

Ram, Chrysler Dominate Rocky Mountain

The Rocky Mountain Automotive Press (RMAP) kicked off the Denver Auto Show by announcing the Ram 1500 EcoDiesel as the "Truck of the Year" and the 2015 Chrysler 200 captured its "Car of the Year" award.

2015 marks the ninth annual Rocky Mountain Vehicle of the Year awards. The goal is to recognize vehicles that are all-new or significantly revised for the 2015 model year.

In order to be eligible for the award, vehicles must be in the Rocky Mountain regional press fleet and available for RMAP members to test, said Fiat Chrysler spokesman Nick Cappa.

RMAP represents automotive journalists from Colorado, Utah, Wyoming, New Mexico, and Arizona. RMAP's main goal is to promote an information exchange between automakers and journalists and to help consumers make informed decisions about their transportation needs.

For RMAP's Truck of the Year award, the vehicle nominating committee, Cappa said, considered a number of attributes including performance, fuel economy, value, and vehicle features to narrow down the field to three finalists. The Truck of the Year finalists for 2015 were the Chevrolet Silverado Heavy Duty, the GMC Canyon and the Ram 1500 EcoDiesel. After voting by the en-

tire RMAP membership was tallied, the Ram 1500 EcoDiesel was voted the winner.

Cappa said the Ram 1500 is the most recognizable pickup on the road and it delivers best-in-class fuel economy of 29 mpg with a truckload of pioneering, fuel-saving systems and first-in-segment technologies: TorqueFlite eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension. The Ram 1500 delivers an outstanding combination of best-in-class fuel efficiency, unsurpassed torque and a surplus of towing capability.

"What's interesting is that we've won a lot of these awards

with the Ram 1500 EcoDiesel at a time when our competition has put new pickups in the marketplace," Cappa said. "A lot of our customers are saying that an diesel engine that gets 29 mpg, more if you listen to our customers, is something that really impresses them. Fuel economy matters."

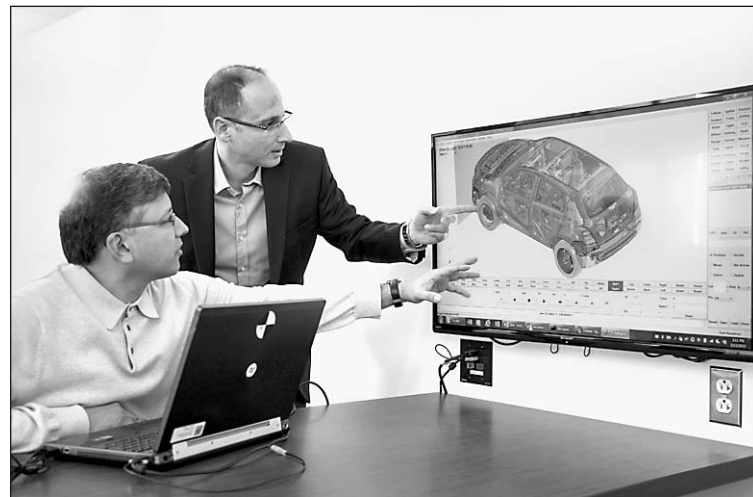
For the Rocky Mountain Car of the Year award, the RMAP vehicle nominating committee considered performance, fuel economy, value, and vehicle features to narrow down the field of eligible cars to three finalists.

The finalists for 2015 were the Audi A3/S3, Chrysler 200 and Hyundai Genesis. After voting by the entire RMAP membership

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2015 Ram 1500 EcoDiesel



Sajid Syed, seated, and Kenneth Bonello review Trax safety data.

GM Uses Virtual Testing To Develop Safer Vehicles

It is now possible to create a computer simulation that has "virtual" crashes which, in turn, have a real impact on vehicle design.

At General Motors, the company has developed computing capabilities that enable its engineers to have virtual crash tests to make vehicles - including the 2015 Chevrolet Trax - more road ready.

Eight decades after GM engineers developed the first barrier crash test, physical crash testing continues to provide engineers with great insight as to how vehi-

cles perform. But it takes a lot of time, said GM spokeswoman Leslie Rajewski.

Creating the tooling to build a physical prototype can take weeks or months. Setting up the cameras, test rigs, crash test dummies, sensors, and other hardware for a physical test also adds considerable time, Rajewski said. Once a prototype vehicle is used in a crash test, there are limited possibilities for the vehicle to be used in another test. If

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Ken Hopkins

Neapco Holdings Names New CEO

Neapco Holdings of Belleville, a world-wide automotive supplier, has appointed Ken Hopkins as its new president and CEO.

"Ken brings more than 25 years of executive leadership and management in automotive engineering, manufacturing, sales and marketing to the position," said Della DiPietro, Neapco spokesperson.

Previously he served as chief operating officer of JTEKT North America, one of the 50 largest automotive suppliers in North America.

Hopkins is Neapco's second leader since the company began its international expansion in 2008.

"The company is almost 100 years old," DiPietro said. "It came under new ownership in 2003 and started an expansion, which took from a U.S. firm to one that has facilities in Mexico, Europe and China as well as the United States."

Neapco was named by *Inc. Magazine* in September 2012 as

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Ford 'STEAM' Stimulates Students' Mind and Creativity

Given the chance to be software designers, 100 middle school students at the Ford (Science, Technology, Engineering, Arts, and Mathematics) STEAM Lab Hackathon invented a range of mobile applications to make learning easier, from catching up on missed assignments, to studying math and music through gaming - all the while earning \$42,500 in awards and scholarships, said Shawn Wilson, manager, Multicultural Community Engagement, Ford Motor Company Fund.

The two-day event, Wilson said, wrapped up March 28 and challenged students from five middle schools in the Detroit metropolitan area to learn the basics of software coding, and

then produce, or "hack" an application to help them in school.

"This event was designed to give students a voice in their education while learning software coding skills needed to be technology entrepreneurs. What students taught us is just as valuable - utilize existing technology, develop flexible schedules so they can continue learning on their own time, and improve ways to communicate outside the classroom."

Ford is joining with the United Auto Workers union to enable all students who participated in the Hackathon to attend free of charge a summer software cod-

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Patrick Henry Middle School winners with Shawn Wilson.



Uniroyal tire on I-94 in Allen Park

The 'Big' Tire Turns 50

ALLEN PARK, Mich. (AP) - It was a home, Ferris wheel, marriage proposal site, target for arrows, and ogled by Paul McCartney.

But mainly, it's the biggest dang tire you've ever seen.

It's the giant Uniroyal tire on Interstate 94 in Allen Park, and it's turning 50 this month.

No formal celebration is planned, but the city is proud of the 80-foot behemoth, which is one of the largest and most famous roadside landmarks in Michigan.

"A lot of people have a soft spot for it," longtime Allen Park resident Sharon Broglin told *The Detroit News*.

The tire is such an icon that an 11-foot nail plucked from it became famous in its own right, getting its own handler, vehicle and email address.

The hulking sphere means dif-

ferent things to different folks.

