

G M Chief Sees Sharp Hike In Car Sales In Next Decade

General Motors Chairman Frederic G. Donner Monday forecast sharp increases in motor vehicle sales around the world during the next decade.

"Well over 13 million vehicles will be sold" in 1975 in the United States, Donner told the 58th annual meeting of GM stockholders in Cobo Hall here. This would compare with about 10.9 million sold in 1965.

He said 1975 sales in Canada are expected to top one million units compared to 800,000 in 1965. The longer-term out-

look for Canada, he added, should be slightly influenced by the 1965 trade agreement signed by the U.S. and Canadian governments.

The pact, provided a basis for the duty-free movement of automotive products between the two countries, has as its ultimate objective the expansion of the automotive industry and economic growth generally in both countries.

Overseas sales, Donner said, are expected to be upwards of 16 million units in 1975, compared to about 10.8 million units in 1965.

On the basis of observations of market conditions and industrial potential in 15 foreign countries in the past year, the GM official said, "I am more than ever convinced that overseas markets have a long-term growth rate that is even greater than that of the North American market."

"Continuing economic growth and rising consumer demand in these major markets, areas of the world provide a solid foundation for increased sales of General Motors products in the future."

"Based on our current long-range market projections," the GM executive said, "we believe that General Motors could expect a 'significant' increase in sales."



A C-19 SIMILAR to this giant Army Troop Carrier will be used June 18, when the Golden Knights, U. S. Army parachute team, presents a parachuting exhibition over Wonderland. The aircraft will be dispatched from Selfridge Air Force Base shortly before the first exhibition at 11 a.m. Flight arrangements are under the direction of Col. L. C. Felton, Operations Director of the 503rd Troop Carrier Wing, of the national Air Force Reserve.

Livonia Scouts Plan Wonderland Exhibit

Boy Scout units will demonstrate scouting activities on Livonia Scout Day, on June 18, at Wonderland Center.

More than 16 scout troops and cub packs will participate in the day-long exhibition. The youngsters will erect camping and handicraft displays on the Wonderland mall beginning at 9 a.m.

All participants will be guests of Wonderland to a Detroit Tiger baseball game on August 6, according to Center Promotion Director Ernie Epps.

In addition, the scouts will be honored by a crack parachute team of the United States Army. A nine man team of the "Golden Knights," will present two exhibitions, one at 11 a.m., another at 3 p.m., on June 18.

More than 50,000 persons are expected to watch the aerial acrobatic performances.

The chautauks, all stationed at Fort Bragg, N.C., will jump from an air force reserve troop carrier plane at an altitude of 13,500. After free-falling to a height of 2,500 feet, the parachutists will glide to a target area located in a large field west of the center.

The display can be seen from the Wonderland parking lot, which can accommodate some 5,000 vehicles.

There is no charge for either performance. Motorists are advised to enter gate one, on Middlebelt, or gate six, on Plymouth Road.

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Chrysler Aide Urges Research

CHICAGO — A massive research and development program to find new and safer materials for use in future automobiles was urged by Harry E. Chesebrough, vice president of product planning and development for Chrysler Corporation.

Addressing approximately 700 plastics suppliers and fabricators attending the 21st annual conference of the Reinforced Plastics Division of The Society of the Plastics Industry, Inc., at the Edgewater Beach Hotel, he said:

"The future demands of the customer, the stylists and the creative engineers for vehicles of the future will require materials and processes that appear to be beyond the capabilities of currently available substances and their associated concepts of manufacture."

"There is a need, in the constant striving for greater safety, for the use of materials that lap belts and shoulder belts to restrain vehicle occupants in the event of a collision. The use of instant foam to fill the interior of an automobile to cushion the second collision of occupants is only an idea now, but it merits exploration," Chesebrough said.

"Also in the safety area," he continued, "it would be wonderful to have a material that is transparent and resistant to surface abrasion as glass but flexible enough so that if someone strikes a high rate of speed, it would deform to absorb the energy of the impact. Then, when the car was removed, this plastic material would return to its original position."

In addition, Chesebrough said, "we see possibilities for plastic fuel tanks for greater safety, more efficient use of available space, and weight savings."

Other future plastic materials, he said, may result in the development of a paint film "which can be sucked onto the surface of a vehicle by vacuum application; or by static attraction. If ever it is applied, once this film is on, it will be indestructible. The film will not chip when it is hit by the edge of a door of an adjacent car."

Chesebrough is headed by a team of about three and other possibilities. "It is a massive research and development program undertaken separately or jointly by plastic raw materials suppliers and plastic fabricators, coordinated by the current requirements and the future needs of auto manufacturers."

worldwide volume of as much as 18 million cars and trucks in 1975, compared to the 7.4 million units sold in 1965.

To participate in expanding worldwide markets, GM must continue to place a high priority on a number of basic objectives, Donner said.

He listed these as the ability to anticipate the needs and desires of the buying public with respect to variety and types of products, having the right vehicles in the right place at the right time, making maximum use of advancing technology, having adequate facilities to meet peak demand while operating them efficiently during periods of normal demand, and having competent people and effective management of both human and physical resources in the conduct of GM's business.

Donner said the automobile industry "must constantly be

prepared for new problems as they arise. Certainly, among the most of these is the current public concern over traffic safety and its relation to the automobiles that we build."

He said the toll of traffic accidents "deserves the attention of all our citizens in developing a well organized program for coordination action on this national problem."

"All of us in General Motors,"

he continued, "as well as our dealers, are intensely concerned in seeing that sound and adequate programs to improve highway safety are initiated promptly. This means we must look at all phases of the problem—the car, the driver, the highway and law enforcement."

GM Donner said, "accepts as it has always accepted, the responsibility for designing and building safety into its products. Once the cars

are built, we and our dealers have the obligation to assure their proper operation in the hands of millions of owners.

"It is important to recognize, however, that today's automobiles are highly complex mechanisms with thousands of parts—designed, processed and built by human beings who are not perfect themselves. As efficient as we are, and as hard as we try, we cannot hope to build every one of the millions of vehicles we produce each year to our standards of perfection. But we continue to try."

The GM executive cautioned that "new standards will not to themselves solve the problem. Nor will new safety features, such as the improved energy absorbing steering column and dual master cylinder brakes which will be standard on all 1967 General Motors cars, provide the whole answer.

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Wednesday, June 8, 1966 Page 1-B

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