

## Rebel Goes into Production at Warren Truck

Fiat Chrysler began production last week of the new 2015 Ram 1500 Rebel at the Warren Truck Assembly Plant in Michigan.

The unique, full-size truck is assembled by more than 4,000 employees across 3.3 million square feet of the company's 75-year-old truck plant, said Fiat

Chrysler spokeswoman Valerie Oehmke.

The Ram 1500 Rebel makes a statement with an all-new, blacked-out grille and distinctive billet silver "RAM" letter badge, Oehmke said. Rebel is designed with increased ride height, standard 33-inch tires, skid plates, tow hooks, and a unique brawny

interior starting at \$42,790.

"There's really not a lot to say about the start of production," Oehmke said. "They've started production, but there weren't a lot of significant changes to the manufacturing processes we've set up to make the Rebel 1500.

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Three of the 4,000 employees at Warren Truck Assembly Plant keep the 2015 Ram 1500 Rebel line moving.



2015 Equinox

## Four Chevy Models Rank Highest in Quality Study

Car quality among the automakers is closer than ever, according to the latest survey on new vehicle quality by the J.D. Power.

The Initial Quality Study (IQS) was released at an Automotive Press Association meeting held at the Detroit Athletic Club on June 17.

IQS is based on responses from more than 84,000 owners of new 2015 model year vehicles during the first 90 days of ownership. The study asks customers to identify issues with their vehi-

cle's design, as well as defects, said John Humphreys, senior vice president of J.D. Power.

The Chevrolet Malibu, Equinox (tie), Silverado LD and Spark ranked highest in their respective segments for the J.D. Power 2015 U.S. Initial Quality Study. Chevrolet has 10 models in Top 3 positions, more than any other brand, foreign or domestic.

The other Chevrolet nameplates achieving a Top 3 score for their respective segment in-

CONTINUED ON PAGE 2



This Chrysler 300C - a Virgil Exner-era design - goes back to 1957.

## EyesOn Design Honors 'House Style' Cars From the Earl, Exner and Walker Eras

by Jim Stickford

Fathers' Day in Detroit means a lot of things for a lot of people. But for true automotive lovers, it means the EyesOn Design Automotive Design Exhibition held at the Edsel & Eleanor Ford Estate in Grosse Pointe Shores.

The show is held annually on Fathers' Day, and the money raised at the event is used to fund programs at the Detroit Institute of Ophthalmology (DIO), part of the Henry Ford Health System.

Kathy Lightbody, chair of the event, said the DIO hosts a special congress in September of each year to look at problems of the eye. One year, the group studies the development of technology for artificial vision. The next year, they look at vision and the role it plays in driving and the automotive world.

This year's EyesOn show took place on June 21. The theme was "house style" and how a house style affected the way cars looked when produced by a particular company and how differ-

ent OEM house styles influenced other automakers, Lightbody said.

Among the vehicle categories this year, Lightbody said, were GM Design - the Harley Earl era (1947-58); Ford Design - the George Walker era (1949-61); Chrysler Design - the Virgil Exner era (1955-62).

"We also honored Patrick le Quement, the retired head of Design at Renault," Lightbody said. "He was our Lifetime Achieve-

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## GM Cars Top List with Most American Parts

For the third consecutive year, Chevrolet, Buick, GMC and Cadillac vehicles lead the 'Made in America' Automotive Index, produced by American University's Kogod School of Business.

The study is the work of Prof. Frank DuBois, chairman of the International Business Department at the Kogod School of Business at American University in Washington, D.C.

DuBois said he started developing the list a few years ago because he always was interested in where auto "parts come from and whose hands they've been in."

He also said his study is in response to the U.S. government's American Automotive Labeling Act list. He said the data from automakers is self-reported and that it's possible for OEMs to take advantage of loopholes to make a car look more American than it really is.

The Buick Enclave, Cadillac

CTS, Chevrolet Corvette, GMC Acadia and Acadia Denali and Chevrolet Traverse all tied for No. 1, while 18 other General Motors vehicles, thanks to ties, ranked in the Top 10.

DuBois said his list is developed based on data from the National Highway Traffic Safety Administration, along with the location of the company headquarters, design, and research and development.

DuBois said the Kogod index is more comprehensive than other studies of its kind, and ranks models based on seven weighted data points, including several factors unaddressed by the American Automotive Labeling Act, the basis for "made in America" automotive studies.

The Kogod study considers:

1. Profit Margin: Location of the automaker's global headquarters.
2. Labor: Where the vehicle is assembled.

3. Research and Development.
4. Inventory, Capital, and Other Expenses: Location of assembly.

5. Engine and Transmission: Location of production.

6. Body, Interior, Chassis, Electrical, and Other: Location of production.

7. The NHTSA AALA "Domestic Content" Score.

According to the American Automotive Labeling Act, if 75 percent or more of a car's parts by value come from the U.S. or Canada, it's considered a domestic product. Nearly 80 percent of Americans would prefer an American-made product, according to a *Consumer Reports* National Research Center survey. Furthermore, *Consumer Reports* recommends the AU/Kogod study as the best source to decipher which vehicles are American-made.

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2015 Buick Enclave

## Yearly Ford Fireworks Show Applauds U.S. Armed Forces

Ford Motor Company celebrates its commitment to southeast Michigan with the Ford Fireworks in Detroit on Monday, June 22, including a special salute to the nation's military with a flyover by World War II-era airplanes.

Ford is title sponsor of the Ford Fireworks in Detroit through a multiyear partnership with The Parade Company. Featuring more than 10,000 py-

rotechnic effects visible for miles along the Detroit River, the fireworks event, now in its 57th year, will begin at 10:06 p.m.

As part of the celebration, Ford Motor Company Fund, the company's philanthropic arm, is collaborating with Yankee Air Museum in Belleville, Mich., to host Focus on Freedom. This special event honors 250 current

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## Detroit Auto Scene

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## Ford's Annual Fireworks Display Salutes Military

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and former members of the military and their families with a reception at the Detroit/Wayne Port Authority building, and an up-close view of the fireworks.

