

IAC Launches Smartfoil for Stingray Interior

International Automotive Components (IAC), whose North American headquarters are in Southfield, will supply many interior components – including the hand-crafted instrument panel and floor console – and will debut its innovative Smartfoil solution for the lower door panels on Chevrolet's most anticipated new vehicle, the 2014 Corvette Stingray, launching later this year.

IAC's Smartfoil TPO (thermo-plastic olefin) is an exclusive material with a high-quality feel that adorns the interior lower door panels of the 2014 Stingray, providing improved craftsmanship and luxury, while reducing cost and weight compared to traditional solutions. Smartfoil's durable top coat reduces scratches that can be evident in vehicles with low entry/exit points like the Corvette.

"We are honored to be associated with a strong brand like Chevrolet," said Maurice Sessel, senior vice president of product engineering at IAC. "Having the opportunity to launch our newest technology, Smartfoil, on a hand-crafted, premium interior, such as the new Corvette, is an ideal application for this innovative solution. It also is a testament to market acceptance for this unique process."

Smartfoil is ideal for applica-

tions that require improved performance, durability and styling, while maintaining a luxurious look and feel, Sessel said. Its A-surface material has an excellent grain definition and a vacuum-form feel at a similar cost to soft-touch paint and represents up to 10 percent weight savings per component over traditional solutions.

The new material is eco-friendly and also provides excellent color and gloss control and a consistent finish. Designers are able to wrap the material after molding, without parting lines, for locations like the map pocket or other storage compartments. Smartfoil eliminates the traditional adhesive process, as the sheet is actually bonded to the resin during a one-step molding process, producing an appealing and durable finished component with in-mold grain, while reducing assembly time and cost.

Smartfoil works well for most other injection molded parts, including consoles and instrument panel components. Advanced material applications currently being considered at IAC include the use of Smartfoil with natural fiber compression molding and other proprietary hybrid molding techniques in the pipeline for future applications.

As GM seeks to attract the next generation of Corvette enthusi-

asts, the craftsmanship of the interior is increasingly important, IAD officials stated. To help meet additional consumer demands for luxury and improved styling, IAC also provides the hand-stitched instrument panel and floor console, pillar trim, garnish and floor mats to the new Corvette.

IAC will produce the various Corvette components in Dayton, Tenn. Pre-production and prototype components are currently being tested and IAC expects to begin full-scale production in July.

\$250 Million CAMI Upgrade Slated To Add Products

General Motors will invest \$250 million in the CAMI Assembly Plant in Ingersoll, Ontario, to install flexible body shop equipment and tooling for future vehicle production.

"Conversion of the CAMI Assembly Plant to a flexible manufacturing facility will provide CAMI with the ability to produce multiple global architectures and body styles," said Kevin Williams, president and managing director, General Motors of Canada. "Continually improving the flexibility of our manufacturing operations helps us respond quickly to customer needs and market demand."

Manufacturing flexibility is a priority for General Motors, and this investment will give CAMI the ability to build a higher variety of differentiated products, on multiple platforms, at much lower costs.

"We have had a strong start to 2013 with customer demand for our newest vehicles driving improved sales," Williams said. "This is strong confirmation that our investing in manufacturing flexibility, finding ways to bring new products to market faster, is the right strategy."

CAMI currently manufactures the Chevrolet Equinox and the GMC Terrain crossover utility vehicles for General Motors.

Construction is expected to begin in the coming weeks.

Shanghai Assembly of Cadillac XTS To Improve Sales Position in China

Cadillac has begun production of the new XTS luxury sedan in China, the latest and most important milestone in the brand's growth in the world's largest auto market, GM officials said.

Shanghai joins Oshawa, Ontario, as an assembly location for the XTS, marking the brand's biggest step in its expansion since arriving in China in 2006.

"We are reaching the next level of Cadillac growth in China," said Bob Ferguson, vice president, Global Cadillac. "This expansion in localized assembly for our brand in China coincides with the strong momentum of our new product portfolio and significant growth in the dealer network."

Cadillac China's dealer network has grown to more than 150 locations, roughly doubling in the past year. It is planned to reach 250 outlets in the next two years. The brand sold 30,000 vehicles in China in 2012 with a goal of topping 100,000 annually by 2015.

The Cadillac XTS marks an important addition to China, redefining the large luxury sedan via advanced technology such as standard Magnetic Ride Control, the breakthrough CUE system for connectivity and control and advanced safety systems.

The elegant and spacious interior of the XTS is a good fit in China, where luxurious space is highly valued, Ferguson said.

LEASE DEALS SO FANTASTIC...

even I leased 2 new ones. Please call so you do not miss out on these low priced leases.

2013 TRAVERSE

\$127* mo
24 mo. lease w/\$500 down



NO SECURITY DEPOSIT

If you have a lease and it expires

by December 31st, of 2013,

PLEASE GIVE ME A CALL

as you may be able to lower your payments.

