

# Cadillac ATS Technology Keeps Drivers Safe

From the driveway to crowded parking structures and congested freeways, GM's smart car technology is being used by the Cadillac brand.

By packaging safety technologies to help ease the rigors of the daily commute, the new ATS sport sedan, along with two other 2013 Cadillac models, contains Driver Assist technology that uses cameras, radar, ultrasonic sensors and automatic braking to help make common traffic situations safer. In certain low-speed conditions, the car can even brake automatically to help prevent collisions.

"The mall parking packed with cars making it difficult to see what's coming, or the parking deck at work, or the stop-and-go of a freeway commute – these are hassles that drivers navigate every day," said James Bell, General Motors head of Consumer Affairs. "Cadillac Driver Assist can help make these situations

less treacherous and maybe more bearable."

Some of the Driver Assist features designed to ease the everyday commute include Full Speed Adaptive Cruise Control, which extends traditional cruise control to more situations, such as managing the car's acceleration and braking automatically from a driver-set highway "cruising" speed down to a full stop – such as at a toll booth – while maintaining a safe following distance.

The new technology also includes Rear Cross Traffic Alert, which scans areas adjacent to the car on each side, extending the driver's vision – such as when backing out of a parking spot with vehicles on both sides.

Cadillac's Safety Alert Seat warns the driver of traffic approaching from the left or right using directional seat vibration pulses. This patented warning approach is tied to all of the on-board crash avoidance systems.

The package also has Rear Vision Camera with Dynamic Guidelines, which allows the driver, when in reverse, to view objects directly behind the vehicle via the eight-inch monitor on the center stack. A set of red and yellow guidelines appear on the display to mark the vehicle's turn radius, allowing for easier parking and backing maneuvers.

Also included is Automatic Front and Rear Braking, which will apply emergency braking automatically in certain driveway, parking lot and heavy traffic conditions if it detects a vehicle in front of or behind the car.

Forward Collision Alert uses the Safety Alert Seat's haptic warning to vibrate both sides of the driver's seat when the car approaches a stationary or moving vehicle ahead too rapidly.

In addition to the ATS, the Driver Assist package is available on the all-new XTS luxury sedan and the revamped SRX luxury crossover.



A set of colored guidelines appear on the center stack display when in reverse, to mark the vehicle's turn radius and allow for easier parking and backing maneuvers.

"Most of us think of driving a luxury car on open roads, and, of course, cars like the new ATS sport sedan are right at home doing that," said Bell. "But traffic and parking situations are way more common. A great car should

help you in those conditions, too."

## Got News?

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# Chrysler Dealerships Support Community, Donate Over Half a Million

by Irena Granaas

Area Chrysler dealers did their part and then some to support the needs of their local communities, raising more than half a million dollars for the United Way of Southeastern Michigan.

The dealerships donated \$100 for every Chrysler, Dodge, Jeep, Ram and Fiat sold during the month of December.

Taking on the challenge were 42 participating Detroit metro area dealerships.

The special campaign generated \$514,300 in support of United Way of Southeastern Michigan and its mission of helping families and individuals in Wayne, Oakland and Macomb counties.

"Chrysler Group and our Detroit Metro area dealers are delighted that we are able to support United Way in giving back to our communities," said Scott Garberding, Chrysler's United Way Campaign Co-Chair and senior vice president of Manufacturing/World Class Manufacturing.

"December was our second-best sales month of 2012 and our best December sales in five years, so the timing of this unique program was perfect."

The Chrysler donation brings United Way that much closer to reaching its \$35 million fundraising goal, which the agency announced in September.

Chrysler Chairman and CEO Sergio Marchionne kicked off the campaign with a symbolic torch-

lighting ceremony at Detroit's Hart Plaza. Marchionne is the campaign chair for this year's United Way fundraising drive.

The agency seeks to improve people's lives in lasting ways throughout the region and to positively impact local residents by increasing their economic self-sufficiency, protecting children and youth at risk, strengthening families and empowering neighborhoods and communities.

Michael J. Brennan, president and CEO of United Way for Southeast Michigan expressed the agency's appreciation for the dealerships' generous gift.

"We are honored to be the recipient of the more than \$500,000 raised by Chrysler in its year-end promotional program," he said. "This special contribution will enable United Way to connect more families in our community with the basic services they need to improve their lives. My thanks to Chrysler and its employees, who are consistently generous supporters of United Way and its many programs."

Chrysler media spokesperson Ralph Kisiel said Chrysler's December sales were up 10 percent compared with December 2011, which was better than the industry average, making it a good month for the unique charitable fundraising promotion. The company sold 157,367 vehicles in December.

"We're thinking about the possibility of extending this into an-

other month, into March, because it was so successful," Kisiel said.

In addition to aiding United Way's major annual fundraising drive, Chrysler is an active partner to the agency at other times during the year, often with Chrysler employees volunteering their time at local food pantries, company and community food drives, and community summer food program events.

For example, Chrysler Communications Manager Kevin Frazier said Chrysler was able to provide a significant shot in the arm to a United Way food program last summer.

"We worked with United Way on an underutilized food initiative aimed at children," he said.

"It was a free summer lunch program and we worked with United Way to gain the program more notoriety."

The initiative ended up providing close to 150,000 meals to children, which according to Frazier is double what the program had done last year.

"We couldn't have achieved such success without combining forces with a company like Chrysler and other Detroit-based organizations," said Eric Davis, director, food initiative, United Way for Southeastern Michigan.

"The fact that we can rally together and utilize our resources to ignite change in such a critical issue like childhood hunger shows the commitment of these organizations to Detroit and its

surrounding communities."

"The response to this challenge has been overwhelming," said Nancy Rae, senior vice president – Chrysler Human Resources. "With one in five children across Michigan struggling to access nutritious food, childhood hunger is an issue that really hits home for the employees working in our plants and offices. It's truly rewarding to see how their spirit of volunteerism and devotion to the cause has made a difference."

The dealer campaign was so successful Chrysler is again donating \$100 per vehicle sold through the month of March, and the company hopes to generate a combined \$1 million in support of United Way.

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\*Leases 2013 Terrain \$1680 due at signing. 2013 Verano \$2098 Total Due At Signing. 2013 Acadia \$1820 Total Due at signing. 2013 Regal Turbo \$1825 Total due at signing. 2013 Enclave \$2068 Total due at signing. 2013 Sierra ext cab \$1965 total due at signing. \*\*All prices plus tax, title, lic, doc, zero sec deposit. For 2 years receive free maintenance, free OnStar, free XM radio on 24 month leases only. Programs subject to change. Photos may not represent actual vehicle. Expires 3/31/13. \*\*GM \$500 Match money. Must be GM Employee or qualified family member under the age of 25 to qualify. For lease loyalty rebate customer must be in a GM lease set to expire by 12/31/2013. Do not have to trade in lease to qualify. See dealer for details.