by Gerald Scott News Dept.

If you don't believe that the world is changing for both GM and its century-old luxury brand Cadillac, just check out one small fact from the debut

of its new 2013 ATS sedan. The car debuted to positive reviews at a pre-Detroit auto show event at the College for Creative Studies, but the key fact to note is that the car weighs only 3,400 pounds.

That's so significant, let's repeat that: Cadillac, which used to be the king of "landboats," last week introduced a brand new premium-level car weighing all of 3,400 pounds.

Imagine. And so Cadillac formally introduced the 2013 ATS, an allnew compact luxury sports sedan intended to challenge the world's best premium cars. Developed on an all-new, lightweight vehicle architecture, Cadillac's entry into the world's most significant luxury car segment goes on sale this summer.

The rear-drive ATS brings Cadillac's blend of technologically driven performance, elegance and design to a new audience of spirited drivers. Its sophisticated driving experience is enhanced with Cadillac CUE, a comprehensive, in-vehicle user experience that merges intuitive design with industry-first controls and com-



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ATS 'Designed with Nimble Dynamics,' Says Butler mands for information and me-

"Designed with quick, nimble and fun-to-drive dynamics, ATS expands Cadillac's portfolio into a crucial global segment," said Don Butler, vice president of Marketing for Cadillac. "For a new group of luxury consumers, this is a car that will fit their lifestyle and challenge the segment's status

The Cadillac ATS is a new expression of Cadillac's Art & Science execution philosophy, built on a foundation of driving dvnamics and mass efficiency. It is the most agile and lightweight Cadillac, with one of the lowest curb weights in the segment – less than 3,400 pounds, as noted.

Germany's famed Nürburgring served as one of the key testing grounds, along with additional roads, racetracks and laboratories around the globe, ATS engineers balanced performance with Cadillac's trademark refinement.

"More than just another new entry, the ATS aims to change the status quo of the European-dominated segment," said Butler. "That is why our approach in all elements of its development is so extensive and focused."

In other words, it will be challenging the Audi A4, the BMW 3-Series and other more petite premium offerings from both the European and Asian

A broad lineup of engines – including two four-cylinders and a V6 for North America delivers strong power to the ATS and capitalizes on the car's lightweight structure to complement its performance with efficiency. The optional engines include an all-new 2.0L turbocharged four-cylinder rated at 270 horsepower and Cadillac's award-winning 3.6L V6, estimated at 320 horsepower.

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General Motors North America President Mark Reuss introduces the 2013 Cadillac ATS compact luxury sports sedan at a special event prior to the start of NAIAS. The rear-drive ATS is the most agile and lightweight Cadillac, with one of the lowest curb weights in the segment - less than 3,400 pounds. The Cadillac ATS goes on sale this summer in North America.

debut of the ATS was that it was held in the former GM Argonaut Building at New Center, now the new home of the College for Creative Studies design studios and GM's original design complex in the 1920s, 1930s and 1940s - before the GM Tech Center in Warren was

GM North America President Mark Reuss reflected on the significance of this in an interview with WJR's Paul W. Smith at the auto show last week.

We had a great event at the College for Creative Studies. As you know, that's the old Argonaut Building behind the old GM Building right here on West Grand Boulevard," said Reuss.

We donated the building and the college has just done a terrific job continuing to raise money and revamp that.

"We had the unveiling last night (Jan. 8) in the actual first of this car?

The great symbolism for the auto industry design dome. That's where the Color & Trim Dept of GM became GM Styling (in the early 20th centu-

> "Harley Earl's office is right at the end of that, overlooking that whole area on Woodward, so it was just a spectacular reveal, and it was a little bit sentimental as well.

> "You can really trace the roots of Art & Science (Cadillac design philosophy) going all the way back to where styling in the auto industry was actually created.'

> Mind you, GM's hardly living in the past. Rather, the fact that Cadillac debuted a flashy new car - but one that's less than 3,400 pounds and powered by a four-cylinder engine - tells you how svelte both GM and Cadillac are becoming these days.

Did we mention the weight

GM Is Poised to Reclaim Annual Sales Leadership

By TOM KRISHER and DAVID McHUGH **AP Business Writers**

DETROIT (AP) - General Motors Co. is on track to retake the title of world's top-selling automaker, riding strong sales in the U.S. and China to beat Volkswagen and Toyota.

GM, which lost the crown to Tovota in 2008 after holding it for more than seven decades, won't release global sales numbers until later this month, but it's on pace to finish 2011 at around 9 million cars and trucks, at least 800,000 more than its German and Japanese

Volkswagen AG last week said it sold a record 8.156 million vehicles last year, a 14 percent rise over 2010. The company expects a tough 2012, though. Toyota, whose production suffered from the tsunami and Fukushima nuclear disaster, had earlier reported sales of 7.9 million vehicles in 2011.

GM, meanwhile, sold almost 7 million vehicles worldwide in the first three quarters and is expected to reach around 9 million for 2011.

