

## GM Unveils \$1 Billion Plan for the Tech Center

by Jim Stickford

The place of the future – the GM Tech Center in Warren – is heading back to the future.

General Motors will invest \$1 billion in its Warren Technical Center campus, creating approximately 2,600 new jobs to support future business growth at the National Historic Landmark site, said Mark Reuss, GM executive vice president, Global Product Development and Purchasing and Supply Chain, at the announcement ceremony held at the Tech Center's VEC building on May 14.

Among those attending the announcement were Gov. Rick Snyder, Macomb County chief executive Mark Hackel and Warren Mayor Jim Fouts.

The multiyear project, which is driving new construction on the campus, significant renovations of some existing facilities and expansion of some operations, begins this month with work continuing through 2018, Reuss said.

"This is an investment in our people who work at the Tech Center because it is positioning the company for long-term growth by enabling new levels of innovation and collaboration into our workplace," said Reuss. "We will transform this campus into a collaborative workplace of

choice for our current team and future talent."

Under current plans, the investment will create approximately 2,600 new GM salaried jobs in core areas like product engineering, IT and design, all areas critical to support future business growth. GM's Warren Technical Center is currently home to more than 19,000 employees.

Investment highlights include:

- Construction of new Design studios;
- Construction of a parking deck for Design employees;
- Rebuilding and renovating some existing R&D facilities;
- Construction of a multi-story IT building adjacent to the current Michigan IT Innovation Center and a new parking deck for Innovation Center employees;
- Construction to accommodate additional testing areas at the Advanced Energy Center;
- Extensive office upgrades including new carpet, paint, furniture, reconfiguration of miscellaneous work areas in most Tech Center buildings, improving the work environment for all campus functions, including the Vehicle Engineering Center or VEC.

In addition, GM previously announced \$139.5 million for body shop and stamping facility upgrades at its Warren Pre-Produ-

tion Operations, part of a \$5.4 billion investment in U.S. plants announced April 30.

"This is great news for Warren, the region and our state – it soundly demonstrates GM's commitment to Michigan and our talented workforce, providing key jobs and career opportunities for today and tomorrow," said Gov. Rick Snyder. "This is why we've focused so hard on creating the competitive economic climate for this kind of investment in our state that will keep our comeback going strong, making Michigan the place to live, work, do business, and play."

Said Warren Mayor Jim Fouts: "I am very excited about the investment in the GM Tech Center in Warren, which means more jobs and new revenue for police and fire services. This growth has already resulted in proposals for new investments in our downtown, which is directly across the street from the Tech Center."

Initial construction on the 326-acre Tech Center began in 1949, and it opened in 1956. The campus was designed by world-renowned architect Eero Saarinen and landscape architect Thomas Church. It was named a National Historic Landmark in 2014 by the Department of the Interior and the National Park Service. Fourteen years earlier, in

2000, the campus was listed on the National Register of Historic Places. In 1986, the American Institute of Architects honored the Tech Center as the most outstanding architectural project of its era.

Reuss said that GM's facilities

group has done a good job of preparing the plan and that there "won't be a part of the Tech Center that won't be touched."

Reuss said that the Tech Center, once a modern facility, had

CONTINUED ON PAGE 2



Mark Reuss shows off modernization plans for the Tech Center.



Meritor employees welcome back from Afghanistan, a colleague.

### Meritor Salutes Military Vets

With Memorial Day just around the corner, it's a good time to contemplate what our veterans have done for our country and how we can help them.

Troy-based automotive supplier Meritor is doing more than thinking about helping veterans, it's actually helping them.

Vice president of Defense and Speciality – North America Tim Burns said that Meritor's commitment to veterans can be traced to the company's former chairman and CEO Chip McClure.

"Chip served in the Navy dur-

ing the 1960s," Burns said. "He felt that it was our civic duty to support and continue the benefits of employees who were called back to duty."

Burns said that many companies don't extend the benefits of employees while they're on active duty. So if an employee makes \$100,000 but is then called back to his Army Reserve unit, and only makes \$50,000 a year, Meritor will cover the difference between that employee's salary

CONTINUED ON PAGE 6

### Bill Ford to be Honored as Humanitarian

Steven Spielberg, founder of USC Shoah Foundation – The Institute for Visual History and Education, will present Bill Ford, executive chairman of Ford Motor Company, with the Institute's Ambassador for Humanity Award at the organization's annual gala in Detroit on Sept. 10, said Ford spokesman Karl Henkel.

Ford will be recognized for his leadership and corporate citizenship around education and community.

The event will also shine a light on the emerging partnership between USC Shoah Foundation and Ford to expand the Institute's IWitness educational platform in the Detroit area, Henkel said.

Mickey Shapiro, real estate developer and longstanding member of the Institute's Board of Councilors, is the event's co-chairman. The gala vice chairs and benefit committee will comprise leaders from the local community and from around the nation.

The September gala will provide the opportunity to highlight the Institute's global work in making the 53,000 audio-visual interviews with survivors and witnesses of the Holocaust and other genocides in its Visual History Archive a compelling voice for education and action said USC Shoah Foundation spokeswoman Anne Marie Stein.