For visitors, it's an auto-themed welcome to the Motor City. For residents, it means they're halfway between Detroit and Metro Airport.

The tire isn't a tourist attraction. It's basically an eight-story billboard telling people to buy Uniroyals.

Still, it's a billboard that's listed on Google Maps.

It weighs 12 tons, but not a single ounce is rubber. It's steel and polyester resin with a fiberglass surface.

It's immune to potholes unless said potholes are the size of the Detroit River.

Allen Park Mayor Bill Matakas first noticed it when returning home from the University of Michigan Law School one weekend in 1966.

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Chrysler March Sales Continue Growth Streak

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March with a 73-day supply of inventory (578,648 units). U.S. industry sales figures for March are internally projected at an estimated 17.1 million units Seasonally Adjusted Annual Rate (SAAR).

Jeep brand sales, Kisiel said, were up 23 percent, the brand's best monthly sales performance ever and its 18th-consecutive month of year-over-year sales gains. The Jeep brand has set a sales record in each month dating back to November 2013. Four of the six Jeep brand vehicles turned in sales records during the month.

The Cherokee and Patriot set all-time sales records while the Wrangler and Compass logged their best ever sales in the month of March. With its 41 percent increase, the Patriot had the largest sales percentage gain of any Jeep model for the month. Jeep Grand Cherokee sales were up 5 percent in March compared with the same month a year ago. Sales of the all-new Jeep Renegade began in mid March.

The Cherokee and Patriot set all-time sales records while the Wrangler and Compass logged their best ever sales in the month of March. With its 41 percent increase, the Patriot had the largest sales percentage gain of any Jeep model for the month. Jeep Grand Cherokee sales were up 5 percent in March compared with the same month a year ago. Sales of the all-new Jeep Renegade began in mid March.

Chrysler brand sales increased 15 percent, the brand's best March sales since 2013 and its ninth-consecutive month of year-over-year sales gains. Sales of the Chrysler 200 were up 155 percent in March, the mid-size sedan's best monthly sales ever and the largest year-over-year percentage gain of any Fiat Chrysler vehicle in March, Kisiel said.

Ram Truck brand sales, which include the Ram pickup truck, Ram ProMaster, Ram ProMaster City, and Ram Cargo Van, were up 1 percent, the brand's best March sales since 2007.

Sales of the Ram pickup truck were down 2 percent in March, compared with the same month a year ago.

Ford Sees Strong Pickup Numbers

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formance since 1994, and its best first-quarter sales performance since 1995.

Explorer sales were up 17 percent, with sales of 20,765 vehicles in March. This marks the best March sales results for America's top-selling midsize SUV since 2005, Merkle said.

Mustang sales of 12,663 cars increased 36 percent – representing the pony car's best March performance since 2007 and further solidifying it as America's best-selling sports car since launch of the all-new model last fall.

Lincoln retail sales rose 7 percent versus a year ago, Merkle said, as Lincoln MKC continues to build momentum for the luxury brand with sales topping 2,000 vehicles in March. Navigator also contributed to the gains, posting a 47 percent increase compared to a year ago.

2016 Chevrolet Malibu Makes it Debut in New York City

CONTINUED FROM PAGE 1

in L, LS, LT and Premier trims, as well as the Hybrid model. The Premier trim, Chevrolet's new uplevel designation, debuts in the 2016 Malibu. Additional model and trim details will be announced closer to the start of production, Lyons said.

An all-new, direct-injection 1.8L four-cylinder engine mated to a two-motor drive unit, slightly modified from the 2016 Chevrolet Volt drive unit, powers the Malibu Hybrid. The drive unit provides additional power to assist the engine during acceleration, for 182 horsepower of total system power.

The engine also features Chevrolet's first application of Exhaust Gas Heat Recovery, or EGHR, technology, which uses exhaust heat to warm the engine and cabin. EGHR improves engine warm up and ensures consistent fuel economy performance in cold weather. Additional fuel economy benefits come from Exhaust Gas Recirculation, or EGR.

The standard version of the Malibu comes with an all-new, Ecotec 1.5L turbo is the standard engine in the 2016 Chevrolet Malibu, offering a GM-estimated 37 mpg on the highway.

It is part of a new global family of small-displacement gas engines designed with greater power density to deliver confident performance with excellent efficiency, Lyons said.

The new 1.5L turbo employs the stop/start technology introduced on the 2014 Malibu, which enhances efficiency in stop-and-go driving, contributing to a GM-estimated 27 mpg in city driving – an 8-percent increase over the current model.

On the highway, the Malibu's 1.5L-equipped models also feature active grille shutters that reduce aerodynamic drag to optimize efficiency.

The Malibu's more-efficient standard engine delivers a GM-estimated 160 horsepower and 184 lb-ft of torque. The torque is comparable to the current model's standard 2.5L naturally aspirated engine in a vehicle package that's nearly 300 pounds lighter.



2106 Malibu interior

A higher-output 2.0L turbocharged engine is available, offering a GM-estimated 250 horsepower and 258 lb-ft of torque, for a higher degree of performance – but not at the expense of good efficiency.

Malibu 2.0T models are GM-estimated at 22 mpg in the city and 32 on the highway.

A new GM-developed eight-speed automatic transmission – the first eight-speed automatic in a GM front-wheel-drive vehicle – contributes to the 2.0T's balance of performance and efficiency, Lyons said.

The 1.5L turbo engine is matched with a six-speed automatic. Ten air bags, including front-seat knee air bags, head-curtain side-impact air bags and seat-mounted side air bags, are also standard.

Rear-view camera system is standard on LS, LT, Hybrid and Premier models.

Available active safety features include:

- Front Pedestrian Alert that uses a forward-looking camera to help avoid or reduce the harm caused by crashes with pedestrians ahead of the vehicle. The system can apply automatic last-second braking.
- New Lane Keep Assist with Lane Departure Warning.
- Side Blind Zone Alert with Lane Change Alert.
- New Forward Collision Alert with Following Distance Indicator.
- Rear Cross Traffic Alert.
- Front and Rear Park Assist.
- IntelliBeam, which automati-

cally switches the headlamps to high beam for better road illumination and improved visibility.

- Adaptive Cruise Control with Front Automatic Braking.
- Automatic Parking Assist.

With a wheelbase stretching 3.6 inches longer than the current Malibu, along with a 2.3-inch longer overall length and the same overall width, the 2016 Malibu strikes a sleeker-looking proportion. The added wheelbase helps provide better in-cabin comfort and functionality.

The hood and the cowl – the area where the windshield meets

the hood – are lower than the current model and contribute to the Malibu's greater aerodynamic performance, as do active grille shutters on LS and LT models.

The 2016 Malibu will be built from globally sourced parts at GM's Fairfax Assembly Plant, in Kansas City, Kansas. The plant received a \$600 million investment in paint shop and tooling upgrades in 2013. The 2016 Malibu represents the ninth generation of Chevrolet's signature mid-size sedan. It was introduced in 1964.

