

Eaton Works with Dept. of Energy on New-Gen Battery

SOUTHFIELD – Diversified industrial manufacturer Eaton Corp. has announced it is strengthening its commitment to hybrid vehicle technology by developing a cost-effective power control system to reduce the size of the system battery without a loss of battery life or vehicle performance.

The fuel-efficient application is intended to optimize the operation of hybrid electric vehicles, from passenger cars to commercial vehicles.

“This project is a continuation of Eaton’s keen focus on hybrid technology development and our confidence in the value of hybrids for the future,” said Tom Stover, chief technology officer for Eaton’s Vehicle Group.

The \$2.8 million project is funded jointly between Eaton and a grant from the Department of Energy’s Advanced Research Projects Agency – Energy (ARPA-E).

The goal is to reduce the size of the battery by 50 percent and improve the total performance of the system and its charge rate while maintaining fuel economy and overall vehicle performance.

“This project is a continuation of Eaton’s keen focus on hybrid technology development and our confidence in the value of hybrids for the future,” Stover said.

“Eaton is continuing to invest in developing the infrastructure that supports the future of the transportation industry, and this project is an example of how we are working to find safe, efficient and sustainable ways to improve hybrid vehicle performance.”

The development project will be led by Eaton’s Innovation Center team in Southfield, who will work with a team from the National Renewable Energy Laboratory (NREL).

Eaton’s engineers and scientists will leverage the company’s expertise in intelligent power management systems and hybrid technology with the NREL’s expertise

in battery modeling and prognostics.

In addition to hybrid vehicle applications, Eaton sees opportunities to extend this technology into other areas where hybrid power management requires extended battery life, including community infrastructure, data centers, manufacturing and industrial.

“Only the best projects were chosen for this highly selective grant,” said Chris Roche, Eaton’s vice president, Innovation Center, Corporate Technology.

“This type of grant is designed to fund highly transformative technologies, and Eaton and ARPA-E believe this technology is a true game-changer in the area of hybrid power management.”

This is the second ARPA-E grant that Eaton has received within the past month. The other project was a \$3.4 million grant to develop affordable home refueling stations for natural gas vehicles.

Eaton also has received Department of Energy grants in the past 12 months for the development of technologies for compressed natural gas, research on waste heat recovery for commercial vehicles, and fuel cell expander research.

Meanwhile, Eaton’s Vehicle Group – part of Eaton’s Industrial Sector – is supporting customers globally to safely, reliably and efficiently manage vehicle power through the design, manufacture and marketing of a comprehensive line of reliable, high-efficiency powertrain systems and components for use in the commercial vehicle and automotive industries.

With 54 manufacturing, technical and engineering centers throughout the world, Eaton’s Vehicle Group is focused on supplying technologies that improve fuel economy, reduce emissions, save energy and enhance the performance of its customers’ vehicles.

Flint, Rochester Teachers Earn Chevrolet ‘GREEN Educator’ Awards

DETROIT – Earth Force and the General Motors Foundation has recognized 10 environmental educators with the Chevrolet GREEN Educator Award.

Now in its second year, the award honors educators who integrate innovative environmental education into their work. To help inspire others, winners highlight their teaching tools and best practices on the GREEN Educator website.

“Our goal is to recognize educators who go above and beyond to make education come alive and ‘mean something,’” said Lisa Bardwell, president and CEO of Earth Force.

“We want to share their stories and resources to inspire others to encourage young people about learning, the environment, and the kinds of leaders they can be in their community.”

The educators encourage students to lead their own learning by connecting them to their communities, building local partnerships and serving as a mentor and advocate for the environment.

