



Chrysler volunteers at work in Stein Park in Detroit.

FCA Foundation Aids Veterans with Grant

The FCA Foundation, the charitable arm of North American automaker FCA US, last week awarded \$250,000 to The Mission Continues and \$50,000 to Forgotten Harvest.

The grants will support community impact and workplace development initiatives for veterans who are adjusting to life at home.

"As a proud employer of more than 5,000 veterans, FCA US understands firsthand the contributions these men and women continue to make after their military service is complete," said Barbara Pilarski, head of Human Resources, FCA - North America,

and Trustee, FCA Foundation. "The FCA Foundation is pleased to offer grants to organizations that provide veterans opportunities to help themselves and their communities."

FCA Foundation Veteran Support Grants include \$250,000 for The Mission Continues.

The organization deploys veterans on new missions in their communities, so that their actions will inspire future generations to serve. Operations in cities across the nation send veteran volunteers to work alongside nonprofit partners and community leaders to solve some of the most challenging community

issues: improving community education resources, eliminating food deserts, mentoring at-risk youth and more.

"The Mission Continues is proud and excited to partner with the FCA Foundation and FCA US to empower more veterans across the country to serve again in their hometown," said Spencer Kympton, president, The Mission Continues.

"As a company who cares strongly and believes in the power of veterans here at home, we know that this partnership will strengthen our ability to engage

CONTINUED ON PAGE 3

Buick Avenir Finally Makes Its Debut

Buick's efforts to build itself up as a worldwide luxury brand are continuing.

With the arrival of the 2018 LaCrosse Avenir, Buick's new sub-brand expands its offerings and provides customers a way to experience the highest expression of Buick luxury, regardless of whether they're shopping for a car or SUV, said Duncan Aldred, vice president of Global Buick and GMC.

First introduced with the 2018 Enclave that went on sale in October, Avenir features unique styling cues, an extensive set of

standard features and exclusive premium materials for customers who want more, Aldred said.

"Nine out of ten LaCrosse buyers are choosing one of the top two trim levels - customers are signaling they want more from Buick," said Aldred. "With even more content and an elegant look, Avenir adds a unique name and appearance for those who want the best of our attainable luxury."

Like the Enclave Avenir, Aldred said the LaCrosse Avenir's design details were channeled from our

award-winning concept cars for a more dramatic look, expressed through a unique three-dimensional mesh upper and lower grille paired with chrome wings.

Avenir script badging on the front doors and exclusive 19-inch Pearl Nickel or available 20-inch Midnight Silver wheels create a commanding road presence and complement the LaCrosse's timeless design.

"Exterior styling is very important to LaCrosse buyers, and its sculpted beauty withstands

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2018 Buick LaCrosse Avenir



Mielewski at work developing organic materials for Ford.

Ford Farms Out New Ways To Develop Materials

A lot of people are familiar with soy - tens of millions of consumers eat and drink it every day.

But what might come as a surprise is that many of us actually sit on recycled soy all of the time, said Debbie Mielewski, senior technical leader, Materials Sustainability, at Ford Motor Co.

This year marks 10 years since Ford first used soybean-based foam in the 2008 Mustang, and since 2011, it's been a key material used in the seat cushions, seat backs and headrests of every vehicle we build in North America, Mielewski said.

Now, 18.5 million-plus vehicles and half a trillion soybeans later, Ford has saved more than 228 million pounds of carbon dioxide from entering the atmosphere. This is the same amount that would be consumed by 4 million trees per year, according to North Carolina State University.

The innovative use of soy foam as a plant-based alternative to traditional petroleum-based products is what inspired Ford to adopt it in 2007 - bringing key sustainability benefits to our vehicles without compromising durability or performance, Mielewski said.

"We can credit our company founder Henry Ford with the idea of incorporating biomaterials back in the 1940s, so for us, continuing to implement his vision is the right thing to do," Mielewski said.

"The research and testing of renewable, plant-based alternatives to petroleum-derived plastics has been my life's work since 2000, and I'm proud to be able to continue the vision of Henry Ford.

"But just bringing the idea to market in the first place was a

CONTINUED ON PAGE 10

Detroit Readies for Christmas Tree Lighting

For the 14th consecutive year, the Downtown Detroit Partnership (DDP) continues one of the city's most highly anticipated holiday celebrations - the annual Detroit Tree Lighting Ceremony. Brought to you by DTE Energy Foundation, the event will feature a Michigan-grown, 60-foot Norwegian Spruce wrapped in more than 19,000 multi-colored lights and ornaments.

The event begins at 5 p.m. and is free to the public, said DDP spokeswoman Teresa Siavrakas.

"The DTE Energy Foundation has been a proud sponsor of this iconic holiday tradition for 14 years, which helps to showcase the beauty of our city and draw visitors downtown throughout the season," said Faye Nelson, vice president, DTE Energy, and board chair and president of the DTE Energy Foundation.

"Our support of the tree lighting is one of the special ways we show our appreciation to the communities we serve, helping thousands of families create memories that will last a lifetime."

U.S. Olympic medalist and four-time U.S. Figure Skating Champion Jeremy Abbott will headline the holiday ice show, Siavrakas said. The Colorado native began training at the Detroit Skating Club in Bloomfield Hills in 2009 and has skated alongside Olympic champions Kristi Yamaguchi and Scott Hamilton. Recently retired from the professional skating circuit, Abbott still tours internationally and will return from the Japan Open just in time to perform in Detroit.

Musical acts that will perform at the ceremony include Detroit-rooted soulful funk band Jessica Hernandez & the Deltas and "De-

troit's Queen of Blues" Thornetta Davis, an internationally recognized singer and songwriter.

Also on the bill is Grammy-nominated and internationally

renowned R&B and Motown star KEM.

"This year's show will be an

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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

Detroit Auto Scene is a registered
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Michigan's Gas Prices Up Again

DEARBORN, Mich. (AP) – AAA Michigan says gas prices statewide have jumped by about 20 cents per gallon in the past week amid tighter supplies in the Great Lakes region.

The Dearborn-based auto club said on Nov. 6 the average price for self-serve regular unleaded gasoline was about \$2.72 per gallon. That's about 54 cents more than at the same point last year.

