Chrysler Corporation Newark Assembly Plant collection
1986-2008

Abstract: This collection contains audiovisual material, publications, photographs, and other material from the Chrysler Corporation Newark Assembly Plant publicity office, donated after the closure of the plant in December 2008. Much of the material documents the working life of Chrysler employees in the Newark plant, human resources and employee training, and the processes required to build automobiles at the plant. The collection also documents many of the programs instituted by the United Auto Workers.
Descriptive Summary

Identification: MSS 650
Creator: Chrysler Corporation. Newark Assembly Plant.
Title: Chrysler Corporation Newark Assembly Plant collection
Inclusive Dates: 1986-2008
Extent: 4.3 linear feet (5 boxes)
Language: Materials entirely in English.

Administrative Information

Citation: MSS 650, Chrysler Corporation Newark Assembly Plant collection, Special Collections, University of Delaware Library, Newark, Delaware.
Shelving Summary: Boxes 1-5: Shelved in SPEC MSS media
Location: Special Collections, University of Delaware Library Newark, Delaware 19717-5267 Phone: 302-831-2229 Fax: 302-831-6003 URL: http://www.lib.udel.edu/ud/spec/
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Historical Note

For more than a half century, the Newark Chrysler Assembly Plant provided employment for generations of local residents and was an important economic asset and social presence in the city of Newark, Delaware. After the plant closed in late 2008, the 272-acre property was purchased by the University of Delaware with plans to use the site for future campus expansion.

Chrysler’s 3.4 million square foot plant in Newark, Delaware, was built in 1951 to produce tanks for the U.S. Army. The plant was converted to Plymouth and Dodge production in April 1957, starting a run of nearly 7 million cars, including the LH series (Intrepid and Concorde), the AA bodies (EEKs) (Acclaim, Spirit, LeBaron), and the legendary A-body Valiant and Dart before starting Dodge Durango production. In 1969 alone, the Newark plant produced 186,177 Plymouth Furys, Dodge Polaras, and C-body Chryslers.

In 1997, Chrysler put $623 million into the Newark plant to ready it for production of the Dodge Durango. The plant was closed in December 2008 due to falling sales of the Durango / Aspen. It had just started producing hybrid-electric versions of both vehicles, and had 1,100 employees, down from 2,115 in 2005.

Sources:

Scope and Content Note

This collection contains audiovisual material, publications, photographs, and other material from the Chrysler Corporation Newark Assembly Plant publicity office, donated after the closure of the plant in December 2008. Much of the material documents the working life of Chrysler employees in the Newark plant, human resources and employee training, and the processes required to build automobiles at the plant. The collection also documents many of the programs instituted by the United Auto Workers.

Series I. contains audiovisual material in a variety of formats (VHS, MiniDV tape, DVD) from the Newark Assembly Plant publicity office. The material is split into four subseries and organized by subject: SUV, Cars, etc., people, plant history, and management/hr/training. In the contents list of this finding aid, a brief description is provided for each item. Included are assembly videos for various products made by the Newark plant and other Chrysler plant, training sessions given to and by management, videos of employee activities inside the plant, speeches given by individuals associated with the plant, political rallies, and United Auto Workers (UAW) activities and programs. Much of the material also addresses various aspects of the Product Quality Improvement (P.I.), a joint UAW-Chrysler initiative aimed at improving the quality of the products and services produced at Chrysler facilities.

Series II-IV are current in process. For further information, please contact the Manuscripts and Archives Department.
Selected Search Terms

Corporate Names

Chrysler Corporation. Newark Assembly Plant.

Topical Terms

Automobile factories--20th century--Sources.
Durango sport utility vehicle--20th century--Sources.
Factory management--20th century--Sources.
Industrial productivity--United States--History--20th century.
International Union, United Automobile Workers of America (CIO)--20th century--Sources.
Labor unions--Newark (Del.)--History--20th century.

Geographic Names

Automobile industry and trade--Newark (Del.)--History--20th century.
Newark (Del.)--History--20th century.

Form/Genre Terms

Audiocassettes.
Awards.
CD-Rs.
Color photographs.
DVDs.
Ephemera.
Mini-DV.
Newsletters.
Posters.
VHS.
Related Materials in this Repository

MSS 643, Chrysler Corporation, Newark Assembly Plant oral history collection.
Arrangement

I. Audiovisual Material
   A. SUVs, Cars, etc
   B. People
   C. Plant History
   D. Management/HR/Training

II. Photographs

III. Newsletters

IV. Ephemera
Detailed Description of the Collection

Series I. Audiovisual Material, 1986-2008

Contains audiovisual material in a variety of formats (VHS, MiniDV tape, DVD) from the Newark Assembly Plant publicity office.

Subseries I.A. SUVs, Cars, etc.

Media Day 1988, 1988 October 25 [Box 1 vhs_001]

1 videocassette

Cover Label: "Roll Off (Sonny)." Unveiling of the Dodge Spirit and Plymouth Acclaim for the media.

J-Body Roll-Off, 1991 September 9 [Box 1 vhs_002]

1 videocassette

The plant is being opened up to the press for the 1st Chrysler LeBaron Convertible. Employees are being interviewed.

1993 Communicators Conference Cobo Hall and Fox Theater Detroit, MI., 1993 [Box 1 vhs_003]

1 videocassette

A video showing a dealership that sells Jeep and Chrysler vehicles.

Car Show, 1992 September [Box 1 vhs_004]

1 videocassette

Car shows.

LH roll off 8/93 (master), 1993 August 2 [Box 1 vhs_005]

1 videocassette

Launch of the Dodge Intrepid at the Newark Assembly. Senator Joe Biden is present.

Car Show 1994 Master (Phil.), 1994 [Box 1 vhs_006]

1 videocassette

Philadelphia International Car Show 1994. Many different car companies shown, not just Chrysler, Jeep, or Dodge.

Process capability recognition (engine line) (master), 1995 [Box 1 vhs_007]

1 videocassette
Owner's guide for the Chrysler LeBaron convertible, including safety tips and how to operate the different features of the vehicle, with SPC footage in the beginning.

