



*General Motors North America President Mark Reuss smiles after driving the 2014 Chevrolet Impala onto the stage during its world debut at the New York Auto Show last week.*

## 2014 Chevrolet Impala Called ‘A Design Leader’

NEW YORK – Chevrolet has completed the transformation of its North American passenger car lineup with the introduction of the all-new 2014 Impala.

The redesigned flagship sedan builds on the strong heritage of the Impala nameplate by offering expressive style, a more-refined interior, easy-to-use technology, and what is expected to be an exhilarating driving experience.

“The 2014 Impala re-establishes this iconic Chevrolet nameplate as a design leader, with bold styling that will turn heads for years to come,” said Mark Reuss, president, GM North America.

“The team has also delivered the comfort, safety, fuel efficiency and technology that will strengthen Impala’s leadership in the highly competitive full-size sedan market.”

The all-new Impala goes on sale in early 2013 as the 10th generation of one of the industry’s most enduring – and popular – nameplates.

Impala was America’s best-selling full-size sedan in 2011,

with sales of more than 171,000, which also made it one of the 10 best-selling cars overall in the United States, along with Chevrolet Malibu and Cruze.

“This all-new Impala delivers on our promise that every new car that wears the Chevrolet bowtie will embody the pioneering spirit that has defined the brand for more than a century,” said Chris

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## Chevy Hits Home Run at Comerica

by Gerald Scott  
News Dept.

Just in time for Opening Day – just in time for Justin Verlander – GM and Chevrolet laid claim to the centerfield fountain at Comerica Park in Detroit.

That’s all because Chevrolet has picked the 2013 Chevrolet Camaro and Malibu Eco as its big hitters to spend the entire 2012 Major League Baseball season atop the Chevrolet Fountain inside Comerica Park.

The two Chevy cars were delivered by crane last week to their perches high above centerfield. They will be seen by thousands of visitors to the ballpark at every Detroit Tigers home game and by millions of viewers nationwide on TV broadcasts.

Also, General Motors global headquarters at the Renaissance Center is visible just beyond the fountain.

The centerfield fountain at Comerica Park was called General Motors Fountain from 2000 to 2008. After a one-year hiatus when the space was not rented, Chevrolet renewed the fountain sponsorship for the 2010 season.

The Detroit Tigers, of course, hosted their 2012 Opening Day baseball game against the Boston Red Sox at Comerica Park, where the Camaro and Malibu Eco were seen by more than 45,000



*A Chevrolet Camaro is positioned on its platform in the Chevrolet Fountain in centerfield at Comerica Park in Detroit last week, just ahead of last Thursday’s Opening Day activities.*

fans, a record crowd.

On a separate but related baseball marketing note, Chevrolet is getting help from a Detroit Tiger who knows a good pitch – and his power-hitting teammate to reprise one of the most memorable and beloved ads in the brand’s more than 100-year history.

Two of three such 15-second ads actually debuted last week on an ESPN national broadcast.

They recall the classic 1974 “Baseball, Hot Dogs, Apple Pie and Chevrolet” TV ad. Detroit Tigers star pitcher and 2011 American League Cy Young Award winner Justin Verlander and first baseman Prince Fielder, signed as a free agent by Detroit in the offseason, star in these new ads.

Chevrolet has been the “official Vehicle of Major League Baseball” since 2005, and, with its dealers, has helped sponsor youth baseball at the

grassroots level since 2006 through the Chevrolet Youth Baseball program, and community baseball field makeovers through the Diamonds & Dreams program since 2010.

Also, these new TV ads for Chevrolet were created by Spike DDB, the agency headed by noted filmmaker Spike Lee.

Chevrolet was founded in 1911 and celebrated its 100th anniversary as a national and global brand last year.



*SRT Brand and Motorsports President and CEO Ralph Gilles drives the 2013 SRT Viper GTS on stage for its reveal at the New York International Auto Show last week.*

## 2013 SRT Viper Returns to Praise from Gilles – ‘Our Flagship Supercar Is Back’

AUBURN HILLS – The all-new 2013 SRT Viper was unveiled last week at the New York International Auto Show, marking its highly anticipated return to the high-performance sports car market.

The fifth generation of the iconic two-seat, American-built “supercar” has been deliberately evolved to incorporate superior craftsmanship, a host of new technologies and ergonomic improvements while respecting its visceral legacy of outright performance.

“After a gut-wrenching period of uncertainty, the Street and Racing Technology brand team is extremely proud that our hand-built-in-Detroit, flagship supercar is back and ready to take on the performance car world,” said Ralph Gilles, president and CEO – Street and Racing Technology Brand and Motorsports, Chrysler Group LLC.

“Beyond being the flagship for the new SRT brand, the launch of the 2013 Viper proves that we simply would not let the performance icon of the Chrysler Group die.

“Willed to live on by a very special group of performance

enthusiasts inside the company and across Viper Nation, this SRT team under our new leadership was challenged to not just continue the legendary Viper, but to create a world-class supercar that would showcase the very best we have to offer.”

For the 2013 model year, two new models of the “supercar” will be hand-built at the Conner Avenue Assembly Plant in Detroit. Conner Assembly has been the home for Viper since 1995.