USC Shoah Foundation has a long history in Michigan and with Ford Motor Company, which was the sole sponsor of the 1997 NBC broadcast of the Academy Award winning "Schindler's List," the film that inspired the establishment of the Institute, Stein said. The Institute collected 335 testimonies with Holocaust

survivors and witnesses in the Detroit area, with local videographers and interviewers specially trained for the job.

The Visual History Archive is also available on two campuses in Michigan, University of Michigan - Ann Arbor and University of Michigan - Flint, Stein said.

The event will also shine a light on the emerging partnership between USC Shoah Foundation and Ford Motor Company to expand the Institute's IWitness educational platform in the Detroit area, Stein said. IWitness brings the first-person stories of survivors and witnesses of genocide from the Institute's Visual History Archive to students via

multimedia-learning activities that are accessible via Macs, PCs, iPads, and tablet devices connected to the Internet.

Currently, 100 educators in Michigan – and over 6,500 globally – use IWitness, Stein said. In addition, more than 250 educators in Michigan, and over 15,000 nationally, have been trained on Echoes and Reflections, a multimedia Holocaust curriculum developed by the Institute and partners, the Anti-Defamation League and Yad Vashem.

A significant portion of the proceeds raised at the gala will remain in the region, where the

CONTINUED ON PAGE 5



Bill Ford will be thanked by Steven Spielberg this September.

**Tech Center News**

31201 Chicago Road South  
Warren, Michigan 48093

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Contact us:  
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Deadline: Thursday 5:00 p.m.  
for the next edition of Monday

William Springer II, publisher  
Lisa A. Torretta, operations  
Jim Stickford, news

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www.TechCenterNews.com

# GM Unveils \$1 Billion Investment Plan for Tech Center

CONTINUED FROM PAGE 1

fallen behind the times.

"For the last two decades, GM put off a lot of work at the Tech Center," Reuss said. But now is the time to really invent the future."

Many of the buildings need to update their interiors, Reuss said, and GM is also changing the way it designs vehicles around the world. Improvements to the Tech Center will allow the company to develop global architectures, making the Warren site key for GM's worldwide operations.

When asked about the impact that the 2014 flood had on the Tech Center, Reuss said that while GM had been planning improvements to the Tech Center before the August flood, that event really pushed the need for improvements forward.

"Not all the repairs have been done, even now," Reuss said. "We have a lot of HVAC that is not working well. A lot of the Design Center was hit. We have tunnels that connect all the buildings and they were hit hard as well. The boilers in a lot of the buildings date back to the 1950s. A lot of

the infrastructure has been neglected and is decrepit."

Reuss said that what really needed to be fixed was made clear after the flood. But that happened at a time when GM was contemplating the Tech Center's future.

"We were asking ourselves what needed to be done to the facilities, from research and development to design, so that it

could operate for the next 15 or 20 years," Reuss said.

Reuss said, when asked, that yes, GM does need to be able to attract the best talent in the high-tech world.

The company does have good relations with companies like Google and Apple, and having a state-of-the-art Tech Center will certainly help its position in the high-tech world.

## GM Tech Center Facts That You Didn't Know

The GM Tech Center in Warren has a long and storied history. Here are some facts about the facility GM released along with the announcement of major upgrades to the facility.

Construction on the 326-acre Tech Center, the first industrial park of its kind in the world, began in 1949. The campus opened in 1956.

The Tech Center, as it has come to be known, was the architectural embodiment of then GM Chairman Alfred P. Sloan's vision.

Designed by world-renowned architect Eero Saarinen and landscape architect Thomas Church, the campus captured the optimism, modernism and reverence that defined post-World War II America.

The Tech Center is currently home to more than 19,000 engineers, designers, researchers and other employees.

Significant Recent Projects/Announcements:

- December 2014 – Design Dome renovations completed and building reopened.
- September 2014 – Tech Center named National Historic Landmark by U.S. Dept. of Interior and National Park Service.
- March 2014 – GM breaks ground on new \$30 million reduced scale wind tunnel.
- December 2013 – GM opens new Customer Engagement Center.
- September 2013 – GM celebrates battery lab expansion, nearly tripling the size since opening in 2009.
- May 2013 – GM opens \$130 million Enterprise Data Center.

General Campus Facts:

- When the campus opened in 1956, the GM Technical Center was the largest corporate build-

ing project in the world, costing more than \$125 million.

- Dedicated on May 19, 1956 before a crowd of 5,000 and over nationwide television President Dwight D. Eisenhower as guest speaker. Life magazine named it "The Versailles of Industry."

- The Tech Center is a 1.1-square-mile complex consisting of 710 total acres.

- The circular staircase in the Research Administration Building was designed by Kevin Roche. Nicknamed the "Floating Staircase", it is supported by thin cylinder rods, anchored at the top and bottom. Each stair is a three-quarter ton piece of Norwegian granite – a total of more than 25 tons.