How a car is built: featuring the Ford Mustang, 1995 [Box 1 vhs_008]
1 videocassette (31 min.)
Video of Mustang assembly plant at Dearborn, Michigan.

NAP COS learning line, 1995 [Box 1 vhs_009]
1 videocassette (6 min.)
"Operating Tips: 1995 Chrysler LeBaron convertible." Owner's guide for the Chrysler LeBaron convertible, including safety tips and how to operate the different features of the vehicle.

Minivan-COBO Hall, 1996 [Box 1 vhs_010]
1 videocassette
Press conference for the Chrysler Town & Country mini-van.

FIT measurement, 1996 June 5 [Box 1 vhs_011]
1 videocassette (9:30 min.)
Cover label: "Hutton Presentation." Rich Kramer narrating a video about finding fit problems during the build process. A gauge was developed to monitor fit's.

Year of transition, 1997 [Box 1 vhs_012]
1 videocassette (8:19 min.)
"1997: Year of Transition." Cover label: "Newark's complete tear out to present day."

Newark Assembly: home of the Dodge Durango, 1997 [Box 1 vhs_013]
1 videocassette (27:06 min.)

Durango unveiling, 1997 January 7 [Box 1 vhs_014]
1 videocassette (47:30 min.)
Speeches given at the unveiling of the Durango. Cover label: "Crowd, Wolfes Speech, Henson Speech, Broadcast from Detroit, Unveiling, Carper Speech, Cordell, Usilton, People Looking at Durango."

Durango unveiling, 1997 June [Box 1 vhs_015]
1 videocassette (47 min.)
"B Roll / no audio." Plant employees celebrating unveiling of Durango in the Simulation Building.

Durango unveiling (Detroit) , 1997 June [Box 1 vhs_016]
1 videocassette (46 min.)
Cover label: "Unveils Copperhead & Durango Cobo Hall. Pic of some of Launch Team." Press event in Detroit with promotional material and Jeep Wrangler unveiling.

CEN News September 8, 1997 "Durango Launch" , 1997 September 8 [Box 1 vhs_017]
1 videocassette (5:00 min.)
Chrysler News reporting on other companies current status' and other topics related to cars.

Durango Launch: Newark, DE , 1997 September 9 [Box 1 vhs_018]
1 videocassette (1hr 40 min.)
Complete build process of the Durango at Newark Assembly. Interview of employees regarding the fact that Newark Assembly is the only plant that produces the Dodge Durango.

Robot Ballet (cen) raw , 1998 January [Box 1 vhs_019]
1 videocassette (4:49 min.)
Video set to music featuring the machines that produce the cars in the plant.

Highlights Det Auto Show , 1998 [Box 1 vhs_020]
1 videocassette
Press/Preview week highlights, including: concept cars reveal, 1999 Grand Cherokee reveal, Intrepid ESX2 reveal, Big Red Truck concept & Dakota R/T reveal, 300M & LHS reveal.

Jeep Grand Cherokee , 1998 [Box 1 vhs_021]
1 videocassette
Bob Eaton, Chairman and CEO of Chrysler, discussing new products that are emerging. History of Jeep automobiles. Goes through all of the specifications of the new 1999 Jeep Grand Cherokee. (Audio cuts out then returns)

Pilot 2000 Durango (raw) , 1999 January [Box 1 vhs_022]
1 videocassette
Engineers reviewing problems in the "Pilot Audit Center."
Viper "Smokin", 1999 [Box 1 vhs_023]
1 videocassette
Promotional video produced by Maurice Liang, Viper Club of America, Northern California Region.

Process and equipment at JNAP, 1999 April 14 [Box 1 vhs_024]
1 videocassette (23 min.)
No audio. Preparing and placing engines in the new vehicles.

Jeep Legend, 1999 August 6 [Box 1 vhs_025]
1 videocassette

Trailer loading & unloading safety, 1999 October 29 [Box 1 vhs_026]
1 videocassette (17:40 min.)
"Eastern Michigan University" made by Automotive Industry Action Group. Instructional video on how to load and unload trailers safely without damaging them with forklifts.

Durango build process, 1999 October 29 [Box 1 vhs_027]
1 videocassette (12:30 min.)
Narration of the complete production of the Dodge Durango at Newark Assembly.

Durango build process, 1999 October 29 [Box 1 vhs_028]
1 videocassette (12:30 min.)
Cover label: "Narrated report on production and assembly of the Durango at Newark Assembly Plant."

Durango build process: edited, 1999 October 29 [Box 1 vhs_029]
1 videocassette (circa 3 min.)
Narrated report on production, assembly and testing of the Durango at Newark Assembly Plant.

Durango Club, 2004 October [Box 5 mdv_001]
1 mini-dv (24:58 min.)
A video welcoming the Dodge Durango owner club members. Durangos are lined up outside the Chrysler plant in Newark, DE.

Engineers video, various jobs, 2004 October 18 [Box 5 mdv_002]
1 mini-dv (15:16 min.)
Video of the build process of the Dodge Durango at the Newark Assembly.

1st shift teams 2nd shift of year, 2004 [Box 5 mdv_003]
1 mini-dv (3:16 min.)
Video of employees building a car component and trying to simulate an accident that could happen in the assembly plant.

BIW before door line, 2006 April 7 [Box 5 mdv_004]
1 mini-dv
Installation of car doors on the Dodge Durango in the factory.

Frame flip and loader, 2006 May 18 [Box 5 mdv_005]
1 mini-dv
Video showing the construction of car frames in an assembly plant.

HEV hybrid project, 2007 January 7 [Box 5 mdv_006]
1 mini-dv (48:17 min.)
Video of employees assembling a hybrid engine.

HEV hybrid build process, 2007 January 9 [Box 5 mdv_007]
1 mini-dv (1hr 2:36 min.)
An employee speaking about the engine building department of the plant, and the ways in which they build engines.

