best automotive company – for customers. Whatever it takes to do that is what we are going to do."

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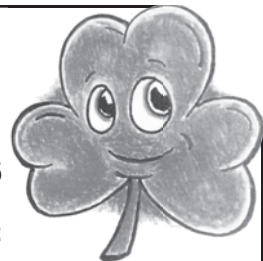
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Focus on Light-Weighting Produces Ford Concept Car

Ford Motor Company has unveiled its Lightweight Concept vehicle, which uses advanced materials to explore future weight-reduction solutions that could improve performance and fuel efficiency while reducing carbon dioxide emissions.

The vehicle, which made its debut last week, represents the latest phase of Ford's research into developing sustainable technology solutions that are affordable for consumers and can be produced in large volumes across the product lineup, said Ford spokesman Jake Dylik.

This research has also led to dramatic weight reductions of up to 700 pounds in the all-new F-150. The 2015 F-150 sheds weight through the use of high-strength steel and aluminum, enabling it to tow more, haul more, accelerate quicker and stop shorter – all with improved gas mileage, said Dylik.

“Consumers today want better fuel efficiency, but they also want more technology and features in the car, which usually adds weight to the vehicle,” said Raj Nair, Ford group vice president, Global Product Development.

“A focus on light-weighting will be fundamental to our industry for years to come, and we are investigating many advanced materials applications as possible solutions for weight reduction in our vehicles.”

Light-weighting is a key component in Ford's Blueprint for

Sustainability, Nair said, which integrates sustainability into the business plan for the long-term preservation and enhancement of environmental, social and financial capital.

The introduction and incorporation of lightweight materials into vehicle construction helps meet the goal of reducing weight to achieve better fuel economy for consumers while also reducing greenhouse gas emissions.

Ford's research into improved efficiency through weight reduction with advanced materials including new metals, alloys and composites began more than 25 years ago.

This research produced the breakthrough Aluminum Intensive Vehicle program in 1992 and all-aluminum high-performance Ford GT in 2005, Nair said.

Along with other fuel-efficiency technologies, light-weighting is fundamental to Ford's efforts to stabilize carbon dioxide concentrations in the atmosphere at 450 parts per million – the level many scientists, businesses and governmental agencies believe may avoid the most serious effects of climate change, Nair said.

As consumer electronics like cellphones and tablets become more lightweight, so does the ultimate mobile device – the vehicle.

Ford's Lightweight Concept uses many of the same advanced materials found in today's light-



Ford's Lightweight Concept car shows the way to better performance.

weight electronic devices, including aluminum, chemically toughened glass and advanced lightweight plastics, said Nair.

“Ford engineers took a holistic approach to weight reduction by incorporating advanced materials into the entire design of the vehicle, including powertrain, chassis, body, battery and interior features such as seats,” Nair said.

“This Lightweight Concept vehicle represents its most comprehensive blend of advanced materials yet in one vehicle, including strategic application of aluminum, ultra-high-strength steels, magnesium and carbon fiber.”

The research vehicle was developed with the U.S. Department of Energy's Vehicle Technologies Program, together with Cosma International – a subsidiary of Magna International – to illustrate long-term potential light-weighting solutions.

Magna's design and development of the multi-material body-in-white, closures and chassis components are a significant contribution in light-weighting

the concept vehicle, Dylik said.

“Our goal was to investigate how to design and build a mixed-materials, lightweight vehicle that could potentially be produced in high volume, while providing the same level of safety, durability and toughness as our vehicles on the road today,” said Matt Zaluzec, Ford technical leader, Global Materials and Manufacturing Research.

“There's not a one-size-fits-all approach to light-weighting.

“The Lightweight Concept gives us the platform to continue to explore the right mix of materials and applications for future vehicles.”

Other industries have incorporated lighter-weight advanced materials to achieve greater fuel economy, speed and performance, Zaluzec said.

May Car Sales Show Strength of New Car Market

DETROIT (AP) – Brisk demand for SUVs and pickup trucks – and five sunny weekends – pushed U.S. auto sales to a nine-year high in May.

Chrysler, Nissan and Toyota all reported double-digit sales gains over last May. Even General Motors, battling bad publicity from a mishandled recall, surprised with a 13 percent sales increase. Ford's sales rose a better-than-expected 3 percent, while Hyundai's were up 4 percent. Of major automakers, only Volkswagen's sales fell.

May is traditionally a strong month for the auto industry, as buyers spend their tax returns and think ahead to summer road trips. This year's calendar, with five weekends, gave it an extra boost. Sales were particularly strong the last weekend of the month, automakers said.

Sales rose 11 percent to just over 1.6 million in May. That was the highest monthly total since July 2005, according to Kelley Blue Book. The surge helped erase doubts about the strength of the industry. Winter sales were weaker than expected as buyers spent more time shoveling snow than shopping.

Culver's 'Farmers of America' Event Looking for Full House

Looking for an event that combines two of America's great loves – cars and poker?