Michigan's lowest average price was about \$2.61 per gallon in the Traverse City area.

The Detroit area's average rose about 24 cents to \$2.78 per gallon.

Altran Expanding Presence With New Research Center

by Jim Stickford

The auto industry is changing more than it ever has, and this allowed Paris-based Altran – and other engineering companies – an opportunity to get its foot in the door when it opened its World Class Center for Automotive Passive Safety in Wixom last week.

Keith Williams, Altran's group chief technology officer, said his firm is a global engineering company that does about \$2.4 billion worth of business in North America. About 10 percent of that is done for the auto industry.

"We're specializing in developing passive safety engineering and virtual testing as well as vehicle component testing and building customized turnkey testing equipment," Williams said.

"Passive safety is all about reducing the severity of events that are occurring. Air bags are passive safety systems. That's different from active safety systems, which try to prevent accidents – things like automatic brakes."

Car safety these days, Williams said, depends on a variety of technologies, one of which is new materials cars can be made out of.

These new materials have to be lighter and just as strong

as, if not stronger than, the metals they are replacing.

And having new materials and new technologies means OEMs have to have new equipment to put vehicles together.

"We opened this new facility at this time because the auto industry is undergoing massive change," Williams said. "This is an era of innovation and change. The number of things that impact safety, from autonomous driving to other technologies, are huge."

This change means that engineering companies like Altran – which also work in fields such as aeronautics, space & defense, rail & infrastructure improvement, energy, electronics, life sciences, and telecom & media – can use their expertise to expand their presence in the automotive sector.

Rob Vatter, CEO of Altran North America, said Detroit is the best place to be for any company wishing to obtain growth in the car sector. As to why the company chose Wixom, Vatter said that Altran's customers preferred that the company choose Oakland County as an excellent location, convenient to their businesses.

"The U.S. automotive market is now known for being on the cutting edge of innovation," Williams said. "A lot of the improvements to vehicles will require expertise in different fields.



From left, Williams, Vatter and Raju speak at the Altran grand opening.

I have learned that the average car coming off the line today contains 100 million lines of computer code. There will be a lot of traveling between Detroit and Silicon Valley."

The decision to build a new center in Detroit was finalized about a year ago, Vatter said. The business plan was completed in the first quarter of 2017 and the last bit of construction was completed on Nov. 8.

"When asked what my biggest surprise about setting up in Michigan, I have to say it was how the state has rebounded from the recession," Vatter said. "When I came here four or five years ago, I saw a lot of great

buildings with empty parking lots. That meant no one was using them. They are now filled. The state and businesses in the state have taken charge."

Mohan Raju, head of Altran's Automotive North America, said because the company makes specialized manufacturing equipment, Altran has an understanding of how it works best and how OEMs can best use it.

"That is one of the valuable services that the company can provide to OEMs as well as Tier I, Tier II and Tier III suppliers."

FCA Foundation Helps Students Via New Grants

In October, the National College Access Network (NCAN) learned it is one of six education organizations to receive grants from the FCA Foundation, the charitable arm of North American automaker Fiat Chrysler.

"At FCA, we believe that education is an essential element in creating strong and sustainable communities," said Shane Karr, head of External Affairs, FCA – North America and president, FCA Foundation. "These grants will help students overcome obstacles, improve academic performance and gain practical skills that will help them succeed and mature into resilient, responsible members of the community."

Other grant recipients were Communities in Schools, Detroit-Area Pre-College Engineering Program, FIRST in Michigan, Winning Futures, and Women of Tomorrow, said Elizabeth Morgan, director, External Relations for NCAN.

"NCAN is honored to be among these FCA Foundation education grantees and applauds their commitment to helping communities increase educational attainment," NCAN Executive Director Kim Cook said. "This is our first grant from the FCA Foundation, and we are delighted that they have included postsecondary access and success as part of their giving strategy."

With the FCA Foundation's support of \$200,000 during 2017-18, Morgan said NCAN will promote best practices to build capacity for college access and success among its membership of nearly 400 organizations in 45 states, the District of Columbia and Puerto Rico.

Through professional development and communications, Morgan said NCAN emphasizes approaches including use of local student outcome data, delivery of evidence-based services, development of strategic partnerships across sectors, and technology adoption to increase efficiency. NCAN has a strong membership base in Michigan, which includes the Detroit College Access Network, the Wayne County College Access Network, and the Michigan College Access Network and its Advise Michigan initiative.

Buick Avenir Heading to Dealerships

CONTINUED FROM PAGE 1

passing trends," said Bob Boniface, global director of Buick Exterior Design.

"For Avenir, we focused on maintaining the timelessness of the LaCrosse, while giving these customers subtle and tasteful details that elevate this car to a new level."

Inside, Avenir-exclusive details include a Chestnut interior color theme, embroidered first-row headrests and Avenir-scripted sill plates, Boniface said.

Features available on other

LaCrosse models come standard on the Avenir, including a powerful 310-horsepower V6, nine-speed automatic transmission, navigation and Bose Centerpoint Surround Sound premium audio, as well as a panoramic moonroof.

Additional available features include Ebony interior, Intelligent Twin-Clutch AWD, Dynamic Drive Package featuring continuous variable real-time dampening control, and a suite of advanced safety features, Aldred said.

The new LaCrosse Avenir will arrive at dealerships in early 2018.

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FCA Foundation Helps Vets By Funding New Grants

CONTINUED FROM PAGE 1

more veterans across the country, as well as FCA US employee volunteers, to have a deep impact in local communities."

The foundation has also donated \$50,000 to Forgotten Harvest's Workforce Development Program, which supports the growing food and agriculture sector in southeast Michigan by expanding the numbers of skilled men and women qualified for jobs and careers in the food and agriculture business sector.

The ultimate goal is to make sure everyone has a job after graduation.

Veterans and others, who have had difficulty seeking employment for a variety of reasons, will learn about food processing, distribution, logistics and basic farming at Forgotten Harvest Farms.

"Forgotten Harvest is honored to receive FCA Foundation support for our collaborative workforce development program for veterans with barriers to employment," said Kirk Mayes, CEO, Forgotten Harvest.

"FCA's generous funding supports a food industry-focused program, which builds upon lessons learned in our 18-month pilot workforce development program."

