

its name to Bolder Industries, effective immediately.

The name change reflects the business's flagship product, Bolder Black, an environmentally friendly alternative to carbon black, used in nearly all black rubber and plastic products. The company's new website is bolderindustries.com.

Next month, Bolder Industries will open a new facility in Maryville, Mo. to produce Bolder Black. The plant will employ 15 people.

Two new team members are also joining the Boulder operations: Ken Dunn, as director of sustainability, and Norm Thiele as an advisory board member.

BRIEF CASE

Lyons Gaddis, a Longmont law firm, is pleased to announce that Madoline Wallace-Gross has become a shareholder. Wallace-Gross primarily practices water law, including water rights litigation and transactional matters for municipalities and other governmental entities. She works on behalf of ditch and reservoir companies and private water rights owners, and has practiced extensively in the Colorado Water Courts in Division Nos. 1, 2 and 5. Go to lvongaddis.com.



Wallace-Gross

Philip Tobias, a Boulder technical and marketing communicator (philiptobias.com), is serving in 2017 as the membership chairperson for the Boulder Writers Alliance (bwa.org). Tobias invites your membership or member services questions at membership@bwa.org.

How a Trump tariff could sideswipe auto industry

By Dee-Ann Durbin
Associated Press

DETROIT — The threat from President Donald Trump to tax Mexican-made cars sold in the U.S. would throw the auto industry into disarray, analysts say, forcing some uncomfortable choices: Raise car prices or swallow the cost. Stop selling Mexican-made cars in the U.S. but risk losing customers. Move production to the U.S. but make less money.

"I don't think the auto industry would turn up its feet and die, but it would be a terrible shock. It would create mayhem with their profitability," said Marina Whitman, a business professor at the University of Michigan and a former vice president at General Motors Co.

Trump hosted a breakfast meeting early Tuesday with the heads of General Motors, Ford Motor Co. and Fiat Chrysler Automobiles. Prior to the meeting, Trump tweeted that he wants "new plants to be built here for cars sold here." He has warned of a "substantial border tax" on companies that move manufacturing out of the country and promised tax advantages to those that produce domestically.

Automakers expressed optimism after the meeting.

"I think as an industry we're excited about working together with the president and his administration on tax policies, on regulation and on trade to really create a



Bruce Smith / Associated Press

BMW's manufactured at the company's plant in Greer, S.C., are driven onto a ship in March in Charleston, S.C.

renaissance in American manufacturing," Ford CEO Mark Fields said after the meeting.

But after closing 13 U.S. assembly plants during the recession to deal with excess capacity, Detroit automakers aren't eager to open new ones, especially now that U.S. sales of new vehicles are slowing after reaching record levels. The three automakers currently operate 27 assembly plants in the U.S. and seven in Mexico.

For more than two decades, Mexico has been an oasis for the auto industry, offering cheap labor and access to dozens of markets through free-trade deals. Whitman says Detroit automakers

can't build small cars profitably in the U.S., where a unionized auto worker can make \$58 an hour in wages and benefits. By comparison, a Mexican auto assembly worker makes a little more than \$8.

That helps to explain why automakers have announced \$24 billion in Mexican investments over the last six years, according to the Center for Automotive Research, a Michigan think tank. In all, \$50.5 billion in vehicles and \$51 billion in auto parts were shipped to the U.S. from Mexico in 2015, U.S. government data show.

Mexico's auto sector, while still smaller than the U.S., is growing

at a faster clip. Mexico's vehicle production capacity is expected to rise 49 percent to 5.5 million vehicles by 2023, according to LMC Automotive, a forecasting firm. U.S. capacity will grow 13 percent to 14.2 million vehicles in the same period.

But Trump could change that. In frequent tweets targeting the auto industry, he has proposed both a 35-percent tariff on Mexican-made imports and a "border tax," which would tax companies' imports. That's forcing automakers to consider a number of options.

Abandoning Mexico and moving production to the U.S., as Trump demands, would cost the industry billions and scuttle plans that are years in the making. Audi, for example, just opened a plant in Mexico that it decided to build five years ago.

"It's very difficult to turn on your heels quickly in the auto industry," said Laurie Harbour-Felax, a manufacturing consultant and president of Harbour Results Inc.

In recent weeks, Volkswagen, GM, Toyota and BMW have all said they won't shift their production plans, while stressing the amount they've invested in the U.S. BMW, for example, said it's proceeding with a \$1 billion plant in Mexico that will make the 3 Series sedan starting in 2019. The German automaker also noted that its SUV plant in South Carolina is its largest plant worldwide.

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BYTHEWAY

From the desk of Jill Stravolemos, Daily Camera Vice President of Marketing and Advertising

Relevant branded content makes consumer connections