

Beyond Grand Rapids

Chevrolet Cruze to premiere at Paris Auto Show

Chevrolet's all-new Cruze sedan will make its world premiere at the Paris Motor Show in October. The Cruze will be available in Europe from March 2009, followed by other global markets with regional-specific engine choices. With sales in Europe up 23% for the first six months of 2008, Chevrolet is GM Europe's fastest-growing mainstream brand.



GM will invest more than \$500 million in the U.S. to build the Cruze. The vehicle will be built at the Lordstown, Ohio, plant.

New Vehicle Announcement is a Key Piece of GM's Strategy

The Chevrolet Cruze is a key piece of GM's small-car strategy and critical to its turnaround effort.

Small cars have been money-losers but GM believes growing consumer demand for smaller vehicles combined with the labor cost savings achieved in a landmark contract negotiated last year with the United Auto Workers will help make them profitable.

The Cruze arrived in Lordstown, in part, because UAW workers kept their commitment to "do things differently," UAW International Vice President Cal Rapson said.

"Consumers are willing to pay a fair price for a good car," said GM CEO Rick Wagoner. "And (the UAW) has a significantly different labor agreement. That should enable this car to be profitable."

Source: Detroit News, August 22, 2008

GM Crossovers Earn IIHS Top Safety Pick Award

Last week General Motors' lineup of award-winning crossovers added the Insurance Institute for Highway Safety's (IIHS) Top Safety Pick 2008 to the growing list of accolades. The significant safety award results from the GMC Acadia meeting the Institute's highest rating for performance in its demanding front, side and rear impacts

in addition to providing standard Stabilitrak, GM's electronic stability control system. The IIHS test results also apply to the GMC Acadia's sister vehicles: the Buick Enclave, Saturn Outlook, and soon to be released Chevy Traverse.

GM Adds 12/12,000 Warranty on GM Certified Used Vehicles and Saturn Certified Pre-Owned Vehicles

GM is now providing consumers with a fully transferable 12-month/12,000-mile (whichever comes first) "bumper-to-bumper" warranty with no deductible on all GM certified used vehicles and all Saturn certified pre-owned vehicles sold in the United States. The warranty, which begins on the date of purchase of the GM certified or Saturn certified model, is standard on all GM certified used vehicles or Saturn certified pre-owned vehicles purchased from participating dealers after September 13, 2008.

GM Will Continue to Run Medium Duty Truck Business

Because of significant marketplace and economic changes, GM and Navistar have decided not to renew the memorandum of understanding (which has expired) to purchase GM's medium duty truck business. GM will continue to run the medium duty business as it has in the past, including providing sales, service and marketing support to GM dealers for its medium duty trucks. GM will continue to review strategic options for the business, including continued discussions with Navistar.

Traverse Priced to Sell

The all-new 2009 Traverse crossover, available at Chevrolet dealers this fall, starts at \$34,655 MSRP. Traverse was recently awarded the Insurance Institute for Highway Safety's (IIHS) Top Safety Pick for 2008 (see article at left).



AutoKnow



General Motors Vision Statement: GM's vision is to be the world leader in transportation products and related services. We will earn our customers' enthusiasm through continuous improvement driven by the integrity, teamwork and innovation of GM people.

Let's Build a Quality Culture

by Paul Merceica, GRMP Quality Manager

GM has made fantastic improvements in workplace safety to the point that we are now a safety leader not only in the automotive industry, but we are among the best in all manufacturing. We truly have built a safety culture at GM. We've also made great strides in quality improvements, but we know having good quality is not good enough. We need to be our industry's quality leader, too.

How do we get there from here? We are taking what we learned from our journey to becoming an industry leader in safety and applying it to quality so that we build a quality culture. As you can see from the chart below, the good news is that we already have the tools to improve. Our task

Driving a Culture of Safety and Quality	
Safety	Quality
Safety is Our Overriding Priority	Quality is a Fundamental Business Requirement
All Accidents Can and Must be Prevented	Do Not Accept, Build or Ship a Defect
Plant Safety Review Board	Daily Quality Reviews
Plant Safety Observation Tours	Layered Audits
Incident Investigations	Practical Problem Solving (PPS)
Safe Operating Practices	Standardized Work
Employee Safety Concern Process	Problem Visibility

is to learn to use these tools so that we relentlessly focus on instilling quality in everything we do, just as we do now with safety.