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Chrysler Brings Out 4C Spider in New York

by Jim Stickford

Spring is here and Chrysler Fiat decided to celebrate the season by showing off its new vehicles at the 2015 New York International Auto Show at the Jacob K. Javits Center in New York City.

Those attending got to see everything from the world's fastest muscle cars to the most fuel-efficient pickup trucks to seductive Italian sports cars, said Chrysler Fiat spokeswoman Lisa Barrow. The company recreated its Camp Jeep display, which gave people an "unforgettable off-road experience just outside of the convention center."

Among the vehicles on display was the 2015 Ram Laramie Limited and Rebel, which were designed to offer even higher levels of refinement and attention to detail than the standard Ram, Barrow said.

The upgraded interior and exterior trim aligns with a long list of best-in-class titles under the Ram moniker, Barrow said, including fuel economy, payload, torque and towing capacity.

The 2015 Ram Rebel brings a

"one-of-a-kind," off-road design to the full-size truck segment, sporting numerous off-road-ready features, including a suspension lift, 33-inch tires and a custom interior, Barrow said.

Attendees also had the chance to get a close look at the 2015 Alfa Romeo 4C Spider.

"The all-new 2015 Alfa Romeo 4C Spider delivers race-inspired performance, advanced technologies and seductive Italian style now with the enhanced exhilaration of open-air motoring," Barrow said.

The 4C Spider is handcrafted in Modena, Italy, and features a Formula 1 inspired carbon fiber monocoque chassis for an incredible power-to-weight ratio, plus an all-aluminum 1750 cc turbocharged engine that delivers supercar-level performance and 0-60 mph acceleration in 4.1 seconds.

The 2016 Fiat 500X was also on display. Barrow said the vehicle combines "authentic Italian design and engaging driving dynamics, together with an advanced all-wheel-drive system, unmatched functionality, and a full

array of safety, comfort and convenience features."

2015 Jeep Renegade was also at the show, Barrow said. It's an important vehicle to Fiat Chrysler because it expands the brand's vehicle lineup, entering the growing small sport-utility-vehicle segment, while "staying true to the Jeep brand's adventurous lifestyle and 4x4 capability."

Fiat Chrysler also didn't ignore its muscle car heritage in New York. There were 2015 Dodge Challenger Shaker Models at the show.

These hemi-powered cars, Barrow said are designed to deliver maximum performance and Dodge muscle-car heritage to the brand's lineup.

Shaker models celebrate 45 years of the functional "cold-air grabbing" hood scoop, Barrow said, that "shakes" with the "legendary hemi V8 engine's movement."

Part of the muscle display included Fiat Chrysler's Ultimate Performance Machines from Dodge and SRT vehicles, Barrow said. That meant that both the



The 2015 Alfa Romeo Spider hits the U.S. market later this year.

707 horsepower Dodge Challenger SRT Hellcat – the world's quickest, fastest and most powerful muscle car, and Charger SRT Hellcat – the world's quickest, fastest and most powerful sedan, were there for New Yorkers to see.

And if that's not enough excitement from Dodge, the ultimate American supercar, the 2015 Dodge Viper was on hand as well, Barrow said.

Fiat Chrysler also had Camp Jeep return to New York, giving auto show attendees the chance to experience the extreme off-

road capabilities of Jeep vehicles, Barrow said.

Highlights of this year's Camp Jeep include the "can't miss" 18-foot high Jeep Mountain and the Trail Rated Pass three-wheeling demo.

Other interactive rides, Barrow said, included the 2015 Dodge Charger racing simulator; 2015 Ram Truck off-road simulator and the Chrysler brand's "Beneath the Surface" 4-minute, 4D-immersive experience using the Oculus Rift DK2 headset showcasing how the 2015 Chrysler 200 is made.



Chrysler's Indiana Transmission Plant 1 enjoys record safety.

Chrysler Site Proves Safe

For Fiat Chrysler, the phrase "safety first" isn't just a hollow boast.

Indiana Transmission Plant 1 (ITPI) employees have achieved something few in the manufacturing industry can claim – 10,000,000 hours, or a span of more than three years, without a lost time injury.

To achieve this milestone, the nearly 2,700 employees – including about 1,100 new hires – at the FCA US facility in Kokomo, Ind., have made safety a priority, said Fiat Chrysler spokeswoman Jodi Tinson.

With a commitment driven by plant management and the UAW, employees proactively addressed potential hazards, improved the working conditions and focused on training to eliminate work-related injuries or illnesses that cause time from work beyond the day or shift when the incident occurred.

"This is something that's never been done before," said Brian Harlow, vice president – Manufacturing, Fiat Chrysler North America, during a special employee town hall in March. "The most important asset of any company is the people who perform the work."

"This record is a result of the commitment of the ITPI team to doing the right thing to help control and eliminate safety hazards identified in the workplace. It is this teamwork that helped

achieve the seemingly impossible."

The focus on World Class Manufacturing (WCM), which includes safety as one of its 10 foundational principles, has been a main contributor to achieving the milestone, Tinson said.

WCM is a methodology that focuses on reducing waste, increasing productivity, and improving quality and safety in a systematic and organized way.

It engages the workforce to provide and implement suggestions on how to improve their jobs and their plants, Tinson said.

WCM was first implemented by Fiat in 2006 and introduced to Chrysler Group as part of the alliance between the two companies in June 2009.

Through the implementation of WCM and employee suggestions, ITPI identified more than 5,000 opportunities to drive a culture of safety by identifying potential safety hazards and behaviors, and implementing corrective actions, Tinson said.

This included conducting ergonomic assessments to analyze each job for hazards and delivery of parts to the "golden zone," the area immediately in front of the operator, as well as designing machines with "dry floor guarding" to eliminate fluids from escaping from the equipment and creating a slip hazard.

Ralph Gilles Joins Ranks of Group Exec Council

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Gilles succeeds Lorenzo Ramaciotti, who is retiring after several years of dedicated service with the Company. Ramaciotti will continue to lend his expertise to the group serving as a Special Advisor to the CEO.

"We extend our sincere appreciation to Lorenzo for his unwavering dedication, service, leadership and many contributions to the organization," said Sergio Marchionne, chief executive officer, Fiat Chrysler.

Gilles previously served as CEO – Motorsports; president and CEO – SRT Brand and CEO – Dodge Brand for FCA US in addition to his leadership role in Design. He joined the company in 1992 and holds a Master of Business Administration from Michigan State University and a Bachelor of Fine Arts in Industrial Design from the College for Creative Studies in Detroit.

In addition, Fiat Chrysler announced that Mauro Fenzi is appointed Chief Operating Officer (COO) Systems and CEO of Comau. He also joins the FCA Group Product Committee.

Fenzi joined Comau in 2001 and has held a variety of positions with increasing responsibility, most recently as Systems – Comau COO and Head of NAFTA Region.

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Arlington Produces 10 Millionth Vehicle – 2015 Suburban

In 1935, the Hoover Dam was completed, Elvis Presley was born, and canned beer first graced backyard barbeques across America. It was also the year the Chevrolet Suburban was introduced.