The Mission Continues in Detroit, FCA spokesman Kevin

Frazier said. FCA US volunteers joined The Mission Continues' Detroit 2nd Service Platoon for "Veterans Day Cody-Rouge Carry On" at Stein Park.

The mission at the park, adopted by Motor City Grounds Crew and The Mission Continues, includes hands-on revitalization and maintenance projects working alongside youth, community members and fellow veterans.

FCA US has several programs in place to support veterans, Frazier said.

In 2011, FCA US joined forces with supplier Prestige Group, based in Clinton Township, to offer a life-changing program for returning veterans, who earn engineering internship positions at FCA US while they finish their undergraduate degrees.

More than 100 veterans have taken advantage of this program, with eight having completed their degrees.

FCA US received Silver Status as a Michigan Friendly Employer by the Michigan Veterans Affairs Agency in recognition of recruitment strategies aimed at veterans, Frazier said.

FCA US currently has 23 employees on active military leave, with 434 currently serving as active or inactive reservists and guardsmen. More than 5,100 employees are military veterans.

GM Pushes Efforts to Create Green Sites

One doesn't have to have gone to Michigan State to say "go green" (though that doesn't hurt). Just ask the people at General Motors.

As GM continues expanding its efforts to restore, protect and promote biodiversity, 11 more sites have earned Conservation Certification from the Wildlife Habitat Council, said GM spokeswoman Carolyn Markey.

The company is using its land, resources and partnerships to help address pressing global biodiversity issues.

GM now has an industry-leading 71 sites with WHC certification, driving the company to nearly 80 percent of its goal to achieve certification at all of its manufacturing sites by 2020, Markey said.

The efforts reduce environmental footprint, maximize benefits in the communities where GM operates and support the United Nations' Sustainable Development Goal to halt biodiversity loss.

Education often plays a significant part of the sites' programs. For example, GM Brazil's Cruz Alta Proving Grounds – a newly certified site for 2017 – works with elementary school students to encourage environmental stewardship and share the importance of Atlantic Forest conservation.

When possible, GM aligns its biodiversity priorities with regional habitat plans and country conservation goals.



Shipping crates have been repurposed at GM's Brownstown garden.

"Our global biodiversity progress brings value to our communities and our business," said Dane Parker, vice president, GM Global Facilities and Environmental. "Not only do these wildlife habitat activities allow us to contribute solutions to global challenges, they give us another way to transform the environments where we live and work."

GM's biodiversity strategy drives business value, said Parker.

For example, GM facilities can avoid some costs through the reduced maintenance involved with no-mow landscaping zones and native plantings, and reduce their heating and cooling bills through green infrastructure, Parker said.

Effective and natural stormwa-

ter management also stabilizes ecosystems near company buildings.

The efforts have proven appealing to both the company's customers and new talent that GM is trying to attract, while creating places employees want to be, Parker said.

Altogether, GM manages more than 5,000 acres of wildlife habitat in 14 countries around the world.

Wildlife Habitat Council partners with corporations such as General Motors and their employees, fellow conservation organizations, government agencies and community members to recognize and encourage wildlife habitat projects for conservation, education and recreation, Markey said.



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Macomb County Welcomes New U.S. Citizens

Family and friends gathered in the Macomb County Administration Building Nov. 3 to celebrate a naturalization ceremony for 24 people from 17 countries across the globe.

The event, said Macomb County spokesman John Cwikla, was hosted by OneMacomb and officiated by the United States Citizenship and Immigration Services. It's the final step for becoming a citizen of the United States.

County Executive Mark A. Hackel was on hand to welcome the new citizens.

"It is my pleasure to congratulate you for becoming a U.S. citizen," Hackel said.

Jako van Blerk, Chief Information Officer for Macomb County, spoke about his own journey to U.S. citizenship from his home country of Namibia, South Africa. Born and raised on a sheep farm, van Blerk's work experience includes service in the South African Defense Force and then a career as a vegetation ecologist. He's married with three children.

When he was 34, his wife was offered a position in southeast Michigan and the family saw it as a wonderful opportunity for a new challenge. Unable to work at first because of visa restrictions, van Blerk enrolled in information technology classes and earned valuable certifications.

With in-demand skills, his citizenship was sponsored by a Detroit-based company and provided the needed window to begin the naturalization process. He started with Macomb County in 2003 and became director of the Information Technology Department in 2016. He became a naturalized citizen in July of 2017.

Challenger SRT Demon's Parts Earn Awards

A car is only as good as its parts, and that's good news for owners of the 2018 Dodge Challenger SRT Demon.

The SRT Power Chiller, a key component of the record-setting, 840-horsepower 2018 Dodge Challenger SRT Demon, is among *Popular Science's* best of What's New for 2017, said Fiat Chrysler spokesman Dan Reid.

"The Best of What's New awards honor the innovations that shape the future," says Joe Brown, editor-in-chief, *Popular Science*. "From life-saving technology to incredible space engineering to gadgets that are just breathtakingly cool, this is the best of what's new."

And cool this feature is, or does, literally, Reid said. A production car first, the SRT Power Chiller uses the car's air conditioning refrigerant to help further cool the air entering the supercharged 6.2-liter Hemi Demon V8's cylinders. Cooler air contains more oxygen molecules, helping the engine deliver maximum output of 840 horsepower with 100+ high-octane unleaded fuel.

The SRT engineering and advanced powertrain teams are a test bed of development for the entire Dodge and FCA fleet of vehicles, Reid said. Groundbreaking, award-winning technologies developed for SRT applications can trickle into higher volume mainstream applications – and even be used for differing purposes, such as improving efficiency.

"Creating a street-legal machine that is powered by an engine with unrelenting power and torque, specifically engineered for the drag strip, yet street legal and meeting all emissions, pass-by noise and SRT durability standards demands outside-the-box

thinking," said Chris Cowland, director of Advanced and SRT Powertrain, FCA.

"The technologies that make lower-volume SRT products special can deliver significant benefits in alternative applications. For example, while denser intake air and high-octane fuels are part of the recipe that makes the Challenger SRT Demon a head-turner, they can be just as important in meeting the challenges of improving fuel economy."

