

# INDUSTRYNEWS

FLRNews – Issue No. 28

## Mopar '10 Introduced By Chrysler

On July 7, Pietro Gorlier, President and CEO of Mopar and Ralph Gilles, President and CEO of Dodge introduced the Mopar '10. For the first time, Chrysler Group LLC will launch a special-edition Mopar version of a production vehicle. The Mopar '10, a Mopar 2010 Dodge Challenger, will arrive in dealerships next month.



"Mopar '10 has a wicked, sinister appearance that will turn heads. It has 20-inch forged heritage gloss-black wheels, black-chromed grille surround and a functional, vented T/A-style hood with vintage hood pins. Mopar graphics are everywhere - - - on the front fascia, hood, hood-pin caps, body-side stripes, windows and on the chromed fuel door," said Ralph Gilles.

The car will be available only in black with a choice of three accent colors: Mopar Blue, Red or Silver. The interior features Katzkin leather

seating with stitching that matches the exterior stripe, a custom leather-wrapped steering wheel, and a Mopar T-handle for automatics or a special short-throw Hurst shifter w/a pistol grip handle for manuals.

Chrysler will build 500 Mopar '10s with a MSRP of \$38,000 for an automatic and \$1,000 more for a manual. Both prices include destination. That puts Mopar '10 right in the middle between the Challenger R/T at \$32,610 and the Challenger SRT8 at \$43,680.

The Mopar '10 will come with a special owner kit that will include a certificate highlighting the vehicle identification number (VIN), date of build completion, and build number. The kit will also include a limited-edition sketch of the vehicle signed by exterior designer Mark Trostle, a book that highlights the vehicle build, and other Mopar '10 merchandise.

Under the hood will be the 5.7 liter HEMI V8 engine augmented by the cold air intake and functional hood scoop. There will also be an increase in horsepower with the addition of our cold-air intake, a hood-venting system and a vented T/A-style hood.

The Mopar '10 will also include the Super Track Pack suspension-Mopar's most aggressive handling package, complemented by Mopar front and rear powder-coated strut tower braces. Super Trac Pac is a comprehensive system, including unique sway bars, bushings, springs and shocks.

Many of the special components will be offered individually in the Mopar catalog.

Don't be surprised to see limited run special Mopar editions of other vehicles from Chrysler.

Source: Chrysler Group LLC

## June New Car Sales Up AND Down

Lately there have been headlines informing the world that June new-vehicle sales have been up and other headlines saying that June's new-vehicle sales are down. All the analysts and reporters are using the same basic data so how could the stories come out so different?

First off, keep in mind that the same data can be viewed from 3 different perspectives:

1. a month this year versus the same month last year (YOY)
2. a month compared to the previous month this year (MOM)
3. total sales data year-to-date (YTD)

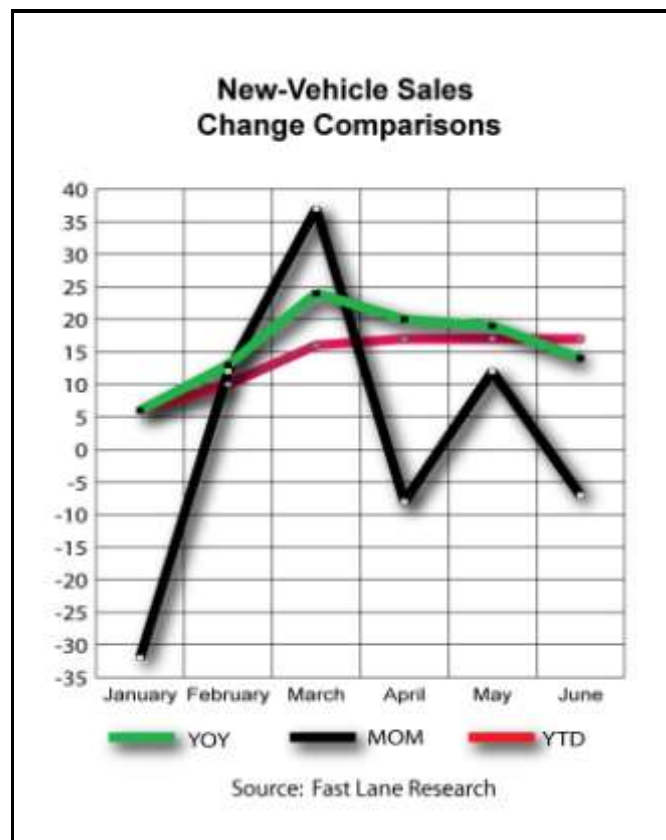
In the graph the percentage change for YOY is in green, MOM is in black and YTD is in red.