No other vehicle has been in continuous production as long as the Suburban. A black 2015 Suburban was the 10 millionth vehicle built at GM's Arlington Assembly Center, in Texas, which has been the home of the Suburban and other General Motors' full-size SUVs since 1997, said GM spokeswoman Michelle Malcho.

The new Suburban that debuted for 2015 also marked the original SUV's 80th anniversary and its 12th generation, with technology, refinement and efficiency that would have amazed engineers and customers in 1935.

"Times have changed and America has grown beyond all imagination, but the Suburban remains a fixture for those who need the capability of a truck with maximum passenger and cargo space," said Sandor Pizar, Chevy Trucks marketing director.

The original 1935 Suburban could seat eight, while easily removable seats provided a large, 75-inch-long by 77-inch-high cargo area. It was powered by an inline-six-cylinder engine that produced 60 horsepower.

The new 2015 Suburban seats up to nine and offers up to 121.1 cubic feet of maximum cargo space. Power comes from a 5.3L V8 delivering 355 horses – almost six times the power of the 1935 model – with up to 23 mpg EPA highway.

Through the early 1930s, most manufacturers offered car-based wagons for professional use, but the Suburban was born of a need for a heavier-duty, truck-based wagon for commercial customers, Malcho said.

Prior to the Suburban, most car-based professional vehicles featured wood sides and canvas tops; and while they were versatile, their car-based chassis and damage-prone bodies were compromises. Chevrolet began experimenting with an all-steel wagon body mounted on a commercial chassis in the mid-1930s, resulting in the launch of the Suburban Carryall in 1935.

Car-based commercial vehicles, including sedan-based delivery vehicles, remained in production, but the heavy-duty truck-based chassis of the Suburban increasingly found favor with commercial customers, Malcho said. In the post-World War II years, its popularity steadily increased



GM employees at Arlington Assembly with the 10 millionth vehicle, a 2015 Suburban

with private customers who appreciated its uncompromising capabilities.

The Suburban hit the mainstream in the early 1990s as part of the SUV boom, Malcho said. While many customers were new to the Suburban, it had a legion of longtime owners of multiple examples over the years.

- Generation 1 – 1935-36: The Suburban Carryall is introduced on a half-ton chassis, with a signature two-door body style that would be produced through 1967.

- Generation 2 – 1937-40: New, streamlined exterior styling carried Art Deco cues, and horsepower from the Stovebolt six increased to 79.

- Generation 3 – 1941-46: Production of almost all civilian cars and trucks halted during America's involvement in World War II.

- Generation 4 – 1947-55: Representing the first significant redesign of Chevrolet's truck line since before the war, the Suburban was welcomed by professionals in need of an all-new workhorse.

- Generation 5 – 1955-59: Revolutionary new styling is introduced midway through the model year. Known as the "second series" design, it introduces the legendary Small Block V8. In 1957, factory-installed four-wheel drive is offered for the first time, with the famous NAPCO-supplied

"Powr-Pak" system.

- Generation 6 – 1960-66: All-new styling greets the 1960s and Chevrolet institutes the C/K designations to denote models with 2WD and 4WD. During the sixth generation, engine choices ranged from a 230-cubic-inch inline-six to the 283- and 327-inch versions of the Small Block V8.

- Generation 7 – 1967-72: A redesign of Chevy's half-ton trucks is introduced, including Suburban, which carries a unique three-door arrangement – with a single door on the driver's side and front and rear doors on the passenger side. The configuration, with easier access to cargo area, was popular with ambulance companies.

- Generation 8 – 1973-91: The Suburban is offered in a conventional four-door body style for the first time. By the late-1980s, electronically controlled fuel injection and a four-speed overdrive transmission bring greater efficiency.

- Generation 9 – 1992-1999: An all-new Suburban features sleek styling with flush glass and composite headlamps. Other updates include four-wheel antilock brakes, Insta-Trac on four-wheel-drive models and a suspension system designed to provide a more carlike ride. In 1998, OnStar and the full-time AutoTrac all-wheel-drive system are added.

- Generation 10 – 2000-2006:



1935 Suburban

Launched in 1999 as a 2000 model, the 10th-generation Suburban brings new styling, new interiors and new powertrains. The engines include the Vortec 5.3L and 6.0L V8s from the same Gen III Small Block family introduced a couple of years earlier in the Corvette.

- Generation 11 – 2007-14: The Suburban features a wind tunnel-shaped exterior and elimination of traditional chrome front and rear bumpers.

- Generation 12 – 2015+: Designed to be more functional and

refined, while offering more safety features and a greater range of advanced technologies.

Learn About Michigan's Rich History at MCC

As part of its series on "101 People, Places and Things that Made Michigan," Macomb Community College (MCC) will be holding a lecture titled "The Toledo War: The Origin of the Michigan-Ohio Rivalry" on Sunday, April 12, beginning at 2 p.m. at the school's Lorenzo Cultural Center, located at 44575 Garfield Road in Clinton Township.

Alan Naldrett, author and archivist and librarian at Baker College will recount the story and aftermath of the "war" that helped propel Michigan to statehood.

On Thursday, April 16, Roger L. Rosentreter will talk about the experiences of Michigan's settlers in the 1830s as they prepared to make the territory a state.

This lecture will also be held in the Lorenzo Cultural Center, and starts at 1 p.m.

On Friday, April 17, at 1 p.m. filmmakers Al Profit and Scott Burnstein will present a 52 minute cut of their documentary "Killing Jimmy Hoffa," telling the story of one of Michigan's most famous crimes.

The film details Hoffa's disappearance and probable murder, which remains to this day one of the great unsolved crimes of the 20th century.

Pre-registration is required to anyone who wishes to attend any of these events.

To sign up and learn more call 586-445-7348 or visit MCC's Web site lorenzoculturalcenter.com.

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Dodge Charger Earns Success on Hot Rod Track

Fast Jack Beckman lived up to his moniker by on March 29 winning the National Hot Rod Association (NHRA) Drag Racing Series' Four-Wide Nationals and posting the event's first sub-four second run aboard his Infinite Hero sponsored 2015 Dodge Charger R/T to give the new Mopar and Don Schumacher Racing (DSR) a fourth consecutive title win this season.

It is Beckman's second Four-Wide Nationals title since the format was introduced in 2010 and the 16th of his Funny Car career. It is also the fifth time in his career that he has run a sub-four second lap, raising the performance bar by posting his career-best elapsed time run at 3.983 seconds (308.78 mile per hour) with the race winning effort. Beckman's three-second pass is also the 15th posted by a Dodge Charger, the most by any manufacturer.

With the win, Beckman finally saw a 54-race winless streak (St. Louis 2012) come to an end and jumps from 14th to seventh in the points standings. He adds his Wally to those won by his DSR teammates Matt Hagan, earned with back-to-back titles in Pomona and Phoenix, and Ron Capps at the Gatornationals in the new Mopar body.