GM has more appealing cars and trucks than in the past when Toyota took the crown away, says Jeff Schuster, senior vice president of forecasting for LMC Automotive, an industry consulting company in

Other manufacturers have passed Toyota partly because its car production was paralyzed by Japan's earthquake and nuclear disaster last year. But rivals also developed stylish vehicles that are drawing more customers. "They're not pushing their

designs as much as others in terms of new looks and feel," Schuster says of Toyota. "The market has changed.'

sive sales goals in the U.S. and for its three main brands.

throughout the world, and its products also have made it a strong global competitor, Schuster says.

In the U.S., VW sales rose 26 percent last year to top 324,000 vehicles, boosted by a new Jetta compact sedan and the Pas-

sat midsize sedan. That sur-

passed its goal of 300,000. Schuster expects a tighter race for the global sales crown next year with Toyota recovering from Japan's disasters and the Nissan-Renault venture challenging the leaders.

Volkswagen, whose brands include Audi, Skoda and Seat, has a goal of producing 10 million vehicles per year and passing Toyota and GM to become the world's biggest automaker

Volkswagen's top sales and marketing executive, Christian Klingler, says that "all the company's brands have shown increases in difficult conditions on volatile markets" and called the 2011 figures "an outstanding result."

But he added that the coming year will be demanding. "In 2012 the risks are increasing above all on European markets.'

The 17 countries that use the euro are struggling with a financial crisis over too much government debt. Fears that a country may default and damage the banking system have weighed on the wider economy and many think the eurozone economy may have shrunk in the last three months of 2011.

But the 2011 figures underlined a strong year for German automakers, who have profited from strong sales and profits in emerging markets, especially China. Volkswagen, Daimler AG's Mercedes-Benz, BMW, and Porsche all recorded record vehicle sales for the year.

Daimler AG on Jan. 5 report-Volkswagen met its aggres- ed record sales of 1.362 million

NHTSA Chief Discusses Highway Safety in Detroit tional Auto Show, it's always, I to reach new levels of protec- was the lowest level since 1949.

by Gerald Scott News Dept.

Current NHTSA Administrator David Strickland came to the Detroit auto show to tour the Cobo floor and to give a talk to the Society of Automotive Analysts (SAA).

"It's always great to be back in Detroit, even though I'm usually very excited to be back at the North American Interna-

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think, our last presenter said it best: the cars really are the stars," he said.

NHTSA has been in the headlines for the past month thanks to the Chevrolet Volt battery issue, although Strickland didn't address that topic until Q&A with media following his formal

"It's really great to be back here because there is so much going on at the Department of Transportation and specifically at the National Highway Traffic and Safety Administration," he

lot of other missions that are safety related and organizationally related, but really, our reason for being is to reduce fatalities and injuries caused by traffic crashes.

"For us as an agency and specifically for (Secretary of Transportation) Ray LaHood, we have expended a tremendous amount of energy trying tion for the American public This record-breaking decline in and to improve our service."

Curiously, Detroit and NHT-SA share the same goals on safety, of course, but historically there has been tension between the two such that NHT-SA often sees Detroit as something to reign in while the auto industry often sees NHTSA as being an unreasonable meddler based in Washington, D.C.

It's fair to say that Detroit-NHTSA relations have gotten better over the years, but gnashing of teeth, such as over the fairness of NHTSA's claims "Safety is our guiding princi- about the Chevrolet Volt bat- haps morphing its daily auto ple, it is what we do. We have a tery, still surface from time to business outlook from vehicle

And yet, both parties are interested in driving down car accident rates and the resulting deaths and injuries that still inevitably occur on America's highways and biways. Said Strickland, "Now, I'm

very pleased to report that our latest fatality numbers for 2010 - that fatalities and injuries fell to their lowest rates ever - and to the lowest numbers since we started counting those numbers more than six decades ago. "Highway deaths in 2010 fell

to 32,885 fatalities, and that

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fatalities occurred even as American drivers traveled nearly 46 billion more miles during the year, which is an in-

the 2009 level.

"What that says is this: since 2006, we've seen a 25 percent reduction in fatalities – 25 percent! - even though we have seen vehicle miles traveled go up every single year even

though we have had an (eco-

crease of over 1.6 percent over

nomic downturn which reduces road travel).' He said that NHTSA is percrashworthiness now on to crash avoidance, given the huge technical advances being made on the telematics front

over the past decade or more. "Even though, we recognize that losing almost 33,000 people (annually) is still an enormous number." Strickland

"I remember when I first started working in the automotive safety space as a staffer in the U.S. Senate, the marking number back then was 43,000, 44,000 deaths per year. That number was about the same number of soldiers that we lost in the Vietnam conflict.

"I'm really happy to say that we're well below that. But the fact of the matter being is that losing 33,000 people a year is one of the more significant public health challenges that we face as a country.

"Anything we can do to get those numbers down is an effort worth undertaking.'



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