Popular Science magazine's annual 2017 Best of What's New awards, covering the top 100 tech innovations of the year in 11 categories, are announced in the December 2017 issue, which reached newsstands on Oct. 17, 2017, Reid said.

Each year, the editors of *Popular Science* review thousands of products in search of the top 100 tech innovations of the year—breakthrough products and technologies that represent a significant leap in their categories.

Best of What's New awards are presented to 100 new products and technologies in 11 categories: Automotive, Aerospace, Engineering, Entertainment, Gadgets, General Innovation, Security, Software, Home, and Health and Recreation.

The 6.2-liter Hemi Demon V8 uses a dedicated liquid circuit, separate from the engine cooling circuit, to cool air after it leaves the 2.7-liter supercharger.

The SRT Power Chiller is enabled in Drag Mode from the SRT Drive Mode controls. When activated, air conditioning refrigerant is diverted from the cabin to the chiller unit.

The supercharger-charged air coolant passes through a low-temperature radiator at the front of the Dodge Challenger SRT Demon, then flows through the SRT



The new 840-horsepower 2018 Dodge Challenger SRT Demon moves out.

Power Chiller unit, where it is further cooled by the refrigerant.

The chilled liquid then flows through heat exchanger units in the supercharger housing, cooling compressed air as it enters the intake ports. Cooler air is denser, containing more oxygen molecules per volume than warm air.

With more oxygen entering the engine, adding more fuel produces more power.

The 2018 Dodge Challenger SRT Demon roared to life in April at the 2017 New York International

Auto Show, Reid said, following a multi-week series of short videos and information that revealed details of the modern muscle car's capabilities.

Production of the 2018 Dodge Challenger SRT Demon is limited to 3,300 vehicles – 3,000 for the United States and 300 for Canada – with a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$84,995 (including \$1,700 gas guzzler tax, excluding \$1,095 destination). Deliveries to Dodge/SRT dealerships will begin later this fall, Reid said.

Human Rights Group Credits Chrysler for Its HR Policies

According to a report released by the Human Rights Campaign (HRC), FCA US was one of a select group of leading employers to achieve a 100 percent rating on HRC's 2018 Corporate Equality Index (CEI).

The annual CEI report rates employers on their LGBTQ workplace policies and benefits, said Chrysler spokesman Mike Palese. A 100 percent rating indicates a company provides full parity for domestic partner benefits, not only in basic medical coverage, but in dependent care, retirement and other benefits that affect the financial and medical well-being of families. A 100 percent rating also signifies coverage for transgender individuals for medically necessary care – a community the HRC notes has historically been overlooked.

The HRC, the largest civil rights organization in the U.S., rated nearly 1,000 employers for the 2018 report, Palese said, including the entire Fortune 500. The top-rated businesses span nearly every industry and major geography of the U.S.

"FCA US is proud of our longstanding support of our LGBTQ employees, customers and communities," said Kelly Tolbert, Head of Diversity, FCA US. "Our consistent record of providing an inclusive work culture and benefit parity for our LGBTQ employees represents our core belief in the talents and potential of our people."

The company was the first automaker to offer domestic partner benefits to employees in 2000 and has attained a 100 percent CEI rating 11 times since the benchmark was established in 2002, Tolbert said.

"Solid performance by FCA US on the Corporate Equality Index demonstrates the company's commitment to creating and sustaining a supportive and inclusive work culture," said Kelly Hanlon, chair of GALA, the Gay and Lesbian Alliance at FCA. "Scoring a 100 percent on the CEI has been a source of pride for the company, especially its LGBTQ employee community."

GALA is one of seven business resource groups at FCA, Palese said. These employee-directed groups pursue initiatives that celebrate multicultural differ-

ences and bring value to the larger community through volunteer, charitable, career-building and strategic activities. GALA's objectives include promoting a positive awareness of LGBTQ people and issues within FCA US and to ensure that the company's products and services are tailored to diverse customers.

According to the 2018 report, "since the CEI's inception in 2002, America's largest employers, including so many with a global footprint, have embraced LGBTQ inclusion as a best business practice. Protections for employees on the basis of sexual orientation and gender identity are now non-negotiable components of business operations."

The 2018 Corporate Equality Index report is available at www.hrc.org/cei.

Faurecia Opens Silicon Valley Tech Center

Faurecia, a worldwide automotive equipment supplier with its North American headquarters in Auburn Hills, has opened a new tech center in Silicon Valley to strengthen its relationships with automakers, innovative startups, leading universities and new players in the mobility sector.

Faurecia will accelerate its start-up scouting activities in the region and build a technology platform for its Smart Life on Board and Sustainable Mobility innovation ecosystems, said company spokesman Tony Sapienza. The tech center will host one of the Group's Artificial Intelligence teams.

"The opening of our tech center gives Faurecia a unique opportunity to strengthen its position as the central link between all actors in the mobility sector," said Patrick Koller, CEO of Faurecia.

"The concentration of stakeholders crucial to our ecosystem will allow us to step up our transformation and enable us to offer innovative solutions to attract new customers."

Faurecia has been active in Silicon Valley for more than five years and has forged strong ties with organizations.

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Safe Driving Depends on All Drivers

Safe driving means not only making good decisions on the road yourself, but also accounting for the actions of other drivers as well.

When traveling at high speeds on the freeway, this can be particularly difficult, said Fiat Chrysler spokesman Stephen Jones.

"The best drivers thoroughly scan their rearview and side mirrors before making any sudden movements on the road, but there are some areas where your mirrors simply can't reach," Jones said. "That is where Blind-spot Monitoring (BSM) comes in."

BSM is a useful safety feature that helps drivers diagnose their surroundings, and make better decisions on the road. BSM uses radar sensors to constantly monitor a vehicle's surroundings, allowing drivers to go from lane to lane with more certainty. This helps decrease the likelihood of collisions on the highway.

Using icons located in the side-view mirrors, BSM can tell a driver if there is a car next to his or her vehicle that is difficult to see, and alert the driver to its presence before attempting to change lanes, Jones said.

In some cases, a driver-selectable audible chime can provide additional notification.

BSM is available on select safety packages for the Chrysler 200, 300 and Pacifica; Dodge Charger, Challenger, Dart, Durango and Grand Caravan; and Jeep Cherokee, Grand Cherokee, Compass and Renegade.

