



2013 Chevrolet Cruze Clean Turbo Diesel on display at the Chicago Auto show

Cruze Turbo Aims to Win Over Diesel Fans

Chevrolet is entering the U.S. and Canadian diesel car markets this summer with a 2.0-liter turbo-diesel version of its hottest-selling sedan, the Cruze.

GM spokespeople said it features the cleanest diesel passenger car engine General Motors has ever produced.

Clean diesels generate at least 90 percent less Nitrogen Oxide (NOx) and particulate emissions when compared to previous-generation diesels.

Built in Lordstown, Ohio, the 2014 Cruze Clean Turbo Diesel delivers a combination of segment-leading features and efficiency. Based on GM testing, the Cruze Clean Turbo Diesel GM has demonstrated estimated best-in-segment range and 42 mpg on the highway, according to GM officials, with "spirited performance and the durability diesel owners value around the globe."

"Chevrolet has a diverse portfolio of products and technologies to meet the needs of the most discerning customer, whether it's driving across town gas free in a Spark EV or cross-country in a clean turbo diesel," said Chris Perry, Chevrolet vice president of marketing.

The compact sedan's new 2.0-liter turbo-diesel engine produces an estimated 148 horsepower (110 kW) and estimated 258 lb-ft of torque (350 Nm) with 0-60 performance of 8.6 seconds, which is better than the Volkswa-

gen Jetta TDI automatic and competitive with German diesel cars that dominate the U.S. market.

The Cruze Clean Turbo Diesel's emissions will be below stringent U.S. environmental standards with Tier 2 Bin 5 emissions standards.

"Cruze Clean Turbo Diesel fills an important role in Chevrolet's diverse four-cylinder lineup, and is primed to win over diesel devotees and compact car buyers with its performance, torque and fuel economy," said Perry. "We leveraged engineering expertise from around the globe to develop a world-class, low-emissions engine to give U.S. and Canadian customers a car that's both fun to drive and practical at the pump."

With a starting price at \$25,695, including a \$810 destination charge (excludes tax, title, license, and dealer fees) Cruze Clean Turbo Diesel comes with a six-speed automatic transmission, four-wheel antilock disc brakes, 3.20 final drive ratio, 140-amp alternator, 800 cold-cranking amps battery, 17-inch alloy wheels, ultra-low-rolling resistance all-season tires, rear spoiler, Aero Performance Package and leather-appointed seating.

Other standard features include Chevrolet's infotainment system MyLink, a two-year maintenance plan and a five-year 100,000-mile powertrain warranty.

"Cruze Clean Turbo Diesel is

the most sophisticated passenger car diesel engine GM has ever produced," said Jens Wartha, GM global program manager and chief engineer for the Cruze's diesel engine. "We merged European diesel expertise with the real world driving preferences of North American consumers."

Analysts Discuss Chrysler Plan To Debut 47 New Vehicles

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That was the year the company came out of bankruptcy."

Yes, Cutting said, the company has deviated from the 2009 plan. They changed some small cars and delayed the launch of other vehicles until 2015 and beyond. But circumstances have changed since 2009.

He said the situation in Europe may well have forced the company to change its plan, but all the automakers are making adjustments in the face of the changing business environment.

"Chrysler is also operating under unusual conditions," Cutting said. "They receive greater scrutiny because they published a product plan. Most car companies don't do that, so when they change their plan, no one notices. Devotion to a business plan even when circumstances change is not always the best business practice."

Cutting said the 2009 plan did call for Alfa Romeo products to hit the United States sooner than 2013, but that kept getting de-

layed. The Alfa Romeo 4C will finally be coming to the U.S. later this year. He said it's a premium car, so he only expects a few hundred to be sold. But the premium market is looking like it's heating up, so the 4C might be coming here at the right time.

Ultimately, Cutting said, Chrysler has done well with what it has. It was lacking in the small/compact car market, but the introduction of the Dart helped in that segment. The company does have products in the pipeline in addition to the recent introduction of vehicles like the Ram 1500 and the new Jeep Grand Cherokee. There will be a new Jeep Liberty coming out later this year and the company has refreshed the 200 within the last few years.

"I would say the product cycle rate is in fine shape," Cutting said. "In 2015, they will have a new Jeep CUV. The product plan hasn't released any names so we'll have to wait and see about the future of vehicles like the Jeep Patriot and the Jeep Compass."

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