## **Cadillac ELR Aces Winter Testing in Michigan's Upper Peninsula**

other piece of the puzzle that

helps us deliver a really confi-

dent handling package for the

car (yet) it also helps us give a

which caused some reduction in

the range compared to the Volt. But we wanted this car to have

some spirited performance - that

was our paramount thing - to make the the car have some

great character, ride and han-

dling, so that's why we made the

choices we did on the suspen-

showrooms until early 2014, the

Cadillac ELR has already brought

home a trophy in winning the Eye-

sOn Design Award for best pro-

duction vehicle at the Detroit auto

most of the observers was how

close we were able to keep the

car to the original concept, when

we displayed the concept vehicle

that was very, very pleasing to

most people who were paying at-

tention to the development of the car, and ... in fact, the de-

sign team put the concept vehi-

cle in the studio with them as

they were going through the pro-

duction car and they tried to

match it as best they could be-

'The fact we were able to do

a few years ago," Kelly said.

"What probably impressed

While it is slated to hit dealer

sion."

show.

"Those changes also added some weight to the vehicle,

more spirited feel to the car.

by Irena Granaas

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The Cadillac ELR extendedrange electric luxury coupe moved an important step closer to hitting dealer showrooms with the successful completion of winter weather chassis testing.

Fresh off its debut at the North American International Auto Show in Detroit. the ELR was accompanied by a crack GM engineering team recently as the vehicle was put through its paces under winter weather conditions in Michigan's Upper Peninsula.

With the Detroit Metro area experiencing another mild winter, General Motors engineers needed some place with extreme winter road conditions to challenge the ELR.

Kevin Kelly, GM manager of Electrification Technology Communications, noted the U.P. provides an ideal winter testing ground.

'We had about four inches of fresh powder the day we were up there, so weather conditions were perfect for us to put the car through the test for the winter conditions . . . (Weather is) pretty predictable there," he said.

You're pretty much guaranteed that this time of year you'll have ideal conditions for doing testing like we were doing, whether that would be riding around on an icy surface to test ABS traction control or just to test the suspension system and the overall handling through some of the imperfections you would get in a winter environment."

According to engineers, the Cadillac ELR performed admirably during this final round of testing for the chassis under winter driving conditions. Both the chief engineer and executive chief engineer signed off on the final calibration for winter tuning and winter chassis performance.

and we're proud of what the team has accomplished with the car . . . The chief engineer was up there as well as the exec chief engineer and they were really thrilled by what they had experienced," Kelly said.

With winter testing completed, the team is moving on to the next rounds of testing in various climate conditions as Cadillac gets the ELR ready for production.

Based on the Cadillac Converj Concept, the car has been honed by designers and engineers, say Cadillac officials, to remain faithful to the "striking exterior and interior looks, while providing the confident, smooth yet spirited performance handling Cadillac customers expect in a sports coupe.'

According to Kelly, the ELR's range is expected to compare favorably with the Chevy Volt, which has a range of about 38 miles. The ELR, with larger wheels, tires, and a more specialized suspension system will have a range of about 35 miles on a single charge.

'We have some optional equipment in the car, a different suspension system called Continuous Damping Control that adjusts continuously to road conditions," Kelly explained.

"Other factors are the HiPer Strut performance-tuned front suspension system that also improves handling; and the watts

nouncement by the Board of

Dr. Harper has served as direc-

tor of the college since arriving

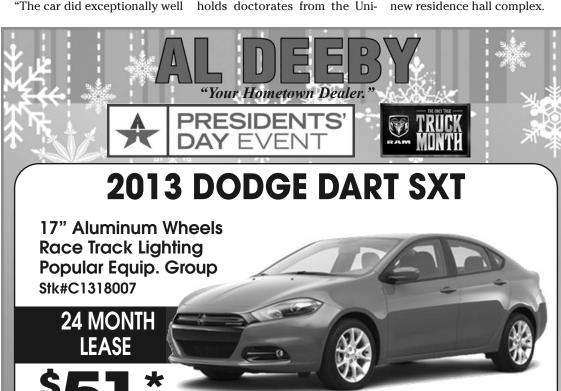
at Oakland in August 2011. He

Trustees.

Oakland University's Graeme versity of East Anglia in the U.K. and Sydney, Australia's the Uni-Harper is making the move from versity of Technology. director of The Honors College to dean, following a recent an-

**Oakland U Names New Honors Dean** 

The Honors College was founded more than 35 years ago. The Board of Trustees recently announced that The Honors College will move from its present location in Vandenberg Hall to a new residence hall complex.





