

# IIHS Blesses Entire Buick Car Lineup For 2012 on Auto Crash Safety Tests

DETROIT – Being the smallest Buick, the Verano faced significant peer pressure to match its larger siblings in safety systems.

But the luxury sedan was up to the task, and, as a result, every Buick is a 2012 Top Safety Pick by the Insurance Institute for Highway Safety.

“Buick is building state-of-the-art crash protection into every model from the ground up,” said IIHS President Adrian Lund. “This means the best overall protection in the most common kinds of crashes, along with standard electronic stability control for helping drivers to stay out of many crashes to begin with.”

The IIHS tests vehicles to determine occupant protection in front, side, and rollover crashes, and specifically tests seats and head restraints for neck protection in rear impact crashes. To earn a 2012 Top Safety Pick designation, a vehicle must be rated “good” in all four tests.

Verano engineers were challenged to make industry-leading safety features a key element for the new vehicle.

“When we started the vehicle development of Buick Verano, we had a comprehensive safety strategy that enabled us to achieve the highest safety rating and to be among the best safety performers in the segment,” said General Motors Engineering Group Manager of Vehicle Safety Performance Integration Sigit Santosa. “To achieve this goal, we implemented several advanced safety technologies in the Buick Verano.”

The Verano has 10 standard air bags and the security of OnStar, a combination unmatched by any competitor. In the event of a rollover crash, sensors in the vehicle deploy standard head curtain air bags prior to impact and leave them inflated for an extended period.

Verano’s advanced body structure is comprised of more than 60 percent high-strength steel that provides a protective safety cage around occupants. Other safety measures include standard four-wheel disc

brakes with ABS, panic brake override, StabiliTrak electronic stability control, and a collapsible pedal system that reduces the risk of leg injury.

“Buick buyers want to make certain that any vehicle they buy has state-of-the-art safety features,” said Jack R. Nerad, executive market analyst and editorial director for Kelley Blue Book’s kbb.com.

“With this in mind, Buick engineers have incorporated an unprecedented combination of safety systems to more than address that need.” Kbb.com recently named the Verano among its “10 Best Sedans Under \$25,000.”

For the Regal luxury sport sedan, the approach is equally holistic with an advanced, high-strength body structure and collapsible pedals. According to *Car and Driver* magazine, the Regal’s powerful Brembo front



The Buick Verano, shown in a General Motors crash test to replicate one conducted by the Insurance Institute for Highway Safety, is the latest Buick to earn a 2012 Top Safety Pick designation from the IIHS, which now designates all Buick models with its top safety rating.

brakes mean “the GS stops from 70 mph in a scant 160 feet.”

Both the LaCrosse luxury sedan and the Enclave luxury midsize crossover feature six air bags, with available rear side thorax bags bringing the total to eight for LaCrosse. Both models are offered with

high-intensity discharge headlights that articulate around corners to provide improved lighting on winding roads and LaCrosse also offers a heads-up display, which allows the driver to keep his or her eyes on the road.

Every 2012 Buick features four-wheel anti-lock disc

brakes, StabiliTrak, front safety belt pretensioners, and six months of standard OnStar’s Advanced Crash Response System. Buick also offers optional active safety features, including rear view cameras, ultra-sonic front and rear park assist, and a blind spot warning system on some models.

## GM Racks Up 9 Vincentric ‘Best Fleet Value’ Awards

DETROIT – General Motors won nine Vincentric 2012 Best Fleet Value in America awards, recognizing 14 GM vehicles, including the Chevrolet Express, cited for the fifth consecutive year.

GM says it earned more Best Fleet Value awards than any other manufacturer.

The winners:

**Buick Regal** – 2.4L eAssist-mid-sized sedan, premium segment

**Buick Enclave** – base front-wheel-drive – crossover, large, premium segment

**Chevrolet Express/GMC Savana G1500 Cargo** – full-size cargo van, ½-ton segment

**Chevrolet Express/GMC Savana G1500 SWB** – full-size passenger van, ½-ton segment

**Chevrolet Express/GMC Savana G3500 Wagon** – LWB-full-size passenger van, 1-ton segment

**Chevrolet Silverado/GMC Sierra 2500HD** – LT regular cab 2WD-full-size heavy-duty pickup, ¾-ton segment

**Chevrolet Silverado/GMC Sierra 3500 HD** – LT regular cab 2WD SRW- full-size heavy-duty pickup, 1-ton segment

**Chevrolet Tahoe LS Commercial** – 2WD- SUV, large segment

**Chevrolet Avalanche LS** – 2WD, sport utility truck segment.

“Chevrolet and GMC showed strong fleet strength in the truck and van segments due to their low depreciation and insurance costs,” said David Wurster, president of Vincentric.

