

## 'We've Improved Quality by 60 Percent Over Last 3 years' – Chrysler's Betts

AUBURN HILLS – Chrysler Group's revamped product line-up and extensive quality investments, say Chrysler officials, make it the most improved automaker as it ties for second place in Strategic Vision's 2012 Total Quality Index (TQI) study.

The company's results were boosted by the Dodge brand's 26-point year-over-year improvement.

This is one of the most substantial increases in Total Quality since the inception of the study in 1995, according to Strategic Vision, and reflects the fact that Dodge has one of the youngest showrooms in the country with seven all-new or significantly redesigned vehicles in the past two years.

Three Chrysler Group models won TQI Awards. The Fiat 500 led the small car segment, Dodge Charger ranked highest in the larger car segment and Jeep Grand Cherokee took the top spot in the medium SUV segment.

According to Strategic Vision, TQI reflects all aspects of buying, owning and driving a vehicle as a

holistic measure. TQI encompasses positive and negative experiences including reliability, driving excitement, emotional attachment and overall sales and service satisfaction.

"TQI recognizes that quality and satisfaction can mean different things to different customers," said Doug Betts, senior vice president – Quality, Chrysler Group.

"The ultimate measure of quality is whether customers want to recommend their vehicle to friends and family and these results emphasize the progress we've made to build exciting, high-quality vehicles that our customers are proud to recommend.

"We've improved our vehicle reliability by more than 60 percent in the past three years," Betts said.

"Today, the entire industry is very competitive on reliability and the real competition is in delivering innovative, exciting vehicles and ensuring customer satisfaction during and after the sale."

## Book Recounts Cadillac History, Which is Officially 110 Years Old

DETROIT – Cadillac, which celebrates its 110th birthday this month, will be the subject of a new limited edition Assouline luxury book. When it debuts later this fall, Cadillac will be the renowned publisher's first project dedicated to a single automotive brand.

Cadillac tells the history of America's first luxury auto maker with 150 pages of images depicting the brand's many landmark cars and the people who drove them, making Cadillac among the world's most-revered luxury brands.

"Cadillac is indelibly woven into culture, in America and around the world," said Don Butler, Cadillac vice president of marketing.

"Today, with Cadillac once again moving forward as a design and technology leader, we're proud that our brand has inspired the artists at Assouline."

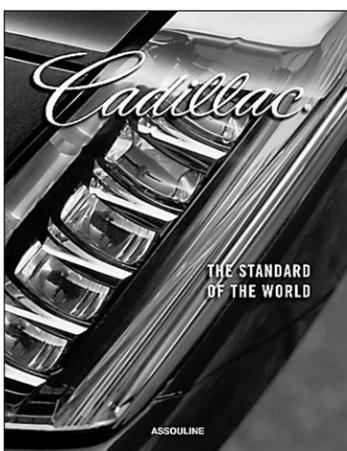
Only 500 hand-numbered Cadillac luxury books will be produced, each housed in a black slipcase with metallic Cadillac plaque and retailing for \$395. A more conventional hardcover version with dust jacket will also be available and retail for \$75. The book will be released in time for the holiday shopping season.

Known for their editions on architecture, fashion, design and travel, Assouline has published more than 1,000 luxury books since its founding in 1994. They have branded boutiques around the world including Paris, New York, Las Vegas, Seoul, and Lima.

Cadillac's history dates to 1902, when it was founded by engineer and entrepreneur Henry Leland. As Henry Ford's first attempt to establish an automobile company faltered, Ford's investors asked for Leland's appraisal of the assets of the failed Henry Ford Company. Leland instead convinced the investors to let him make a new company with cars powered by the single-cylinder engine he invented.

Historians debate the actual "birthdate" of Cadillac. Leland's original meeting with the Henry Ford Company's investors occurred on Aug. 22, 1902, often cited as the "start" of Cadillac. The actual date of the founding of the Cadillac Automobile Company, in records filed in Detroit, is Aug. 27, exactly 110 years ago last week.

Using tools and equipment from his other firm, Leland and Faulconer, Leland's first Cadillac was built on Oct. 22, 1902. The new company began production and sales in earnest in March of 1903.



Assouline's book on Cadillac.

## High Gas Prices Not Impacting Used Car Sales

MCLEAN, Va. – The recent 42 cents spike in the price of regular grade gasoline has had a minimal impact on used-vehicle prices in August as consumers are choosing to stay the course with their current vehicles, said Jonathan Banks, senior analyst with the NADA Used Car Guide.

"This time around, rising gas prices have done little to shift consumer demand for late-model used vehicles. Buyers have become more accustomed to dramatic swings in gas prices," Banks said.

"As long as fluctuations are similar to what's been seen in the past, consumers will stick with vehicles that best fit their lifestyles, rather than make unnecessary sacrifices for improved fuel economy."

In 2011, used-car prices increased significantly and light-truck prices decreased when gas prices grew from \$3.07 a gallon in early January to a peak of \$3.96 in May, according to the Energy Information Administration.

Fast forward to spring 2012, gas prices followed a similar course toward a peak of \$3.94 a gallon in April, but used-vehicle prices took a different path with car price appreciation much less than the prior year.

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