"If there was a track and a format where the new 2015 Mopar Dodge Charger was perfect for us this was it," said Beckman who has been very pleased with the increased visibility and performance of his new race car. "This new cockpit configuration was perfect for the Four-Wide format where it is difficult to stage. I'm just so elated. Every nitro win I have ever had has been in a Dodge Charger and this is my first in the new Mopar and I don't think it will be the last this year."

Jeep Wrangler, Ram 1500 Prove Affordable to Own

Vincentric has named the 2015 Jeep Wrangler and 2015 Ram 1500 winners of its 2015 Vincentric Best Value in America Awards, said Fiat Chrysler spokesman Nick Cappa.

For a fourth consecutive year, Jeep Wrangler has been named the winner of the Vincentric Best Value in America award for the Compact/Mid-size SUV segment, Cappa said, while the Ram 1500 received the Vincentric Best Value in America award for the Full-size 1/2-ton Pickup segment.

"The Ram 1500 and the Jeep Wrangler earned Vincentric Best Value in America awards by delivering best-in-class performances when we measured total cost of ownership and compared it to expected results for the competitors in each vehicle's segment," said David Wurster, Vincentric president. "Contributing to their success was that both vehicles had the lowest total cost of ownership over five years in their classes."

Vincentric provides data, knowledge, and insight to the automotive industry by identifying and applying the many aspects of automotive ownership costs. Using its database, the company measures and analyzes the overall cost of owning and operating vehicles.

The Vincentric Best Value in America awards are model-specific honors that determine the best value in each segment, Cappa said. Value is determined using a statistical analysis that uses the total cost of ownership of all vehicles for the 2015 model year along with the current market price of those vehicles.

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GM Researches Best Colors, Fonts for HUD

In the days of wearable technology that connects you to the world around you, the automotive head-up display, or HUD, is a seasoned veteran.

General Motors pioneered the system decades ago, yet its design teams continue to refine both appearance and functionality to help reduce driver distraction, said Jeff Boyer, vice president of GM Global Vehicle Safety.

"We know that keeping eyes on the road is critical to safe driving – and recent studies back this up," Boyer said. "Head-up displays can play an important role in maximizing 'eyes-on-the-road' time, and that's what we're striving for."

The Virginia Tech Transportation Institute's 100-car Naturalist study showed that the odds of a crash or near-crash more than doubled when a driver's eyes were off the road ahead for more than two seconds, said General Motors spokeswoman Rebecca White.

In 2013, the National Highway Traffic Safety Administration released a study that concluded that visual and manual distractions – such as dialing or texting on a handheld phone – increased between two and three times the risk of getting into a crash.

By projecting pertinent information onto the windshield and into the driver's line of sight, head-up display systems allow drivers to keep their eyes on the road ahead instead of glancing at gauge clusters, infotainment screens and other devices, Boyer said.

General Motors research shows drivers can spend 134 milliseconds shifting their gaze to a gauge cluster and back to the road. At 70 mph, a vehicle can travel 13 feet in that time, roughly the average length of a passenger car.

There's far more work involved with developing HUD systems



A GM HUD in action.

than just creating hardware, Boyer said. There's careful attention paid to how the display looks and how it interacts with both the driver and other systems within the car.

"We have to make smart decisions about what content goes into the HUD," said John Weiss, an interaction designer for HUD systems, "and how we can then present it to the driver in a manner that's easy to read and intuitive to use."

Today's head-up displays, offered on more than 30 percent of GM vehicles sold in North America, Weiss said, can provide far more information than the first production system introduced on the 1988 Oldsmobile Cutlass Supreme. To reduce clutter, drivers can select from screens that focus on navigation, audio information, a tachometer, or simply a speedometer.

"The HUD screens are tailored to the driver," said graphic designer William Thompson. "We do lots of prototyping, where we mock up different arrangements or graphics and get feedback from users."

Compared to a gauge cluster or infotainment touchscreen, Thompson said the head-up display space is constrained, forcing designers to work within a

limited space.

Designers inherently "think small," he said, but legibility restricts how far elements can be downsized. Icons are simplified, and lines must be at least four pixels wide. Fonts typically considered as "grotesque" – meaning letters are distinct and discrete from one another – are used.

The use of a full-color screen allows designers more flexibility in selecting what colors to project, Thompson said. Each hue in the display is carefully selected to ensure it projects well and appeals to the driver.

Real-world testing helped the design team finalize color selections. White – the brightest color in the liquid crystal display, or LCD – is used for most fonts and displays, Thompson said.

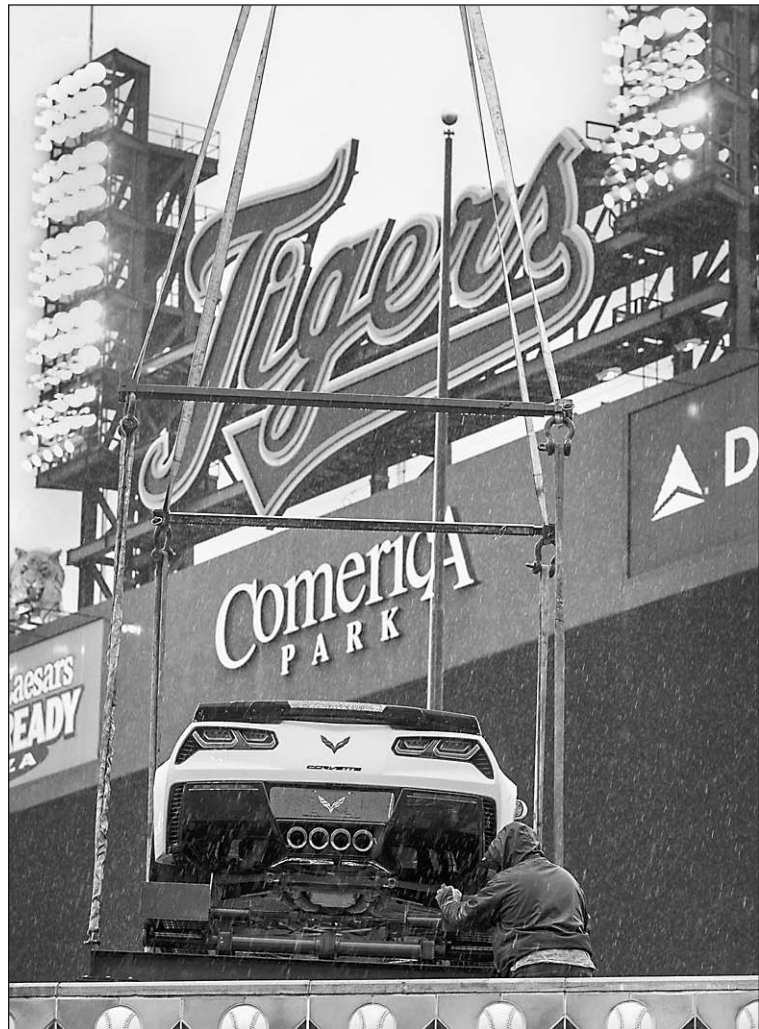
Winter testing helped find a hue that didn't disappear against a snowy background.