“We also saw the strength of

## Ford Teams with Yahoo to Promote Focus Electric

NEW YORK – Ford and Yahoo! last week announced a new program to promote the launch of America’s most fuel-efficient five-seat car, the Focus Electric, with “Plugged In,” Yahoo!’s first reality competition series.

Beginning in May and timed to the availability of Focus Electric in multiple U.S. markets, the series is being broadcast exclusively online at Yahoo!

Screen (screen.yahoo.com) – Yahoo!’s video destination. Plugged In features two-person teams competing against each other in a series of challenges centered on the chance to win a new re-designed Ford Focus Electric.

Viewers are encouraged to share comments about each episode and upload photos of favorite places in their hometown to a special Flickr group page created for the program. Magical Elves, an Emmy Award-winning production company, is producing the series.

“Ford is launching the Focus Electric on Yahoo!, once again recognizing the power and reach of the Web as we continue to rely more on digital media,” says Matt VanDyke, director, U.S. Marketing Communications for Ford.

“The electric vehicle market will grow over time, so we electrified our popular small-car platform with a targeted online campaign instead of creating a one-off vehicle with huge ad budgets.”

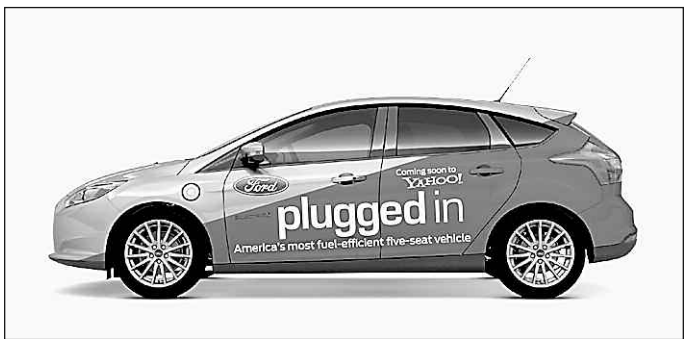
Plugged In competition locations include Los Angeles; New York; Chicago; Washington, D.C.; San Francisco; Seattle; Austin, Texas; Atlanta; Raleigh, N.C.; and Boston. A celebrity, serving as the hometown’s personal insider, kicks off each episode and provides clues that require

contestants to complete various tasks and challenges while exploring and discovering hidden cultural gems and “best of” locations in their city.

The winning teams in each city move on to participate in the finale event in Los Angeles, where they will compete with teams from other regions for the chance to win the Ford Focus Electric.

The Focus Electric plays a prominent role in the competition as the car’s SYNC with MyFord Touch system will be how teams receive video, text and audio clues for the content. In addition, the car’s navigation capabilities are used to help teams get from point to point, and hands-free calling will be used when the contest requires teams to make calls.

“Innovative brands like Ford are playing a key role in the growth of online video, especially when the approach starts with the creative elements and storytelling. When the product integration is truly organic, as it is here, the over-



Ford and Yahoo! are teaming up to launch “Plugged In,” a unique reality series featuring the Ford Focus Electric car. “Plugged In” features two-person teams competing against each other in challenges centered on the chance to win an actual Focus Electric.

all consumer experience is enhanced,” said Erin McPherson, vice president and head of Video at Yahoo!.

“We drew from insights we have about our audience – namely, that they are passionate about celebrity-related content, and that they love travel – and together with Ford, we developed a high-energy reality competition in which the Focus Electric plays a key role. We will then program the series in the context of our other leading media

properties, resulting in a highly immersive video experience.”

With 61 million unique visitors per month who come to Yahoo! to watch video and the top original online video programs, Yahoo! sets the bar for best-in-class original video programming. Team casting is under way and negotiations with the celebrities from each hometown are being finalized. The celebrities and schedule will be announced within the next few weeks.

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