Coastal Hires New Exec of Global Sales

Coastal Automotive, a Tier 1 global automotive company based in Rochester Hills, has hired Adeel Baig as vice president of Global Sales.

Baig will work with OEMs and Tier 1 automotive suppliers to provide Coastal Automotive's sound mitigation and energy absorption products around the world, said Coastal spokeswoman Leanne Schaeffer.

In this newly created position, Baig will drive Coastal Automotive's aggressive global growth plans, Schaeffer said.

The company opened a new facility in Holland, Mich., in June of 2016 and has additional plans to provide services in Mexico, Europe and Asia, Schaeffer said.

"I'm proud to be a part of a company that serves the work of protecting drivers and passengers throughout the world," said Baig.

"I look forward to being a part of the team and extending the reach of Coastal Automotive's innovative products."

Baig earned a bachelor's degree in chemical engineering from University of Detroit Mercy, a master's degree in materials science and engineering from Western Michigan University and an MBA from the University of Michigan.

He brings 17 years of automotive leadership experience where he helped grow global sales teams for companies like Shawmut Corporation, Schaeffer said.

Baig is Six Sigma-certified as well and lives in Farmington Hills. He will be headquartered out of Coastal Automotive's Rochester Hills offices.

The company's products and solutions increase the safety of interior passenger spaces and reduce passenger compartment sound in motor vehicles, Schaeffer said.

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YOUR CHOICE

Latitude	Limited	Trailhawk
J8-11177	J8-11183	J8-11137
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Downtown Detroit Ready for Christmas Tree Lighting

CONTINUED FROM PAGE 1

experience unlike any yet," said Robert Gregory, Chief Public Spaces Officer, Downtown Detroit Partnership.

"Spectacular city views plus award-winning, home-grown entertainment is sure to leave a lasting impression with the crowds. Jeremy Abbott, Hernandez, Davis and KEM are just a few of the performers who have strong ties to Detroit. It will truly be a celebration of our great city."

The evening's entertainment will also feature performances by noteworthy local musical groups, including the Metropolitan Detroit Chorale, whose 80 vocalists and 20-piece orchestra have performed at New York's Carnegie Hall, said Siavrakas.

Alongside them, the internationally known Detroit Concert Choir boasts 70 singers that represent 35 communities in the tri-county area.

The Casali Holiday Dancers will take the stage for the first time at the Detroit Tree Lighting. Rounding out the show on stage, Make-A-Wish Michigan will present a solo vocal performance by 16-year-old Farmington Hills resident Kevin.

Supporting Jeremy Abbott on ice will be metro Detroit's most prominent figure skating groups including his alma mater, the Detroit Skating Club. Like Abbott, Detroit Skating Club alumni have competed in U.S. Figure Skating and World Championships, as well as Winter Olympics, since 1949.

Not to be forgotten, Siavrakas said, nationally recognized Dearborn Senior Crystallettes will

perform along with The University of Michigan Skating Club, which is ranked second among both college clubs and varsity programs in the nation.

Festivities will begin at 5 p.m. The Salvation Army giant Red Kettle will be lit at 6:30 p.m. and will include a musical performance by KEM to kick off the organization's \$1 million fundraising campaign.

Other activities will include carriage rides along Woodward Avenue, The Salvation Army Family Fun Tent, photos with Santa, free hot chocolate from DTE Energy Foundation, a drink at the Winter Fountain, and much more.

Detroit's Christmas Tree will be lit just before 8 p.m. The official Rink Opening Party kicks off at 9 p.m. with a live concert by Hernandez and The Deltas. Channel 955 will take over with a live music mix from 10 p.m. to midnight.

New this year, in response to the anticipated crowd of more than 40,000, a larger main stage will be built on Monroe, and a state-of-the-art sound system and LED video wall will ensure Detroit's Annual Tree Lighting continues to be one of the best in the nation, said Siavrakas.

The 14th Annual Detroit Tree Lighting Ceremony and show will be streamed LIVE on WXYZ.com and broadcast LIVE on WXYZ-TV Channel 7 from 7 to 8 p.m.

The tree lighting marks the beginning of the Detroit holiday season, which includes public skating at the Campus Martius ice rink and the Season of Winter Magic sponsored by Quicken Loans.

The full program will be announced soon.

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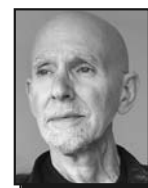
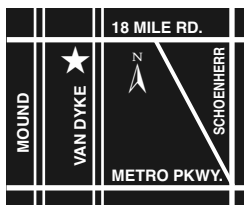
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Google, AutoNation Form Autonomous Tech Alliance

FORT LAUDERDALE, Fla. (AP) – Google is partnering with AutoNation, the country's largest auto dealership chain, in its push to produce self-driving cars for wide use.

AutoNation said Nov. 2 that its dealerships will provide maintenance and repairs for Waymo's self-driving fleet of Chrysler Pacifica vehicles. Waymo is Google's automated vehicle technology wing. The agreement will include additional models of vehicles when Waymo brings them on line.

Terms of the multi-year deal were not disclosed.

Google started off with a fleet of 100 autonomous Pacificas and has announced plans to add 500. Waymo is negotiating with other automakers, such as Honda, about autonomous vehicle systems, the company said.

The vehicles likely will be driven for several hundred thousand miles, and they'll need to be maintained to accomplish that, AutoNation CEO Mike Jackson said Nov. 2 in an interview.

The dealership chain, he said, has maintained more than 40 million vehicles. "As Waymo moves to other markets and also puts other brands in service, we have expertise on any vehicle they want to put into service," Jackson said.

Waymo has been partnering with a number of car-centric companies like Avis, the ridesharing company Lyft, and Fiat Chrysler.

Since Google first began pursuing self-driving vehicle technology in 2009, a wave of major players have joined the chase.

General Motors and Ford, along with other big technology companies, including Apple and ride-hailing service Uber, are developing their own technology.

Waymo is in a legal tussle with Uber, alleging that one of its former managers stole its trade secrets and took them along when he joined Uber in 2016. The trial is set to begin later this year.