- The Design Center, originally called the Styling Center, was the last of the main buildings to be completed.

- The Design Dome is 65 feet high with an aluminum shell a mere 3/8 of an inch thick – thinner than an eggshell.

- The main fountain, located on the west side of the campus, pumps 6,000 gallons of water per minute to create a 115-foot wide, 55-foot high "wall of water"

- The lake has several varieties of fish, which help keep algae down. GM employees are allowed to fish, but for catch-and-release only.

- There are 38 buildings on the campus.

- The Tech Center also has approximately 55,000 shrubs.

- Approximately 25,000 trees.

- 174 acres of parking.
- 38.3 acres of lakes and pools
- The West campus main lake is 22.9 acres and holds about 45 million gallons of water.
- The stainless steel water tower by Research is 140-ft. high and holds 250,000 gallons.
- 18.7 miles of roads stretch across the campus.
- 25.5 miles of sidewalks criss-cross the site.
- 1.3 miles of pedestrian tunnels connect buildings at the Tech Center.

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## MCC Hosting an Auto Career Fair

On May 21, from 6 to 8 p.m., parents are invited to join their middle- and high-school students for the 2015 Automotive Design and Engineering Career Expo on Macomb Community College's South Campus in Warren. Presented by Macomb's Center for Advanced Automotive Technology, professionals from Fiat Chrysler, Ford and GM will talk about opportunities in automotive design and engineering, as well as answer questions.

Participating automotive companies will also be displaying examples of the "finished product" at a car show within the expo, which will include both production vehicles and concept cars.

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## Old-Fashioned Shopping Comes to 12 & Van Dyke

by Jim Stickford

Tom Petzold doesn't want to build the little shop on the corner, he wants to build a modern, pedestrian-friendly shopping plaza on the corner - of 12 Mile and Van Dyke in Warren.

Petzold is the president of Petzold Enterprises, a Harper Woods-based business that operates retail, commercial and residential properties in Michigan and the eastern United States. Among the properties they manage are the Belmont Shopping Center and Westborn Mall in metro Detroit.

"There's an expression," Petzold said. "Build it and they will come." We at Petzold Enterprises believe that to be true. The first shopping plaza at the corner of 12 Mile and Van Dyke was built in 1960.

But in the years since Tech Plaza first opened, a lot happened, Petzold said. He can't say why the previous owners of the site didn't invest in modernizing the facilities, but he did say that in order to stay competitive and keep up with the times, such sites require continued investment.

"We are in the process of replacing all the infrastructure at the shopping plaza," Petzold said. "That includes putting in new water works and building a sub-base for the asphalt."

Petzold also said that all the old buildings in the shopping plaza are rebuilt from the inside out. That includes new exteriors that use more expensive, better looking materials than what is used for many shopping plazas.

"I want to make Tech Plaza Shopping Center a destination place for people in the neighborhood," Petzold said. "I really feel that this corner is the best intersection in all of Warren to have a shopping center, and I am always surprised that a city the size of Warren doesn't really have a shopping district that all the residents can go to."

And part of making the plaza a retail destination location is having it look better than the average shopping plaza. So Petzold said that the shop exteriors, which should be completed by this August, use materials like steel, brick and stone, rather than cheaper materials used at other plazas.

"I also want to make sure that the Tech Plaza name is kept,"

Petzold said. "The Tech Plaza, after all, has a long history with the community, and we want to build on that. That's why we've made sure that the 'Tech Plaza' name will be able to be seen from 12 Mile."

Petzold is in the process of negotiating leases with prospective tenants. He said in his business it's smart not to make any announcements until the contracts are signed.

"I'd like a mix of larger and smaller stores as well as restaurants," Petzold said. "I'd really like to have a nice, sit-down fancy restaurant that is locally owned, as well as locally owned stores."

Petzold believes that part of what makes a successful local shopping center is a healthy mix of national and local businesses.

He credits his architect, Ben Tiseo of Tiseo Architects in Livonia and his builder, Steve Visconti of NSC Construction Services out of Bloomfield Hills, for coming up with and putting into effect a striking shopping center that will be pedestrian friendly.

In addition to the main shopping plaza, which will be about 118,000 square feet, Petzold is also building another building on the property, this one will be about 23,000 square feet. He's also left room for more an office building if the demand is there.

"Right now, we have three tenants," Petzold said. "H&R Block, who was already there. A Marshall's store and a Red Olive restaurant. They're a local operation with a few places around Detroit."

Petzold said people can expect to see businesses opening up,



Developer Tom Petzold is in the midst of upgrading the Tech Plaza Shopping Center at 12 Mile and Van Dyke.



Once the upgrades are completed, the shopping center should look like this rendering.

starting late this year or early next year.

And, Petzold said, all the investments in upgrading the plaza are being without government incentives or support.

## Cook to Talk of Books at Library

Cooking blogger and author of three books Kathleen Flinn is speaking at the Civic Center branch of the Warren Public Library on Wednesday, June 17, at 6 p.m. to talk about her latest book "Burnt Toast Makes You Sing Good: A Memoir of Food & Love." To reserve a seat, call 586-754-4564.