"We've done quite a bit of leg-work to see what colors work best on the road," said Weiss. "Some colors might look good when viewed on a computer screen but appear quite different when projected on a windshield."

Although the head-up display duplicates information shown elsewhere on the instrument panel, it doesn't require a second set of controls.

"You might have an incoming call notification pop up on both the gauge cluster's driver information center and the head-up display," says Weiss, "but you don't have to dismiss each one separately. We make sure the control interface on the steering wheel can interact with both displays."

In order to further reduce complication, HUD-specific controls largely focus on adjusting the screen's height and brightness to the driver's liking, Weiss said.



2015 Corvette being raised atop Chevrolet Fountain.

Corvette and Silverado Get The Best Seat at Comerica

As the old jingle goes "baseball, hot dogs, apple pie and Chevrolet."

That song came to life on April 2, when a Velocity Yellow Corvette Z06 and a special Midnight Edition Silverado were eased into their parking spaces high atop the Chevrolet Fountain behind centerfield in Comerica Park.

It is an annual rite of spring that means Opening Day is just around the corner, said GM spokeswoman Cristi Vazquez. Each vehicle was lifted into place by crane – a three-hour process.

"As the Official Vehicle of Major League Baseball, what better

way could Chevrolet show our love of the game than by giving our vehicles a bird's eye view of our hometown team?" asked Paul Edwards, vice president, Chevrolet marketing.

Chevrolet has sponsored the fountain, which features an array of water displays and the sound of a tiger growling with each Detroit home run, Vazquez said, for the last six seasons. The brand chooses select vehicles from its lineup to display each year.

"We like to think of these vehicles as the Chevrolet cheering section to drive those centerfield home runs," Edwards said.

Arndt, O'Donnell Join Troy Supplier

Troy-based Tebis America, a software company specializing in CAD/CAM systems for design and manufacturing servicing tool, die, mold, automotive and aerospace manufacturing industries has named Mike Arndt as its Business Development manager and Matt O'Donnell as applications specialist.

Arndt has a strong background in the tool and die industry, and will focus on business development but will also manage specific accounts, said Tebis spokesman Ed Szykula.

Arndt was most recently was chief operating officer for C2 Ma-

chining, LLC, in Kentwood. Prior to that he was with Autodie, as well as SMIRWare, in Wixom.

Matt O'Donnell joins Tebis as an Applications specialist and his duties include serving a variety of customers. He has nearly 30 years experience in CNC programming, CAD surfacing and FEA analysis of stamping dies. Most recently O'Donnell was Simulation Engineer at Vicount Industries, Farmington Hills.

"Mike and Matt bring a wealth of knowledge to Tebis. Their experience in the industry is second to none," said David Klotz, CEO and president, Tebis America.

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Cars Should be Checked after Harsh Winters

Looking over your car in the spring is a lot like facing the mirror after a night of insomnia.

Thanks to the winter of 2014-15, when few parts of the country were spared the snow, ice, frigid temps and, now potholes, have sapped strength from batteries and chewed up suspensions.

This makes April, – spring car care month – is a good time to give your car a thorough vehicle checkup before the summer driving season, said Greg St. Aubin, who leads technician training for ACDelco, General Motors' original equipment and independent aftermarket parts brand.

"Many services are best left to the pros, while customers can do others themselves," St. Aubin said.

Before you do anything, give your car a good spring bath, said Rich White, executive director of the nonprofit Car Care Council of Bethesda, Md.

"Regular car washes and waxes protect your car from corrosive debris. In parts of the country where salt is used on the roads, regular washing of the undercarriage is especially important," said White.

Along with routine services like an oil and filter change, brake check and fresh wiper blades, ACDelco experts recommend a thorough spring maintenance, said GM spokesman Robert Wheeler. Some things a driver can do for him or herself, and some things should be left to the pros. Here are some recommendations.

Go with the pros:

- Oil change – Having the oil and oil filter changed, at least as often as recommended by the manufacturer, is likely to generate the single biggest return on your investment in routine auto

service and maintenance. Replacing the dirty oil and filter will help protect the internal parts of the engine from premature wear. It's important to use the recommended grade of oil for your vehicle for the best protection and fuel mileage. See your vehicle owner's manual for the recommended oil change interval, or follow the oil-life monitoring system, if equipped.

- Spark plugs – Many are designed to last 100,000 miles, but they can get dirty or fail prematurely. Ignition wires lose insulating ability over time, and the connection to the plug or ignition coil can degrade. Having plugs checked and, if necessary, replaced, can improve vehicle performance and fuel economy.

- Examine belts, clamps and hoses – Tighten or replace as necessary.

- Replace worn or damaged suspension components like struts, shocks, tie rods and bushings, which take the brunt of spring potholes and bumpy gravel roads.

- Test the battery – Heat can tax a battery as much as cold. Modern batteries are about more than cold cranking amps.

Do it yourself:

- Sunroof – Before opening it for the season, inspect weather strips and remove debris from drains before they leak into vehicle. Wipe the sunroof seal and roof sealing area with a clean cloth, mild soap and water

- Cabin air filter – Replace this filter to improve airflow through the interior climate control system and help remove pollen, allergens and stale odors.

- Radiator and condenser – Sand and salt can corrode and



Looking for faults this April can save small problems from growing.

damage these elements, which are what you see through your vehicle's grille. With the engine off, use a garden hose (do NOT power wash) with medium spray or open flow to wash away dirt and salt. This simple step can im-

prove engine cooling and air conditioning performance.

- Spare tire – Make sure it's properly inflated and that you have a portable compressor, a jack and a tire iron in the event of a flat.

Cadillac, Lincoln Luxury Vehicles Make NYC Debut

NEW YORK (AP) – The New York International Auto Show opened last week with a mix of mainstream sedans and glitzier models from automakers across the globe.

Lovers of luxury and performance won't be disappointed. Among the introductions are a big Cadillac and the return of the Lincoln Continental. Here are highlights of these models:

- Cadillac CT6 – GM's latest entry in the big rear-drive luxury sedan category competes with the BMW 7-Series and the Mercedes S-Class. Caddy's previous full-size model, the DTS, embodied old Detroit luxury – a spongy boat built for straight-line freeway driving. The CT6 has an aluminum-intensive body with 11 different materials for strength, performance and efficiency.

GM says the car is lighter than the smaller BMW 5-Series. Consumers can choose from a new 3-Liter twin-turbo V6 with 400 horsepower, plus two less-powerful engines from the previous generation. Night vision that helps identify people and large animals with heat signatures on a dashboard display. Pricing and gas mileage weren't announced.

- Lincoln Continental – The return of the Continental name after a 13-year hiatus signals Lincoln's renewed confidence in the U.S. and a fondness in China for big cars with well-known names.

The concept car being shown in New York is painted a deep Prussian blue, an homage to Continentals of the 1950s. But there are few other references to its history. Lincoln's split-wing grille, dating back to the 1940s, was replaced by a tight, rectangular mesh grille. The sides are smooth; even the door handles are hidden within a narrow strip of chrome at the beltline.