All of us need to commit to our job and to our team. Building a quality culture means commitment to never letting a defect leave the team (Level 3 built-in quality) and focusing on continuously improving our processes and quality. By all of us committing to learning and using our quality tools of the trade, I know we will get to that next level of built-in quality.

GM to Commemorate Centennial with GMnext Day

On September 16, 2008, General Motors will mark the beginning of its second century with GMnext Day, a series of forward-looking activities that will focus on the future of automotive transportation. The event caps a year-long global initiative called GMnext, through which GM has engaged audiences in a dialogue about its next-generation vehicles and technologies and has offered commentary from GM executives and automotive thought-leaders from around the world.

Here's what's scheduled for GMnext Day:

- **Global Broadcast:** GMnext Day will begin at 8:30 a.m. with a live global broadcast. The broadcast will highlight technologies, global products, GM leaders and future leaders from around the world, along with a few newsworthy surprises.
- **Live Chats:** Beginning at 10:30 a.m., three GM executives will be chatting with the world in the GMnext.com chat room, speaking candidly about the day's events and what's next for GM.
- **"Future of Transportation: The Next 100 Years" Roundtable:** At 1:30 p.m., a number of industry experts will come together for a discussion on what's next for personal transportation. Topics will range from alternative fuels and advanced propulsion systems to government regulation and infrastructure. The discussion will stream live on GMnext.com. Visitors to the site will have the ability to ask questions in real time.
- **Chevrolet Everyday Heroes Event:** Chevrolet will conclude GMnext Day with an enthusiast event (open to the public) at the Renaissance Center at 3:00 p.m. Participants in the global broadcast will be featured in video segments, interviewed in an intimate setting and will be available to answer questions from those in attendance.

Complete information about GMnext Day can be found by visiting <http://day.gmnext.com>.

Contact Gary Evey (616-246-3132) or Rick O'Rourke (616-246-3124 - UAW). Fax 616-246-3150.
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Futurliner Part of GM Car Show Coming to GRMP

The main attraction of the September 23-25 car show at the Grand Rapids Metal Plant is, of course, the fact that in one location we can all get an up-close-and-personal look at virtually every 2009 Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, and Saturn vehicle. Another exciting attraction, though, is the GM Futurliner (see story at right).

In addition to the Futurliner, the car show will also feature the 2010 Camaro and the UAW-GM Center for Human Resource's "Buy American" display, which includes NASCAR driver Kevin Harvick's Chevy Monte Carlo and a virtual race track.

Local dealerships will be set up in the 36th Street hourly parking lot to show off their vehicles and to answer your questions. Some of your fellow Grand Rapids Metal Plant employees will also be here, showing their enthusiasm for being a part of a company that has been making great cars and trucks for 100 years.

Please stop by the First Annual Grand Rapids Metal Plant Car Fair (anytime between noon and 8:00 p.m.) and take a look at what's new on dealer lots. Just as importantly, please tell your friends and family about this great event that is open to the public.

Child Care Office News

Second-shift Dinner for Families

On Tuesday, September 30, the Child Care Office is sponsoring a second-shift dinner for employees who wish to invite their families to share an evening meal with them during their allotted second-shift lunch period. You must pre-register for this event at the Child Care Office by September 25. This lets families of second shifters share an evening meal that they don't get to share during the week. For more details call 246-3111, e-mail AnnK@4Cchildcare.org, or visit the Child Care Office.

Back-to-School Drawing

Three gift certificates will be given away to three lucky winners. Sign up to win from the Child Care Office. Take home a simple craft for your child when you stop by the office.

Discounts

Coupons for reduced admission to:

- Air Zoo in Kalamazoo: \$2.50 off each ticket
- Binder Zoo: \$2.00 off child's ticket with paid adult
- Double JJ Resort: buy one, get one free to Indoor Waterpark or Back Forty

(Get coupons and more details in the wall pockets near the Child Care Office)

Futurliner is Part of GM History

At the September 23-25 GM car show at the Grand Rapids Metal Plant, former GRMP Plant Manager Don Mayton will be here with his fully restored GM Futurliner. The vehicle itself is awesome, and its place in General Motors history is fascinating.

At the 1933-34 World's Fair in Chicago, the focus of which was technology, the GM Research Laboratories had an amazing exhibit that drew huge crowds.