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# 2015 Sonic Receives Top Safety Score – IIHS

The midyear 2015 Chevrolet Sonic has been named a 2015 Top Safety Pick by the Insurance Institute for Highway Safety.

"Customer safety is of utmost importance to Chevrolet, across all segments" said Jeff Boyer, vice president, General Motors Global Vehicle Safety. "The Sonic receiving this designation is a testament to that focus."

The Sonic's improvements in the Small Overlap Front Crash Protection Test – due to changes in the front-end structure, door sill and door pillar for the midyear 2015 model – were enough to give it a "good" rating, said GM spokeswoman Annalisa Bluhm.

The "good" rating is the IIHS' highest possible rating in each test. In addition to the Small Overlap Test, good ratings in the moderate overlap front, side, roof strength and head restraint tests fulfilled the requirements needed to receive the Top Safety Pick designation for Sonic vehicles built after February 2015.

"The last time the Sonic was tested, it only received a 'marginal' safety rating," said IIHS spokesman Russ Rader. "Good" is our best safety rating. That is followed by 'acceptable,' 'marginal' and 'poor.'"

Rader said that the last Sonic tested by IIHS using the Small Overlap Front Crash Protection Test was the 2013 version of the vehicle.

"GM came out with a new version of the Sonic that had improvements made to it, and they asked us to test the new vehicles and we did, this time giving it a 'good' rating," Rader said. "But I must emphasize that the 'good' rating only applies to Sonics made after February of 2015."

"With good ratings across the board in all five IIHS crashworthiness evaluations, the improved



2015 Chevrolet Sonic

Sonic delivers a high level of protection among small cars in the most common kinds of crashes," said IIHS President Adrian Lund.

The Sonic is the only car in its class to feature 10 standard airbags, including knee air bags for the driver and front passenger. Sensors throughout the vehicle determine how many air bags deploy depending on a given crash, Bluhm said.

In a crash, Sonic's strong body structure is designed to absorb crash energy and provide a protective "safety cage" around occupants. More than 60 percent of the body structure is composed of advanced steels.

Sonic also actively works to avoid crashes with two available safety features, Bluhm said. Forward Collision Alert provides alerts to help the driver avoid crashing into a vehicle they are following that is moving or has come to a stop. It also lets the driver know if they are following a vehicle ahead much too closely. Lane Departure Warning provides alerts to help drivers avoid crashes due to unintentionally drifting out of their lane when their turn signal is not activated.

"The bottom line is that safety

sells," Rader said. "Automakers know this, and they understand the research that has gone into setting up the tests and they have been good at making changes in their vehicles that result in higher test scores. No one wants to be the maker of a car that finishes at the bottom of a major safety test."

## MSED Plans June Golf Fundraiser

On Friday, June 19, the Marketing & Sales Executives of Detroit (MSED) will host its annual golf outing at Shenandoah Country Club, located at 5600 Walnut Lake Road in West Bloomfield, to benefit college scholarships.

The golf outing begins with a shotgun start at 9 a.m. and is followed by cocktails at 2:15 p.m.

Proceeds from the golf outing go toward scholarships that are awarded to juniors and seniors majoring in marketing and sales at local universities. Since 2002, MSED has provided more than \$85,000 toward scholarships. For more information, contact Meeting Coordinators at 248-643-6590 or visit www.msedetroit.org.



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# Volt, Car of Tomorrow Today

GM has a long history, through its concept cars, shaping the look of tomorrow. Which only makes it natural that the company has entered into an arrangement with the makers of the upcoming film "Tomorrowland."

GM spokeswoman Cristi Vazquez said that Chevrolet and the upcoming Disney feature, "Tomorrowland," share a history and future full of possibility, innovation and freedom. To that end, the TV commercial "Tomorrow, Today," celebrates the launch of the next-generation Chevrolet Volt by capturing the spirit of imagination in the process of creating the car of tomorrow.

The spot, which uses a portion of the film's score, takes place in a design studio at the heart of Tomorrowland as depicted in the film - a space of infinite possibility that embodies the optimism at Chevrolet, Vazquez said.

"The Chevrolet archives are full of innovation in the form of sketches, specs and renderings for 'the car of tomorrow,'" said Paul Edwards, U.S. vice president, Chevrolet Marketing. "This animation reveals how the freedom of imagination helps find new roads in present day as demonstrated in the next-generation Chevrolet Volt - the car of tomorrow, today."

The spot includes animations based on scans of concepts from the GM Heritage Center in Sterling Heights that culminate in bringing the Volt to life.

The five concepts featured are:

- Firebird III. The concept made its debut the 1959 Motorama. It was an extravagant prototype with a fiberglass exterior, seven short wings and tail fins. This vehicle, like both generations of the Volt, allowed drivers to pre-condition the interior temperature before entering the vehicle.

- Firebird IV. This vehicle was an experimental car created to highlight what could be possible on automatic highways, including the latest infotainment at the time - in-vehicle television. The vehicle was built for the 1964 World's Fair in New York, which

plays a key part in the plot of "Tomorrowland."