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Lincoln Continental 'Returns' as Concept in New York

by Jim Stickford

True to its promise, Lincoln will be introducing its fourth car in four years. The new Lincoln Continental will make its debut next year, said Deborah Chennells, Lincoln Global Communications assistant manager.

To that end, Lincoln unveiled its Continental concept car on March 30.

"This concept car, which had its public debut at the New York auto show, gives a strong indication of what the new Continental will look like next year when it comes out," Chennells said. "When Lincoln relaunched a few years ago, we promised we'd have four new vehicles in four years. This is the fourth car in the fourth year."

The concept Continental, Chennells said, was designed to be "elegant, effortlessly powerful and serene." It also "blends meticulous craftsmanship and technologies designed to create better drivers and provide passengers with a more relaxing and entertaining environment inspired by first-class travel."

"Luxury at its best is about simplifying and quietly exceeding expectations, rather than being the loudest statement on the road," said Mark Fields, Ford Motor Company president and CEO. "The Continental Concept showcases the promise of quiet luxury from Lincoln going forward. It also is a strong indication of what's to come next year as we introduce our new Lincoln Continental full-size luxury sedan."

With a sleek silhouette and a new centered chrome grille, the Continental Concept signals the arrival of a new face for Lincoln, Fields said. A raised Lincoln badge is surrounded by a span of repeating polished aluminum Lincoln Star emblems.

E-Latch door handles tuck discreetly in the clean vehicle beltline, Fields said. The door handle technology also provides for elegant entry. The doors open effortlessly with the touch of a button positioned on the underside of the door handle wings and close quietly.

"Some brands talk about 'the machine,'" said Kumar Galhotra, Lincoln president. "Lincoln is dif-



This 1980 Lincoln Continental shows off the brand's great past.

ferent. For us, it is about more than the machine. It is about what our vehicles do for our clients."

New technology is a hallmark of the vehicle. Galhotra said. It starts with the vehicle sensing your approach and lighting up to greet you inside and out.

Outside, signature full-width tail lamps feature advanced light-through-chrome technology. Powerful LED matrix head lamps with laser-assist high beams reduce glare and improve visibility, Galhotra said. Rhapsody Blue metallic paint calls back Lincoln Continental's signature color.

Inside are the brand's most sensual materials ever, Chennells said, including Venetian leather seat and door panels, Alcantara seat inserts and armrests, and shearling wool carpet. Rose Gold trim around the instrument cluster provides warmth. Bright chrome trim on the instrument panel adds contrast.

Chennells said that initial reactions from the public and the automotive press has been strong.

"We've only just unveiled the Continental Concept, but the comments on styling have shown that people particularly like that element. And people like the central grill, which is reminiscent of Continentals of the past. We've received a lot of positive comments."

Ambient lighting enhances the interior, creating a serene environment. Soft-gold LED lights glow from the center console and from the halo light overhead.

Patented 30-way Lincoln-designed seats use a new-to-market design that conforms to passengers' sizes and shapes. The pas-

senger-side rear seat can fully recline by moving the front passenger seat forward with the touch of a button.

From a panel mounted on the through-center console, rear passengers also can control climate settings and the Revel Ultima audio system, which allows passengers to select from three surround-sound modes: Stereo, Audience and On-Stage.

Rear-seat comfort is further highlighted by an SPD Smart-Glass tinting sunroof, Chennells said, which allows passengers to control heat from direct sunlight. With the touch of a button, the glass can cool the vehicle interior by as much as 18 degrees Fahrenheit, while blocking 99 percent of UV rays.

Rear-seat passengers also enjoy the convenience of a tablet-supporting lap tray that deploys from the through-center console. It also features a champagne storage compartment. Detachable, hand-crafted Venetian leather travel cases are mounted to the backside of the front seats.

Under the skin, the Continental Concept is powered by a Lincoln-exclusive 3.0-liter V6 EcoBoost engine. It also features Lincoln Drive Control ride-enhancing technologies and Adaptive Steering.

The car rides on polished-aluminum, painted-pocket 21-inch wheels. Driver assist technologies include Pre-Collision Assist with Pedestrian Detection, Enhanced Park Assist and a 360-degree camera that displays on the MyLincoln Touch screen.

"The Lincoln Continental name is associated with iconic beauty and elegance," said David Wood-



The Lincoln concept car points to the Continental's future.



The Continental concept car paid attention to the vehicle's interior.

house, Lincoln design director. "Capturing those qualities and building upon them drove us as we crafted this thoroughly modern sedan concept."

The Lincoln Continental Concept was shown at the New York International Auto Show, which opened April 1 for members of the news media.

IAC Helps Kids Against Hunger Feed Hungry Across Detroit and the World

On March 27, in Southfield approximately 300 employee volunteers of International Automotive Components (IAC), an automotive interior components supplier, stepped away from their usual vehicle interior design and production activities to package 50,000 meals for Detroit and Africa's homeless and hungry.

This is the sixth year that IAC has partnered with Kids Against Hunger (KAH), a charity devoted to producing and supplying nourishing meals for global and local organizations that feed the hungry, said IAC spokeswoman Amanda Dunford. Since its inception, the partnership between IAC and KAH has generated

300,000 meals.

Meal packages include high-quality white rice, fortified, crushed soy (52 percent protein), a blend of six dehydrated vegetables, and 21 vitamins and minerals, Dunford said. KAH distributes meal packages through Forgotten Harvest to various local soup kitchens, while IAC sponsors the shipment of a large portion of the meals being air freighted to Africa.

"Kids Against Hunger gives IAC employees an opportunity to make an immediate difference here in Detroit and around the world," said Dave Ladd, IAC group senior director of Marketing and Communications.



Matthew McMahon with Fred the Red of Manchester United

Chevy Gives Best Day Ever for Lucky Few

by Jim Stickford

Chevrolet's #BestDayEver promotion on April Fool's Day 2015 was no joke.

Chevrolet new promotion – #BestDayEver – started off by surprising more than 12,000 people with a multimedia event that broke new ground to share the brand's lineup of cars and crossovers, said GM spokeswoman Cristi Vazquez.

Some of the surprises that started off the day included an impromptu Kelly Clarkson concert for pregnant women and new moms, opening day tickets to Major League Baseball games across the country, gas cards from NASCAR driver Danica Patrick and more were part of Chevrolet's Best Day Ever on April 1.

In an email, Vazquez said that the promotion came together quickly – in about a month – and was developed by Chevrolet and its ad agencies Commonwealth/McCann; Carat; and Fleishman Hillard.

Vazquez said that Chevrolet recruited partners in sports, entertainment and philanthropy to surprise people across the country with meaningful gestures large and small.

"We worked with partners like WhoSay, who brought on both Baldwin and Wilde, iHeartMedia and long time Chevrolet partners

like our drivers, MLB and others to get people who would help us reach beyond our typical customer base," Vazquez said.

The day began with the introduction of the new 2016 Chevrolet Malibu. That and other #BestDayEver events were streamed on Chevrolet's YouTube channel. Chevrolet, Vazquez said, was the first brand to use the YouTube Spaces LA for a broadcast and first to stream for eight hours on the YouTube platform.