The winners are:

- April Yorks, Flint, Mich. (Kearsley-Armstrong Middle School)
- Dominique Evans-Bye, La Crescenta-Montrose, Calif. (Clark Magnet High School)
- Kate Mini Hilliman, Tonawanda, N.Y. (Buffalo Urban Outdoor Education)
- Kathleen Vrable-Bryan, Youngstown, Ohio (Mahoning Soil and Water Conservation District)

- Kathryn Lynch, Eugene, Ore. (University of Oregon)
- Loree Harvey, Monte Vista, Colo. (Monte Vista Middle School)
- Michele Arquette-Palermo, Rochester, Mich. (Clinton River Watershed Council)
- Stephen J. Ritz, South Bronx, N.Y. (Green Bronx Machine)
- Timothy H. Anderson, Princeton, N.J. (Princeton High School)
- Tracy Hollis, Grand Prairie, Texas (Grand Prairie Independent School District)

“These teachers are at the forefront of hands-on learning both inside and outside of the classroom,” said Mike Robinson, GM Foundation board member and GM vice president of Sustainability and Global Regulatory Affairs.

“The GM Foundation understands the importance of engaging our next generation of engineers and community leaders, whether it’s through our own GM GREEN watershed education program or recognition of outstanding environmental educators,” Robinson said.

GM is in its 23rd year supporting GM GREEN (Global Rivers Environmental Education Network), a partnership with Earth Force to help youth understand how their actions impact local watersheds.

The interactive learning experience continues to gain traction, and this year marks the first time every GM manufacturing site in the United States will mentor students in their local community on water quality. Last year, GM volunteers waded into streams with 9,312 students from nearly 100 schools.

SERRA CHEVROLET in SOUTHFIELD

on TELEGRAPH • NORTH of I-696 • WE’RE GENERATING EXCITEMENT!

GET OUT OF YOUR CURRENT ALLY LEASE NOW!
LEASE PULL-AHEAD IS BACK!

GET OUT OF YOUR LEASE TODAY! AND GET BETTER MPG RIGHT AWAY!
COSTCO MEMBERS GET SPECIAL PRICING AND A \$500 COSTCO CASH CARD!

Don't miss our **ULTIMATE EQUINOX TAILGATE PARTY!**
Monday • Oct 22 • 11am - 4pm
Free food and prizes!

HURRY! THIS ENDS 10/31/12!



2012 CHEVY TRAVERSE LS • 24 MPG!
WAS \$30,485 • NOW \$21,612!

\$45 **\$95**

\$1,199 DOWN **\$0 DOWN**

Only \$84 more without competitive lease!
#CJ421175 • 10K miles/year • No security deposit!

BRAND NEW UNITS! NOT RENTAL OR LOANER UNITS!



2012 CHEVY CRUZE LS • 42 MPG! ←

WAS \$18,125 • NOW \$14,330!

\$77 **\$127**

\$1,199 DOWN **\$0 DOWN**

Only \$43 more without competitive lease!
#C7312216 • 10K miles/year • No security deposit!

NO EMPLOYEE DISCOUNT REQUIRED!

HURRY! THIS ENDS 10/31/12!



2013 CHEVY MALIBU LS • 34 MPG ←

WAS \$23,150 • NOW \$20,536!

\$146 **\$197**

\$1,449 DOWN **\$250 DOWN**

Only \$42 more without non-GM vehicle in household!
#DF145120 • 10K miles/year • No security deposit!



2013 CHEVY VOLT • 94 MPGe! ←

WAS \$39,995 • NOW \$37,754!

\$273 **\$306**

\$1,199 DOWN **\$0 DOWN**

EVERYONE PAYS THIS PRICE!
#DU108744 • 10K miles/year • Security deposit required

NO EMPLOYEE DISCOUNT REQUIRED!

Costco offer cannot be combined with GM Employee Pricing. Due @ signing, first payment, tax, title, plate, doc & CVR fees. Traverse & Impala WAS/NOW pricing/payments based on GMS & Lease Conquest. Traverse based on Super “S” tier credit approval. Cruze payments based on GMS, Lease Conquest & Super “S” tier credit approval w/ 800 score. Malibu based on GMS & non-GM vehicle in household. Equinox WAS/NOW pricing & payments based on Lease Conquest. Impala payment based on 2.99% @ 72 mos + tax & fees. All payments based on approved credit. Must take delivery from retail stock by 10/31/12. Photos may not represent actual vehicles.

