

# quality event

BY MICHAEL MCDERMOTT



## THE UAW-GM QUALITY 500

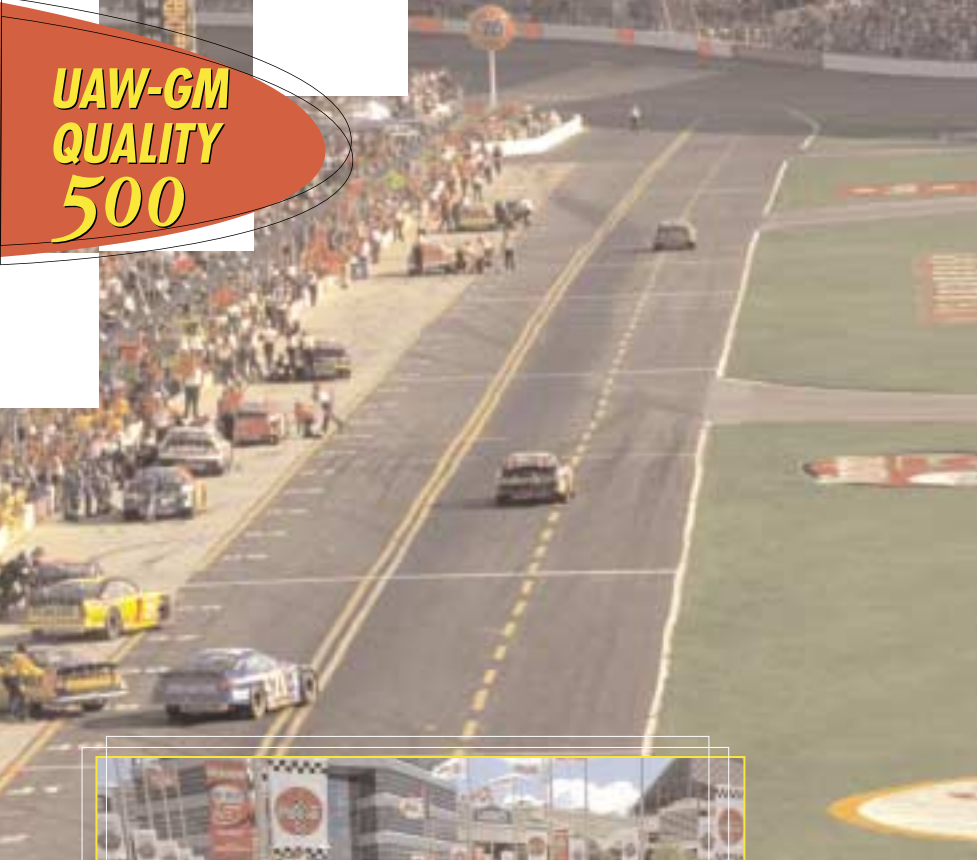
It should come as no surprise that motorsports rank as the fastest-growing spectator sport in the world, adding 15 million new TV viewers last year alone, according to the National Association for Stock Car Auto Racing (NASCAR). Analysts and sociologists say the spike in popularity is a direct reflection of the sport's excitement, its image as wholesome family entertainment and the ability of fans to identify strongly with their favorite drivers and teams.

The passion race fans exhibit is shared by the men and women of the UAW and General Motors. And nowhere is that passion more prominently displayed than at the UAW-GM Quality 500 NASCAR Winston Cup race at Lowe's Motor Speedway in Charlotte, N.C.



FROM ASSEMBLY LINE TO FINISH LINE: Much like a pit crew, UAW and GM people work together to create a race that millions of people across the country and the world will get to enjoy.

# UAW-GM QUALITY 500



**TEAM SPIRIT:** UAW-GM award winners and ambassadors enjoy an amazing race weekend in Charlotte.



has celebrated teamwork and the joint efforts of UAW and GM. And when the green flag drops at the 2002 UAW-GM Quality 500, millions of people across the country and around the world will get to see that cooperative spirit in action. "Our presence in motorsports provides an exciting way to let the public know that UAW members at GM are proud to build the cars, trucks and powertrains that people want to see on the track and drive home after the race," says Richard Shoemaker, vice president and director of the UAW GM Department.