More than four inches of fresh snowfall during testing in Michigan's Upper Peninsula helped validate final specifications on pre-production versions of the ELR's ride and handling dynamics.

cause the concept car got such rave reviews.

"What we've managed to do here is provide the industry's luxury extended-range first coupe, and we've lived up to the promise of what Cadillac customers would expect," Kelly said.

"I mean, the sheet metal speaks for itself. It's an amazing design and we're very, very pleased by what the reaction has been at the auto show . . . The design is striking but still in keeping

with what you'd expect from a Cadillac, not just the exterior but the interior as well.

"We had a couple of journalists at the media preview days who asked us how much of the interior was going to be production, not realizing that the full car that they saw is going to be the car that is going into production."

"They were very pleased by the materials and the fit-andfinish of the car that they saw at the auto show floor.'

on the award-winning truck, the

2014 Ram 1500 EcoDiesel, say

Chrysler officials, will further

stretch its best-in-class fuel econ-

omy title lead and continue to

raise the innovation bar in one of

the automotive industry's most

turbo EcoDiesel and TorqueFlite

eight-speed transmission deliv-

ers on the demands of truckers

torque, fuel economy and

the only truck manufacturer to

offer this game-changing technol-

ogy will provide Ram with a com-

is an advanced diesel engine, say

Chrysler officials, who add that

its emissions are 60 percent less

than those produced by diesel powertrains 25 years ago.

and fuel economy marks new and higher levels of performance

for small V6 engines, Chrysler of-

gine is manufactured by VM Mo-

tori, a Chrysler Group diesel en-

gine supplier since 1992.

Ram's newest turbo diesel en-

The combination of torque

The new 3.0-liter V6 EcoDiesel

"There's no doubt that being

best-in-class

"The Ram 1500 with 3.0-liter V6

customer-loyal segments.

providing

range,"said Diaz.

petitive advantage.<sup>3</sup>

ficials said.

## 2014 Ram 1500 to Offer EcoDiesel **3.0-Liter with 8-Speed Automatic**

by

Beginning in the third quarter of 2013. Ram will become the only brand to offer a small-displacement diesel for its half-ton line of trucks, according to Chrysler officials.

The 2014 Ram 1500 will offer a new, 3.0-liter EcoDiesel engine, mated with the eight-speed TorqueFlite automatic transmission. Chrysler officials say they expect the powertrain to deliver a combination of best-in-class fuel efficiency and best-in-class torque, while still being capable.

Truck owners have been emphatically asking for it, and Ram will be the only manufacturer to offer a diesel powertrain in the half-ton segment with the 2014 Ram 1500 EcoDiesel," said Fred Diaz, president and CEO – Ram Truck Brand and Chrysler de Mexico.

"The half-ton truck market is incredibly competitive, and although we're honored the Ram 1500 has received a number of prestigious awards, we cannot rest on what we have accomplished, we must keep pushing."

The 2013 Ram 1500 won Motor Trend's Truck of the Year, The North American Truck of the Year and Truck of Texas. Building

## **Glynn Appointed Vice President of GM's North America Labor Relations**

General Motors recently appointed Jim Glynn as GM North America Labor Relations vice president, effective immediately, He will be responsible for unionmanagement partnerships, leading joint programs and negotiations, and other key matters involving union-represented emplovees. Glynn most recently was GM North America Manufacturing manager, leading operations at 10 vehicle assembly, powertrain, metal stamping and battery assembly plants. During his 34-year GM career, Glynn held positions in manufacturing and manufacturing engineering, including an assignment leading operations in Mexico. "Jim's extensive background in manufacturing and his reputation for building strong relationships with our union partners will help him succeed in this new role," said Tim Lee, GM vice president, Global Manufacturing, and president, GM International Operations.





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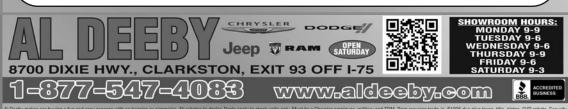
## **2013 DODGE CHARGER R/T AWD**

With Sports Appearance Pkg. Stk#C1324030

mo.

MSRP \$34,635

MSRP \$20,805



"Our workforce is our competitive advantage and what we accomplish through collaboration

Jim Glynn

with our partners is critically important to the business."

Glynn succeeds Cathy Clegg, who was named Global Manufacturing Engineering vice president, replacing Eric Stevens who elected to retire after almost 35 years of service to GM.

In her new role, Clegg will have manufacturing engineering responsibilities for automotive press, body, paint, assembly, controls, powertrain and global program management.