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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 seg-

ment-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 Volkswagen 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.

CONTINUED ON PAGE 3

## Buick January Retail Sales Soar to Best in Nine Years

Buick's adding technology to their vehicles as part of an effort to get younger buyers interested in the brand is paying off, as evidenced by the most recent monthly sales figures.

Buick's January retail sales were the highest in nine years and were up 30 percent year over year. Total sales, including those sold to executive fleets and other commercial customers, were up 32 percent, ending the month at a level unmatched since 2006.

January also saw the first deliveries of Buick's new luxury small crossover, the Encore. Kelleigh Sheehy, a bank underwriter from Marietta, Ga., was among the first owners to drive one home. After building her ideal Encore on Buick.com, she went to Carl Black Buick in Kennesaw, Ga., and learned that an exact match would be the first vehicle delivered.

"It was meant to be," Sheehy said. "But that only came after a lot of research and test drives. Every other vehicle had some compromise, but the Encore had everything on my wish list. I traded in a Volkswagen Jetta and the luxury, quietness and amenities of the Encore are beyond comparison."

It's been Encore's quietness



2013 Buick Encore

that's made the biggest impression on Sheehy. "The one thing I tell my friends about most is how quiet my car is. It's uncanny."

Autotrader.com recently named Encore to its list of "Top 10 Must Test Drive Vehicles for 2013," calling it a "nimble crossover SUV with an exceptionally quiet ride, a high-tech interior and estimated highway fuel economy of 33 mpg." Encore is also on the American Council for an Energy-Efficient Economy's list of "Greener Choices 2013."

The brand's second crossover and fifth model in the lineup arrives as Buick crossover sales are surging.

Encore sales had their best January ever, in terms of both retail and total sales.

CONTINUED ON PAGE 2

## 'Chrysler is as American as It Was When It Was Founded' – Marchionne

Chrysler CEO Sergio Marchionne, in an interview with WJR radio personality Paul W. Smith, talked about the company's Super Bowl commercials the day after they aired.

Smith began the interview by praising Chrysler in getting Oprah Winfrey to narrate the Jeep commercial about troops returning home and using a speech by the late Paul Harvey about the American farmer for Ram.

"That was just unbelievable, and again Chrysler was able to

ascend above the fray of ordinary Super Bowl advertising as it did with Eminem and 'Imported from Detroit,' as it did in last year's half-time spot, Clint Eastwood – only this time, Sergio Marchionne, you did it twice," Smith said. "I am stunned because I was kind of reducing my expectations because I couldn't believe you could do it three times in a row."

Marchionne said that doing this year's commercials weren't easy and he is worried about

coming up with something better for 2014. Smith then said the commercials touched upon Americana and that it was interesting that a company that is now Italian and American seems to understand the American psyche as well as it does.

"Look, the important thing, from our standpoint, is that we have never been ethically confused about what Chrysler is," Marchionne said. "Chrysler is as American as it was when it was founded and it will stay that way

forever, I mean as long as we're involved, and I think we need to be very, very careful that we don't start playing this sort of international card."

Smith then transitioned to Chrysler's improving financial status, pointing out that Moody's had just raised the company's rating. Marchionne said the fact that the financial markets are beginning to recognize what Chrysler is doing is great.

CONTINUED ON PAGE 2



Sergio Marchionne



Joe Flacco (right) is presented with the keys to a 2014 Chevrolet Corvette Stingray from Chevrolet Dealer Rick Flick for being MVP.

## Flacco Wins Super Bowl and Stingray

Super Bowl XLVII MVP Joe Flacco had more than his football victory to celebrate. The Baltimore Ravens' star quarterback got a handshake and keys to a 2014 Corvette Stingray from Chevy Dealer Rick Flick of New Orleans' Banner Chevrolet for being the team's MVP.

Banner Chevrolet, which has been a part of Flick's family for 40 years, was wiped out by Hurricane Katrina but bounced back to become the first business to reopen in New Orleans East after the devastating 2005 storm.

CONTINUED ON PAGE 2

## Lincoln Motor Company Internet Search Soars 350% After Super Bowl Commercial

Super Bowl Sunday was a big day for the Baltimore Ravens and for the advertisers of America, including the newly named Lincoln Motor Company.

So the question is how did Lincoln do?

Michael Stelmazek, group creative director at Campbell Ewald in Warren, said the Lincoln commercial, which featured a story line determined by viewers of "The Jimmy Fallon Show" who used social media to "write" a script for images provided by Lincoln.

"What we saw from Lincoln is in direct contrast from how the other automakers advertised," Stelmazek said. "Ram did a two-minute commercial that was a love letter to the American farmer. Jeep honored our soldiers. Audi's commercial was about bravery. They were about people or values and they honored the audience with a laugh or a story."

Lincoln, on the other hand,

talked about themselves, Stelmazek said. And in his mind that ended up being just another car commercial.

"I'll leave it up to others to say whether or not that choice of how to go was successful," Stelmazek said. "I will say that on Super Bowl Sunday people tune in to see the game played at its highest level, and I think that ap-

plies equally to the ads."

Stelmazek said Super Bowl ads work best if they embrace the day, and the goal of any Super Bowl ad is to take advantage of the largest TV audience of the year. And if a company is successful doing that, they "can strike gold."

CONTINUED ON PAGE 2



2013 Lincoln MKZ

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