Both SRT Viper and SRT Viper GTS models offer new interior and exterior designs incorporating premium materials and new exterior surfaces with aerodynamically functional details that are integrated into the high-tech carbon fiber and aluminum skin.

On the inside, designers and engineers strived to rethink all touch points. They also upgraded all of the car’s material appointments and technologies.

“The SRT Viper model is meant to offer a perfect blend of extreme performance and a deliberate preservation of what has become the iconic

DNA of the Viper,” Gilles added.

“We strove to deliver a supercar that continues to bring the driver as close as possible to the machine.”

The SRT Viper GTS builds on the DNA of the SRT Viper model with more technologically advanced solutions, like two-mode active suspension. The new suspension allows this GTS to find new limits on the track while also opening up its envelope as a more premium and mature evolution of the classic, extreme performance formula.

Designed and built with premium features and materials inside and out, the Viper GTS will compete with the best performance vehicles in the world with a wide range of creature comforts, advanced drivetrain and interior technologies.

“We’ve purposely evolved the iconic soul and raw performance formula that Viper has maintained over the years,” Gilles said.

“Our returning customers will see the world-class levels of pride, quality and hand craftsmanship built into the 2013 Viper.”

## OnStar Launches New ‘Family Link’

NEW YORK – OnStar recently announced the launch of Family Link, a new service that will allow subscribers to stay connected to their loved ones when driving an OnStar-equipped vehicle.

Family Link is an optional service that includes two key features:

- **Vehicle Locate:** Subscribers can log onto the Family Link website to view a map with the vehicle’s location at any time;
- **Vehicle Location Alert:** Subscribers can set up email or text message notifications to let them know the location of their vehicle. They can choose the day, time and frequency of the alerts.

Family Link is OnStar’s first a la carte service. Subscribers can add it to any existing OnStar package for \$3.99 per month.

“For more than 16 years, OnStar has developed and enhanced our service by listening to our customers,” said OnStar Vice President of Subscriber Services Joanne Finnorn.

“They tell us how they use technology and what they want it to do. Last year, we had more than 4,500 subscribers test the Family Link service and they told us it provides them peace of mind by staying connected to their family when they’re on the road.”

Family Link begins a phased launch in mid-April with select subscribers invited to sign up. More subscribers will receive an invitation in June. The service will roll out to all U.S. subscribers throughout the year.



*OnStar’s new Family Link service will allow subscribers to track vehicle locations and communicate between users.*

## Heads Up! GMC Acadia Has Answer to Safe Driving

DETROIT – Owners of the 2012 GMC Acadia midsize crossover can safely merge onto the highway using technology similar to what fighter pilots use to guide precise movements at supersonic speeds.

That’s because the vehicle’s optional heads-up display, or HUD, was born out of aerospace research.

“With these devices, the main benefit is seeing important information without the distraction of looking down,” said Wen Wu, a Carnegie Mellon University School of Computer Science researcher.

“The technology is useful but challenging. The key issue is deciding what to display, where to display, when to display, and how to display,” Wu said. “A square doesn’t look like a square when projected

on a curved windshield, so there is a lot of correction involved in designing these systems.”

Acadia’s HUD works by projecting information from within the dashboard, using two mirrors to reflect a crisp digital image off the windshield so that it appears to the driver to be floating in front of the vehicle’s bumper. Drivers can adjust the brightness of the image, its location on the windshield or even turn the image off altogether.

Viewable information includes speed and tachometer readings, vehicle warnings, turn signal activation, outside temperature and other vehicle and radio information.

Cynthia Houeiss, lead General Motors electrical vehicle systems engineer for Acadia, said company engineers have

come a long way in the integration of heads-up displays into the vehicle.

“The HUD in the 2012 GMC Acadia is completely integrated into the vehicle and its styling,” she said. “It was styled as part of the instrument panel, instead of being an afterthought or add-on.”

The heads-up display is part of an available technology package on the Acadia and is standard on the Acadia Denali, and will be available on the redesigned 2013 model.

A technology invented for fighter jets to help pilots keep their eyes on the skies around them, HUDs were first implemented in automobiles in the late 1980s by GM.

Since then, GM has been a leader in the area, with patented technology that makes the 2012 Acadia’s sys-

tem an industry leader.

Further advancements in heads-up display technology are ongoing. General Motors R&D and several universities are working on a system that would use data gathered from an array of vehicle sensors and cameras and project images generated by compact ultraviolet lasers directly onto the entire surface of the windshield.

“We’re looking to create enhanced vision systems,” said Thomas Seder, group lab manager - GM R&D. “Let’s say you’re driving in fog. We could use the vehicle’s infrared cameras to identify where the edge of the road is and the lasers could ‘paint’ the edge of the road onto the windshield so the driver knows where the edge of the road is.”



*Acadia’s Head’s Up Display (HUD) works by projecting information from within the dashboard, using two mirrors to reflect a crisp digital image off the windshield so that it appears to the driver to be floating in front of the vehicle’s bumper. It was developed from aerospace technology, available on the Acadia midsize crossover, standard on Denali.*