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GM Using Solar Power for Its Spring Hill Green Initiative

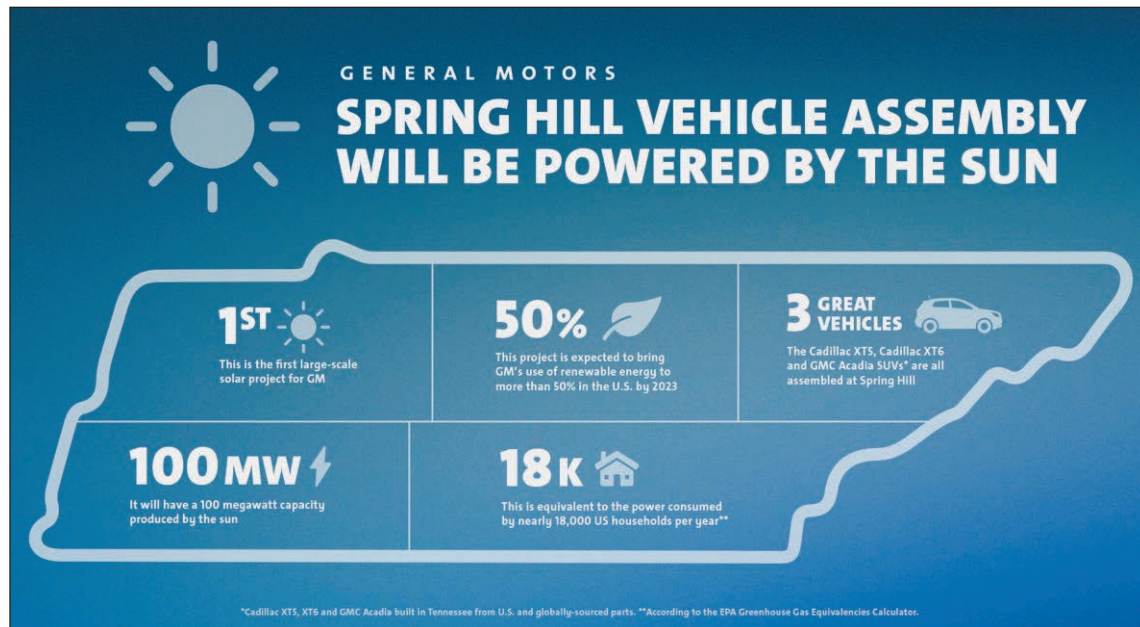
GM has not let the COVID-19 crisis slow down its plans to convert to clean, green power. Over the past several weeks, the company has launched several green energy initiatives.

On May 14, the company unveiled its plans for the Spring Hill, Tenn., facility. General Motors' Spring Hill Manufacturing plant is expected to be powered by 100 percent solar energy beginning in late 2022, said GM spokeswoman Jessica James.

This green tariff agreement with the Tennessee Valley Authority is expected to supply up to 100 megawatts of solar energy per year, or the amount of electricity consumed by 18,000 United States households annually, James said. The energy will be supplied by a solar farm in Lowndes County, Miss., currently under development by Origis Energy.

The commitment is made possible through the Tennessee Valley Authority's Green Invest program, which is the federal electric utility's green tariff solution.

This project is expected to increase GM's use of renewable energy to more than 50 percent of its sourced electricity by 2023, moving GM closer to its goal of sourcing 100 percent of electricity from renewables at GM-owned sites in the U.S. by 2030, James said.



Spring Hill Assembly's solar power program will help power the plant cleanly and make it a green site.

"Our commitment to renewable energy is part of our vision of a world with zero emissions," said Dane Parker, GM chief sustainability officer. "We're committed to using our scale and relationships to increase renewable energy demand and availability."

Green tariff solutions are a key component of GM's renewable energy strategy and allow the company to work with utilities to provide renewable energy solutions near its facilities, Parker said.

Spring Hill Manufacturing is the largest GM facility in North America, totaling 2,100 acres. Seven hundred of those acres are dedicated to farming, with an additional 100 acres dedicated to wildlife habitat – wetlands and native grasses.