The popularity of this exhibit inspired Charles F. Kettering, then Vice President of GM, to "put the show on the road." He convinced other GM power-players that depression-weary Americans would eagerly attend a free hometown show – and they did.

This was the beginning of GM's Parade of Progress – a caravan of vehicles that would travel from city to city around the country

equipped with displays of promising future technology, from microwaves to stereophonic sound to sound traveling over a beam of light.

In 1940, 12 first-generation Futurliners (spelled without the "e" in FUTURE so GM

could copyright or trademark the name) were built to replace the original eight Streamliners. The Futurliners were used to transport the GM Parade of Progress show throughout the United States from 1941 to 1956.

With the advent of television, the appeal of the Parade of Progress lagged, and the Futurliners were sold to various groups and/or individuals.

In January of 1998, Don Mayton, while traveling in Palm Springs on business, saw a Futurliner that had been converted into a motorhome. A long-time antique auto enthusiast, Don knew he had to have his own Futurliner and found one through the National Automotive and Truck Museum in Auburn, Indiana.

Since that fateful beginning, Don and a team of dedicated volunteers, many of whom are also retired GM employees, have painstakingly rebuilt the Futurliner – affectionately known as #10. And you'll have the chance to see it in the 36th Street hourly parking lot at our September 23-25 car show.



The Futurliner drew a crowd all day long during GRMP's October 2006 open house (above).

Around Grand Rapids

PEP Discount Clarification

In last week's *AutoKnow* we ran the chart below, showing how your PEP (GM Company-Owned Vehicle Purchase Program) discount is based on the mileage of the PEP vehicle. What we failed to mention, though, is that the discount percentages listed here are *above and beyond* the GMS employee price. In other words, the starting point from which you subtract the percentage listed here is the GMS employee price, *not* the vehicle sticker price.

PEP Level	Mileage and Discounts
PEP1	1–3,000 miles = 4.5%
PEP2	3,001–6,000 miles = 7.5%
PEP3	6,001+ miles = 11%

Blood Drive September 10 and 11

Grand Rapids Metal Plant will sponsor our 128th quarterly **blood drive** in Conference Rooms 4/4A on the following dates and times:

Wednesday, Sept 10, 2008
6:00 p.m. to 1:30 a.m.

Thursday, Sept 11, 2008
9:00 a.m. to 3:00 p.m.

Employees who wish to participate in this program should contact their supervisor and schedule a time that you can give. We encourage your participation in this worthwhile program. Life saving blood and blood products cannot be artificially manufactured so it is important that we all try to give the "best that's in us." Each donation can save three to four lives in our community! Once the local need is filled, Michigan Community Blood Centers may share blood with other areas in need, including military and disaster areas.

Safety Corner

Know Safety, No Accidents

	2007	Through 8/29/08
First-aid Injuries	454	210
Recordable Injuries	65	29
Lost Work Days	6	2
Near Misses Reported	232	292

Service Awards

Congratulations to the following employees who have recently celebrated a milestone in their years of service to General Motors and this plant.

40 Years of Credited Service:

- Cal Whitley MH&S
- Lee Johns Tech Support

35 Years of Credited Service:

- John Ellis Maintenance
- Isaac Zylstra TDO
- Robert Christiansen Powerhouse
- James Strek Metal Assembly

30 Years of Credited Service:

- Becky Kelly Press Room
- Ricky Wright Press Room
- Richard Kavanaugh Press Room
- Dolly Ferguson Press Room
- Craig Eskola Press Room
- Greg TenEyck MH&S
- Robert Pyard, Jr. MH&S
- Mark Paasch MH&S
- Dave Martin MH&S
- John Graver, Jr. MH&S
- Phillip Burley MH&S
- Alan Rypma MH&S
- Fred Hartfield, Jr. Tech Support
- Alice Taylor TDO
- Gerald Cau TDO
- David Brecker Blanking
- David Chester WEMR
- Dania Parsons-Gates Maintenance
- Karen Frens-Kennedy Maintenance

Attention Bowlers

Daylight Owls League begins on Friday, September 5, 2008, at 8:30 a.m. at Park Center Lanes on 28th Street SW. There are openings for GM employees and family. To sign up or get more information, see one of the following:

- Ken Brandt - 616-669-9653
- Gerry Baer - 3rd-shift Maintenance
- Keith Stade - 2nd-shift TDO
- Ross Berkompas - 3rd-shift Blanking