"Chevrolet took a vanguard position in creating a real-time marketing program that reached diverse audiences and brought about a new level of conversation about the brand," said Paul Edwards, U.S. vice president, Chevrolet marketing. "The brand engaged millions of people today and if we got just a fraction of those folks to take another look at our cars, trucks and crossovers, we accomplished our goals."

The #BestDayEver generated 1.5 billion social media impressions with 98 percent positive sentiment and 3 million people viewed the live stream content. At peak times, the broadcast received 600 comments per minute.

"The 3 million views of the related content by the end of the day on April 1 and more than 1.5 billion online impressions far exceeded our expectations," Vazquez said.

Highlights included:

- Alec Baldwin surprised students in a history class at Occidental College by dressing up as Abraham Lincoln.

- Manchester United Mascot Fred the Red presented Make-A-Wish Foundation wish recipient Matthew McMahon with tickets to an upcoming match in Manchester on May 16. Three Manchester United players recorded a personalized video inviting Matthew to the match.

- Norman Reedus shared his passion for photography and production with students at St. John's University.

- Nikki Reed and Ian Somerhalder crashed a class at Emory University.

- Olivia Wilde shocked Made in NY at Brooklyn Navy Yard students when she was introduced as the substitute instructor.

- Spike Lee joined students at Harlem Children Zone for a discussion on achieving their dreams and following their passions.

- Pregnant women and new mothers attended a luncheon and during dessert, Kelly Clarkson – a new mom herself – surprised them with a private concert with iHeartRadio at The Grove Los Angeles.

- Unassuming drivers in Concord, N.C. stopping to refuel their cars were surprised with free gas cards.

GM Sales Show Truck, SUV Strength in Month of March

CONTINUED FROM PAGE 1

Chevrolet reported its best-ever March for crossover sales and it was an exceptionally strong month for pickup trucks, Cain said. Chevrolet had its best March pickup sales since 2007, with Silverado up 7 percent and the new Colorado repeating as the industry's fastest-selling pickup for the second month in a row, taking only 17 "days to turn."

GMC had its best first quarter sales since 2005 and its best March pickup sales since 2006, with Canyon deliveries reaching 2,434 units and Sierra up 3 percent.

Strong pickup sales also helped drive robust gains with commercial customers. Through March, commercial deliveries have grown year over year for 17 consecutive months. Commercial deliveries were up 39 percent in March, and full-size pickups were up 41 percent.

To increase overall truck production and meet demand for the Colorado and Canyon, GM's Wentzville (Mo.) Assembly plant added a third production shift in March, Cain said.

"Dealers have customers lining up for the GMC Canyon and Chevrolet Colorado, so the additional supply couldn't come at a better time," McNeil said.

Additional March Highlights (vs. 2014 except as noted).

- Chevrolet: The new Trax small crossover, which began arriving in U.S. showrooms in December 2014, saw deliveries of 4,026 units. Equinox sales were up 22 percent and Traverse was up 18 percent.
- GMC: The Sierra, combined with a 16 percent increase in

Yukon XL deliveries, helped GMC increase its sales by 1 percent. GMC has now delivered 14 consecutive months of year-over-year retail sales increases.

- Buick: Buick deliveries increased year over year, driven by a 25 percent increase in LaCrosse deliveries and the best month ever for the Encore, the vehicle that ignited growth in the small crossover segment.
- Cadillac: Demand for the new Escalade continues to grow. Sales were up 119 percent for the vehicle's best March since 2008. Cadillac XTS deliveries increased 11 percent.

Cadillac continues to evolve its business with new products and brand positioning in the luxury market. Through the end of the first quarter, nearly 60 percent of customers were new to the brand.

According to PIN estimates, GM's incentive spending as a percentage of ATPs was 9.2 percent in March, down 1.6 percentage points month over month due in part to successful new product launches. Industry average spending was 10.0 percent of ATPs, up 0.4 percentage points.

Cain said trucks, including pickups, SUVs and vans, accounted for about 17 percent of the industry, according to PIN estimates, up 2 percentage points. Large pickups alone represented more than 12 percent of the industry, up 1 percentage point.

Crossovers represented approximately 39 percent of the market, up 2 percentage points.

Cars represented about 44 percent of the industry, down 4 percentage points. Total fleet sales were up 5 percent during the month and they were up 15 percent in the first quarter.

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Ally Financial Stays in Detroit

DETROIT (AP) – A Detroit-based automotive financial services company announced March 31 its headquarters will remain in the city's resurgent downtown rather than move to the suburbs.

Ally Financial Inc. signed a 12-year lease to move its headquarters and 700 employees a few blocks from the Renaissance Center to the One Detroit Center on Woodward Avenue.

The company also said it will consolidate its southeastern Michigan operations and move 600 workers from other offices to downtown. Another 200 contractors and vendors also will work in the building which will be re-named Ally Detroit Center.

321,000 square feet in the 43-story One Detroit Center. Its lease comes with 2,000 parking spaces in an attached garage and another 550 spaces through Detroit's Downtown Development Authority.

"Like the city of Detroit, Ally is continuing to evolve and build upon a strong heritage," said Jeffrey Brown, the company's chief executive. "This is an exciting time for our company, and bringing all of our southeast Michigan-based associates together in one impressive building in the heart of the city sets the stage for our next chapter, which will be rooted in innovation, creativity and a strong and vibrant culture."

Ally's automotive services include new and used vehicle inventory, consumer financing, leasing, vehicle service contracts, and commercial loans. Ally Bank, the company's direct banking subsidiary, offers certificates of deposit, savings accounts, money market accounts, IRA deposit products and interest checking.

The company was all but set on leaving Detroit for more space when Duggan convinced its leaders to allow the city to put together a proposal to stay downtown.

Duggan said he contacted Dan Gilbert, founder and chair of Detroit-based online mortgage lender Quicken Loans to help. The lease was put together through Bedrock Real Estate Services, part of Gilbert's Rock Ventures and Quicken Loans family of companies.

Bedrock owns more than 70 properties in downtown Detroit and announced March 31 that it had purchased One Detroit Center.

"This is another exciting day here in Detroit," Gilbert said. "As days go on things will continue to get more and more exciting."

"... we need to start getting use to success, because this is going to keep happening."

– Mike Duggan, Detroit Mayor

The move comes about three months after the city of Detroit restructured or erased \$7 billion in debt through the largest municipal bankruptcy in U.S. history. But the city's downtown continued to improve and attract business even during Detroit's financial crisis.

"In Detroit, we need to start getting use to success, because this is going to keep happening," Mayor Mike Duggan said at the Ally announcement. "There's a different attitude and different level of cooperation."

Ally will occupy 13 floors and

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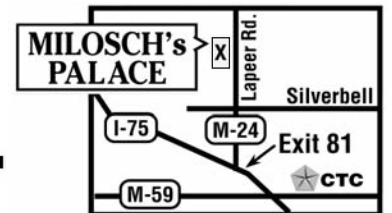
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