The wildlife area has received Gold recognition and certification from the Wildlife Habitat Council. The plant builds the GMC Acadia and the Cadillac XT5 and XT6, as well as several engines.

"We're excited that GM chose Green Invest because TVA's ability to meet the renewable energy needs of our customers will drive vital investment and jobs across our seven-state region," said Jeff Lyash, TVA president and CEO. "Moving forward, large-scale solar installations provide the best value for our customers to help meet their sustainability goals, which makes Green Invest a win for everyone."

Ford Campaign Talks About Starting Up Again Safely

As Ford readies its U.S. plants to start producing vehicles again on May 18, the company started highlighting the importance of American manufacturing and is celebrating the flexibility and resolve of its workers with a television and social media campaign.

"The auto industry is the backbone of America's economy, and we're proud of our workers' resolve and dedication to quickly pivot and produce life-saving personal protective equipment during the coronavirus, making a real difference when the country needed us," said Kumar Galhotra, Ford president of Americas and International Markets Group.

"Now Ford is ready to lead the way in safely restarting our U.S. factories, reopening other facilities essential to delivering the vehicles our customers need and doing our part to help restart the country."

The new campaign, featuring three new ads and social media content, underscores how Ford's workforce quickly shifted gears to develop urgently needed medical supplies during the pandemic, said Ford spokesman Said Deep.

CONTINUED ON PAGE 2



GM's CDC-approved program embraces prevention for auto dealers.

GM Uses CDC Guidelines For Its New CLEAN Processes

As part of an ongoing commitment to enhance and improve the entire customer experience from shopping to delivery, General Motors has launched an initiative inviting U.S. dealers to participate in a program embracing Centers for Disease Control and Prevention guidelines in the operations of their businesses.

Dealers who enroll in the CLEAN program have agreed, upon enrollment, to follow CDC guidelines and to use Environmental Protection Agency-approved cleansers in connection with the cleaning of their facilities, including high-traffic areas, and the cleaning of new, used and serviced customer vehicles, said GM spokesman Patrick Sullivan.

"With all of the uncertainty in today's world, we know that our customers' expectations have changed and that more will need to be done to meet those expectations," said Barry Engle, executive vice president and president, GM North America.

"As a result, our engineering, service and sales teams have worked closely with our dealer network to develop a program that follows best practices regarding the delivery of new, used or serviced vehicles."

Participating dealers will communicate their enrollment in the CLEAN initiative to customers through point-of-sale materials and other customer-facing messaging, Sullivan said.

The CLEAN initiative is just the latest in a series of dealer programs and tools aimed at enhancing the GM customer experience.

Other programs include online shopping tools such as Shop. Click. Drive., optional home delivery where available and extended connectivity services.

For more information on the Chevrolet, Buick, GMC and Cadillac CLEAN program at participating dealers, please visit:

- Chevrolet.com;
- Buick.com;
- GMC.com;
- Cadillac.com.

FCA Names 2020 Student Design Winners

As the saying goes, the show must go on.

So FCA has named the winners of the company's annual Drive for Design contest, which was launched before the COVID-19 crisis took off.

Three students from Michigan and California have taken the top spots in this year's FCA Drive for Design contest, said FCA spokeswoman Dianna Gutierrez.

Entries submitted from high school students in grades 10-12 from across the country were reviewed virtually by FCA's automotive design team and special guest judge Josh Welton, owner/operator of Brown Dog Welding LLC fabrication and art studio in Detroit.

This year's 10-week competition asked students to sketch a Ram truck of the future.

"All of the entries were impressive, the work was very focused with a notable attention to detail, as well as their thought process – these are characteristics we look for when we go to hire designers to work for FCA," said Mark Trostle, head of Ram Truck and Mopar Exterior Design for FCA – North America.