This year, three airplanes from the Yankee Air Museum – a B-17 Flying Fortress, B-25 Mitchell and Douglas C-47D Skytrain – will make several passes along the Detroit Riverfront about 90 minutes before the fireworks begin.

"Ford has been a part of this community for more than a century. We are proud to give back by supporting events like the fireworks, which benefit not just Detroit, but the entire region," said Jim Vella, president, Ford Motor Company Fund and Community Services. "The Ford Fireworks celebration is also our way of thanking the men and women of the armed forces who make our freedom possible."

Ford is also supporting Cass Community Social Services on its signature annual fundraiser, Catch the Fireworks. Former Detroit Piston Vinnie Johnson will serve as honorary chair. The event will take place at Coach Insignia restaurant atop the Renaissance Center, where guests will be able to watch the fireworks display.

Over the past 10 years, Ford Fund has donated \$150 million to organizations throughout southeast Michigan, supporting community, education and vehicle safety programs. In addition, Ford employees around the world donate their time and expertise to community improvement projects. Earlier this month, more than 500 volunteers participated in dozens of projects for an Accelerated Action Day focused on the environment.

## Chrysler Honors Johnson Controls With Two Awards

Fiat Chrysler has awarded Johnson Controls two Qualitas Awards: the Diversity Supplier Development Supplier of the Year; and Technical Cost Reduction (TCR) Supplier of the Year.

Fiat Chrysler recognized Johnson Controls and other suppliers for showing extraordinary commitment in key areas such as quality, innovation, continuous improvement, diversity and FCA Foundational Principles, said Johnson Controls spokeswoman Debra Ortisi.

"Johnson Controls promotes an environment in which everyone values the differences among our employees, customers and communities," said Beda Bolzenius, president of Johnson Controls Automotive Experience and vice chairman of Johnson Controls Asia Pacific. "This recognition is a testament to our company's commitment to diversity internally and externally."



2015 Chevrolet Silverado



2015 Dodge Challenger



2015 F-Series Super Duty

# Detroit Automakers Score in J.D. Power Quality Survey

CONTINUED FROM PAGE 1

clude the Sonic, Traverse, Camaro, Impala, Silverado HD and Tahoe.

"We are constantly challenging ourselves to bring to market the highest-quality products for our customers, regardless of the type of vehicle they purchase," said Alan Batey, global Chevrolet president. "Quality studies like this one tell us we are moving in the right direction."

The IQS announcement for 2015 models coincides with a strong May sales performance for many of the brand's nameplates highlighted in the study, said GM spokesman Chad Lyons. Overall, Chevrolet U.S. sales are up 1.6 percent over the same period last year.

There was also good news for Fiat Chrysler. The Chrysler brand's big sedan – the new 2015 Chrysler 300 – ranked highest among Large Cars in J.D. Power's Study. For a second consecutive year and for the third time in five years, surveyed owners placed the Dodge Challenger at the top of the Midsize Sporty Car segment in initial quality.

"This is the first time the Chrysler 300 has ranked highest in the Large Car segment in this quality study," said Matt Liddane, vice president – Quality, FCA-North America. "The 300's class-exclusive technologies, premium appointments and an award-recognized level of quality in this category are catching the eyes of consumers who expect a lot from vehicles in this segment."

The Chrysler 300 was updated for the 2015 model year and previously ranked among the top three vehicles in the Large Car segment in 2012 and 2013, said Fiat Chrysler spokeswoman Ann Smith.

The Dodge Challenger was totally updated for the 2015 model year with a new standard eight-speed transmission, all-new interior, exterior updates and new safety technologies, Smith said. It previously achieved the highest IQS ranking among Midsize Sporty Cars in 2011 and 2014, as well as being named a segment leader in the J.D. Power 2014 U.S. Automotive Performance, Execution and Layout (APEAL) Study.

"The Dodge Challenger has led the Midsize Sporty Car segment in initial quality for the second straight year and for the third time in five years," Liddane added. "While customers are drawn to the Challenger's muscle-car styling and performance credentials, its quality helps reinforce customer loyalty."

Ram, as a whole, finished with an above industry average, Humphreys said. But the news wasn't all good for Fiat Chrysler. The study noted that while individual vehicles did well in the study the Fiat, Jeep and Chrysler

brands as a whole finished on the low end of the quality scale.

Ford had two vehicles win their categories. The Ford Escape finished atop the Compact SUV list, and the Ford Super Duty won the Large Heavy Duty Pickup category. And Lincoln, as a brand, finished with a better-than-industry average.

Overall, Humphreys said, although the Japanese brands' average score improved this year, the lower problem score was not enough to keep pace with the industry's overall improvement, which means Japanese brands fall below the industry average for the first time in the history of

the U.S. Initial Quality Study. Only four of 10 Japanese nameplates included in the study post fewer problems in 2015 than in 2014.

"For so long, Japanese brands have been viewed by many as the gold standard in vehicle quality," said Renee Stephens, vice president of U.S. Automotive at J.D. Power.

He also said that the Korean makes are really accelerating the rate of improvement.

"They're stepping up the improvements on existing models, but are also working up front to launch vehicles with higher quality," Stephens said.

Humphreys said the IQS report also indicated that technologies such as voice recognition, Bluetooth pairing are still trouble spots.

This is noteworthy since more than two-thirds (67 percent) of owners indicate having voice recognition in their new vehicle in 2015 – up from 57 percent in 2013.

Stephens said today's smartphones are creating high expectations for consumers on how well technology should work, and automakers are struggling to match the fast pace of changing smartphone technology in their new vehicles.

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## GM Powertrain Engineer Honored by the Baldwin Center

by Jim Stickford

Doing good close to home is important to the people at GM's Powertrain facility in Pontiac. Just ask Alan Miller.

Miller is a staff project engineer at GM Powertrain. He has worked for the company for 30 years and received his engineering degree from Michigan Tech University.

Miller has also been a volunteer at the Baldwin Center community outreach program for the past three years.

"I've been working with the Baldwin Center for a while now," Miller said. "It's a nonprofit that runs a soup kitchen and a clothes closet and maintains an afterschool program for kids. They're located on Baldwin Avenue in Pontiac about a mile-and-a-half from GM Powertrain."

