

## Oakland Tech News

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### Correction: Charger Sport AWD

Note: In the January 14, 2013 edition of the Oakland Tech News we had one error and one omission, each compounding the other.

The headline should have read "2013 Charger Sport AWD delivers up to 370HP."

A portion of the article was cut. This portion explains the different engine sizes and specs, which would have clarified the headline error.

We apologize to our readers and Chrysler, for the confusion this has caused.

Below is the missing portion, from the article.

Dodge Charger AWD Sport (based on Charger SXT and SXT Plus models) features the award-winning 3.6-liter Pentastar V6 engine – now with 300 horsepower thanks to the addition of a new sport-tuned dual exhaust system and cold-air induction system. The aluminum mill, according to Dodge officials, delivers best-in-class city and highway fuel economy (18/27 mpg).

For drivers who demand more performance, the 5.7-liter HEMI V8 engine with 370 horsepower delivers 395 lb.-ft. of torque. With four-cylinder mode Fuel Saver Technology, the Dodge Charger AWD Sport also can be configured from the Charger R/T and R/T Plus models.

Both V6 and V8 models feature the segment-exclusive active transfer case and front-axle-disconnect system to improve real-world fuel economy.

Dodge officials say no other major automotive manufacturer offers the combination of these two independent technologies.

### Got News?

If you have solid business news for this paper, please contact us at News@OaklandTechNews.com.

# Buick Encore Targets the Young, Conquest Buyers

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Lloyd Biermann, Buick Encore/Enclave Marketing manager, said they've done a lot of market research as to what customers want and that the Encore hits the key points.

"Basically, three things ring consumers' bells," Biermann said. "One is maneuverability. This is a nimble car and has just about the tightest turn radius out there. There's a safety component. This vehicle has the ability to get out of danger quickly."

The second thing consumers want, Biermann said, is adaptability. A vehicle should be able to take you to your office and to the beach or to the mountains to ski. The Enclave's architecture can be adjusted to fit someone's needs. The front passenger seat, for example, can be folded flat for more room in the back.

The third thing people want,

Biermann said, is technology. Now, all Buicks come with IntelliLink.

"Technology tells consumers we're up to date and it allows for a more pleasurable driving experience," Biermann said.

There is also lane departure and forward collision avoidance technology available.

The Encore is perfect for the consumer looking to "right-size" his or her ride, Biermann said. That might mean a young couple with one child who need a vehicle to handle their new domestic needs. It might mean an older couple whose children have left the nest, and they don't need as big a vehicle as in the past.

The Encore comes with four basic packages, starting at \$24,950, Biermann said. Each bump-up adds about \$1,500 to the price of the vehicle, with the last package coming in at an MSRP of \$28,940. This price package selection is no accident, Biermann said. They

learned that consumers don't want to mix and match options. By giving them four packages, a price is easier to pick.

The gender breakdown of potential buyers is expected to be about 60 percent female. They expect the "conquest" rate to be similar to that of the Verano.

"What I hear a lot after someone has seen an Encore for the

first time is that the potential customer never knew he or she needed such a vehicle until it was seen," Biermann said.

He said the vehicle will have elegant Buick styling and the Chinese version has been on sale for a couple of months and has proven popular.

All Chinese Encores are made in China.

## Dart GT Offers Style and Performance

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A company spokesperson said when the Dart was relaunched last year it was announced that Dodge would be introducing an R/T model in the future.

"A couple of things happened," the spokesperson said. "Dodge had been out of the compact segment for seven years and it was decided (we needed) to get awareness to as large a segment of the buying public as possible."

The R/T is really a niche segment of the compact market. It is high performance and while Dodge wanted to offer a model that was "a little more premium," they didn't want that vehicle to be the R/T. The reason is that the R/T would function more like a high-performance sports car. When you get to that level of performance, you can sacrifice some of the day-to-day driving comfort.

So Dodge decided to introduce the GT. It has more premium features and a more powerful engine than the two engines used in other Dart models. But while giving excellent performance for a compact, it's not at the R/T level.

"The GT is for the person who wants a little bit sportier ride without sacrificing premium features and day-to-day driving comfort," the spokesperson said. "The ride is not on the far extreme of the high-performance spectrum."

Dodge is still working on developing an R/T and drivers looking for that model could be seeing one in the future, the spokesperson said.

"The new Dart GT embodies the best attributes that compact car buyers are looking for, including outstanding style, performance, technology and value," said Reid Bigland, president and CEO, Dodge Brand.

"With 184 horsepower, 18-inch aluminum wheels, sport suspension, premium leather interior and several class-exclusive features, the Dart GT represents the sweet spot in the compact car market, offering mid-size roominess combined with premium amenities for only \$20,995 MSRP."

The Dart GT model is the latest addition to the 2013 Dodge Dart lineup, which currently includes the Dart SE, SXT, Rallye, Aero and Limited models. Dodge continues to investigate a high-performance R/T model.

Building off the Dart Limited, the GT adds such features as:

184 horsepower 2.4-liter Tiger-shark with MultiAir 2 with six-speed manual or available six-speed PowerTech automatic AutoStick; 18-inch aluminum wheels; sport suspension with frequency sensing damping shocks; unique performance front fascia with black accents and Hyper Black grille, and more.

## Ford Atlas Provides Glimpse of Future

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Further fuel savings are designed to accrue for the Ford Atlas Concept from a series of aerodynamic elements, including:

Shutters behind the grille stay open when extra engine cooling is required in, for example, high ambient temperatures, then close automatically to improve aerodynamics when the truck is cruising at steady highway speeds.

Somewhat similarly, shutters in the wheels are hidden to improve appearance when the vehicle is at rest or traveling at low speeds but close automatically at highway speeds to improve aerodynamics. These shutters are powered by self-charging batteries that use energy from the wheels' motion.

A front-end wind spoiler lowers at highway speeds to improve underbody airflow but raises at low speeds to improve ground clearance.

Auto-deploying running boards aid entry when the truck is stationary then fold up against the truck when it is moving to improve aerodynamics and ground clearance.

These aerodynamics-based features together are estimated to save more than 2 mpg on the highway without diminishing towing or hauling ability.

Ford Atlas Concept features aimed at improving vehicle capability, durability and productivity range widely and show signs of having been developed with direct input from pickup truck owners. Among the innovations are:

Trailer Backup Assist – A segment-first, the feature allows drivers to maneuver the truck and back a trailer by using a single twist knob and without requiring use of the steering wheel.

Dynamic Hitch Assist – By showing visual cues on the truck's central display screen, this feature helps align the truck's hitch precisely with the trailer coupling – another example of eliminating difficult maneuvering challenges.

Tie-down points are integrated within the cargo box walls and load floor, along with 110-volt electrical outlets in the box to charge power tools.

"We wanted the concept to reflect how Ford trucks help customers in both their worlds – professionally and personally," said J Mays, Ford group vice president and chief creative officer.



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