

# AUTO BRIEFS



Photo by Leroy Hamilton

## NAACP IMAGE AWARD PRESENTED TO GM EXECUTIVE

William C. Brooks, vice president of Corporate Affairs for General Motors Corporation and chairman of the GM Foundation, recently presented the keys of a 1997 Cadillac to civil rights icon Rosa Parks as a birthday gift. The presentation took place at the NAACP's 28th Annual Image Awards, where Brooks received the NAACP Corporate Image Award, for presenting and preserving positive images through his work. Other recipients included: Bryant Gumbel, Aretha Franklin, and Image Awards Chairman Joseph Madison. GM also used the occasion to promote awareness about the Black Patriots Foundation and its desperate efforts to raise enough funds to build the first African-American memorial on the National Mall in Washington, D.C. Brooks presented a bronze Patriots' statue to NAACP Chairman Myrlie Evers Williams, and to Madison.

## FORD INCREASES SPENDING WITH BLACK SUPPLIERS

Ford Motor Co. spent \$1.96 billion on automotive parts and services from minority-owned companies in 1996. Ford's record purchase exceeded its 1995 mark by \$162 million.

By the year 2000, the company aims to target 5 percent of its domestic purchases to minority-owned suppliers for a total of approximately \$2.5 billion. However, last year's record figure represented 4 percent, pushing Ford ahead of schedule.

Ford has sought other ways to boost the long-term success of minority suppliers. Recently, it launched a financial assistance program to help suppliers pay interest on loans that support their growth, and hosted a business forum that brought minority suppliers together for networking and cooperative business planning.



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