HEV hybrid chassis overview, 2007 January 12 [Box 5 mdv_008]
1 mini-dv (26:23 min.)
Cover label: "HEV Build simulation overview chassis." Discussing the schedule, reducing it to 2 trucks maximum per hour in order to carefully construct each one since it is a new project. Also discussing where the different parts are going on the cars.

1st Durango Hybrid build on line, 2007 January 18 [Box 5 mdv_009]
1 mini-dv
No audio. The build process is shown, specifically the engine assembly and other parts under the hood.
Newark Assembly Plant breaks new ground with Hybrid Electric Vehicle SOA pilots, 2007
February 5 [Box 1 dvd_001] (Removed from box and housed in SPEC Media Removals)

1 dvd (14:51 min.)

Discussing the new SOA pilots and their launch, discussing preparations for the new hybrid project, the testing procedures, and the different difficulties that they have faced along the way.

09 Pilots, 2009 [Box 5 mdv_010]

1 mini-dv

Video of the interior of cars being built.

HEV electrical awareness overview Thomas Laymac HEV integration, undated [Box 1 dvd_002] (Removed from box and housed in SPEC Media Removals)

1 dvd (3:29 min.)

Explanation of the electrical engine and safety precautions of the 2009 Dodge Durango.

Paint shop (raw), undated [Box 5 mdv_011]

1 mini-dv (5:20 min.)

Video showing the installation of interior parts into the Dodge Durango.

Intermediate dial fastener, undated [Box 5 mdv_012]

1 mini-dv

Video of a car inspection in a garage setting.

Engineers 3rd seat, undated [Box 5 mdv_013]

1 mini-dv (circa 33 min.)

Video of employees assembling engines.

Door line/install door pad 1st shift, undated [Box 5 mdv_014]

1 mini-dv (20:20 min.)

Video showing employees installing door panels for cars and installing doors onto car bodies.

Motor line 31, undated [Box 1 vhs_030]

1 videocassette (31 min.)

Employees working in the factory constructing car parts.

Tank Roll-Off, undated [Box 1 vhs_031]
1 videocassette (circa 10 min.)
Video showing the construction of Army tanks during the World Wars.

Chrysler -Twinsburg "A" Car Launch Q.A.T. , undated [Box 1 vhs_032]
1 videocassette (15:45 min.)
Video showing the production of steel used in the production of Chrysler cars.

LOA South Part I (orig) , undated [Box 1 vhs_033]
1 videocassette
Cover label: "L.A.P. South Fri, Sat, Sun." Tests done throughout the build process of a Chrysler car.

Durango being built: edited (raw) , undated [Box 1 vhs_034]
1 videocassette (8:30 min.)
Durango building video.

Simpsons "Durango" , undated [Box 1 vhs_035]
1 videocassette (circa 3 min.)
Clip from an episode of the Simpsons advertising the "Canyon Arrow", a parody of the Durango.

A Body presentation , undated [Box 1 vhs_036]
1 videocassette
Presentation of AA Body employees about PQI.

Glass adjust (master) , undated [Box 1 vhs_037]
1 videocassette (circa 3 min.)
Instructional video on how to install car doors and windows.

Snake, rumble, roll (raw) , undated [Box 1 vhs_038]
1 videocassette (4:30 min.)
"Viper footage of custom paint." Footage about the specialty paint job, showcasing a viper car.

B/S Scrap reduction , undated [Box 1 vhs_039]
1 videocassette
Supervisor discussing his role in his department.
Car show: front of plant, undated [Box 1 vhs_040]

1 videocassette

Video showing old cars that were displayed on the front lawn of the Newark Assembly plant.

Engine Line, undated [Box 1 vhs_041]

1 videocassette

No Audio. Assembly of engines.

Test Track, undated [Box 1 vhs_042]

1 videocassette

Cars being tested at the track at the Newark Assembly plant.

Subseries I.B. People

Hands Across America, 1986 May 25 [Box 1 vhs_043]

1 videocassette

People promoting Hands Across America by joining hands on the side of the road and singing and celebrating with one another.

Joan Patterson 6/90, 1990 June 17 [Box 1 vhs_044]

1 videocassette (circa 10 min.)

Cover title: "Joan Patterson Building Dedication" Film of an outdoor dedication ceremony set to music.

Advantage/ Larry & Voula (raw), 1990 May 2 [Box 2 vhs_045]

1 videocassette (42:37 min.)

Chrysler Communicator's Conference at the new education Center at Auburn Hills. Discussing Advantage Chrysler's advertising campaign. Also discussing ways to compete against Japanese car companies. New organization of the company into product focus teams. Examples of advertising where the importance of airbags are shown. Chrysler is the only manufacturer that puts airbags in every one of their cars.

Buy American Rally, 1993 June 13 [Box 2 vhs_046]

1 videocassette

Local 1183 UAW march down South College Ave. Newark, DE in support of buying American made cars.

Chairman award Bob Eaton @ CTC (master), 1994 August 24 [Box 2 vhs_047]
1 videocassette

Chrysler corporation's highest award given to Bob Eaton. Speeches given honoring him.

Plant update 12/22/95 (master), 1995 December 22 [Box 2 vhs_048]

1 videocassette

PQI News raw footage of them taping a segment.

Werkfilm Sindelfingen 95, circa 1995 [Box 2 vhs_049]

1 videocassette

Untitled corporate film of Mercedes-Benz assembly plant in Sindelfingen, Germany. References to industrial robots, safety, laser cutting.

Nancy/Willa/Martha (master), 1996 [Box 2 vhs_050]

1 videocassette (circa 1 min.)

Announcement of the change in UAW Blue Cross Blue Shield Benefits program.

Viper man (master), circa 1996 [Box 2 vhs_051]

1 videocassette


Democratic Ralley (tape 1) raw, 1996 September [Box 2 vhs_052]

1 videocassette

Rally for the Democratic candidates at the UAW local 435 hall, supported by the unions of Delaware.

Labor of love ralley (copy), 1996 October 29 [Box 2 vhs_053]

1 videocassette

Rally for the Democratic candidates at the UAW local 435 hall, supported by the unions of Delaware.