"Automotive design is a growing field and often overlooked by parents and students, our goal is to inspire and change that perspective. There are many career paths available within automotive design where young designers will have the opportunity to

create some of the most exciting and technologically advanced products on the road today, as well as create what's possible for the future."

Trostle said he knows firsthand what it's like to be given an opportunity to excel in this field. In 2013, he introduced Drive for Design, which is based on a contest he won as a high school student.

He credits that experience as something that led him to his current professional role, heading the design efforts for some of the most desired vehicles on the road. Today, he's giving a nod to three promising automotive designers.

CONTINUED ON PAGE 2



First place winner in the FCA 2020 Drive for Design contest is Job Skandera, 12th grade, Santa Clara, Calif.

view this week's edition at DetroitAutoScene.com

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Ford is putting Americans back to work safely and cleanly.

Ford Campaign Emphasizes Employees Working Again

CONTINUED FROM PAGE 1

The campaign – produced by Wieden + Kennedy with voiceover by Bryan Cranston – highlights Ford workers' strong values and solid work ethic while honoring the resilience of a nation ready to face the challenges of returning to work.

Ford is gearing up for a phased restart to its North America operations beginning next week, including restarting vehicle production at key plants and bringing back approximately 12,000 employees who are not able to do their jobs off-site, Deep said.

Ford parts distribution centers resumed full operations in North America this week, supporting Ford dealers in providing service to keep cars and trucks – including first responders' vehicles – on the road.

"Ford chooses to invest more in America than any other automaker in part because of its rich history here. There are a lot of parallels between how the company and the country face and ultimately overcome challenges," Galhotra said.

"It's not easy, and it's not always comfortable, but we don't back down. We will work hard to come back – aiming to be even stronger than before."

Ford employs more hourly workers in the United States than any other automaker and assembles more vehicles in America than any other automaker.

Last year, Ford assembled approximately 492,000 more vehicles in the U.S. than the next highest-producing automaker. The Dearborn-based automaker also exports more vehicles from the U.S. than any other automaker, which helps it stay globally competitive, Deep said. A strong U.S. manufacturing base helps Ford support its markets across the world.

Since the beginning of the pandemic, Ford has focused on the safety and health of its workforce, implementing robust safety and

care protocols, including health assessment measures, personal protective equipment provisions and facility modifications to increase social distancing at all its facilities.

Initially, the company's communications focused on being "Built to Lend a Hand," offering payment relief for existing customers. Ford then shifted to an initiative for new customers that allowed up to six months of payment relief with the purchase of a new vehicle – all while working with volunteer autoworkers to produce and deliver life-saving medical and personal protective equipment from its auto factories.

"Our initial communications focused on assistance and reassurance," said Matt VanDyke, Ford director of U.S. Marketing. "The next phase of communications is about recovery. Ford is America's car company. We're looking toward the future and staying committed to our customers – what they want, what they need – each step of the way."

Ford has developed new powered air-purifying respirators approved by the U.S. Centers for Disease Control and Prevention's National Institute for Occupational Safety and Health. Ford has produced more than 400,000 reusable surgical gowns manufactured from material used to make airbags and other durable fabrics, and shipped them around the U.S., Deep said.

In addition, the company makes more than 1.5 million face shields a week and has shipped more than 14 million shields to all 50 states, Puerto Rico and Guam.

Now, Ford is preparing to safely restart factories that have been closed since March and helping boost the American economy.

An estimated 10 million workers in America are employed by automakers, their suppliers, dealers and related businesses. Vehicle sales and service, plus incomes and government revenue generate \$953 billion annually in the country.

FCA Student Design Contest Goes On

CONTINUED FROM PAGE 1

The three student winners of the 2020 Drive for Design competition are: First place – Job Skandera, 12th grade, Santa Clara, Calif.; Second place – Vincent Piaskowski, 11th grade, Birmingham, Mich.; Third place – Alex David Kirschmann, 11th grade, Auburn Hills, Mich.

Second-place winner Vincent Piaskowski is also a second-time winner, placing third in last year's competition, Gutierrez said.