Miller said that GM encourages its employees to get involved with local community efforts.

"I was serving lunch there one day and liked what I saw, so I decided to get involved," Miller said. "That was about three years ago. Over that time, I've helped the Baldwin Center raise about \$7,500 through efforts like a pop bottle collection."

Miller said that before he put out the collection basket, the engineers just had pop bottles and cans stacked up in their cubicles.

During the winter, Miller and

son Gavin built a cardboard "house" outside in their neighborhood, then the two of them stood inside the small structure to raise money for warm winter socks. They were able to collect enough money to purchase 700 pairs of socks.

Miller said he believes in the mission of the Baldwin Center and has encouraged his fellow GM employees to get involved with the organization.

"Three years ago, the Baldwin Center wasn't known to people at the Powertrain site, even though it's only a mile or so from the facility," Miller said. "But in that time, the number of GM employees who have volunteered there during our Team GM week has gone from five to 63. Because of who we are at Powertrain, we did a lot of engineering things like reinflate all their basketballs and rebuild the backboards."

And, Miller said, engineers are nothing if not competitive. Last Thanksgiving, the GM volunteers at the Baldwin Center from Powertrain challenged the Chrysler volunteers to a "turkey-off" to see who could donate the most turkeys to the center.

"It was Chrysler 110 to GM's 100," Miller said. "We might have beaten them given enough time, but the Baldwin Center called off the competition because we were able to donate more turkeys than they had space to



Alan Miller with his wife Judy and son Gavin at awards dinner.

store. That's actually a good problem to have."

Miller was recently honored by the Baldwin Center with its "Heart of the Baldwin Center Service Award Winner 2015" for individuals.

A special dinner was held May 29 by the Baldwin Center to honor the people and groups that

have made their work possible.

"It's such a great honor to receive this award," Miller said. "The Baldwin Center does such great work. To be associated with them in any capacity is heartwarming. I want people out there to know about this organization and what they do to help people."

## Rochester Hills Manufacturer Grows Business

ARaymond has invested more than \$12 million in building and equipment to expand its Rayconnect, Inc. manufacturing operations in southeastern Michigan, said Craig Cheney, vice president of Business Development for ARaymond.

ARaymond Network president and CEO Antoine Raymond, along with local civic and governmental leaders on June 18 attended dedication ceremonies for the new facilities in Rochester Hills. Rayconnect is part of the ARaymond Network of companies which is celebrating its 150th anniversary this year, Cheney said.

The expansion adds 30,000 square feet of manufacturing and office space to an existing 75,000-square-foot Rayconnect facility and will allow the plant to run three eight-hour shifts, five days a week, Cheney said.

Raymond said the facility will be adding more than 60 new employees over a span of more than two years of expansion, including highly skilled production technicians to operate new injection molding and assembly machines. There also will be openings for maintenance technicians and manufacturing, supply-chain and logistics support functions, as well as other administrative personnel.

The plant produces Quick Connect fittings for fluid-handling systems for the automotive, heavy truck, recreational, off-road vehicle and industrial markets. The fittings are used for fuel lines, fuel vapor lines, coolant hoses, oil hoses and other fluid applications.

## Ram Rebel Goes Into Production At Warren Truck

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And we didn't stop production in the plant during the prep process. We expect to keep everything going pretty much as it has been."

But, Oehmke said, Fiat Chrysler is very proud of the Rebel 1500.

"I think it's a really good-looking truck," Oehmke said. "If nothing else, I think it's worth celebrating the production of the vehicle just because of that reason alone."

Departing from the brand's iconic "cross-hair" designs, the blacked-out Rebel grille tops a completely new black off-road front bumper design with a durable powder-coated surface, which incorporates a powder coated, billet silver skid plate, new front tow hooks and new LED fog lamps. Black bezel bi-functional projector headlamps with LED marker lights lie beneath an aluminum, twin-snorkel sport hood.

Rebel's blacked-out front-end continues on the flanks, where black Power Wagon wheel-arch moldings, flat-black badge, mirrors and lower body panels create a trail-ready presence.

The new trim features a two-tone paint scheme with black as a constant on the lower body,

front to rear.

The Ram 1500 Rebel features an all-new 17-inch aluminum wheel. Among the most elaborate designs found in mass production, said Oehmke, the new one-piece wheel incorporates matte black painted accent pockets and multi-angled surfaces linked to the Rebel's off-road bias.

Continuing around to the rearview is a bold new "RAM" stamped tailgate with blacked-out lettering.

Oehmke said the "Rebel" and "4X4" badge emphasize the truck's uniqueness.

The rear bumper is also treated with durable black powder coating with flared cutouts around dual chrome-tipped exhausts. Tail lamps incorporate black bezels to match forward lighting.

Rebel includes an optional backup camera, providing a better field of vision when maneuvering, said Oehmke. A new tri-fold tonneau cover is embossed with the Ram logo.

The Ram 1500 Rebel will be available in five colors: Granite Crystal Metallic, Bright Silver Metallic, Flame Red, Bright White and Brilliant Black. Both monotone and two-tone paint options are offered.

Operating on three crews, the

Warren Truck Assembly Plant is home of the only consecutive winners of the prestigious *Motor Trend* Truck of the Year: the 2013 Ram 1500 and 2014 Ram 1500 EcoDiesel.

Building more than 286,000 available combinations of the Ram 1500, the plant has produced more than 12.5 million trucks since its operations began in 1938.

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## EyesOn Design Honor 'House Style' Cars From Earl, Exner and Walker Era

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ment Award winner. He stayed at a special cottage on the Ford estate, so that meant that all he had to do to come to the event was walk outside his door."

Lightbody said that in addition to the Sunday show, the DIO also holds a special black-tie dinner the Friday before Father's Day. And to kick off the celebration, a special media preview at the Eleanor & Edsel Ford Estate is held annually, this year on June 17.

Among the vehicles on display this year was a 1957 Chrysler 300C owned by Jim Krausmann. It was entered into the "Chrysler Design - Virgil Exner era" category. Lightbody said that Exner's 1957 "Forward Look" cars were "absolutely stunning, a breakthrough with dramatic new proportions that would force the competition into 'start-over' crash-program responses to the vehicle designs."