Democratic Ralley (tape 2), 1996 October 29 [Box 2 vhs_054]

1 videocassette

Continuation of the Labor of Love Ralley. Rally for the Democratic candidates at the UAW local 435 hall, supported by the unions of Delaware.

Newark assembly employee video, 1997 February [Box 2 vhs_055]

1 videocassette (8:59 min.)
Autoshow in Detroit to unveil Durango. Investing in new equipment in Newark Assembly in order to make the new Durango model.

Russ Milam, 1997 March [Box 2 vhs_056]

1 videocassette (3 min.)

Russ Milam, Quality Information Systems Manager, speaking about the rate of improvement of Chrysler cars.

Toledo Jeep Assembly: Fitness Center Promo, 1998 June 29 [Box 2 vhs_057]

1 videocassette (2:30 min.)

Video showing employees working out.

1999 Hawg Run, 1999 [Box 2 vhs_058]

1 videocassette (10 min.)

Video of a motorcycle drive and convention that starts out at the Newark Assembly Plant.

Jurgen E. Schrempp Statement, 1999 May 5 [Box 2 vhs_059]

1 videocassette

Jurgen Schrempp congratulating the employees on PQI and the new partnership. He is encouraging further success at Chrysler.

Newark Black History Month celebration, 2003 March 3 [Box 2 vhs_060]

1 videocassette (1 min.)

Profile of Elijah McCoy, a black automotive engineer for Chrysler.

Benchmark Teams, 2004 May [Box 5 mdv_015]

1 mini-dv

Presentation about safety and teamwork. DAMAGED.

Roger W, 2004 March 13 [Box 5 mdv_016]

1 mini-dv (25:50 min.)

Employee talking about machinery and ways to oversee equipment to see if machinery is in proper shape, or are in need of repairs and to make sure the cars are built without defects.

1st shift team of year for 2005, 2005 January 6 [Box 5 mdv_017]

1 mini-dv (33:52 min.)
Video of a Mexican themed party for employees, celebrating all the hard work that the employees of
the plant have been doing.

NAP Smart manf tool standardized work , 2005 November 7 [Box 5 mdv_018]
1 mini-dv (1:15 min.)

Video of Frank and Bryan talking about consolidating and standardizing employee work space.

Town Hall Frank Ewasyshyn , 2006 March 21 [Box 5 mdv_019]
1 mini-dv

"Teamwork makes the dream work" is the motto to the town hall meeting. The executive vice president
of manufacturing for Chrysler is addressing the group. He is talking about the future of Chrysler and
how to keep up with her competitors.

Smart Line employees speak 3/31/06 Wayne Wilson , 2006 March 31 [Box 5 mdv_020]
1 mini-dv (4:50 min.)

Interviews of employees talking about the Smart Line, and their experience rotating through other jobs,
as well as having someone on call for assistance while they're working.

1st shift material team of Month , 2006 [Box 5 mdv_021]
1 mini-dv

Fish good bye , 2007 January 31 [Box 5 mdv_022]
1 mini-dv (3:50 min.)

Jim Fish addressing members of the UAW 1183 saying that he has been appointed to the International
Union, and he will have the opportunity to address the problems of the local UAW at the highest level.

Retirement , 2007 March 1 [Box 5 mdv_023]
1 mini-dv

Joe is talking about the demolition of the plant and separation packages. He is also offering retirement
packages with incentive money as well. If employees choose for the separation package then they will
also receive incentive money as well and a future pension.

Diversity awareness video , 2004 September 20 [Box 2 vhs_61]
1 videocassette (7:27 min.)

Video talking about the importance of diversity in the workforce.

Plant Manager , 2007 June 19 [Box 5 mdv_024]
1 mini-dv

No visual. New products and launches at the Newark Assembly plant are being discussed.

**Our people, our strength open house**, 2007 June 23 [Box 2 vhs_062]

1 videocassette (20.06 min.)

Slideshow of employees working in the factory.

**Joe Ozdowy**, 2007 August 1 [Box 5 mdv_025]

1 mini-dv (circa 11 min.)

Joe Ozdowy summarizes the 2007 model year. He continues that the objective of the plant should be safety. He also compliments the employees on their moral, especially during this time when they have begun rotating jobs.

**March of Dimes**, 2007 [Box 2 vhs_063]

1 videocassette

The UAW President made a video to encourage fundraising for premature children, through the March of Dimes Foundation.

**Joe and Mac Xmas 07**, 2007 [Box 5 mdv_026]

1 mini-dv (4:01 min.)

Video discussing the possibility of the plant closing in 2009. Joe and Mac are wishing their employees a merry christmas and a happy new year. They are encouraging their employees to remain optimistic about the possibility of the plant closing. Newark Assembly is doing a great job according to Joe and Mac and they believe that corporate can see this too.

**March of dimes march for babies**, 2008 April 9 [Box 5 mdv_027]

1 mini-dv (13:12 min.)

People giving speeches about the march of dimes march for babies, discussing children with disabilities.

**Joe Ozdowy**, 2008 October 21 [Box 2 vhs_064]

1 videocassette

Joe Ozdowy talking about working in the Newark Assembly Plant, how many employees are leaving and they're bringing in supplemental workers.

**Mr Hiller**, undated [Box 2 vhs_065]

1 videocassette
United way plant manager executive vice president United Way Michelle Taylor, Mack president UAW 1183, undated [Box 2 vhs_066]

1 videocassette

Plant announcement with the Plant Manager, Executive Vice President of United Way Delaware Chapter, and President UAW Local 1183.

United Way (retirees, A-body stamping), undated [Box 2 vhs_067]

1 videocassette

Showing workers going to an Eagles game and bringing back Philadelphia Eagles cheerleaders to the Newark Assembly Plant.

Teleduction- Van & John Strg Col- Com Team Prest., undated [Box 2 vhs_068]

1 videocassette (ca. 3 min.)

The construction of the Daimler-Chrysler Plant in Newark, DE.

Block party (edited), undated [Box 2 vhs_069]

1 videocassette (2:40 min.)

Region 8 Training Center block party.