- The Astro II. Aerodynamics, also key to the design of the Volt, heavily influenced the design of the Astro II prototype. The vehicle was revealed at the 1968 New York Auto Show and at the time had speculators wondering if it was the next generation of the Corvette.

- The 1969 Astro III. This was a sleek, two-passenger experimental car resembling an executive jet aircraft, even down to its low center of gravity tricycle-type wheel arrangement. The Chevrolet Volt's battery lowers the vehicle's center of gravity, enhancing stability and handling in inclement weather.

- The Chevrolet Express. Chevrolet built the Express concept in 1987 as part of a project consulting with the federal government about building high-speed, limited access commuter roads open to specialized vehicles. The concept is described as "whisper-quiet" much like the Volt when operating in electric mode.

The concepts in the commercial gradually morph into the battery, the first-generation Volt and finally the next-gen Volt, which drives off from Tomorrowland, Edwards said.

"The spot is a reminder that the Volt realizes a long-held aspiration to make a beautiful, efficient, quiet electric vehicle that is attainable," Edwards said.

In addition to the broadcast spot, Chevrolet is released digital work tied to the film, Vazquez said. The next-gen Chevrolet Volt and EN-V concepts were on the blue carpet at the premiere in The Downtown Disney District in Anaheim, Calif. on May 9.

The new Volt is an electric car with extended range, showcasing a sleeker, sportier design that offers 50 miles of EV range, greater efficiency and stronger acceleration, Vazquez said. The Volt's new, efficient propulsion system will offer an estimated total driving range of more than 400 miles. With regular charging, owners can expect to average more than 1,000 miles between gas fill-ups.



2016 Chevrolet Volt

## Bill Ford Honored as Humanitarian

CONTINUED FROM PAGE 1

funds will be utilized for educational programs in secondary schools.

"Working with Bill Ford and Ford Motor Company to further explore ways to share the work of the Institute with the people of Michigan is a wonderful opportunity," said Steven Spielberg, founder of USC Shoah Foundation and chairman of the Ambassadors gala.

"Reaching people when they're young is the key to changing the world with testimony. I Witness and its ability to deliver tolerance education to the Detroit region gives me great hope that together we can affect significant change.

"The commitment of Bill Ford and Ford Motor Company to support new approaches to learning, to provide scholarships, and to help deserving students attain higher education, makes him a great ambassador, and I am

proud to recognize him for his efforts."

"The USC Shoah Foundation stands as an enormous point of pride for USC, and has seen its efforts advanced greatly through the support of individuals and organizations that recognize its value as a truly transformational tool for education. Mr. Ford is a visionary leader who understands the contribution that USC Shoah Foundation makes to the world, and we are honored to recognize him for his corporate citizenry and leadership," said University of Southern California President C. L. Max Nikias.

"I am so pleased that USC Shoah Foundation will be joining forces with Ford Motor Company and the local Detroit community to explore new ways to utilize IWitness as an educational tool, and endeavor to reach a growing number of educators and students across the Detroit region," said USC Shoah Foundation executive director Stephen D. Smith.

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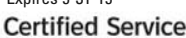


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## Meritor Honors Military Vets

CONTINUED FROM PAGE 1

and his Army pay.

"Serving veterans is just a part of our culture," Burns said. "We have just under 300 veterans who work for us in our North American facilities and 90 of those veterans work for us in our Troy headquarters, which employs about 900 people."

Burns said that Meritor is involved in supporting a number of different programs that aid veterans.

"This is a real team effort," Burns said. "It's everyone here at Meritor. We have a special fundraising method whereby people donate \$5 to charity called 'wear jeans on Friday.' Anyone who wants to wear jeans on Friday donates \$5 and the company donates another \$2.50. We have people who will man the doors starting at 5 a.m. to collect the money. This method raises money for a number of charities, including our veterans efforts."

Over the past few years, Burns said, Meritor has donated approximately \$120,000 to veterans' causes. Of that \$120,000, \$21,603 was raised through the jeans day fundraiser.

Burns said he himself serves on the Michigan Armed Forces Hospitality Center. This group helps fund the Freedom Center, a facility at Detroit Metropolitan Airport that offers travel assistance and refreshments to veterans while they wait at the airport.

The group also funds two "mini lounges" at Michigan's two Military Entrance Processing Centers.

"Everyone in Michigan who join the military are processed and sent to boot camp at two locations. One is in Lansing and the other is in Troy. The lounges are used by families who are see-

ing off their sons and daughters as they are being shipped to boot camp."

Other veterans' causes that receive support from Meritor, Burns said, include:

**"Serving veterans is just a part of our culture."**

**- Tim Burns, Meritor**

- Wyakin Warriors, which helps severely wounded veterans achieve professional and personal success.

- USA Cares, which helps restore financial stability and self-sufficiency to post-9/11 military families.

- Michigan Armed Forces Hospitality Center to help fund the Freedom Center, a facility at Detroit Metropolitan Airport that offers travel assistance and refreshments to veterans.

