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Sunday Free Press

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Lions' road to Super Bowl

SPORTS, 1B



IN LAKE MICHIGAN, DEADLIEST LAKE IN U.S., SWIMMERS ON THEIR OWN

Where have all the lifeguards gone?



Beachgoers in South Haven swim in Lake Michigan at their own risk on July 15. Lake Michigan is the deadliest lake in America, statistics show. Yet there are no lifeguards at 99% of Michigan's public beaches. MANDI WRIGHT/DETROIT FREE PRESS

State, cities use cheaper warning flags, lights for safety

Tresa Baldas
Detroit Free Press
USA TODAY NETWORK

Lake Michigan is the deadliest lake in America, statistics show. Yet, there are no lifeguards at 99% of our state's public beaches, all while coastal towns rake in hundreds of thousands of dollars in beach parking fees, and our state collects millions more in vehicle park permits and billions in tourism dollars.

None of that money, however, is being spent on lifeguarding a lake that has claimed more than 640 lives over the last 15 years.

Though public pressure and ongoing legal disputes in places like the city of South Haven appear to be gaining

"When you have a tourist economy that is built around a beach environment, there comes with it an obligation to safeguard the people who are using that water."

Chris Brewster
San Diego lifeguard advocate

More inside

Tips on how to escape a rip current in Lake Michigan. **16A**

These are the reasons Lake Michigan is the deadliest in America. **16A**

Explore the data behind Lake Michigan's tragic toll – from yearly drowning trends to the hardest-hit cities. **18A**

momentum in the fight to put trained eyes back on our powerful and often unpredictable Great Lake, any move to improve beach safety along Michigan's western shoreline may still be at least a year away.

Across Michigan, beach safety advocates and grieving families have been pushing for lifeguards for years – at public meetings, in court and more recently in campaigns on Facebook. However, most towns and state officials have opted for cheaper alternatives – like beach flags and light signals – which could be sending an unintended message you won't see on any Pure Michigan billboard: Enter Lake Michigan at your own risk.

See LIFEGUARDS, Page 16A

Tariffs cloud Detroit 3 outlook

Analysts: As Q2 earnings loom, challenges ahead

Jamie L. LaReau, Liam Rappleye and Jackie Charniga
Detroit Free Press
USA TODAY NETWORK

The Detroit Three are on deck to report second-quarter earnings in the next few weeks and Wall Street analysts' expectations are low – citing tariff pressures as just one reason why they expect automakers to report profits lower than the year-ago period.

The U.S. new vehicle sales results from Ford Motor Co. and General Motors during the three-month period that ended June 30 were strong, but Stellantis reported its second-quarter U.S. sales declined 10% and the industry as a whole saw new-car sales sputter to a near halt in June.

All three carmakers now face challenges as President Donald Trump's 25% tariffs on imported vehicles and imported parts go into full swing, pushing up the companies' costs. And some analysts predict a sales slowdown this summer will require many automakers to offer discounts to bring buyers – who remain on the sideline with economic jitters – into the showrooms.

"We are expecting mixed quarters from both GM and Ford as the Detroit stalwarts are dealing with a lot of moving parts around tariffs and demand issues," said Dan Ives, managing director and senior equity analyst at Wedbush Securities.

Ives does not cover Stellantis, so he cannot comment on that automaker. But other analysts who do follow Stellantis told the Free Press they expect the automaker to also report results below its year-ago figures.

'Not convinced' tariffs give Detroit 3 an advantage

By mixed quarters, Ives said he expects both Ford and GM to report income that is lower than the year-ago

See AUTO EARNINGS, Page 19A



Ives

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