Another vehicle on display at the preview was the 1955 Jaguar KX140, which came from the Sir William Lyons design era of 1931-68. Martin Rowell was at the preview to talk about what it was like to work at Jaguar in the 1950s.

Rowell got his start at the company through its apprentice system. That meant for three years



Former Jaguar employee Martin Rowell stands next to a 1955 Jag.

he would go to night classes three nights a week and day classes once a week while working at Jaguar and learning skills. He wound up with an automotive engineering degree.

"I ended up being a European service engineer," the former Jaguar employee said. "I must say, it was very nice for a 24-year-old to get to drive nice cars and

get to meet nice people."

Rowell worked for Jaguar until 1969. He then took a job with Continental and ended up coming to Detroit in 1976 for what was expected to be a three-year tour. He ended up staying.

"The apprentice system is still popular in Germany, Austria and Switzerland," Rowell said. "There are a lot of people here in-



A 1926 AC 12/24 car like this model starred in PBS's "Downton Abbey."

terested in it and what it has to offer."

Rowell is also a lifelong member of the Society of Automotive Engineers (SAE) and works with the SAE to promote STEM education in Detroit.

"I also belong to the SAE's mobility history committee, which is why I'm here today," Rowell said.

Another vehicle that made the preview was a 1926 AC 12/24 Roadster. Lightbody said this vehicle was selected for the preview because it played a prominent part in the season three finale of "Downton Abbey," where character Matthew Crawley died

after an accident involving one of these cars. The vehicle at the preview is owned by the Stahl's Automotive Foundation out of Chesterfield.

Lightbody said that every year the EyesOn show presents people with a lot of beautiful cars to see. "Hopefully," he said, the money that's raised at the shows will help a lot of people who can't see now see the vehicles later."

## GM's Cars Top 'Most American' Automobile List

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But overall, DuBois said, people aren't that surprised when they see the results of his work. Basically, people assume GM, Ford and Chrysler make cars in the United States.

There is some surprise, DuBois said, down the list when people see the American-ness of VW vehicles.

"I think it's because people know about the VW plant in Tennessee," DuBois said. "But only one model is made there. The rest of VW's product is made over in Europe."

DuBois said that he had to wrestle with how to handle Fiat Chrysler. The company's stock is traded on the New York Stock Exchange, but is "managed" out of London and the Netherlands.

"I generally look at where the money goes," DuBois said. "Kia might make cars in Georgia, but the money, at the end of the day, goes to Seoul."

So while all automakers are more international than ever, even Fiat Chrysler still has a huge R&D presence in Auburn Hills, as well as a large manufacturing presence in the U.S. and Canada.

## Ford Research Shows Millennials Like 'Local' Automobiles

Buying local, for the Millennial generation, means more than purchasing locally-grown produce. At least that's what research done by Ford indicates.

New polling from Ford suggests younger consumers are bucking the trend set by their parents of favoring foreign-made vehicles over those made in America, said Ford spokeswoman Deeptie Sethi.

Of Millennial consumers polled, 72 percent do not feel loyalty to the automobile brands their parents preferred. Instead, an overwhelming 91 percent trust the quality of American products to be equal or better than products made elsewhere, with 74 percent of members of Generation Y going so far as to say it's important to buy products made in America.

Younger generations rank the quality of automobiles made in the United States above that of those made elsewhere, Sethi said. Of the respondents, 45 percent say American cars are bet-

ter, 33 percent go with European-made cars, while 22 percent prefer Asian-made vehicles.

With regard to specific brands, 43 percent of Gen Y and Gen Z consumers rank Ford among the top three brands for making high-quality vehicles. Among those who named multiple brands as providing high-quality vehicles, Ford ranks No. 2 in delivering the highest quality.

"Globalization and evolving approaches to parenting are triggering significant shifts in both the attitudes and behaviors of young consumers," said Sheryl Connelly, Ford global consumer trend and futuring manager. "Not only are Millennials more aware of how and where products are made, but parents are empowering them to take greater ownership over purchasing decisions. Both trends are yielding a generation of consumers that thinks much more critically about the source, quality and performance of the cars they drive."

When evaluating the quality of

a car, 40 percent of these consumers are likely to factor in their parents' opinions, Connelly said, while 38 percent value online reviews and 27 percent turn to third-party quality rankings such as *Consumer Reports* or J.D. Power.

Of Millennials polled, 65 percent say how a car feels to drive is important in evaluating quality, while 54 percent believe how it feels inside is important and 43 percent think looks are key.

When these younger consumers are ready to purchase a vehicle or sign a lease, their parents' opinions take a back seat to more practical considerations, Connelly said. The top factors influencing Millennial buyers' car-purchasing decisions are cost, gas mileage, how well a car drives and a vehicle's safety features.

By contrast, parent recommendations rank No. 9 among decision-making factors, indicating that while parents may guide or inform the purchasing process,

younger consumers are empowered to make the ultimate decision about which car they choose.

Further reinforcing this generation's appreciation for practical factors, of those polled, 79 percent say they value high quality over good looks.

Ford is committed to deliver every vehicle it makes with top quality for all consumers, Sethi said.

The company is focused on improving interior quality and connectivity by merging functionality and comfort. A few examples include:

- 2015 Ford Edge interior design is inspired by the concept of Dynamic Sanctuary - an innovative connection between mind, body and architecture that makes life easier. Available features for the all-new Edge include enhanced active park assist, front and rear cameras, BLIS (Blind Spot Information System), a lane-keeping system and MyFord Touch.

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## State Ceremony Salutes Rosie the Riveter's History

YPSILANTI TOWNSHIP, Mich. (AP) - A preserved section of a plant where Rosie the Riveter built World War II bombers has been rededicated.

The part of the old Willow Run Bomber Plant will become the home of the Yankee Air Museum.

A ceremony was held June 17. It marked the beginning of major construction of the National Museum of Aviation and Technology in Washtenaw County's Ypsilanti Township.

The ceremony came 74 years to the day after the dedication of the bomber plant that produced a B-24 every hour at its peak.