On a month versus the same month last year (YOY), the new vehicle sales data show that there were 14% more units sold in June 2010 than in June 2009. In May 2010, new-vehicle sales increased 19% over May 2009, and in April 2010 sales were up a similar percentage over April 2009. Definitely not bad news!

Unfortunately, when we look at the same data from a month to the previous month basis (MOM), it shows that June's sales were 7% less than in May 2010. May on the other hand was up 12% over April. From this perspective new vehicle sales are down, and for those making their living on new-vehicle sales there were fewer cars and trucks sold in June than in May 2010.

On top of that, new-vehicle sales in May were up 12% over April. If we go back one more month we find that April 2010 was down from March 2010 by 8%. While more than 920,000 units were sold in May, there were less than 860,000 units sold in June. The high point in new-vehicle unit sales so far this year was in March when more than one million vehicles were purchased. Looking at the data from this perspective, sales of new vehicles are see-sawing up and down making it hard to tell if the trend is positive or negative.

Another perspective would be to look at the same data on a year-to-date (YTD) sales change basis. In March 2010, YTD sales were up 15% over 2009, then in April and May 2010 YTD sales showed an



increase of 17%. June's YTD percentage change is a few hundredths higher than in May. In other words, for the last three months YTD sales have held at 17% over 2009. In other words, the new-vehicle sales pattern is similar to last year but running between 15% and 17% higher.

## Dodge Celebrates Ultimate Factory Customized Viper

Dodge Brand President and CEO Ralph Gilles (right in the picture) and plant manager Shelly Brown Gordon (third from right) welcomed more than 400 hundred loyal Viper owners at the Conner Avenue Assembly Plant in Detroit today to present the ultimate factory customized 2010 Dodge Viper coupe to proud new owner D'Ann Rauh (second from right). Rauh and her husband Wayne from Arp, Texas, own more than 40 Dodge Vipers - the largest personal collection of Vipers in the world.

A member of the Mid-South Viper Club of America, D'Ann Rauh worked exclusively with the Dodge Design team to select the personal touches she wanted on her



car. The custom bronzed gold exterior paint was supplied by House of Kolor. The custom interior features various leather appointments, which were crafted by Tony Spampinito from Venzano, who has worked with the Rauhs on previous Viper projects.

Bob Soroka, from Chrysler Group LLC's Street and Racing Technology team, airbrushed layouts of Viper-significant race tracks into the custom-painted copper stripes applied by Prefix. The five-spoke forged-aluminum wheels are custom painted in dark graphite.

Members from both the Motor City Viper Club and the Viper Club of America participated in the celebration.

Rauh's Viper is the last of the current-generation Vipers built at the plant. Dodge has created more special-edition Viper models for the 2010 model year than all other model years combined. Production on the Dodge Viper started in 1992.

SOURCE Chrysler Group LLC



# A Car That Can Be Driven By A Blind Person

The National Federation of the Blind (NFB) and Virginia Polytechnic Institute and State University, College of Engineering (Virginia Tech) announced on July 2 that they have partnered to demonstrate the first street vehicle equipped with technology allowing a blind person to drive independently. The vehicle is scheduled to be demonstrated to the public as part of the pre-race activities at the 2011 Rolex 24 At Daytona. The Ford Escape, equipped with non-visual interface technology, will be driven by a blind individual who will navigate part of the famed Daytona International Speedway course on January 29, 2011.