AutoNation Inc., based in Fort Lauderdale, Fla., runs about 360 dealerships in the U.S.

BLM Group Helps Veterans

Wixom-based BLM Group USA, a global manufacturer of tube processing solutions has announced its corporate involvement with "Workshops for Warriors."

Workshops for Warriors (www.wfwusa.org) is a state-licensed, board-governed, fully audited 501(c)(3) nonprofit school that trains, certifies, and helps place veterans, wounded warriors, and transitioning service members into advanced manufacturing careers such as welding, CAD/CAM programming and machining, said BLM Group spokesman Ed Szykula.

BLM Group USA has committed to sponsoring a student who is currently enrolled in the "Machining for Warriors" program, with the intent to hire that individual as a field service technician upon course completion, Szykula said.

"It's an honor for our company to be involved with Workshops for Warriors," said Dr. Jeffrey Ahrstrom, president and COO of BLM Group USA.

"The sacrifices and abilities of our veteran population is nothing short of remarkable. The training is rigorous and comprehensive; graduates are immediately employable as welders, machinists, service engineers, or CNC programmers. As a Marine, I'm proud to work for a company supporting our veterans and this program. As a business leader, I'm eager to support the next generation of engineers, machinists, and business executives.

We look forward to bringing these very capable, hard-chargers into our organization."

BLM Group's product line, Szykula said, includes laser tube cutting, cold sawing, bending, end-forming, end-machining and wire bending machines. The company has more than 60 years of experience and thousands of applications in the development of tube and sheet metal fabrication equipment.

Tesla Purchases Auto Supplier

DETROIT (AP) – Electric car company Tesla Inc. is buying Perbix, a Minnesota-based maker of highly automated manufacturing equipment.

Perbix has been a supplier to Tesla for three years. It has built custom machinery for Tesla's Fremont, Calif., assembly plant as well as its battery plant in Nevada. Perbix will continue to be based north of Minneapolis. It currently employs 150, but Tesla says it will recruit more.

Tesla didn't say how much the deal is worth. Company CEO Elon Musk has said he is determined to make Tesla's factories more efficient, and the machines Perbix makes are part of that effort. Tesla has made multiple acquisitions in recent years to boost its manufacturing expertise.

It bought a Michigan parts stamping plant in 2015 and a German engineering firm in 2016.

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Payments on 2018 Cadillac XT5 are for a standard model with MSRP of \$40,990. Escalade payments based on 2017 Luxury model with MSRP of \$82,900. 36 month, 30,000 mile lease through GM Financial with a top tier credit approval. \$0 cap cost reduction funds down, only typical startup costs of taxes, license, registration, first months payment, acquisition and dealer fees due at signing. Take delivery by 11-30-2017. Lessee pays for excess wear, over mileage and disposition fee of \$595 at end of lease. Residency restrictions apply. May not be available with other offers. XT5 and CT6 includes \$750 Cadillac Customer Lease Loyalty (must currently lease a Buick, Cadillac, Chevrolet or GMC through Ally, GM Financial or US Bank) and Escalade includes \$3000 Cadillac Select Market Loyalty Bonus (must currently own or lease a 2003 or newer Cadillac). Customers are not required to terminate their current lease or trade in their vehicle. Loyalty offer is transferable to individuals residing in the same household. CT6 lease includes \$10,000 in limited supply "Flex Cash," while supplies last. Price based on GM Employee Pricing. Others slightly higher. ©2017 General Motors. Cadillac® XT5® Escalade® CT6®

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NO Security Deposit required. Tax, title and plate fees extra.

The Best Price... PERIOD!

2017 CRUZE "LT"



- Automatic Transmission!
- Color Touch Screen Radio!
- Power Driver's Seat!
- Remote Start and Entry!
- Rear Vision Camera!
- Bluetooth for Phone!

Stock# H39457
NO Employee Discount REQUIRED!

Was \$23,475 Sale Price: **\$16,799***

24 MONTH LEASE

\$139*

\$999 Down

NO Security Deposit required. Tax, title and plate fees extra.

The Best Price... PERIOD!

2017 MALIBU "LT"



- Color Touch Screen Radio!
- Bluetooth for Phone!
- Rear Vision Camera!
- Aluminum Wheels!
- Power Driver's Seat!
- Remote Start and Entry!

Stock# H33430
NO Employee Discount REQUIRED!

Was \$26,895 Sale Price: **\$19,799***

24 MONTH LEASE

\$149*

\$999 Down

NO Security Deposit required. Tax, title and plate fees extra.

The Best Price... PERIOD!

2017 TAHOE "Z71" 4WD



- Luxury Package!
- Color Touch Screen Radio w/Nav!
- Rear Seat Entertainment!
- Power Sunroof!
- Leather Seats w/Heated Front!
- 2nd Row Captain Chairs!

Stock# H40598
NO Employee Discount REQUIRED!

Was \$53,990 Sale Price: **\$45,399***

36 MONTH LEASE

\$549*

\$999 Down

NO Security Deposit required. Tax, title and plate fees extra.

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Stock# J38158
NO Employee Discount REQUIRED!

Was \$26,405 Sale Price: **\$21,599***

24 MONTH LEASE

\$169*

\$999 Down

NO Security Deposit required. Tax, title and plate fees extra.

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Stock# J40391

Was \$41,710 Sale Price: **\$35,499***

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GM Honors Vets with Program to Aid Wounded

A special ceremony honoring veterans was held at the GM Tech Center in Warren last week. Steve Hill, GM vice president of U.S. Sales and Service, spoke to a group of veterans and GM employees on the importance of companies like GM honoring veterans for their service to the country, veterans who served during a time of war and many of whom have paid a great price for their service.

That debt owed, Hill said, is why GM, through its GMC brand, has been working with the Stephen Siller Foundation, which was started by Siller's family after the New York fire fighter was killed during the events of 9/11.

Originally, the foundation helped rescue workers affected by the terrorist attack, but it has since expanded services to severely wounded veterans of the Iraq and Afghanistan conflicts.

GMC's contribution, Hill said, comes through its "Building For America's Bravest" (BFA) program.

The way the program works is that when GMC customers bring their vehicles to a GMC dealership for regular maintenance – say a \$30 oil change – they are asked if they would like to contribute \$5 to BFA. The money is put on the bill, so a \$30 oil change becomes a \$35 one.