Willow Run's state historical marker is being relocated to the area where the museum is being created. It's expected to open in late 2017.

Officials signed papers last fall giving control of a 144,000-square-foot slice of the plant to the museum.

## Mopar to Hold NHRA Hemi Challenge Race

For a 15th consecutive season, Mopar will underscore its commitment to Sportsman racing competition within the National Hot Rod Association (NHRA) with the presentation of the Mopar Hemi Challenge. The ever-popular annual vintage racing event will be staged during the prestigious U.S. Nationals with this year's shootout to take place Sept. 3-4 at Lucas Oil Raceway in Indianapolis.

The inaugural Hemi Challenge made its debut in 2001 on the quarter-mile track at the U.S. Nationals and showcases 1968 Hemi-powered Dodge Darts and Plymouth Barracudas - "the classic muscle cars that contributed to the Mopar brand's legendary reputation and success at the drag strip," said Pietro Gorlier, president and CEO - FCA's Mopar Brand Service, Parts and Customer Care.

This year's edition celebrates the 15th anniversary of the heads-up shootout and provides a \$15,000 winner's prize, a unique Hemi Challenge trophy, and a custom Mopar Hemi Challenge winner's jacket. Cash prizes will be awarded to the top 16 qualified cars that advance to the elimination rounds on Friday, Sept. 4.

"The Mopar Hemi Challenge is a race that pays tribute to Mopar's brand heritage," said Gorlier. "These competitors and fans are the backbone of drag racing, and we treasure their passionate support. It's this passion that has helped to make Mopar the brand that it is today."

The first Mopar Hemi Challenge was won by Bucky Hess (2001), followed by drivers Richard Beshore (2002), Jerry Jenkins (2003), and Jeg Coughlin Jr. (2004). The driver with the most Hemi Challenge trophies is defending champion Charlie Westcott Jr., of Parma, Mich., who has earned six career wins, (2005, 2006, 2008, 2011, 2012 and 2014) with his father, Charlie Westcott Sr. (2009), Jim Daniels (2010) and Rick Houser (2007 and 2013) interrupting those victories with their own trips to the winner's circle.

## Chrysler Racing Enjoys Success

It might not have ended with a win, but it was a pretty productive race day on June 14 at New England Dragway if you drove a Mopar and your last name was Johnson.

The Don Schumacher Racing (DSR) Make-A-Wish 2015 Dodge Charger R/T Funny Car of Tommy Johnson Jr. drove from a No.1 qualifier position to a runner-up finish at the National Hot Rod Association (NHRA) New England Nationals, while Pro Stock driver Allen Johnson took his "Magneti Offered by Mopar" Dodge Dart to a second final elimination round in as many weeks.

With the results in, both Mopar drivers also jumped into the fifth place spot in the points standings for their respect categories.

Tommy Johnson Jr. earned round wins against Bob Tasca III, Alexis DeJoria and Courtney Force to advance to his first final round appearance of the season.

It was the ninth time in 10 national events that the new 2015 Mopar Dodge Charger R/T has done so since being introduced to Funny Car competition this season.

Johnson Jr. had the starting line advantage, but had to settle for a runner-up finish with a 4.195/304.25 lap to his opponent's 4.160/309.49.

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# Consumer Technology Proves Life Saver

GM's OnStar service is not only useful to a driver during normal driving circumstances. It has proven to be a life saver in cases of some accidents.

OnStar's Injury Severity Prediction service is accurately predicting the severity of crash victims' injuries, allowing for improved on-scene treatment, according to findings of a recent study, said GM spokesman Stefan Cross.

Injury Severity Prediction (ISP) is an algorithm that OnStar uses in properly equipped Chevrolet, Buick, GMC and Cadillac vehicles in the U.S. and Canada to provide additional information to first responders following a vehicle crash.

The algorithm, Cross said, analyzes crash information like force of impact and direction of impact to determine the probability of severe injury to the vehicle occupants. OnStar advisors then relay the Injury Severity Prediction rating to 9-1-1 centers, which may choose to adjust the level and priority of response dispatched to a crash scene.

"This past April we added injury severity prediction criteria to our trauma transport protocols," said Cory Richter, battalion chief, Indian River County (Fla.) Fire Rescue.

"It has been proven that crash victims with a severe injury have a better chance of survival when they're transported to a trauma center instead of a local hospital. Resources like OnStar's Injury Severity Prediction give us a better chance of identifying those victims early on."

Over the past four years, General Motors, OnStar and the University of Michigan's International Center for Automotive Medicine (ICAM), led by Dr. Stewart Wang, conducted research that illustrates how crash data can as-



OnStar advisors are on duty 24/7 to aid in Injury Severity Prediction.

sist first responders, Cross said. This was the first known study to match real-life injury outcomes with crash telemetry data.

"Only a subset of all people who have been involved in a crash require the most urgent attention," said Wang. "This subset consists of those individuals who have sustained serious, life- or limb-threatening injuries. With this data, we are able to much more accurately predict which people might be in this critical subset so that the proper resources can be deployed to rescue them and transport them to the right level of care."

As part of the research for each crash incident, Wang said he and his team matched each ISP rating with the corresponding police report, medical records, EMS data and computerized tomography (CT) scan data.

The goal was to see if the predicted injury rating accurately matched the occupants' confirmed injuries. All personal information in this study was sanitized for confidentiality, so injured occupants were anonymous.

This study confirmed that for the first time, under real world field conditions, occupant injury severity can be predicted using vehicle data.

"This service enables first responders to better treat injuries today, and in the long run, it will allow us to prevent certain injuries from occurring," said Jeff Boyer, vice president, GM Global Vehicle Safety. "With access to this information, our engineers can analyze today's safety systems to identify those features most effective in preventing severe injuries in the future."

Now that the algorithm for predicting severe injuries has been validated, Cross said, the next step is educating the emergency response community so it can adjust training and protocols.

Recently, the National Highway Traffic Safety Administration (NHTSA), in conjunction with the American College of Emergency Physicians (ACEP) and National Association of EMS Physicians (NAEMSP), awarded a grant to develop online training to familiarize first responders and medical directors with crash data and the associated Injury Severity Prediction.