- Inforum Next4Vets. This is a pilot program that helps transition female veterans into the civilian workforce; pilot concludes this fall when classes begin.

- Fallen and Wounded Soldiers Fund, which helps veterans who need assistance with job placement and medical bills.

"The leadership at Meritor has chosen to get involved with these veterans efforts," Burns said. "But I must say that the people who work here have embraced these efforts wholeheartedly. They really go above and beyond the call of duty. It's a real team effort."

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# GM Sees a 'Green' Future for the Company

It's often been said that the future presents electrifying possibilities. For GM, that is the literal truth.

"General Motors' just-released sustainability report chronicles efforts by the company's 216,000 employees to live out GM's newly defined purpose and values by earning customer loyalty, applying meaningful technology advances and improving the communities where it does business," said GM spokeswoman Sharon Basel.

These actions – led by CEO Mary Barra – further drive sustainability into the company's culture through building safer and smarter vehicles with less environmental impact, Basel said.

"GM will take a leading role in the auto industry's transformation as it undergoes an unprecedented period of change," said Bob Ferguson, senior vice president, GM Global Public Policy. "From GM's labs to its assembly lines, our people are driving the world to a better place through improved mobility."

The company believes the future is electric, with billions of investment to support an all-in-house approach to the development and manufacturing of electrified vehicles, Ferguson said. It now counts 180,834 on the road in the U. S. – up from 153,034 in 2013.

Chevrolet is helping make EVs more mainstream by:

- Expanding sales of the Spark EV to Maryland, which has a strong infrastructure.

- Committing to produce an electric family vehicle for all 50 states that will go 200 miles on a charge and cost roughly \$30,000.

- Designing the second-generation Volt arriving at dealerships this fall with a lower price than the original.

- Announcing a hybrid version of the Malibu that is expected to get a combined 47 city/highway MPG.

Additionally, Basel said, Cadillac announced plans for a plug-in hybrid of its range-topping Cadillac CT6 and Buick offers e-Assist light electrification technology on its LaCrosse and Regal.

GM's efforts extend to responsible manufacturing practices. In 2014, the company ended use of coal as an energy source in its North America plants and continues to invest in renewable energy around the world, Basel said. It now uses 105 megawatts of renewables – up from 66 MW last year – and will exceed its 125 MW commitment in 2016 with a new wind project. GM recently added four solar arrays, expanded landfill gas use at facilities in Orion Township, and Fort Wayne, Ind., and uses process steam generated from municipal waste at its Detroit-Hamtramck plant.

GM's 122 landfill-free facilities inspired an aspirational goal to become the first automaker with all manufacturing sites sending zero waste to landfill. These waste management efforts help to curb climate change, Basel said. The company's recycling and reuse efforts in 2014 – 2.5 million metric tons – avoided more than 10 million metric tons of CO2-equivalent emissions, which more than offset its worldwide manufacturing emissions.

Progress against other 2020 global manufacturing commitments with a 2010 baseline includes:

- Reducing water intensity by 11 percent toward a goal of 15 percent.

- Reducing energy and carbon intensity by 11 percent each toward a goal of 20 percent.

- Reducing total waste 23 per-

cent and establishing a new target of 40 percent.

GM is partnering with organizations to address systemic sustainability challenges facing the industry. Collaborations during the last year include:

- Calling for policymakers and businesses to seize the economic opportunity of tackling climate change and supporting clean energy policies through ongoing support of the Ceres Business for Innovative Climate and Energy Policy Climate Declaration.

- Joining World Resources Institute, World Wildlife Fund and a consortium of companies in establishing the Renewable Energy Buyers' Principles to make procuring renewables easier for all companies.

- Becoming a founding member of the Business Renewables Center that aims to double U.S.



Green vehicles like this 2016 Volt will play a greater role in GM's future.

capacity of wind and solar energy by 2025.

- Partnering with U.S. Business Council for Sustainable Development on building reuse networks where one organization's waste can be an input for another

company, entrepreneur or artist.

Working with suppliers to reduce their carbon and water footprints through the CDP Action Exchange, Basel said.

# ED RINKE



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\$999 DOWN

PURCHASE FOR **\$28,595\***

**NEW SIERRA DBL. CAB 2WD 2015**

LEASE FOR 39 MONTHS **\$178\***  
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### Achates Power Opens Up Metro Detroit Office

Achates Power, Inc., a developer of improved internal combustion engines, opened its Midwest Operations in metro Detroit in April to satisfy the demands of new customer contracts and rapid growth. Achates Power's engine allows OEMs to achieve stringent current and future fuel efficiency and emissions standards, which include, EPA 2010, Euro 6 and Tier III/LEV 3, among others, without additional cost or complexity.

The new 4,000 square foot customer application engineering facility leased by Achates is located in Farmington Hills. John Major has been hired as Regional Vice President, Midwest Operations to oversee the growth at the new facility.

