



## AUBURN HILLS: SUSTAINABILITY MADE IN USA

There are various projects promoted by the Michigan research and development site, with a range of objectives and the direct participation of the staff.

In line with the company philosophy, in its Michigan research and development site, Magneti Marelli takes into consideration the mood and the critical issues which characterise local communities, as always with a view to identifying strategies of actions aimed at resolving various needs.

The close ties with the territory and awareness of the requirements of the community are considered priorities in Auburn Hills: a plant which not only involves the community but also invests in it, acting as a driving force for development and a point of reference for its future. Over the years, the projects promoted by the plant have focused on differing areas and have addressed varying objectives: from initiatives regarding funding for schools, to support



for events and health associations, even volunteer work for social causes. All of this without neglecting relations with its employees: the main protagonists with which Magneti Marelli seeks to strengthen a sense of belonging not only to a company, but to a common cause.

### *Black n' Blue Ball*

Magneti Marelli is a sponsor of the Black n' Blue Ball, an event organised by the Muscular Dystrophy Association (MDA) of Southern Wisconsin in collaboration with Harley Davidson, aimed at bringing together companies and people in the raising of funds for research into treatment for muscular dystrophy, a degenerative illness which is gaining ever more public attention in the USA. Thanks also to the contribution of Magneti Marelli, in 2016 the Black n' Blue Ball collected 1.1 million dollars for the funding of programmes organised by the MDA.

### *Conquer Paralysis Now*

The Conquer Paralysis Now project, created from the experience of Sam Schmidt, a paralysed racing driver, is also supported by Magneti Marelli's initiatives. The project, founded by the driver, seeks to find a valid cure for spinal damage, in order to help victims during rehabilitation for lost abilities, thus improving their daily lives.

### *Habitat for Humanity*

Here the mission is to build houses in order to provide shelter for those living in difficulty. There is an ever-increasing number of families living in economic difficulty who are fighting a daily battle to obtain housing, and who often have to accept accommodation which is unhealthy, unsafe and overcrowded. Since 1976, Habitat for Humanity has presented itself as a valid solution to this social problem through the contribution of volunteers from the community, including members of Magneti Marelli staff. Company volunteer days are dedicated to the construction of safe, dignified and comfortable housing. The value generated by commitment to this initiative also has an effect within the plant, as it creates a feeling of pride and motivation among employees, who voluntarily contribute by responding to a need, without being obliged to do so by the company. In 2016, the company's support for the community of Macomb County was demonstrated through two initiatives: the first concerned the project for re-qualification of housing, while the second saw volunteers involved in the so-called Re-Stores, non-profit shops selling building materials which also act as centres for donations, set up to sell new and used furniture, appliances and accessories for the home for discounted prices.

### *Toy for Tots*

This is Magneti Marelli's largest initiative in the field of donations in 2016: managed by the United States Marine Corps Reserve, Toys For Tots distributes Christmas gifts to families in economic difficulty. As an incentive to encourage contributions, the staff receive a lottery ticket for every gift purchased and donated to the program. The draws take place during the annual lottery, on the occasion of Christmas celebrations during the month of December. In 2016 the Auburn Hill site collected \$1,500 for the purchase of gifts, as well as hundreds of toys donated directly by the staff.

## INITIATIVES FOR SCHOOLS

### *Detroit Cristo Rey*

Not just a simple donation, but a true investment: Magneti Marelli supports the Detroit Cristo Rey, a local high-school which provides highly-qualified pre-college education for economically-disadvantaged students. The school's aim is to introduce youngsters to the engineering and technology sectors, in such a way as to guide new potential talent for the future of the automotive industry. For the third consecutive school term, Magneti Marelli has acted as a company partner, funding the inclusion of four apprentices and making donations for a total of \$35,000, destined to supporting apprenticeship programmes and the institute's annual fund-raising activities. According to that set out by the Corporate Work Study program, the students are called to spend four days a week in the classroom and one day a week in a company. One of the Magneti Marelli apprentices has been accepted into a private college in Texas, and has also won a \$10,000 scholarship to cover the educational fees.

### *Stuff a FIAT*

In August 2016, Magneti Marelli announced its participation in the Stuff a FIAT initiative, a fund-raising activity for the Michigan School of Art. A FIAT Abarth 595 was placed in the atrium of the Auburn Hills branch, to be filled with school materials. Employees were encouraged to fill the car with paper, pens, pencils, notepads and all kinds of school material which was destined for the students of the institute struck by a serious cut in funding and a reduction in the supply of didactic materials.