"I'm a truck guy, so I was especially stoked to see what this year's competitors would bring to the table. They did not disappoint! The three winners each showed off sky-high potential in technical skill and imagination without sacrificing what makes a Ram a Ram – functionality," said Welton. "If it's going to be 'Built to Serve' it needs to first be 'de-

signed to serve.' I'll be first in line to rock any of their drawings should they come to life."

Due to recent circumstances, awards for the annual contest were changed to include a more hands-on experience that will include virtual networking and design sketching demonstrations with members of the FCA design team, along with electronic creative tools of the trade, Gutierrez said.

The prizes are First place - Wacom MobileStudio Pro 16; Second and third places - Apple iPad Pro and Apple Pencil; Virtual networking and design sketching demonstrations with FCA designers will be planned for all winners.

"While we were not able to carry out our award ceremonies this year, we do want to give special thanks to our partners EyesOn Design and College for Creative Studies," said Trostle.

Ford E-Mustang Updates Using New Technology

When you're stuck at home, Fear Of Missing Out (FOMO) is a real thing, and Ford is doing something about that problem.

Owners of the new all-electric Mustang Mach-E won't need to worry about keeping up with the Joneses, thanks to over-the-air updates that work to continuously improve the SUV over the vehicle's life without leaving home, said Ford spokeswoman Emma Bergg.

And unlike some vehicles that require owners to wait while a software update takes place, Ford has developed a way to allow secure updates to download in the background, and, in some cases, be completed in under two minutes, Bergg said.

"The beauty of the Mustang Mach-E is that what our customers experience on Day One is just the beginning – it will evolve to add even more features and capabilities over time," said John Vangelov, Ford's Connected Services manager.

"Our clever over-the-air updates also minimize downtime through incredibly fast activation and ensure your Mustang Mach-E is always getting better, even when you're asleep."

These improvements go well beyond SYNC updates, Vangelov said. Nearly all Mustang Mach-E computer modules can be updated wirelessly, meaning Ford can provide performance enhancements and entirely new features that might not exist



Ford engineer tests over-the-air development from a static prototype Mustang Mach-E while working at home.

when customers first take delivery of their vehicles.

Some installations will be virtually invisible to customers, who can select a regular time – such as the middle of the night – for updates while their Mustang Mach-E is parked.

Many updates will be completed almost instantly after a customer starts the vehicle, while in-vehicle alerts will tell them what

improvements have been installed, Vangelov said. Many can be completed in under two minutes, and more complex updates that might require the vehicle to be parked for longer can be scheduled to take place when customers find it most convenient.

Ford expects to deliver its first updates within six months after the first Mustang Mach-E vehicles are in the hands of cus-

tomers, Bergg said. Owners will receive notifications detailing software updates when they are available, which can then be applied using either Wi-Fi or cellular connections, depending on the update.

Mustang Mach-E is just the start when it comes to this technology, Vangelov said. In 2020, Ford will begin equipping most redesigned vehicles in the U.S.

with advanced over-the-air update capability for quick and easy wireless upgrades that can help enhance quality, capability and improve the ownership experience over time while reducing dealer trips.

To ensure Mustang Mach-E launches with this advanced capability as planned, Ford's engineering team has found new ways to develop and test over-the-air updates in the midst of the coronavirus pandemic, Vangelov said.

Previously, teams would have to get together in the same physical space to access all the different vehicle modules needed to test over-the-air capabilities – but work-from-home requirements mean engineers needed to think fast to change the way they operate.

Vangelov said the team moved swiftly to set up remote access to all of the vehicle modules, even wiring them with tools enabling engineers to quickly reprogram modules from their homes. What initially took five hours to program remotely can now be done in under 10 minutes.

"By quickly implementing remote access to our vehicle components, we're ensuring our Mustang Mach-E customers can enjoy the great capabilities they've been looking forward to from the start, while providing the accommodations our engineers need to continue innovating from the safety of their homes," said Vangelov.

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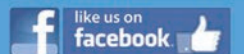
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