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All prices and 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). Below GM Pricing only valid on certain models. Terrain, Cruze, Silverado, Malibu, Equinox and Traverse are 24 month leases. Volt is a 36 month lease. Camaro is a 39 month lease. All leases are 10k miles per year w/ approved 5 Tier credit w/ \$999 due at signing. 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. GM employee discount to everyone valid on certain models. \*\*\$3500 trade-in is valid on 2003 or newer vehicles with under 115k miles in drivable condition, no branded titles, reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. \*\* Exp date: 5/31/2015.

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All prices and 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). Below GM Pricing only valid on certain models. Terrain, Cruze, Silverado, Malibu, Equinox and Traverse are 24 month leases. Volt is a 36 month lease. Camaro is a 39 month lease. All leases are 10k miles per year w/ approved 5 Tier credit w/ \$999 due at signing. 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. GM employee discount to everyone valid on certain models. \*\*\$3500 trade-in is valid on 2003 or newer vehicles with under 115k miles in drivable condition, no branded titles, reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. \*\* Exp date: 5/31/2015.

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**Jim Pfeifle**  
jpfeifle@edrinke.com

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**Dennis Thacker**  
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**Paul Makowski**  
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# RAY LAETHEM

## MOTOR VILLAGE



# HUGE DEMO SALE

USE YOUR GM EMPLOYEE OR FRIENDS & FAMILY DISCOUNT • EARLY LEASE TERMINATION CENTER



### NEW 2015 BUICK ENCORE

4G LTE WI-FI HOTSPOT, REAR CAMERA, POWER SEAT, INTELLILINK RADIO, BLUETOOTH, 10 AIR BAGS, ONSTAR W/TURN BY TURN NAVIGATION, SATELLITE RADIO & MUCH MORE.

#FB134091

24 MONTH EMPLOYEE LEASE	<b>\$127*/mo</b>	EMPLOYEE PRICE	<b>\$21,072*</b>
24 MONTH FRIENDS & FAMILY LEASE	<b>\$166*/mo</b>	FRIENDS & FAMILY PRICE	<b>\$21,997*</b>



PREMIUM 1

### NEW 2015 BUICK REGAL

4G LTE WI-FI HOTSPOT, HEATED LEATHER SEATS, POWER FRONT SEATS, HEATED STEERING WHEEL, PASSIVE ENTRY, PUSH BUTTON START, REAR PARK ASSIST, REMOTE START, 110 VOLT OUTLET, 259 HP TURBO ENGINE, REAR CAMERA, INTELLILINK RADIO, BLUETOOTH, SATELLITE RADIO, 18" ALLOY WHEELS, POWER SEAT, ONSTAR W/TURN BY TURN NAVIGATION & MUCH MORE.

#F9188220

24 MONTH EMPLOYEE LEASE	<b>\$93*/mo</b>	EMPLOYEE PRICE	<b>\$28,269*</b>
24 MONTH FRIENDS & FAMILY LEASE	<b>\$176*/mo</b>	FRIENDS & FAMILY PRICE	<b>\$28,999*</b>

### DEMO 2015 BUICK VERANO



FORWARD COLLISION ALERT, LANE DEPARTURE WARNING, REAR PARK ASSIST, REMOTE START, REAR CAMERA, POWER SEAT, 10 AIR BAGS, HEATED SEATS, SIDE BLIND ZONE ALERT, REAR CROSS TRAFFIC DETECTION, 4G LTE WI-FI HOTSPOT, INTELLILINK RADIO, BLUETOOTH, SATELLITE RADIO, DUAL ZONE AUTOMATIC CLIMATE CONTROL, ONSTAR W/TURN BY TURN NAVIGATION & MUCH MORE.

#F4130599

24 MONTH EMPLOYEE LEASE	<b>\$33*/mo</b>	EMPLOYEE PRICE	<b>\$20,123*</b>
24 MONTH FRIENDS & FAMILY LEASE	<b>\$74*/mo</b>	FRIENDS & FAMILY PRICE	<b>\$21,085*</b>

### DEMO 2015 BUICK LACROSSE LEATHER GROUP



REAR PARK ASSIST, INTELLILINK RADIO, HEATED LEATHER SEATS, 4G LTE WI-FI HOTSPOT, PUSHBUTTON START, REAR CAMERA, USB PORT, BLUETOOTH, REMOTE START, POWER SUNROOF, POWER SEATS, MEMORY SEATS & MIRRORS, SATELLITE RADIO, ONSTAR W/TURN BY TURN NAVIGATION, DUAL ZONE AUTOMATIC CLIMATE CONTROL, 18" ALUMINUM WHEELS & MUCH MORE.

#FF163192

24 MONTH EMPLOYEE LEASE	<b>\$199*/mo</b>	EMPLOYEE PRICE	<b>\$30,991*</b>
39 MONTH FRIENDS & FAMILY LEASE	<b>\$239*/mo</b>	FRIENDS & FAMILY PRICE	<b>\$31,406*</b>

### DEMO 2015 BUICK ENCLAVE



7 PASSENGER SEATING, REMOTE START, REAR CAMERA, REAR PARK ASSIST, POWER LIFTGATE, BLUETOOTH, SATELLITE RADIO, POWER SEATS, HEATED MIRRORS, INTELLILINK RADIO, TRI ZONE AUTOMATIC CLIMATE CONTROL & MUCH MORE.

