

Cadillac ELR a 'Revolutionary Vehicle' – VP Bob Ferguson

by Jim Stickford

Going green may be seen as a civic virtue, but Cadillac believes that going green shouldn't mean being uncomfortable.

That's the message GM presented at the 2013 North American International Auto Show, when the company introduced to the world the Cadillac ELR, the first luxury extended-range electric vehicle on the market.

Mark Adams, executive director, Cadillac Global Design, spoke about the ELR, saying the vehicle was an elegant synthesis of Cadillac heritage and forward-looking technology.

"This combination of heritage, technology and brand values is what makes Cadillac special," Adams said.

"We call it Art and Science – the artistic expression of innovative technology. Cadillac is bold, even occasionally provocative. We have world-class quality, craftsmanship and precision. And we are innovative – in both technical and design terms.

"And yes, Cadillac is American, and proud of it."

The ELR represents Cadillac's return to world-class luxury, said Adams, and represents the next step in technology. He added that drivers won't have to give

up in terms of performance or ride.

Its full range is 300 miles, Adams said, adding that during normal, average commuting days, most drivers won't need to engage the gas engine, so the vehicle will have zero emissions.

The interior uses hand-wrapped cut-and-sewn interior with authentic materials including semi-aniline leather seating. And to top it off, drivers will also experience the instantaneous torque of an electric motor – as much as a BMW M3, which is 295 lb.-ft. of torque.

Bob Ferguson, vice president of Cadillac Global Engineering, said that technology is great, but Cadillac's greatest asset is the people who work to produce the vehicles.

"ELR is a treasure – not only for its design and technology – but because it will be exclusive," Ferguson said. "ELR will be manufactured in limited numbers at our plant in Detroit.

"In addition to the U.S., we will export ELR only to the largest global luxury markets, including China and Europe. ELR is a very important – and even surprising – car for Cadillac.

"I believe it will be a landmark in Cadillac's history. It sits at the intersection of beauty in design



2014 Cadillac ELR

and the best of engineering. And it is engineered right for the times.

"It is a special car that exemplifies Cadillac's greatest achievements throughout history. ELR signals Cadillac's ongoing expansion as a brand that defines the best of technology and reaches a new generation of luxury buyers.

"Simply put, ELR is a revolutionary vehicle, a pivot point for Cadillac that will allow us to reestablish ourselves as a technological leader in the luxury space."

The ELR performance features will include four selectable drive modes, including a Sport Mode

with more aggressive throttle response, suspension settings and steering feel, Adams said, together with a new front suspension that offers "spirited handling and agility."

It also has a new "Re-gen on Demand" feature that enables more driver engagement, Adams said.

"Paddle shifters behind the steering wheel enable the driver to activate regenerative braking," he added. "For example, the driver can pulse the brakes by hand, balancing the weight of the car properly to enter into a corner with your foot ready to accelerate."

Genisys Contest For Best Photos Of Extravaganza

Genisys Credit Union is searching for the best photo taken at the 2012 Holiday Extravaganza Parade, which was held on Dec. 1, 2012, in downtown Pontiac. Anyone with photos from the event is encouraged to enter the competition by Feb. 1. The winner of the photo contest will receive a \$50 gift card.

There are many ways to enter. Facebook users can post their photos on the Genisys wall and tag @HolidayExtravaganza in the caption. Twitter users can mention @Genisyscu in their post and include #PontiacHolidayExtravaganza with a link to their photos.

If you do not have access to social media, you can still enter by emailing your photos to: santa@holidayextravaganza.org or publicrelations@genisyscu.org.

You can also mail them to: Genisys Credit Union, Attn. Public Relations, P.O. Box 432224, Pontiac, MI 48342.

The purpose of Holiday Extravaganza is to bring Oakland County cities and townships together to share in the celebration of the holiday season.

This year, Auburn Hills, Pontiac, Waterford Township and White Lake Township worked together to host the 31st Annual Holiday Extravaganza festivities.

For more info or a calendar of events, go to www.genisyscu.org.

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2014 Corvette Stingray

Chevrolet Unveils All-New Corvette Stingray at NAIAS

Chevrolet came out last week at the 2013 NAIAS showing off the brand's different models sold across the globe as well as the brand new Corvette Stingray.

Mary Barra, senior VP – Global Development for Chevy, said that Chevrolet is on a roll both here in the United States and across the world.

"While Chevrolet is known as a U.S. brand, its global scope grows every day," Barra said. "More than 60 percent of Chevrolts sold today are sold outside the United States.

"This global presence has helped Chevrolet achieve record sales in 2011 and 2012. Last year, we sold almost five million Chevrolts and it's the fastest growing auto brand in the world."

And because Chevrolet is becoming a greater world brand, the company used the auto show to debut its new motto – "Find New Roads."

For the first time ever, Barra said, all of Chevrolet's people, whether engineering, sales or production, are aligned under a single vision.

No matter where they are around the world, they are working together to achieve Chevrolet's goals.

She said that Chevrolet will be launching 20 different models this year alone. That includes the Spark EV, which will have its debut in the summer.

The company just launched the new Silverado. And 60 years ago to the week, it launched the

first Corvette, which Barra called an American spin on a European sports car.

But the 2013 NAIAS is special for Chevrolet because that's where the brand launched the new Corvette Stingray, Barra said.

That name has a fabled history within Chevrolet and few Corvettes have the right to carry the Stingray name.

"The 2013 Stingray redefines modern performance," Barra said.

Mark Reuss, president of GM North America, talked about the new Stingray.

"The new Stingray is more all-new than the first Corvette launched almost 60 years ago to the day," Reuss said. "Even that first Corvette borrowed parts from other cars of the day. The new Stingray has an all-new aluminum frame and goes from zero to 60 mph in under four seconds."

But despite having all that speed and power, the vehicle is still able to be the most fuel-efficient Corvette ever, Reuss said. The 2013 Stingray gets an EPA-estimated 26 miles per gallon on the highway.

He added that the new Stingray is a technological "tour de force" that is being built in a completely retooled plant in Bowling Green, Ky.

Among the technological features are an interior that includes real carbon fiber, aluminum and hand-wrapped leather materials.

Feb. 13 'Bingo' Focus is Fun, Prizes

The Library of Auburn Hills is holding a special Book Bingo event on Wednesday, Feb. 13, in the Large Meeting Room of the main library.

The event is an hour long and starts at 2 p.m. and is for adults. Participants will have the opportunity to play Bingo to win book prizes, have fun, and make new friends. The event will be held in the Large Meeting Room on the 2nd Wednesday of each month.

Fans of a good, old-fashioned murder mystery might want to check out the Auburn Hills public library's Murder by the Book Discussion Group, which will be meeting in the Large Meeting Room on Saturday, Feb. 16, from 10:30 a.m. to 11:30 a.m.

The book under discussion will be "Istanbul Passage: A Novel" by the author Joseph Kanon. The group meets on the third Saturday of every month.

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