Laskowski statement, undated [Box 2 vhs_070]

1 videocassette

UAW Vice President Jack Laskowski speaking about the Newark Assembly Plant during his visit.

Jack Laskowski tribute, undated [Box 2 vhs_071]

1 videocassette

Retirement tribute.

People 1st & 2nd: A-body, undated [Box 2 vhs_072]

1 videocassette (36:25 min.)

Video of employees working in a factory and interacting with each other.

John Nash 5's, undated [Box 2 vhs_073]

1 videocassette

Interview with employees about the 5 S's: sift, sort, sweep, sanitize, and sustain.

John Nash COS (master), undated [Box 2 vhs_074]
1 videocassette (circa 5 min.)
John Nash interviews employees about the new Chrysler COS system.

Golden age of American auto, undated [Box 2 vhs_075]
1 videocassette
Video on the history of Lincoln Car Company.

Xmas 1 (B shift) Raw, undated [Box 2 vhs_076]
1 videocassette
Employees wishing people a happy holidays.

Orphans (master), undated [Box 2 vhs_077]
1 videocassette
Video showing how Local 1183 Women's committee used they money they raised for charity to spend a day with orphans. A Christmas celebration was made for young orphans. The video promoted donating to charity.

Ron Huff (master), undated [Box 2 vhs_078]
1 videocassette (4:05 min.)
Ron Huff discussing the damage that can happen during the build process to cars and how to prevent that damage.

Denny's Speech's (master), undated [Box 2 vhs_079]
1 videocassette (3:13 min.)
"Keeping You Informed." Management informing the employees that there will be a "down week" due to slumping sales.

Jim Kirsch COS, undated [Box 2 vhs_080]
1 videocassette
Continuous improvement workshop led by Jim Kirsch to improve quality, work-in process, productivity, technician's work station, floor space utilization.

Subseries I.C. Plant History

Newark Tank Plant 1952, 1952 July 1 [Box 2 vhs_081]
1 videocassette
Showing Patton 48 tank as first presented to the US Army by the Chrysler Corporation at the Delaware Tank Plant. History of the tank plant in Newark, one of the leading producers of tanks for the WWII effort.

Power & logic module presentation, 1986 September 4 [Box 2 vhs_082]
1 videocassette
A description of the power & logic module system.

United Way Kickoff 1989, 1989 [Box 2 vhs_083]
1 videocassette

NTC career day, 1989 [Box 2 vhs_084]
1 videocassette
Career day celebrations, employees with their families.

Marc Stepp & confer (raw), 1989 February 28 [Box 2 vhs_085]
1 videocassette (30 min.)
"MOA conference, St. Petersburg, Florida Window time coded tape 8."

Pittston, 1989 September 8-10 [Box 2 vhs_086]
1 videocassette
A video about the United Mine Workers going on strike against the Pittston Coal Company in 1989. Division 1A of the UAW joins in on a car convoy to show solidarity of United Mine Workers in order for them to receive better benefits.

Youth Conference Bryan/ Sam L., 1989 October 8 [Box 2 vhs_087]
1 videocassette
Youth Conference at Glasgow Highschool in Glasgow, Delaware. Video discussing issues that teenagers deal with, examples: weight gain, date rape, suicide, etc.

Advantage Newark, circa 1990 [Box 2 vhs_088]
1 videocassette (8:35 min.)
The video begins with a Chrysler Advantage commercial, followed by a video about the Newark Assembly Plant and its role in producing the Spirit and Acclaim (cars) that exceed customer expectation. The third video is of the 1991 product year launch at the Newark plant.

Body shop people 2nd shift: 3/19/90, 1990 March 19 [Box 2 vhs_089]
1 videocassette
Video showing employees at work in the paint area of the plant.

1. Advantage Newark 1:30 2. E.A.P. Commercial 5:04 3. Installation of Officers, circa 1993 [Box 3 vhs_090]
1 videocassette (6:34 min.)
Local 1183 UAW initiating their Executive Officers for the 1993-1994 term.

Newark's 1994 Launch (Mel's narration), 1994 [Box 3 vhs_091]
1 videocassette
Video showing employees working in the plant and sitting in on meetings.

SPC ed fields (raw), 1995 [Box 3 vhs_092]
1 videocassette
Interview of employees about SPC, none of the employees are familiar with it.

Newark high (raw), 1995 May 12 [Box 3 vhs_093]
1 videocassette
Cover label: "Newark High School." Video showing students and Chrysler employees interacting with one another at the Newark Library.

In System Damage (master), 1995 September 15 [Box 3 vhs_094]
1 videocassette
Video stating the concerns of car quality and how they can compare cars against one another and companies against one another. Statistics on J.D. Power surveys. They assess the number of problems per 100 cars built.

Cen Chrysler history, 1996 March 26 [Box 3 vhs_095]
1 videocassette
Cover title: "Chrysler history I, Chrysler history II." Slides reviewing upcoming events on the Chrysler Employee Network. History of the Chrysler Corporation beginning with its foundation by Walter Chrysler.

NAFTA- Eye Witness, 1997 November [Box 3 vhs_096]
1 videocassette
UAW Local 624. Discussing Mexican employees and exporting jobs to Mexico. Low hourly pay compared to American workers is discussed. There are also nature scenes.
Technology press conference , 1998 January 6 [Box 3 vhs_097]

1 videocassette

Chrysler Hybrid press conference at the North American International auto show in Detroit, Michigan. Done through a game show based upon questions about Chrysler manufacturing.

UAW/Chrysler 1998 annual meeting: annual meeting highlights , 1998 February 23 [Box 3 vhs_098]

1 videocassette (48 min.)

Conference discussing the benefits of the partnership between the United Auto Workers and Chrysler.

Open house , 1998 June [Box 3 vhs_099]

1 videocassette (10 min.)

Newark Assembly open house. First segment (5 min.): Employees touring the plant with their families. Second Segment (5 min.): Same as first segment.

Town Hall 1st Shift Edit , 1998 October [Box 3 vhs_100]

1 videocassette

Celebrating the production of the 7th million car at the Newark Assembly Plant.