#FJ173908

24 MONTH EMPLOYEE LEASE	<b>\$164*/mo</b>	EMPLOYEE PRICE	<b>\$31,097*</b>
24 MONTH FRIENDS & FAMILY LEASE	<b>\$227*/mo</b>	FRIENDS & FAMILY PRICE	<b>\$32,582*</b>

### NEW 2015 GMC TERRAIN

32 MPG (HIGHWAY), 4G LTE WI-FI HOTSPOT, REAR CAMERA, COLOR TOUCH-SCREEN RADIO, SATELLITE RADIO, BLUETOOTH, FOG LAMPS, REMOTE KEYLESS ENTRY, 17" ALLOY WHEELS & MUCH MORE.



#F6359770

24 MONTH EMPLOYEE LEASE	<b>\$99*/mo</b>	EMPLOYEE PRICE	<b>\$22,863*</b>
24 MONTH FRIENDS & FAMILY LEASE	<b>\$141*/mo</b>	FRIENDS & FAMILY PRICE	<b>\$23,873*</b>

### DEMO 2015 AWD SLE-2 GMC ACADIA

ALL WHEEL DRIVE, HEATED SEATS, ROOF RACK RAILS, POWER LIFTGATE, POWER SEAT, INTELLILINK RADIO, REMOTE START, REAR CAMERA, REAR PARK ASSIST, BLUETOOTH, SATELLITE RADIO, ONSTAR W/TURN BY TURN NAVIGATION, 7 PASSENGER SEATING W/2ND ROW CAPTAIN'S CHAIRS & MUCH MORE.



#FJ229471

24 MONTH EMPLOYEE LEASE	<b>\$158*/mo</b>	EMPLOYEE PRICE	<b>\$31,035*</b>
24 MONTH FRIENDS & FAMILY LEASE	<b>\$221*/mo</b>	FRIENDS & FAMILY PRICE	<b>\$32,517*</b>

### NEW 2015 SLE - DOUBLE CAB GMC SIERRA

5.3L V8 ENGINE, HEATED SEATS, POWER ADJUSTABLE PEDALS, REAR PARK ASSIST, REAR CAMERA, POWER SLIDING REAR WINDOW, LOCKING REAR DIFFERENTIAL, POWER SEAT, REMOTE START, REAR DEFROST, 110 VOLT POWER OUTLET, DUAL ZONE AUTOMATIC CLIMATE CONTROL, FOG LAMPS, 20" ULTRA BRIGHT WHEELS, 4G LTE WI-FI HOTSPOT, TRAILER PKG & MUCH MORE.



#FZ212807

39 MONTH EMPLOYEE LEASE	<b>\$231*/mo</b>	EMPLOYEE PRICE	<b>\$34,505*</b>
39 MONTH FRIENDS & FAMILY LEASE	<b>\$270*/mo</b>	FRIENDS & FAMILY PRICE	<b>\$35,999*</b>

### NEW 2015 4X4 GMC YUKON

4 WHEEL DRIVE, 4G LTE WI-FI HOTSPOT, POWER REAR LIFTGATE, POWER ADJUSTABLE PEDALS, AUTO DIMMING REARVIEW MIRROR, UNIVERSAL HOME REMOTE, REAR CAMERA, LANE DEPARTURE WARNING, FORWARD COLLISION ALERT, FRONT & REAR PARK ASSIST, SAFETY ALERT SEAT, RAIN SENSING WIPERS, REMOTE START, BOSE PREMIUM SOUND SYSTEM, INTELLILINK RADIO, ONSTAR W/TURN BY TURN NAVIGATION & MUCH MORE.



#FR665507

39 MONTH EMPLOYEE LEASE	<b>\$489*/mo</b>	EMPLOYEE PRICE	<b>\$47,204*</b>
39 MONTH FRIENDS & FAMILY LEASE	<b>\$540*/mo</b>	FRIENDS & FAMILY PRICE	<b>\$49,139*</b>

# RAY LAETHEM

## MOTOR VILLAGE

17677 Mack Ave.  
between Cadieux and Moross Roads  
GROSSE POINTE - DETROIT  
**(313) 886-1700**  
www.laethemgm.com

\*Purchase prices are plus tax, title, plate, CVR and doc fee. Lease payments are plus tax. Amount due at lease signing includes \$995 down payment, first months payment, 6% tax on rebates and down payment, CVR, doc, license plate, title and acquisition fees. Leases include 10,000 miles per year, advertised payments based on Tier 1 credit approval. Must qualify for security deposit waiver. Prices and payments include Buick/GMC lease loyalty or Buick/GMC conquest incentive (see dealer for eligibility requirements). Pricing for Michigan residents only. Pricing subject to GM program changes. Pictures may not represent actual vehicle. Vehicles subject to prior sale. Prices good through 06/01/2015 unless manufacturer changes programs.