Dr. Marc Maurer, President of the National Federation of the Blind, said: "The National Federation of the Blind is dedicated to the development of innovative technology to improve the lives of blind Americans, and Virginia Tech has accepted our challenge to apply non-visual interfaces to the task of driving, which has always been wrongly considered impossible for blind people. But we are not trying to build a technology alone. We are trying to build a technology that can be combined with an intellect to do things that neither could do alone. We are pleased to have the opportunity to demonstrate the fruits of our efforts before the automobile enthusiasts and racing fans at the Rolex 24 At Daytona. This demonstration will break down the wall of stereotypes and misconceptions that prevent our full integration into society by showing the public that the blind have the same capacities as everyone else. Our only challenge is access to the information we need."

Dr. Dennis Hong, Director of the Robotics and Mechanisms Laboratory at Virginia Tech, said: "Three years ago we accepted the NFB Blind Driver Challenge to develop



a vehicle that can be driven by a blind person. The challenge was not the development of an autonomous vehicle that could drive a blind person around, but rather the creation of non-visual interfaces that would allow a blind person to actually make driving decisions. The first-generation prototype was demonstrated with a modified dune buggy at the NFB Youth Slam in the summer of 2009. We are pleased to work with NFB and Grand-Am to demonstrate the second-generation prototype at the Rolex 24 festivities."

Dr. Hong and his students are currently working with the NFB on the second-generation prototype vehicle, which will integrate new and improved versions of the first-generation non-visual interface technologies into a Ford Escape.

"GRAND-AM is honored to lend its support to this intriguing-and inspirational-project," said GRAND-AM

Spokesman Herb Branham. "The Rolex 24 At Daytona is a showcase for the latest automobile technology, making this race an appropriate backdrop for the first public demonstration of a car that can be driven by the blind."

The NFB Jernigan Institute -- the only research and training facility on blindness operated by the blind -- has challenged universities, technology developers, and other interested innovators to establish NFB Blind Driver Challenge (BDC) teams, in collaboration with the NFB, to build interface technologies that will empower blind people to drive a car independently.

SOURCE National Federation of the Blind

## Goodyear NASCAR Tires To Support Our Troops

For the first time in its history, The Goodyear Tire & Rubber Company has announced it will transform all Goodyear Racing Eagle tires for the NASCAR Sprint Cup and Nationwide Series races over the July 4th holiday weekend. The new design, featuring a patriotic red, white and blue color scheme reading "Support Our Troops" on the tires' sidewalls, is designed to say 'thank you' to the service men and women of the United States Armed Forces and launch the Goodyear Support Our Troops program. The Company will help jump-start this new support and fundraising effort with a \$20,000 donation to a leading military support program.

The Goodyear Support Our Troops program will also provide consumers a variety of ways to show their support for the troops and will encourage everyone to participate in a series of fundraising



initiatives to benefit members of the U.S. Armed Forces and their families.

All funds raised will be donated to Support Our Troops®, a nonprofit nationwide organization which bolsters the morale and well-being of America's troops and their families. Funds raised through the Goodyear effort will benefit the highly effective programs, which deliver more than \$8 million per year in care packs and requested items to the front lines, positive support at home, kids' camp assistance and

more.

"For well over 100 years, Goodyear has been supplying and supporting the U.S. military, and has been a part of NASCAR's great history for more than 56 years. Now, we're making this historic change to honor them both," said Kris Kienzl, Goodyear's NASCAR marketing manager. "We are showing our support for the uniformed men and women who protect us and our families with a special message on the premier spot on our race tires. This program also waves the green flag on our fundraising and support campaign ... the first lap of which will be the autographed tire auction."

The Goodyear Support Our Troops Charity Auction, held online at [www.Goodyear.com](http://www.Goodyear.com), will begin when the green flag drops on July 3rd and will run through 11:59 p.m. Saturday, July 17th. The auction will offer fans the opportunity to own a piece of history, with race tires individually autographed by the top NASCAR Sprint Cup Series drivers including Ryan Newman - driver of the U.S. Army Chevrolet, Jeff Gordon, Jimmie Johnson, Carl Edwards, Kyle Busch, Dale Earnhardt Jr. and others. Proceeds from the sale of all auction items, including the Goodyear tires and several items donated by NASCAR sponsors, will go directly to Support Our Troops.