Mopar's Best/Mopar Open House , 1998 October 4 [Box 3 vhs_101]

1 videocassette

Cover label:"Celebrating our 50th Anniversary." Montage of employees at the Chrysler plant, set to music.

Day one coverage , 1999 February 22 [Box 3 vhs_102]

1 videocassette (1hr 11 min.)

Troy, Michigan. Merger of Daimler-Benz and Chrysler. Explaining benefits of merger to employees of both companies. Speeches by the CEO of Chrysler (Robert Eaton) and the CEO of Daimler-Benz (Jurgen Schrempp).

Communicators conference breakout teams video , 1999 May 3 [Box 3 vhs_103]

1 videocassette (31:30 min.)

Exaggerated sketches comparing life before PQI with life today. Video 1 of 3.

Communicators conference breakout teams video , 1999 May 3 [Box 3 vhs_104]

1 videocassette
Exaggerated sketches comparing life before PQI with life today. Video 2 of 3.

Communicators conference breakout teams video, 1999 May 3 [Box 3 vhs_105]
1 videocassette (31:30 min.)

Exaggerated sketches comparing life before PQI with life today. Video 3 of 3.

MOA teams of month, 2005 November [Box 5 mdv_028]
1 mini-dv (25:30 min.)

Employee meeting giving recognition to outstanding employees and congratulating them on their hard work.

Plant Mang. Town hall BIW 2nd, 2006 August 2 [Box 5 mdv_029]
1 mini-dv (10:45 min.)

Meeting discussing new management at the Newark Assembly Plant, also discussing plans for the year, improvements to the plant, making new products etc.

Assembly town hall plant manager, 2006 August 4 [Box 5 mdv_030]
1 mini-dv (21:20 min.)

Employee meeting at the Newark Assembly Plant discussing new management and policies for the plant as well as having a question and answer session with employees.

Health care UAW/Rodney-square, 2006 [Box 5 mdv_031]
1 mini-dv

Health care rally made up of UAW members, giving speeches and chanting. Talking about the need for health care for all UAW members.

BIW smart before, 2006 March 6 [Box 5 mdv_032]
1 mini-dv (46:44 min.)

Video for employees operating machinery and constructing bumpers and other car parts. Switches to a video of a man lecturing employees on how to save for their retirement funds, make investments etc.

BIW town hall Plant Management, 2006 July 6 [Box 5 mdv_033]
1 mini-dv

Question and answer session with Joe Ozdowy to employees, he discussed his previous experience as a plant manager.
TPM Eng Pan Before 12/12 , 2006 December 13 [Box 5 mdv_034]

1 mini-dv (10:56 min.)

An employee meeting. Next the video moves to the plant floor where we see the Durango being built.

Black History Moments , 2007 February [Box 3 vhs_106]

1 videocassette (circa 2 min.)

Newark Assembly plant black employees are presenting black history moments. Famous quotes by black Americans are being recited.

UAW DaimlerChrysler NTC worker's Memorial Day 2007 , 2007 April 28 [Box 3 vhs_107]

1 videocassette (10:30 min.)

Slideshow of Chrysler employees who died while serving the armed forces.

Closure Announcement , 2008 October 23 [Box 5 mdv_035]

1 mini-dv (14:12 min.)

Joe reads an official press release from the Chrysler corporation that informs the employees of the Newark Assembly plant that the plant is closing. Joe is answering questions from the employees after the announcement.

Plant History , 2008 November 18 [Box 3 vhs_108]

1 videocassette

A history of the Chrysler Assembly plant in Newark, DE.

BIW Weld Certification , 2009 January 19 [Box 5 mdv_036]

1 mini-dv (10:43 min.)

An explanation of the tools used during the build process. This ensures the safety of the product.

Bryan Green point BIW , undated [Box 5 mdv_037]

1 mini-dv (31:44 min.)

Celebrating the teams of the month in the Newark Assembly plant. Groups of employees walking around the factory, posing in front of the machinery and taking pictures.

Lap of America , undated [Box 3 vhs_109]

1 videocassette (circa 10 min.)
Cover label: "Newark- Teleduction Building 'A' Future Lap of America." Capture the spirit of Chrysler through a cross country drive.

Blacked Weld Audit Recognition (edited) , undated [Box 3 vhs_110]

1 videocassette

Recognition of workers and their maintenance of a successful weld average of 22 points. Also a repeat of the UAW caravan to support the United Mine Workers.

Safety in the plant (master) , undated [Box 3 vhs_111]

1 videocassette (5:15 min.)


Forward from the past , undated [Box 3 vhs_112]

1 videocassette

"Part II" Video discussing the history of Chrysler cars, starting from the first ever Chrysler motor car at the Chicago World Expo. Highlights old features such as safety glass, and tires.

PQI news (master) , undated [Box 3 vhs_113]

1 videocassette

Presentation announcing new updates and modifications to the Newark Assembly plant. Also discussing employee payment.

We make our own history , undated [Box 3 vhs_114]

1 videocassette (32 min.)

Cover label: "NTC tape about Chrysler and UAW History"

Old Chrysler cars: 1920-1980 , undated [Box 3 vhs_115]

1 videocassette (circa 20 min.)

A history of Chrysler cars produced from 1920 to 1980. Focus on Town & Country and the 300 series cars.

Job operations , undated [Box 3 vhs_116]

1 videocassette

Video showing employees at work. Specifically finishing up the final construction phases of the vehicles.
Cushion room, undated [Box 3 vhs_117]

1 videocassette

Videotape of inside the room where cushions are made at the assembly plant. Video shows how seat cushions are constructed.

Newark History (X. N. G.), undated [Box 3 vhs_118]

1 videocassette (9:15 min.)

Cover label: "DE History, Newark Assy history Abody, etc Tearout New Paint Bldg." A video on the history of the state of Delaware and how the Newark Chrysler Assembly plant has played an important role in the state's history.

NTC special, undated [Box 3 vhs_119]

1 videocassette

Slides from the Chrysler Employee Network, showing weather, financial reports, and Chrysler trivia.