When the customer agrees, the GMC dealership matches that contribution, so \$5 becomes \$10. And then GMC itself matches that \$10 contribution, so a \$5 contribution by a customer ends up raising a total of \$20 for the BFA program.

This money, Hill said, goes toward building "smart" houses for catastrophically wounded veterans.

"When I say catastrophically, I mean a veteran who has lost

three or more limbs in the line of duty," Hill said. "It costs about \$500,000 to build a single smart home. There are about 200 catastrophically wounded veterans on the waiting list."

"In 2016, we raised \$2 million through BFA and it looks like we'll raise \$2.5 million this year. That sounds like a lot of money, but \$2 million only helps four veterans."

Hill said the government's housing allowance of \$90,000 is nowhere near what a catastrophically wounded veteran needs to build a smart house, and it's up to the public, both regular citizens and corporate citizens like GM, to help fill the gap.

"I never use the word 'charity' when I talk about this program," Hill said. "We all owe it to these brave men and women for their sacrifice. This is not charity, it's what they are due."

"The Siller Foundation has just scratched the surface of providing what help is needed. We are also doing a lot, but we can do so much more."

Rick Kewley, Veteran Employee Resources Group executive champion, said helping veterans extends beyond the GMC program.

It also means helping the veterans who have returned from war to transition into civilian life.

That's why GM has programs to hire veterans, and programs to help veterans once they have joined the company, Kewley said.

"We do have jobs," he said. "We have lots of stories about veterans who have come to work for GM, but once they get here, they have moved up. We are proud to have made this company a workplace of choice for our veterans."

In 2016, Kewley said, 5.2 percent of GM's hires were veterans.



Hill spoke to Tech Center employees and veterans about GMC's Building For America's Bravest program.

And those hires have been able to take advantage of programs like the GM Wingman effort. That is where new veteran hires can get together and speak among themselves about working for GM and learn about the company's culture.

Jon Alvarado, who is with GM's Veterans Group, spoke about helping vets transition from the military culture to GM's culture.

"This transition can be difficult," Alvarado said.

"They have to learn a new cul-

ture, a new language – we at GM have our set of words and phrases – and they have to meet new people. Having continuity with people who understand where

they are coming from is vital to achieving success at this company. What we do to help veterans makes me proud to be an employee at GM."

VW, Google Try Quantum Computing

BERLIN (AP) – Volkswagen and Google are cooperating in exploring uses in the auto industry for quantum computers. Quantum computing, a technology that's still in its early phases, uses the quirks of quantum physics to

perform calculations at far higher speeds than current computers.

VW said Nov. 7 the companies will work together using Google quantum computers, developing algorithms and simulations.

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2017 Buick Enclave

Leather FWD Lease Offer MSRP: \$48,145

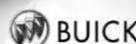
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expires 11.30.2017



24 months **10,000** miles year **\$904** total due at signing (includes first month payment)

2018 GMC Terrain

SLE FWD Lease Offer MSRP: \$28,995

\$264 per month

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 INCENTIVES INCLUDED: GM EMPLOYEE PRICING, GM LEASE LOYALTY



expires 11.30.2017



36 months **10,000** miles year **\$576** total due at signing (includes first month payment)

2017 GMC Acadia

SLE1 FWD Lease Offer MSRP: \$33,770

\$219 per month

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expires 11.30.2017



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Ford, China Partner Form Joint Venture

Ford Motor Company and Zotye reached a definitive agreement to establish Zotye Ford Automobile Co., Ltd., a new 50:50 joint venture that will offer a range of stylish and affordable all-electric vehicles for consumers in China under a new indigenous brand.

The agreement was signed in Beijing Nov. 8 by Peter Fleet, Ford group vice president and president, Ford Asia Pacific, and Ying Jianren, chairman of Tech-New Group Ltd. and board director of Zotye Auto.

Pending regulatory approval, the new joint venture will design, build, market and distribute all-electric passenger vehicles for China, the world's leading electric vehicle market, said Ford spokesman Anderson Chan.

The establishment of the joint venture is a key step by Ford toward realizing its vision of a cleaner, more environmentally-sustainable future. The new JV will leverage a combined investment of 5 billion RMB (approximately U.S. \$756 million).

The new JV builds upon Ford's ambitious China electrification strategy, Chan said. Ford announced earlier this year that at least 70 percent of Ford-branded vehicles sold in the country will offer electrified powertrain options by 2025.

Zotye Ford plans to build a dedicated product research and development center as well as its own sales and service network. A new manufacturing plant for the JV will be constructed in Zhejiang Province. The all-electric vehicles produced by the JV will be sold under a new Chinese brand designed to meet Chinese consumers' aspirations for electric vehicles.

"We are delighted to have



Fleet, right, and Ying shake hands on new company partnership.

signed this joint venture agreement with Zotye to form our third joint venture automotive company in China. Subject to regulatory approval, Zotye Ford will introduce a new brand family of small all-electric vehicles," Fleet said. "We will be exploring innovative vehicle connectivity and mobility service solutions for a new generation of young city-dwelling Chinese customers."

In addition to the new JV, Ford and Zotye will explore offering mobility services to consumers in China as local demand for such solutions continues to grow, Fleet said.

Through this new JV, Ford commits to actively support the advancement of a more environmentally sustainable auto industry in China through local research and development as well as domestic production of all-electric vehicles.

Zotye Auto is a pioneer in the Chinese all-electric vehicle segment. It is the market leader in China's all-electric small vehicle segment and sold more than 22,500 all-electric vehicles year-

to-date through October, representing a growth of over 14 percent year-over-year.

The JV will benefit from Zotye's expertise in designing and commercializing EVs in China, and Ford's global product development and technology capabilities, Fleet said.

"This is an important day for Zotye as we partner with Ford to help advance the growth of the Chinese auto industry," said Zotye's Ying. "We will work closely together to help meet Chinese consumers' growing demand for electric vehicles."

Upon its establishment, the new JV will expand Ford's footprint in China.

Ford already operates successful vehicle joint ventures with Changan Ford Automobile Corporation, Ltd., and Jiangling Motors Corporation.