Pilot programs will be held in early summer. Taking input from the pilot sessions, the training will be adjusted and rolled out to all first responders in the fall.

OnStar Injury Severity Prediction is part of OnStar's Automatic Crash Response service, available as part of the OnStar Protection, Security and Guidance plans, Cross said.

OnStar responds to more than 5,000 vehicle crashes every month.

OnStar emergency advisors are certified by the International Academies of Emergency Dispatch, allowing them to provide medical guidance to vehicle occupants while they wait for first responders.

## Faurecia Earns Award in Europe For Quality Work

Automotive equipment supplier Faurecia received on June 9 the "2015 L.E.A.D.E.R. award" during the *Automotive News* Europe Congress at a special ceremony held in Birmingham, England. Faurecia was selected as just one of three recipients of the sixth annual L.E.A.D.E.R. award.

The winners are selected by a judge and jury consisting of members of *Automotive News* Europe and the Automotive Intelligence Center (AIC) in Bilbao, Spain.

Faurecia Vice President of Technology Strategy Christophe Aufrère accepted the award for the company.

The L.E.A.D.E.R. award stands for Leaders in European Automotive Development, Excellence and Research. The award annually recognizes one manufacturer, supplier and retailer who exemplify product development, achievements and dedication to the European automotive sector.

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# Johnson Controls Looking To Spin Off Auto Division

MILWAUKEE (AP) – Johnson Controls says it is looking at options for the separation of its automotive business.

The Milwaukee company, which makes auto components and building systems, said June 10 that it doesn't have a timetable for when its strategic review will be completed.

In the press release making the announcement, Johnson Controls stated, "today's announcement continues our strategy of proactive portfolio management to drive focus on strategic product-oriented businesses where we can be a global market leader, drive more profitable growth and deliver maximum long-term value for our customers and shareholders," said Alex Molinaroli, chairman and chief executive officer, Johnson Controls.

Inc. for about \$1.48 billion. The deal, announced in March, is expected to close by the fourth quarter.

In September, Johnson Controls Inc. announced that it was reorganizing its building efficiency business, separating the unit's North America business from its global products business. The building efficiency business provides equipment, controls and services for heating, ventilating, air conditioning, refrigeration and securities systems.

Johnson Controls is among several companies that are breaking off parts of their businesses.

General Electric Co. said last week that it will sell its private equity business in a deal valued at approximately \$12 billion.

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"... were building a strong foundation"

-Alex Molinaroli, Johnson Controls

"I am very pleased that we are consistently delivering on our operating commitments while also building a strong foundation for growth by leveraging our Johnson Controls Operating System (JCOS) across the company."

The automotive business, which includes seating, overhead systems, floor consoles, door panels and instrument panels, made up more than half of Johnson Controls' \$42.83 billion in revenue last fiscal year.

Johnson Controls also has a power solutions unit that includes lead-acid automotive batteries and advanced batteries for Start-Stop, hybrid and electric vehicles.

The company is selling its global workplace solutions division - which manages spaces for corporations - to CBRE Group

## GM, Isuzu Join Forces to Again Build Trucks

TOKYO (AP) – Detroit-based General Motors Co. is expanding its partnership with Japanese truckmaker Isuzu Motors by collaborating in the U.S. and marking GM's return to the medium-duty truck business.

Under the deal announced June 16, Isuzu will produce models for GM based on the Isuzu N-Series truck. They will be distributed by GM's Chevrolet dealers in the U.S. starting next year.

GM and Isuzu will also explore the use of GM commercial vehicle components for Isuzu trucks. GM will continue to produce and supply 6-liter V8 gasoline engines and six-speed transmissions for Isuzu.

Isuzu has diesel engines but lacks gas engines.

GM quit the medium-duty truck business in 2009 when it was going through financial turmoil. That was part of the effort that allowed the automaker to leave bankruptcy protection.

Isuzu and GM, which makes the Cadillac, Buick and Opel cars, have maintained a strategic partnership for more than 40 years.

GM at one point owned nearly half of Isuzu. It sold its remaining small shareholding in Isuzu in 2006. After that, Toyota Motor Corp. bought a 5.9 percent stake in Isuzu, becoming the top automaker shareholder in Isuzu.

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## Ford Motor Company Cites Area Scholarship Recipients

Ford Motor Company Fund celebrated the achievements of more than 160 graduating seniors from 10 Detroit-area high schools at its sixth annual Blue Oval Scholarship program. The awards, ranging from \$250 to \$1,000, were presented June 18 at the Charles H. Wright Museum of African American History.

Blue Oval Scholarships encourage students to show improvement in academic achievement and their overall school

performance and also encourages them to pursue their post-high school educational goals, said Ford spokeswoman Lisa Wilmore.

In the seven-year history of the program, Ford has awarded more than \$700,000 in scholarships to assist almost 1,000 Detroit-area high school graduates with tuition, books, fees and other educational costs, Wilmore said.

This year's recipients come from 10 high schools: Central

Collegiate Academy, Cody, Osborn, Southeastern and Western – all in Detroit; and Harper Woods High School, Mt. Clemens High School, Pontiac High School, River Rouge High School and Ypsilanti Community High School(s).

"At Ford Motor Company, we believe that student achievement is the cornerstone to future progress, and supporting the next generation of leaders is critical to the growth of the commu-

nities we serve," said Jim Vella, president of the Ford Fund and Community Services.

"The Blue Oval Scholarship program reinforces academic excellence and encourages high school students to pursue their dreams so they may become reality."

The Ford Blue Oval Scholarship program provides more than \$1 million in scholarships to more than 1,000 students each year.

## Dodge Creates Ad Campaign for Hispanic Market

The Dodge brand is launching a new U.S. Hispanic advertising campaign for the 2015 Dodge Challenger, Dodge Charger and Dodge Dart featuring actor Danny Trejo ("Machete", "From Dusk Till Dawn", "Once Upon A Time in Mexico"), said Fiat Chrysler spokeswoman Eileen Wunderlich.

The Spanish language campaign consists of three spots airing in both 30- and 60-second versions. The first spot, "El Trato" ("The Deal"), began airing June 11 and the rest will continue to roll out in the coming weeks across U.S. Hispanic media, as well as digital and social initiatives, Wunderlich said. All spots will be available on the Dodge brand YouTube channel.