Each autographed race-used Goodyear Support Our Troops tire will come with a certificate of authenticity that includes the driver's name and car number, the race in which the tire was used, the driver's finish in the race and the tire's identification number. A minimum bid price has been set for each tire depending upon expected interest levels and ranges from \$100 to \$200; minimum bid prices will be displayed in each individual listing.

"We are very proud to have an iconic American company like Goodyear support us in our efforts to positively impact the lives of our country's service men and women and their families," said Martin C. Boire, Executive Director of Support Our Troops. "We are happy that NASCAR fans - some of the most patriotic and dedicated fans in the world - will have another great way to show their support through this program."

Goodyear's Support Our Troops initiative will feature additional unique ways for consumers to join in saying 'thank you' to the troops and will provide them the opportunity to participate in fundraising efforts. Consumers can visit [www.Goodyear.com](http://www.Goodyear.com) to view the latest updates and additions to the Support Our Troops program.

SOURCE The Goodyear Tire & Rubber Company

## Industry Press Releases July 6 2010

### **Joes Hitch, Trailer & Truck Accessories Acquires Three Companies**

Joes Hitch, Trailer & Truck Accessories today announced it has bought three companies: A Lifetime Auto Collision, Quest Rent a Car & Sales and AllStar Towing to create a new "one-stop shop" concept.

Hitch It! Tow It! Repair It! Rent It! Jamey Wozniak, has a fresh, unique approach in the automotive industry! She states that, "The synergies between the companies are not only economical on your pocketbook, but it can save you time because we do everything needed to get your vehicle from place-to-place and then to you!"

Recognized as the fourth oldest truck and SUV accessories dealer in the world, Joes Hitch and Trailer has been serving its clients since 1932. From hitches to trailers to the hottest new thing in truck accessories, Joes continues to be an icon in the Dallas and Fort Worth areas. With their new online store, improved trailer fleet maintenance programs, and excellent customer/technical service, they'll always hook ya up right! Visit them at: <http://www.Joes-HitchAndTrailer.com>

#### About A Lifetime Auto Collision - Repair It!

This full-service automotive and collision repair facility offers a wide range of services for your vehicle, including paint and body repair, frame alignment, engine and transmission repair, air conditioning service and much, much more. They offer FREE estimates and also check for Like Kind and Quality (LKQ) aftermarket parts to offer you the best pricing option. Working in their 22,000 square foot building, their ICAR Gold Certified technicians provide you with excellent customer service. There is also a LIFETIME warranty on all paint and bodywork performed in their shop. Visit them at: <http://www.lifetimeauto.net>

#### About Quest Rent a Car & Sales - Rent It!

QUEST offers quality rental cars at an affordable price. No credit card required and they accept cash deposits on rental cars! They also offer convenient Daily and Weekly rental rates. QUEST has an inventory of only newer model cars for a reliable and enjoyable driving experience. Visit them at: <http://www.questrentacar.com>

#### About AllStar Towing - Tow It!

Leave it to us to change the reputation of the towing industry, as we believe that excellent service involves flexibility, integrity and honesty with friendly, reliable customer service. AllStar Towing services the entire Dallas metro area. They offer 24-hour, 7-days-a-week commercial property patrol, incident management, emergency breakdown retrieval and much more! Visit them at: <http://www.allstartowing24hr.com>

Jamey Wozniak  
Owner/President  
214.826.4822  
[Jamey@Joes-HitchAndTrailer.com](mailto:Jamey@Joes-HitchAndTrailer.com)  
<http://www.joes-hitchandtrailer.com>

SOURCE Joes Hitch, Trailer & Truck Accessories

###

### **Award Winning Tank From Nitrous Express**

PN 15004 Gas or Methanol High Pressure Fuel System  
PN 15009 Gasoline Low Pressure Fuel System  
PN 15010 Methanol Low Pressure Fuel System