Ford will continue working closely, Chan said, with its JV partners to develop and manufacture New Energy Vehicles to meet rising consumer demand in China during the impending electrification phase of the Chinese auto industry.

Water Management Earns Top Grades in Dearborn

An "A" grade for water conservation efforts went to Ford Motor Company from CDP, the international not-for-profit that drives sustainable economies.

The Dearborn automaker also received an "A-" grade for its climate change efforts, said Ford spokesman John Cangany.

Ford is one of 73 global companies to be awarded an "A" grade for water management, determined to meet long-term aspirational goals, Cangany said.

The company aims to reduce water use by nearly three-fourths by 2020 as it works toward zero drinkable water use for vehicle manufacturing as part of its recently updated water strategy.

"Water is a precious resource," said Andy Hobbs, Ford director, Environmental Quality Office. "We recognize that every person has the right to accessible, clean and affordable drinking water, and we aspire to ultimately have zero drinking water withdrawal for our manufacturing processes, and are proud that CDP is recognizing our efforts to remain a global water conservation leader."

Ford has been working to reduce water use since 2000 with its Global Water Management Initiative, Hobbs said, and saved 10 billion gallons of water between 2000 and 2015, a decrease of 61 percent.

And it doesn't stop there – the company aims to save an additional 30 percent per vehicle between 2015 and 2020.

Ford is among 10 percent of companies participating in CDP's water program to be awarded an "A" list rating, in recognition of its actions in the last reporting

year to manage water in a sustainable way.

"We congratulate Ford Motor Company for achieving a position on CDP's water 'A' list," said Paul Dickinson, executive chair, CDP. "Climate change, industrialization and population growth put unprecedented pressure on water supplies, and Ford is stepping up for a water secure world, moving us toward a tipping point on environmental action."

Ford has collaborated with several other leading organizations over the years to increase transparency and the depth of environmental initiatives, Hobbs said. The company recently pledged a commitment to the Business Alliance for Water and Climate's "Improve Water Security" initiative – the first automaker to do so.

The annual sustainability report has tracked the company's comprehensive approach to managing the issues related to climate change, air quality and conservation, and identifying opportunities that have significant impacts across the business since 2000.

While Ford has worked to improve fuel economy, reduce emissions and create sustainable facilities for nearly 20 years, there is more work that has to be done, said Hobbs.

"Every day, we work to do the right things for our customers, communities and the planet," said Kim Pittel, group vice president, sustainability, environment and safety engineering. "Through our integrated sustainability approach, we're embedding sustainability best practices throughout our company and our supply chain to help make people's lives better."

Ford Farms Out Solutions for Materials

CONTINUED FROM PAGE 1

real challenge. Those first foams, frankly, were terrible. They met none of the rigorous requirements of automotive seating.

"Early trials failed to meet durability standards for seat cushions, which need to rebound for the equivalent of 15 years. Not to mention the soy and petroleum materials separated, and the soy foam didn't smell very good.

"So, we set out to painstakingly explore how to improve the formulations, rebalance the chemistries and remove odorous compounds."

Just 10 years ago, the world was a different place. A newly invented iPhone was about to launch, George W. Bush was president of the United States, and oil prices were low – \$40 a barrel, Mielewski said. Not many saw financial gain in being green at the time, so convincing suppliers that soy foam was the material of the future wasn't easy, either.

"In those early days, we relied on a combination of things, including support from the United Soybean Board in funding some initial trials, as well as the personal vision and crucial endorsement of Bill Ford, then CEO," Mielewski said. "We needed him firmly in the driver's seat and he absolutely was, ensuring the project stayed on track.

"In 2008, when oil prices skyrocketed, the value of soy foam became suddenly obvious. Not only was replacing petroleum-based polyol good for the environment, it was good for business. We'd been doing our homework, so Ford was ready."

Ford was eager to share the potential for soy foam and boost sustainable applications of it wherever possible, so the company worked tirelessly with oth-

er industries – agriculture, furniture and home goods – to help them formulate foams specific to their needs as well, Mielewski said.

"Building on our success with soy foam," she said, "Ford began to develop other renewable materials to incorporate into its vehicles, which in turn further helped the company reduce greenhouse gas emissions. In some cases, the material allowed for weight reductions as well, leading to improved fuel economy for many of our vehicles.

"Of course, our work implementing biomaterials into our vehicles has not been accomplished overnight. We are proud to now feature eight sustainable materials in our production vehicles – soy, wheat, rice, castor, kenaf (hibiscus), tree cellulose, jute and coconut," Mielewski said.

"As we continue to experiment, the list of renewable resources we are researching reads like an entire farm – wheat straw, tomato peel, bamboo, agave fiber, dandelions, even algae.

"We're also exploring innovative uses of carbon itself, and are first in the industry to develop foams and plastics using captured carbon dioxide. This is the type of innovative work I'm proud to say my team does every single day at Ford."

A decade later, Ford continues to collaborate with the United Soybean Board to develop soy-based materials for rubber components like gaskets, seals and wiper blades.

"Today, our use of soy foam looks like a landmark first step," Mielewski said. "Bill Ford maintains we've come a long way, but we still have a long way to go. Many opportunities remain available for us to explore in pursuit of our sustainability goals.

"We continue to make progress

across our business, as highlighted in our 18th annual Sustainability Report – whether that's trailblazing with our industry-leading commitments on water security, building on our achievements for true zero-waste-to-landfill facilities, or investing in scrappage programs to improve air quality."

Soy was Ford's introduction to sustainable materials, she said. Now, the next 10 years promise even more radical research and revolutionary innovation, underpinned by responsible investment and pioneering vision.

"We need to embrace the vast host of materials Mother Nature gives us, and employ them to their best advantage," Mielewski said.

"This includes using locally sourced plants and crop waste where we assemble our vehicles, something with the potential to further reduce shipping emissions and provide area farmers with new revenue streams.

"I think all of this would make Henry Ford very proud."

VW, Google Join Up in Quantum Computing

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VW said Nov. 7 the companies will work together using Google quantum computers, developing algorithms and simulations.

VW said it will use quantum computers for exploring structures for new materials such as batteries for electric cars, and to develop artificial intelligence for autonomous vehicles.



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