"Danny Trejo's tough and muscular persona makes him an unexpected, yet ideal, salesman to communicate the unique personality of Dodge in this new, humorous, Spanish language campaign," said Olivier Francois, chief marketing officer, FCA-Global. "Multicultural customers account for nearly a third of Dodge brand volume, which is why it is important that we reach U.S. Hispanic auto buying consumers with relevant marketing strategies and campaigns that not only accurately depict the brand, but that also authentically capture the nuances of such an influential consumer."

The campaign introduces U.S. Hispanic consumers to the 2015 Dodge Challenger, Dodge Charger and Dodge Dart, giving viewers a close-up view of the Dodge brand's technology, capability and a slew of cool features, Wunderlich said. Trejo is a personality widely recognized by moviegoers, especially U.S. Hispanics.



Ford's Blue Oval Scholars were honored at a special ceremony last week at Charles H. Wright Museum of African American History.

## Prestige Breaks Ground For New Cadillac Dealership

by Jim Stickford

It all began a long time ago when Greg Jackson washed his uncle's red and white Cadillac every Saturday afternoon.

The young Jackson vowed one day to own a Cadillac and now he owns a Cadillac dealership as the CEO of Jackson Automotive Development and owner of Prestige Cadillac in Warren.

Jackson made note of that fact at the groundbreaking ceremony of the new Prestige Cadillac dealership on Van Dyke across from the VEC building in the GM Tech Center.

The ceremony took place on June 17 and guests included Warren mayor Jim Fouts; Steve Braun, Cadillac North Central Regional director; and Ken Kelzer, GM vice president of Global Product Development.

Jackson was introduced to those attending the event by his daughter Anika, vice president of Jackson Automotive Management and president of Jackson Land Holding.

Jackson began his speech by thanking all the people at Prestige Cadillac who worked so hard for the company and made the ceremony possible.

"We have general managers, salespeople, the ladies who get it done in the office, technicians, people who service and wash the cars," Jackson said.

"It if weren't for those people, there wouldn't be a Prestige Cadillac. So to all of you, I say thank you for your work today and every day."

Jackson then shared a story with the audience about how he grew up in Detroit. His father Roy always said that he would own a Cadillac.

His said his Uncle Edgar did own one, the red and white one that Jackson got to wash every Saturday for 50 cents. Occasionally, his uncle would let Jackson drive the car into the driveway.

"I vowed that I would one day own a Cadillac," Jackson said. "Now I own several hundred. I remember a time when everything that was the best was 'Cadillac.' The Cadillac of hamburgers and so on.

"It's been the American dream for a hundred years to own a Cadillac. Song writers have written songs about Cadillacs. These musical artists recognized the greatness of Cadillac."

When Jackson got his start in the car business, it was with Pontiac. He said that he has been able to work his way up to Cadillac because he held on to his vision.

**"I vowed that I would one day own a Cadillac...."**

**—Gregory Jackson, Prestige Cadillac CEO**

"Others have tried to put stores at this location but couldn't," Jackson said. "But with the help and foresight of the Warren city administration, my vision has come true."

Jackson said that, hopefully, Prestige Cadillac will become the cornerstone of the new Warren downtown.

Fouts said that he was happy to



Prestige Cadillac CEO Gregory Jackson, center, digs in with other notables at the June 17 groundbreaking.

be at the ceremony and to see all the new development that is taking place in Warren and along Van Dyke.

Detroit may have Dan Gilbert, Fouts said, but Warren has Gregory Jackson.

Braun also spoke, saying that he was happy to be at the ceremony.

"It's Cadillac's mission to expand and elevate the brand within the premium car market," Braun said. "And having a new state-of-the-art dealership like the one Prestige is building goes a long way toward that goal."

When the dealership is finished, Braun said, Prestige will be one of 200 stand-alone premium Cadillac dealerships across the country selling and expanding Cadillac's brand.

"I know with your leadership," Braun said, "the best is yet to come. I am looking forward to coming back here next year for the grand opening of Prestige Cadillac."



Jackson stands with new Cadillacs at his new dealership site.

Kelzer also spoke about what an exciting time for GM in Warren.

Just a few weeks ago, the company announced that it was going to invest \$1 billion in Warren facilities in and around the Tech Center.

And now Jackson is building

Prestige's new dealership on Van Dyke across the street from the Tech Center.

"We're thrilled to be a partner with someone like Greg Jackson," Kelzer said. "We really appreciate you being such a great entrepreneur."







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Was \$27,180 **Sale Price: \$20,295\***

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Was \$22,475

Sale Price: \$16,595\*

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- 7" Color Touch Screen MyLink Radio!
- OnStar with 4G LTE with built-in Wi-Fi hotspot!
- Power Driver's Seat!
- Remote Vehicle Start and Entry!
- Rear Vision Camera!
- 17" Aluminum Wheels!
- 36 MPG on the Highway!
- 2 Yr/24,000 Scheduled Maintenance INCLUDED!

Was \$25,985

Sale Price: \$19,495\*

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## 2015 TRAX "LS"



- ECOTEC 1.4L Turbo DOHC VVT Engine!
- Automatic Transmission!
- OnStar w/4G LTE w/built-in Wi-Fi hotspot!
- 7" Color Touch Screen Radio!
- Remote Keyless Entry!
- Bluetooth for Phone!
- Theft Deterrent System!
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- 2 Yr/24,000 Scheduled Maintenance INCLUDED!

Was \$20,995

Sale Price: \$16,395\*

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- 20" Aluminum Wheels!
- Power Driver's Seat!
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Was \$41,770

Sale Price: \$31,775\*

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**\$179\***

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\$999 Down  
NO Security Deposit required. Tax, title and plate fees are extra.

## 2015 TRAVERSE "LS"



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- Bluetooth for Phone!
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The GM parking lot by the Detroit River near the RenCen will be flooded with Corvettes later this month.

## Corvette Display to Benefit Local Veteran Organizations

The Corvettes are coming, the Corvettes are coming.