The Nitrous Express SAFE (Stand Alone Fuel Enrichment) system improves the performance of any nitrous system. The SAFE system includes a one gallon, high strength, composite fuel cell that can be mounted in most factory battery trays without modification. This adjustable version comes preassembled with a high output internally mounted fuel pump and an adjustable external regulator making installation quick and simple. Fuel pressure can be adjusted from 3 to 60 psi (no special jetting is required). The regulator is also boost referencing which makes it compatible with supercharged and turbocharged applications. When used with Gasoline, this system will support up to 800 nitrous horsepower. When used with Methanol, this pump will support will support up to 400 nitrous horsepower. When used with race gas or methanol, the need to retard timing is significantly reduced. Often on V8 engines using nitrous boosts of 150 horsepower and above, zero timing retard is required. The SAFE system reduces the need to upgrade OEM fuel pumps, and will completely eliminate pressure drop at the fuel rail in EFI vehicles. The SAFE System includes an integrated fuel level gauge and all mounting hardware for a no hassle installation! Tank dimensions are 9Lx6Wx8H

<http://www.nitrousexpress.com/products.php?category=261,263>

For more information contact Randell Mathis [rmathis@nitrousexpress.com](mailto:rmathis@nitrousexpress.com)

###

## **Superior Acquires Equity In India-based Wheel Manufacturer**

On June 29, 2010, Superior Industries International, Inc. announced it has acquired 8.7% of the outstanding shares of privately-owned SYNERGIES Castings Limited, an aluminum wheel manufacturer in Visakhapatnam, India. Concurrently, Superior entered into a definitive agreement to make additional equity investments in SYNERGIES up to a total of approximately 26% of SYNERGIES' total issued equity by December 31, 2010, subject to certain conditions.

"We believe this is an excellent long-term investment opportunity, given the dynamic and growing automotive market in India," said Steven J. Borick, Chairman, Chief Executive Officer and President. "SYNERGIES is the premier player in the region and an accredited OEM aluminum wheel manufacturer. The company has existing contracts with Toyota, General Motors USA and Chrysler USA, among other major automotive manufacturers."

According to CSM Worldwide, an automotive market forecasting firm, light vehicle sales in India are expected to grow nearly 14% in calendar year 2011.

### **About SYNERGIES Castings Limited**

SYNERGIES is India's first global scale, world-class aluminum alloy wheel manufacturing company. The company harnesses the power of cutting edge Low Pressure Die Casting (LPDC) and customized Copper-Nickel-Chrome electroplating technology to manufacture and finish aluminum alloy wheels and other aluminum cast components.

### **About Superior Industries**

Superior supplies aluminum wheels to Ford, General Motors, Chrysler, BMW, Mitsubishi, Nissan, Subaru, Toyota, and Volkswagen. For more information, visit [www.supind.com](http://www.supind.com).

### **Forward-Looking Statements**

This press release contains statements that are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements, which include references to anticipated additional equity purchases of SYNERGIES and future demand for light vehicles in India, are based on current expectations, estimates and projections about the company's business based, in part, on assumptions made by management. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Therefore, actual outcomes and



results may differ materially from what is expressed or forecasted in such forward-looking statements due to numerous factors and risks discussed from time to time in the company's Securities and Exchange Commission filings and reports. In addition, such statements could be affected by general automotive industry and market conditions and growth rates, and general domestic and international economic conditions. Such forward-looking statements speak only as of the date on which they are made and the company does not undertake any obligation to update any forward-looking statement to reflect events or circumstances after the date of this release.

SOURCE: Superior Industries International, Inc.

## **Hot Links - Top Automotive Stories From The Web**

[The World's New Fastest Car](#)

[Most Drivers Unfamiliar With Intelligent Vehicle Sensing Features](#)

[Cars By Adidas](#)

['32 Ford Roadster Earns Hot Rod Of The Year](#)

[Are Vehicle Upgrades For Everyone?](#)

[Automotive Chip Market Set To Grow 23.5% in 2010, Says Gartner](#)