Troy Clarke, group vice president of GM Manufacturing and Labor Relations, contends that there are strong parallels between motorsports and UAW-GM. "Victory on the race-track requires that drivers and crew members work closely together and execute with precision," he says. "Success in producing world-class quality cars and trucks also depends on teamwork. The cooperative spirit of the men and women

The UAW and GM have been sponsoring the Quality 500 since 1995, and this year's race, scheduled for Oct. 13, once again promises to be pivotal in determining the overall Winston Cup Series champion. From the beginning, the event

## aboutlowe's

LOWE'S MOTOR SPEEDWAY IS A 1.5-MILE PAVED OVAL with 24-degree banking in all four turns and 5-degree banking in the straights. The length of the frontstretch is 1,952 feet, and the backstretch is 1,360 feet.

Two Chevy drivers have their names etched in Lowe's Motor Speedway history. Dale Earnhardt Jr. posted the fastest qualifying time ever, at 29.027 seconds (186.034 mph) during the 2000 event, while Jeff Gordon finished the 1999 race in a record time of 3:07.31, averaging 160.306 mph.

— NASCAR.com



**TAKING PRIDE:** "The UAW-GM Quality 500 is a great showcase of our efforts," says Charlotte SPO Shop Chairman Chuck Davenport.

"I am excited to see my union and my employer take a highly visible role in sponsoring NASCAR Winston Cup racing," says UAW Local 2404 member Debbie McKinney, a parts distribution technician at Charlotte SPO.

"What better way could there be to show our products and quality to a nationwide audience than through motorsports?" she adds. "With the pride, dedication and support of UAW members across the United States and the financial support of GM, I feel we are all winners."

McKinney's feelings are common among her brothers and sisters at Charlotte SPO, says UAW Local 2404 Shop Chairman Chuck Davenport. "Everyone here takes pride in what we do, and we know that teamwork and quality are the keys," he says. "The UAW-GM Quality 500 is a great showcase for our efforts."

Adds Jeff Powtak, a UAW member at Charlotte SPO, "I get a great feeling of pride when I see our cars cross the finish line. I am proud to be part of their success, and I believe the public is making that connection."

of UAW-GM who build our vehicles enables us to be highly successful in the automotive industry."

While the UAW-GM Quality 500 is a source of tremendous pride throughout GM, the race takes on special meaning at Charlotte Service Parts Operations. The SPO plant is about 25 miles from Lowe's Motor Speedway.



## special racing issue

UAW-GM PEOPLE HAVE ALWAYS HELD A PARTICULAR FASCINATION WITH THE NASCAR WINSTON CUP SERIES — and long before the inaugural UAW-GM Quality 500 was run in 1995. After all, we build the most successful car in Winston Cup history — the Chevy Monte Carlo.

To help broaden our excitement for NASCAR — and auto racing in general — the UAW-GM Center for Human Resources in Detroit will publish a special issue of *UAW-GM People* devoted to the fastest-growing spectator sport. But we need your help. If you have a racing-related story that you'd like to share with coworkers, we'd love to hear from you. Perhaps you race vehicles on weekends, or consider yourself the ultimate NASCAR fan, or have a vast collection of die-cast race cars. Please let us know by e-mailing us at [kfrazier@attglobal.net](mailto:kfrazier@attglobal.net). Or send a letter to:

>>> UAW-GM People: Special Racing Issue  
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*proof positive*