On Sunday, June 28, at the corner of Beaubien and Atwater (also known as the GM parking lot) in downtown Detroit, fans of the Corvette will be gathering to show off their vehicles and mix with their fellow Corvette owners.

This "Corvettes in the D" event is put on by Larry and Verna Courtney.

"This all started a couple of years ago," Larry Courtney said. "The Corvette was celebrating its 60th birthday, but it seemed to me that there weren't actually any celebrations taking place in Detroit. There was something in California and there was something at the National Corvette Museum, but nothing here."

The Courtneys own a 1999 Corvette and have a lot of friends who are Corvette owners.

"So my wife and I decided to

do something about this lack of Detroit-based celebrations," Courtney said. "This is not a club celebration of any sort, but it's a lot of fun. I know Corvette owners from across the country who will be here this year. We all have a lot of fun."

The celebration begins at 9 a.m. and goes to 4 p.m., Courtney said. The cost is \$10 per car.

Courtney said because he does this for fun, it's a nonprofit enterprise. The money that is raised goes to help two local veterans organizations, including the Veterans Outreach Project of Southeast Michigan Inc.

"That makes the event a 'Vettes for Vets thing,'" Courtney said. "There will be a GM Display with Harlan Charles and seminars by Paul Koerner and Mechanic with Brittany George. It should be a lot of fun. I urge people to come on out."

## Car Fuel Efficiency Constantly Improving

According to a new Consumer Federation of America (CFA) analysis of 1,163 of this year's new vehicles, fuel efficiency continues to increase for 2015 on a model by model basis.

However, individual car company fleets, are backsliding on their overall fuel economy performance, said Jack Gillis, author of The Car Book and automotive expert for CFA.

According to the CFA's most recent analysis, from 2014 to 2015, the percent of vehicles with an Environmental Protection Agency (EPA) fuel economy rating of at least 23 miles per gallon (mpg) ticked up from 50.5 percent to 52 percent, and the percent of vehicles with fuel economy at or below 16 mpg, the so-called gas-guzzlers, declined from 8.5 percent to 6.1 percent.

On the other hand, the analysis showed, the 2015 improvement disguises significant variation in the fuel economy progress made by individual car companies.

While some automakers have made important progress in increasing the number of models that comply with the year's Corporate Average Fuel Economy (CAFE) standard, for example, Volvo (29 percent vs. 0 percent in 2014), Honda (57 percent vs. 51 percent in 2014) and Mercedes (18 percent vs. 12 percent in 2014), a number of companies slid backwards.

Gillis said those registering the biggest declines in fuel efficiency were Kia (40 percent compliance in 2014 vs. 18 percent in 2015), Subaru (48 percent vs. 75 percent in 2014) and GM (19 percent vs. 27 percent in 2014).

"In 2015, seven auto companies met or exceeded their 2014 performance," said Gillis.

"There is no doubt that since the announcement of higher CAFE standards, many car companies have improved their selection of vehicles with greater fuel efficiency, proving that 54.5 mpg by 2025 is achievable.

"The fact that the number of cars getting over 23 mpg has risen by almost 40 percent in the last 10 years is strong evidence that reaching the goal of 54.5 mpg by 2025 is indeed attainable," said Gillis.

In looking at the 2015 models, the biggest jump was in the 27-30 mpg category, which improved from 14.8 percent to 16.5 percent in 2015, Gillis said.

While traditionally, the most significant efficiency gains are found in smaller vehicles, this year the Ford F-150, which had a 2014 fuel economy range of 13-19 mpg, jumped to a range of 17-22 mpg in 2015.

By switching to a lighter aluminum body, the majority of the newly designed F-150 trims are

CAFE compliant for 2015. And, one F-150 trim line, in particular, is compliant until 2021.

Seven companies matched or improved the percentage of models complying with CAFE over 2014; eleven companies backslid, Gillis said.

One of the reasons that 2015 saw a slowdown in CAFE compliance for many car companies is that while the CAFE standards increase each year, manufacturers can only significantly improve the fuel economy of their "all-new" models.

In comparing the CAFE compliance of "all-new" models in 2014 with 2015, there were fewer CAFE compliant vehicles in the "all-new" 2015 models.

Another reason for fewer compliant vehicles was an increase in the number of newly introduced SUVs and light trucks, which were not designed to meet the standard.

Individual vehicles failing to meet the standard can occur because CAFE is a corporate average, Gillis said.

It's the manufacturer's overall fleet that has to meet the goal. Therefore, non-compliant SUVs and light trucks can be balanced out by other vehicles that exceed their CAFE requirement.

About 50 percent of the all-new 2015 vehicles were light trucks and SUVs, compared with 34 percent in 2014.

The percentage of cars that were CAFE compliant in 2015 was roughly similar to 2014 (58 percent to 53 percent), but the percentage of CAFE compliant light trucks and SUVs declined significantly (from 80 percent to 35 percent).

With the exception of the Ford F-150, most of the SUVs and pickups were not CAFE compliant, dropping the percentage of "all-new" vehicles that were CAFE compliant from 66 percent to 44 percent.

Finally, in reviewing the "all-new" models, "we determined how many years into the future each model would continue to comply with their CAFE requirement, which increases every year," Gillis said.

Vehicles that meet the requirement for a number of years help the manufacturer continue to comply with the standards, which is only good news for drivers.

"Consumers realize immediate savings at the pump with a CAFE compliant vehicle," said Mark Cooper, director of Research, CFA.

"Those purchasing these efficient models can rest assured they will receive a return on their investment for years to come."

Examining the "all-new" vehicles that each manufacturer puts out provides some context for

why they have dropped in CAFE compliance.

For example, Kia's "all-new" vehicles consisted of a luxury car (K900) and SUV (Sedona), neither of which is CAFE compliant, Gillis said.

"While there was backsliding by some of the manufacturers, a number of others are demonstrating that 54.5 mpg by 2025 is, indeed, achievable.

"The 54.5 mpg fuel economy standards represent a historic consensus that brought together automakers, labor unions, consumer organizations and environmental groups to benefit our national and economic security, the environment and consumers through reduced fuel consumption and more vehicle choices," said Gillis.

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