Then you might want to check out the third annual Culver's M-24 Poker Run Cruise, which takes place from 1 to 6 p.m. Saturday, June 14.

The cruise begins and ends at Culver's of Lake Orion at the corner of M-24 and Dutton, a half-mile north of the Palace, said event spokesperson Allan Nahajewski.

Cruisers will visit 16 businesses on M-24 in Lake Orion, Oxford and Metamora. At each stop, participants will pick up a sealed playing card. The object is to use the cards to put together the best poker hand.

More than \$1,000 in cash prizes will be awarded, with the winner receiving \$500. Last year's Poker Run attracted more than 220 cruisers, Nahajewski said.

“It's great family fun, especially if you love classic cars,” said event organizer and sponsor Joe Zimmer, owner of Culver's of Lake Orion. “If you need a fresh idea for a Father's Day gift, what could be better than spending quality time with your dad on the Poker Run Cruise?”

The entire cruise takes 60 to 90 minutes. Participants can start the cruise any time between 1 p.m. and 3:30 p.m., Zimmer said. Cruisers must finish by 5 p.m.

Prize winners will be announced at Culver's at 6 p.m. The event includes live entertainment at Culver's all day.

“Participants can register in advance at Culver's of Lake Orion or Roadside Attractions of Metamora,” Zimmer said.

“You can also register on the day of the event at Culver's. Registration is \$10, but participants can get their money back by using the two \$5 coupons that come with the cruise ticket.

“The coupons are for Culver's and for \$5 off for an oil change at Golling Buick GMC. Event proceeds benefit the Future Farmers of America.”

Nahajewski said that in addition to Culver's and Roadside Attractions, other participating M-24 businesses include Golling Buick GMC, O'Reilly Auto Parts, Buffalo Wild Wings, Auto Works of Oxford, Burdick Street Landscape, Crossfit & Nutritional Planning, Affordable Fuel Injection, 4-M Collision, Mr. C's Car Wash, Orion Sports Bar, Orion Auto Service Center, Crates Coffee House, Chicago Brothers Pizzeria and Allegro Music Studios.

Zimmerman said Culver's is a popular spot for classic car enthusiasts, hosting a cruise every Tuesday evening all summer long.

“By signing up for a free Culver's Cruise Card, you can receive a 15 percent discount at Culver's of Lake Orion throughout the year,” Zimmerman said.

For details about the Poker Run and the weekly cruises, visit www.culverslakeorion.com and click on “Car Cruise Information.”

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Students Schooled in Potential Auto Careers

CONTINUED FROM PAGE 1

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

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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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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Club GM, UAW Aid March of Dimes

Club GM and the UAW are sponsoring a raffle to help the March of Dimes. The grand prize is a 2014 Corvette Stingray.

Raffle tickets - one for \$40, two for \$60 - may be purchased at Club GM stores in the VEC Building on June 10, the Design Center Building on June 12 and 13 and the GM Powertrain Global Headquarters in Pontiac on June 18.

The winning ticket will be drawn on Thursday, June 19, at the UAW GM Center for Human Resources in Detroit. For more info, contact Katie Murphy at katherine.murphy@gm.com or call her at 586-441-8670.

<p>ED RINKE</p> <p>NO DOC FEES</p> <p>See us for your GM employee purchases.</p> <p>1-877-451-7707 26125 Van Dyke at 10 1/2 Mile Rd. Visit our website: edrinke.com</p> <p>SHOWROOM HOURS: Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm</p> <p>All prices & payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). Leases are 36 months, 10,000 miles per year w/ approved 5 Tier credit w/ \$999 due at signing (unless otherwise noted). Cruise lease is a 36 month term. Silverado Double Cab, Equinox, Impala, and Camaro leases are 24 months. Prices & payments are plus tax, title, and plate fees with acquisition fee up front. Refundable security deposit required on certain vehicles - to be determined by lender. Must qualify for Conquest or Lease Loyalty. \$1000 over Kelley Blue Book is valid on 2004-2011 vehicles with under 115k miles, no branded titles, see sales person for details. *Certain restrictions may apply, see dealer for complete details. Expiration Date - 6/30/2014</p>	<p>BUICK GMC</p> <p>See us for your GM employee purchases.</p> <p>1-866-452-1300 24231 Van Dyke at 9 1/2 Mile Rd. Visit our website: edrinke.com</p> <p>SHOWROOM HOURS: Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm</p> <p>All prices & payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). Leases are 36 months, 10,000 miles per year w/ approved 5 Tier credit w/ \$999 due at signing (unless otherwise noted). Lacrosse, Terrain, Yukon, and Sierra leases are 24 month terms. Prices & payments are plus tax, title, and plate fees with acquisition fee up front. Refundable security deposit required on certain vehicles - to be determined by lender. Must qualify for Conquest or Lease Loyalty. \$1000 over Kelley Blue Book is valid on 2004-2011 vehicles with under 115k miles, no branded titles, see sales person for details. *Certain restrictions may apply, see dealer for complete details. Expiration Date - 6/30/2014</p>
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