Newark access control system (master), undated [Box 3 vhs_120]

1 videocassette (2:40 min.)

Security process for entering the Newark Assembly plant as an employee.

Beuna Vista (master), undated [Box 3 vhs_121]

1 videocassette

Delaware's first Green Industries award presented to UAW and JJ Johnston. The joint initiative encourages recycling of materials.

Senator Biden visit: Keeping government officials informed (master), undated [Box 3 vhs_122]

1 videocassette

Senator Biden comes to visit the Newark Assembly plant. He had personal meetings with every department. Senator Biden has been a supporter of the car industry for a long time.

Delaware Area orientation Tape, undated [Box 3 vhs_123]

1 videocassette (11:00 min.)

Video showing the importance of the state of Delaware. Clips showing important areas of the state.

Subseries I.D. Management/HR/Training

N.T.C. Conference November 27, 1988 Tape 2, 1988 November 27 [Box 3 vhs_124]
1 videocassette (48 min.)

The annual National Training Conference Meeting at the UAW Chrysler National Training Center.

MOA Kick Off Ceremonies (left camera) Hiller, 1988 February 5 [Box 3 vhs_125]

1 videocassette

Modern Operating Agreement meeting with Hiller speaking.

Chrysler 3rd annual quality meeting June 1, 1988 Marc Stepp, 1988 June 1 [Box 3 vhs_126]

1 videocassette (20 min.)

Marc Stepp Vice President International Union, UAW and Director of Chrysler Department. Discusses the 8 year anniversary of the commitment to product quality and improvement.

NTC dedication, 1990 June 16 [Box 3 vhs_127]

1 videocassette

Dedication of the Chrysler National Training Center. Celebration with Chrysler employees and their families. Different activities available to participate in during the opening of the National Training Center.

PQI Progress, 1990 [Box 3 vhs_128]

1 videocassette (11:35 min.)

Video about customer satisfaction and how employees can achieve it. Also addresses how quality should be determined by customer satisfaction, as opposed to number of few things gone wrong. Discusses increased competition from foreign auto companies, specifically those from Japan.

Improving our image: Jerry’s narration, 1992 March 9 [Box 3 vhs_129]

1 videocassette (3:34 min.)

Video about Chrysler focusing on improving their image, starting in elementary schools. Employees present video about the assembly plant to the students.

QT Master, 1994 October 7 [Box 3 vhs_130]

1 videocassette (ca. 5 min.)

Questions asked and answered by employees during "Q-Time."

PQI Winter Con. 1994, 1994 [Box 3 vhs_131]

1 videocassette (20 min.)
Cover label: "Joint UAW/Chrysler PQI Partnership Winter '94 General Conference PQI breakthrough planning-D.K. Pawley." Conference discussing things such as how to add value to the market without adding cost to the customer.

PQI Partnership Winter 94 , 1994 [Box 3 vhs_132]
1 videocassette (20 min.)

Cover label: "Joint UAW/Chrysler PQI Partnership Winter '94 General Conference PQI. Conference Highlights." Continuation of the PQI Winter 1994 Conference. The video is focusing on the improvements that Chrysler and PQI can make.

Ron Huff SPC: A-shift (raw) , 1995 [Box 3 vhs_133]
1 videocassette

"Operating Tips: 1995 Chrysler LeBaron convertible." Interviewing employees at the Newark Assembly about the advantages of SPC (Specialty Product Company).

PQI Partnership 1995 Progress Report , 1995 [Box 4 vhs_134]
1 videocassette (17:00 min.)

Dennis Pawley, Executive V.P. of manufacturing and Jack Laskowski, UAW President talking about the partnership of PQI and UAW. (Audio cuts out half way through)

UAW/CAT Support (master) , 1995 February 6 [Box 4 vhs_135]
1 videocassette (6:30 min.)

Strike with CAT workers and the methods taken to restore workers back to their positions.

CEN Head end Instructional Video , 1995 March 21 [Box 4 vhs_136]
1 videocassette (18:06 min.)

Video showing how to use the CLI Spectrum Saver and VCR.

PQI History & Train. 96 , 1996 [Box 4 vhs_137]
1 videocassette

Conference about the partnership of Chrysler and the UAW. Also discussing the history of PQI.

MOA annual meeting (raw) , 1996 January 1 [Box 4 vhs_138]
1 videocassette

Modern operating agreement meeting reviewing the goals for the upcoming year.
Pawley PQI, 1996 March [Box 4 vhs_139]
1 videocassette

PQI conference on Chrysler operating system (puppet conveying message).

PQI Orlando conf. 96, 1996 March 3-4 [Box 4 vhs_140]
1 videocassette (29:20 min.)


J.D. Power Update (master), 1996 May 23 [Box 4 vhs_141]
1 videocassette

J.D. Power and Associate survey that ranks Chrysler as improving. The video said that the Newark Assembly plant improved by 21%. The Newark Assembly was the second best plant in the Chrysler company. The video says that the Newark Assembly still needs to improve however.

PQI conf/Pawley 97, 1997 [Box 4 vhs_142]
1 videocassette


COS at Toledo Assembly, 1997 August 7 [Box 4 vhs_143]
1 videocassette (5:00 min.)

Inside look at Chrysler manufacturing. Interview with Dennis Pawley, Executive Vice President of manufacturing. He discusses the Toledo, Ohio, plant, the oldest facility in the Chrysler family, and how the COS program works there.

CEN Opening Highlights, 1998 February 23 [Box 4 vhs_144]
1 videocassette (45:00 min.)

Cover label: "UAW/Chrysler 1998 Annual Meeting Opening Ceremony Highlights."

Toledo Jeep Assembly: "XI Best Local Newscast", 1998 June 30 [Box 4 vhs_145]
1 videocassette (23:00 min.)

Information given for an upcoming election in the UAW on positions such as chairman and delegates to convention. Information given about leasing/buying Chrysler cars as employees. The UAW and Chrysler are trying to achieve change through education. Highlights the competition from foreign companies.
Social Security summit, circa 1999 [Box 4 vhs_146]
1 videocassette
UAW local 1183 conference discussing Social Security and the benefits of the program to workers. Encourages workers to keep track of their Social Security.