Please do not miss out on this program; CALL FOR DETAILS



GMS pricing for active gm employees and family members. Must have non GM lease in household or current GM lease with a maturity date before 12/31/2013. All payments are plus tax, title and documentation and plate fee. All leases are 10K miles per year.

**CALL
BRUCE LITVIN
- 24/7 & 365 -**

CELL # 1-586-405-5175

**40 YEARS
OF QUALITY SERVICE**

blitvin@lunghamer.com

1-888-665-5438
Joe Lunghamer

CHEVY **Drive Beautiful** **BUICK** **WE ARE PROFESSIONAL GRADE**

475 SUMMIT DRIVE • 248-292-2502 • 5825 HIGHLAND RD. (M59) • WATERFORD

We guarantee the lowest price or it's free!

HAPPY ST. PATRICK'S DAY
from
buff whelan chevrolet
586-274-0396
Active GM Employees qualify for an additional \$500 rebate, see Dealer for details.
OVER 1,000
New Chevrolets in Stock!
WE GUARANTEE THE LOWEST PRICES OR IT'S FREE

2013 CRUZE LS
SIGN & DRIVE
NO FIRST PAYMENT OR SECURITY DEPOSIT REQUIRED
Stk.#21620
1.8L Ecotec VVT DOHC Engine
6-Speed Automatic & More...
36 Month Lease/10,000 Miles
\$158* + Tax with \$0 Down

2013 TRAVERSE LS
SIGN & DRIVE
NO FIRST PAYMENT OR SECURITY DEPOSIT REQUIRED
Stk.#21514
Power Locks/Windows/Mirrors • Cruise • Tilt
Steering Wheel Controls • Bluetooth • Back-Up Camera
XM Radio • Onstar & More...
24 Month Lease/10,000 Miles
\$169* + Tax with \$0 Down

2013 MALIBU LS
SIGN & DRIVE
NO FIRST PAYMENT OR SECURITY DEPOSIT REQUIRED
Stk.#22712
Power Locks/Windows/Mirrors • Cruise • Tilt
Steering Wheel Controls • Bluetooth
XM Radio • Onstar & More...
36 Month Lease/10,000 Miles
\$175* + Tax with \$0 Down

See dealer for details. All payments are based on GM Employee pricing. All payments assume you have a NON-GM lease in the household or qualify for GM lease loyalty (the GM lease must expire by 12/31/2013), otherwise payments will be slightly higher. First payment, security deposit, tax, title, and plate due at signing (unless otherwise noted). Offer expires 3/20/2013.

Free shuttle service to home, office or shopping.
buff whelan chevrolet
WHERE THE DEALS MAKE THE DIFFERENCE, EVERY DAY SINCE 1970!
Van Dyke • South of 18 Mile • Sterling Heights
Jeff Caul
586-274-0396
PEP QUOTES BY PHONE OR EMAIL:
JEFF CAUL AT JCAUL@BUFFWHELAN.COM

CONVENIENT HOURS:
Mon. & Thurs.
8:30 am – 9 pm
Tues., Wed., Fri.
8:30 am – 6:30 pm

GM
OnStar
CHEVY

BBB
MEMBER SINCE 1989

We guarantee the lowest price or it's free!

www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com

Be treated with the respect you deserve.
TOP DOLLAR FOR YOUR TRADE
and the Best Deal **PERIOD!!**

Wally Edgar
Chevrolet Employee HO

1-248-724-1073

FIND NEW ROADS

JAY CHAISER x117
Fax: 248-391-0189
Cell: 248-821-8026
Email: jchaiser@wallyedgar.com

Sales Hours:
Mon. - Thur. 8:00 am - 8:00 pm
Fri. 8:00 am - 6:00 pm
Sat. 9:30 am - 3:00 pm • Sun. Closed
CHEVY DEALER CODE 44085

\$999 DOWN
DRIVE A BRAND NEW LEASE FOR ONLY...

2013 CRUZE LS

\$104*
36 MONTH • 10K LEASE
\$999 DOWN

2013 MALIBU LS

\$206*
36 MONTH • 10K LEASE
\$999 DOWN

2013 TRAVERSE LS

\$203*
24 MONTH • 10K LEASE
\$999 DOWN

*All lease payments & sale prices include GM Employee Down Payment Match. Lease examples for Cruze, Malibu and Traverse at GMS pricing plus tax, title, plate, first month payment and doc. fees due at signing with all rebates including GM Lease Loyalty Offer or non GM Lease Conquest assigned to dealer. Lessee responsible for excess wear and tear as well as exceeded contracted mileage. Security deposit may be required by lender. Due to advertising deadlines, prices subject to change.

Located right off
I-75 on M-24,
2 minutes N. of the
Palace of Auburn Hills

1-866-906-0279
Wally Edgar
Chevrolet
Make us your Michigan P.E.P. Car Connection

www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com