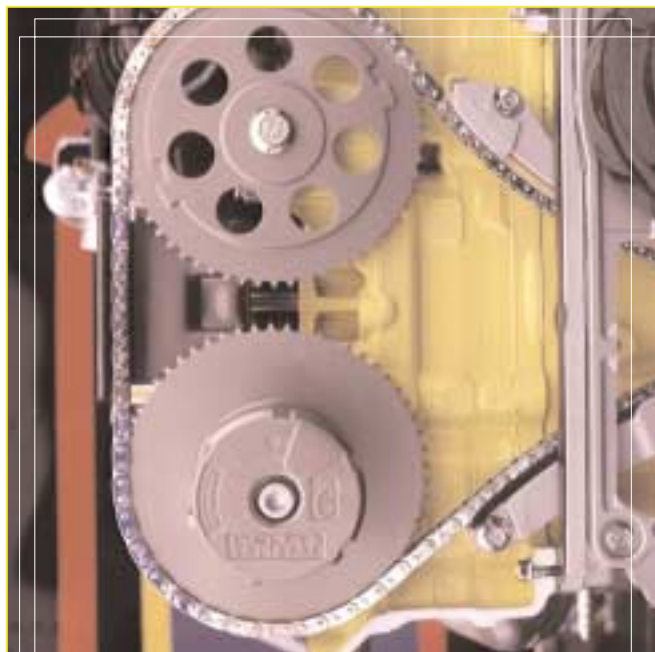
**THE UAW-GM MOTORSPORTS EXHIBIT PROMOTES PEOPLE AND PRODUCTS**

As exciting as it is to attend a major NASCAR Winston Cup race like the UAW-GM Quality 500, it's even more of a thrill to be directly involved in the event. In fact, those fortunate enough to have worked the UAW-GM Motorsports Exhibit at past races say the experience stayed with them long after the last car crossed the finish line.

"I still get Christmas cards from some of the people I met as a representative at the UAW-GM Motorsports Exhibit," says UAW Local 977 member Becky Rhum, a suggestion administrator at the Marion, Ind., Metal Center. NASCAR is her favorite motorsport, and having had the opportunity to be part of the UAW-GM Motorsports Exhibit team at three events over the past four years means a lot to her.

"It's been a real blessing for me and a great experience," she says. "The best part is meeting all the people and hearing their stories. They come up and talk to us about their cars and why they bought them, and we get to tell them about the great quality GM offers and all the improvements we've made. But we connect on a very human level, too, swapping stories about kids and our lives in general."

In Rhum's opinion, the kind of interaction with the car-driving public the UAW-GM Motorsports Exhibit promotes is an important part of the automaker's success. "We glean a lot of information from people at the races," she explains. "To succeed in today's marketplace, we have to listen to what the public wants, not do what we think they want. That's one of the best reasons I can think of for the Motorsports Exhibit."



**IN THE FAST LANE:** Visitors to the UAW-GM Motorsports Exhibit can check the view from the driver's seat of a car from either Jeff Gordon's No. 24 or Kevin Harvick's No. 29 team.

For UAW Local 722 member Beverly Askew, a UAW-GM Quality Network suggestion program representative at the Edina Service Parts Operation in Minneapolis, working at the UAW-GM Motorsports Exhibit was an eye-opening experience. Prior to her stint with the exhibit at the New Hampshire 300 in 1999, Askew had not been much of a race fan. "I've really caught the bug since then," she says. "Right after that race I went out and bought a collectible Dale Earnhardt car. I didn't know what to expect when I got to that first race, but by the second one [the Las Vegas 400 in 2000] I was an old pro."

Like Rhum, Askew found the chance to interact with the people who buy and drive the products made by UAW-GM workers most rewarding. "We spoke with people who had just bought GM cars for the first time, people who had been GM owners for a long time and some who were in the process of shopping for a new car," she recalls. "It was a great experience."

*community spirit*

**UAW-GM TEAMWORK PARADE STIRS EXCITEMENT FOR BIG RACE**

Last May, in celebration of the upcoming UAW-GM Quality 500 Winston Cup race at Lowe's Motor Speedway, the host city of Charlotte, N.C., held the UAW-GM Teamwork Parade. The event, which attracted thousands of race fans, paid tribute to the "Legends of NASCAR," including Ned Jarrett, Junior Johnson, Johnny Allen and Rex White. Serving as Grand Marshall was Martha Earnhardt, widow of legendary stock car racer Ralph Earnhardt and mother of seven-time Winston Cup champion, the late Dale Earnhardt.

"It is wonderful that all the men and women who helped grow this sport should be remembered in this way," said Martha Earnhardt. The parade featured the Chevrolet Corvette, which celebrates its 50th anniversary

in 2003 (see

story on page 8), the Budweiser Clydesdales, Looney Tunes characters and Motor Mouth, the UAW-GM mascot. A fireworks extravaganza completed the day's activities.



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AARON STEVENSON



**DAY TO REMEMBER:** The UAW-GM Teamwork Parade in Charlotte, N.C., attracted thousands of race fans. From VIPs to cheerleaders and little beauty queens, parade-goers celebrated into the evening.