First Response Safety Talk, 2003 February 27 [Box 4 vhs_147]
1 videocassette
Video on how to properly clean up spills in the workplace.

MOA teams March 06 1—4 +2e-4a, 2006 March [Box 5 mdv_038]
1 mini-dv (26:55 min.)
MOA team of the month meeting celebrating employee achievements, discussing what employees need to keep doing to make the plant successful, keeping up their good work ethic.

Town hall, 2006 March [Box 5 mdv_039]
1 mini-dv (37:34 min.)
Conference discussing the tough competition that Chrysler faces and the need to attract more customers. Discussing centering efforts around enhancing product and customer experience.

UAW Area Women's Council Meeting DE, MD, PA, VA, WV, 2006 June 23 [Box 5 mdv_040]
1 mini-dv (58:12 min.)
Senator Joe Biden speaking to the local 1183 UAW chapter about hard work and the efforts of the employees matter. The Vice President of the UAW spoke, along with other officials. They were encouraging their employees to continue their hard work.

Paint townhall, 2006 July 28 [Box 5 mdv_041]
1 mini-dv (24:14 min.)
Joe Ozdowy talking about his experience in Beijing, China and introducing himself to plant employees.

Plant manager opens core video, 2007 [Box 1 dvd_003] (Removed from box and housed in SPEC Media Removals)
1 dvd (22:55 min.)
Joe Ozdowy discussing the problems that the plant has had in 2005, 2006, and now in 2007 the problems that it is going to face. It is interspersed with car commercials as well as videos of German Daimler Chrysler executives talking about the passion that Chrysler has for its products.
Joe Ozdowy plant manager addresses employees at NAP, video of core commitment to excellence, 2007 January 23 [vhs_148]

1 videocassette (circa 25 min.)

Joe Ozdowy addresses the employees on the future of the plant. He is encouraging employees to be excited about the future in Newark and about the plant's future. It is an optimistic message offering hope to his employees. Also has commercials displaying the ingenuity of the Daimler-Chrysler company.

Plant manager Union President addresses the plant, 2007 February 14 [vhs_149]

1 videocassette

President Richard McCutcheon and Joe Ozdowy addressing layoffs and saying that budget cuts are necessary within the next two years. The plant will also be increasing their car production specifically the development of trucks.

Announcement from plant manager Joe Ozdowy, 2007 February 19 [vhs_150]

1 videocassette (circa 15 min.)

Announcement from Joe Ozdowy encouraging an upbeat attitude from the employees about Chrysler being bought by General Motors and the closing of the plant in general. Retirement and separation packages will be given. Joe states that employees who lose their jobs will be placed into a job bank.

Plant manager speech, 2007 March 1 [vhs_151]

1 videocassette (circa 15 min.)

Joe addresses separation packages, plant leveling, rumors circulating and finally the plant's future. Separation packages for hourly employees. He wants Newark to be taken seriously as a plant again and wants to scoop up any excess work from other plants.

Plant manager, 2008 [Box 5 mdv_042]

1 mini-dv (5:17 min.)

Mr. Ozdowy talking about the future of the plant, talking about the importance of keeping up appearances and continuing building cars until its closure in order to keep attracting prospective buyers. Letting employees know that the Chrysler Corporation will soon be advertising the sale of the plant, and not to be upset about it.

Town Hall, 2008 August 18 [Box 5 mdv_043]

1 mini-dv

The plant had not been producing cars for 8 weeks and this was the first day back producing cars. Joe is going over how safety is extremely important especially after being off the job for so long.
Union History, undated [Box 4 vhs_152]
1 videocassette
Local 1183 UAW meeting promoting the importance of unions.

Catapiler, undated [Box 4 vhs_153]
1 videocassette
UAW workers loading a Uhaul with food items. The workers take the food to be donated.

Original Florida Presentation, undated [Box 4 vhs_154]
1 videocassette
Stamping action team. Teams are chosen to discover problems within the different Chrysler plants and then fix these problems.

Union History, undated [Box 4 vhs_155]
1 videocassette
People narrate their personal experiences in regards to unions, specifically the UAW.

Union History Center Camera, undated [Box 4 vhs_156]
1 videocassette
A video taken at a UAW union meeting.

Final Offer (landmines & timebombs), undated [Box 4 vhs_157]
1 videocassette
Caterpillar and UAW attempting to make a contract that includes acceptable health care benefits and to avoid paycuts for the workers. Many workers have suffered from poor health insurance coverage and pay cuts.

Hodson school (raw), undated [Box 4 vhs_158]
1 videocassette
Chrysler plant donating parts to the Hodson Technical School.

Ground breaking ceremony for #1183 training center (front camera), undated [Box 4 vhs_159]
1 videocassette
UAW Region 8 Chrysler Training Center commemorating people and their contribution to the Training Center.
UAW-DaimlerChrysler employee assistance program awareness day, undated [Box 4 vhs_160]
1 videocassette (60 min.)
Video helping employees address and deal with personal problems such as alcoholism.

UAW-DaimlerChrysler National Training Center family resource and referral, undated [Box 4 vhs_161]
1 videocassette (9:30 min.)
Helping employees through the Work Life Benefits Program, assist in bridging the gap between work and life.

Don Cordell Absenteeism (raw), undated [Box 4 vhs_162]
1 videocassette
Jim Wolfe and Mr. Beckett are taping a video for Newark employees addressing the issues with absentees.

The Team Is One…, undated [Box 4 vhs_163]
1 videocassette
The story of Newark Assembly producing a new Sport Utility Vehicle. The production saved the plant from closing. A team was put together to achieve a flawless creation and launch of the Dodge Durango. Interview of the team about what they did.

Huntsville (raw), undated [Box 4 vhs_164]
1 videocassette (46:43 min.)
A training video about the Huntsville tester. This tests that the proper installation of lighting, computers and electric system occurred. The video goes through how to use all of the machinery needed for this test.