AND...HOME OF THE **\$12.95** OIL CHANGE! SOME EXCLUSIONS APPLY

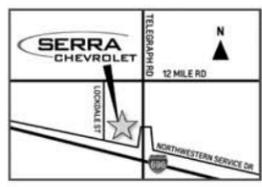


PROUD SPONSOR OF MAKING STRIDES Against Breast Cancer

Chevy runs deep

SALES
M-T-W-TH 9-9
FRIDAY 8-6
SATURDAY 8-4

SERVICE
M-T-W-TH 7-7
FRIDAY 7-6
SATURDAY 7-3



Ask about our **Guaranteed Credit Approval**
1.800.990.1151

GM AUTHORIZED SERVICE PROVIDER

ON TELEGRAPH • NORTH OF I-696 | SERRACHEVROLET.COM | 248.354.6001



Where You Always Get... **The Best Price... PERIOD!**

2012 TRAVERSE “LS”



Stk. #10133 MSRP \$30,985

- 3.6L SIDI V6 Engine • 6-Speed Automatic Transmission
- Remote Keyless Entry • Eight Passenger Seating
- Power Windows/Locks • Power Driver’s Seat!

Over 40 Available at Similar Savings!

24 Month Lease Starting At!

\$109 OR **\$69**

with \$0 Down and NO Security Deposit! with \$999 Down and NO Security Deposit!

2013 EQUINOX “LS”



Stk. #D9183 MSRP \$24,580

- 2.4L DOHC Engine • 6-Speed Automatic Trans
- Power Windows/Locks • Remote Keyless Entry
- 17” Aluminum Wheels • AM/FM/XM CD Sound System!

NO GM Discount Required!

24 Month Lease Starting At!

\$218 Only \$999 Down with NO Security Deposit!

2013 SILVERADO “LT”
Ext Cab 4x4



Stk. #D9470 MSRP \$36,350

- “All Star” Edition • VORTEC 5.3L V8 Engine
- Locking Rear Differential • Trailing Package
- Power Driver’s Seat • Remote Keyless Entry!

ALL STAR Edition!

36 Month Lease Starting At!

\$189 Only \$1099 Down with NO Security Deposit!

“All New” 2013 MALIBU “LS”



Stk. #D9038 MSRP \$23,150

- 2.5L DOHC VVT Engine • 6-Speed Automatic Trans
- Remote Keyless Entry • AM/FM/XM CD Audio System
- Bluetooth for Phone • Aluminum Wheels!

NO GM Discount Required!

24 Month Lease Starting At!

\$159 Only \$999 Down with NO Security Deposit!

Picture may not represent actual sale vehicle. All rebates/incentives including competitive lease (non-GM) in household have been deducted from Sale Price/Payment and are subject to change by the manufacturer without notice. GM Employee Discount is required except where noted. Silverado includes additional \$1000 trade-in rebate. Prices/Payments are plus tax, title and plates. All leases 10,000 miles per year. 2012 Traverse LS require +800 credit score, others slightly higher. First payment, title, tax and plate fees are due at lease signing. Pull Ahead up to 6 payments under an Ally lease within the normal mileage allowance and with a clean CARFAX. Some Restrictions may apply, see dealer for details. Sale ends 10/31/2012 @ 6:00PM.



35500 S. Gratiot Ave. Clinton Township, MI. 48035 **4511 24th Ave. Fort Gratiot, MI. 48059**

(586)-791-1010 **MORANCHEVY.COM** **(810)-385-8500**

RICH MILNE NICK NAWROCKI DICK MILNE

rmline@moranautomotive.com nnawrocki@moranautomotive.com dmilne@moranautomotive.com