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Cadillac to Unveil Twin-Turbo in N.Y.

CONTINUED FROM PAGE 1



Cadillac's V6 Twin-Turbo

connecting rods, machined and domed aluminum pistons with top steel ring carrier for greater strength, a 10.2:1 compression ratio and patented, integrated charge air cooler system with low-volume air ducts.

Two turbochargers produce more than 12 pounds of boost, while vacuum-actuated wastegates with electronic control valves, all-new direct-injection fuel system, tuned air inlet and outlet resonators, aluminum cam covers and other features contribute to exceptional quietness and smoothness, say GM officials.

The 2014 CTS sedan will also feature the naturally aspirated 3.6L V6 rated at 321 horsepower, as well as a 2.0L turbocharged engine rated at an estimated 272 horsepower.

Because the Cadillac Twin-Turbo is based on the same architecture as the existing naturally aspirated 3.6L V6, it benefits from many proven technologies, including dual-overhead camshafts, variable valve timing and direct injection.

The cylinder block casting is unique to the turbocharged engine with cast-in provisions for turbocharger coolant and oil connections, as well as positive crankcase ventilation passages. It uses nodular iron main bearing caps for greater strength to manage the higher cylinder pressures that come with turbocharging. The cylinder heads are also unique

to the Cadillac Twin-Turbo.

As with the naturally aspirated 3.6L, the heads feature integral exhaust manifolds, although upper and lower water jackets were added to the heads to provide uniform temperature distribution and optimal heat rejection. On top of the heads, new aluminum cam covers enhance quietness and are designed with greater positive crankcase ventilation volume to support the turbo system.

Another unique feature of the Cadillac Twin-Turbo is its efficient manner of processing the pressurized air charge through the cylinder heads and into the combustion chambers. A single, centrally located throttle body atop the engine controls the air charge from both turbochargers after the temperature is reduced in the intercooler. This efficient design fosters more immediate torque response, for a greater feeling of power on demand, and reduces complexity by eliminating the need for a pair of throttle bodies.

Chrysler 200 S Special Edition

CONTINUED FROM PAGE 1



200 S Special Edition Interior

The exterior features a new gloss black mesh grille accented with a platinum grille collar, a lower front fascia in platinum black, and platinum chrome fog light "spears. There is also a sport suspension meant to give the driver a more responsive driving experience, Chehab said.

In addition to helping design the special edition, Carhartt is able to produce and sell "Imported from Detroit" clothing that will be available to the public in Carhartt factory stores and at carhartt.com

Chehab said the alliance with Carhartt made sense because their clothing products also represent the themes of hard work, perseverance, determination and "never letting go of your dreams."

When Chehab was asked what the criteria was for choosing a partner, he said Chrysler is selling itself not as a luxury brand, but a brand for hardworking people who want more in their cars without having to pay a lot more for it and not having to import the vehicle.

That's why Eminem made such a good partner, he said, explaining that the rapper has stayed in Detroit when he could have moved anywhere in the world. His Super Bowl commercial helped Detroit celebrate its blue collar roots.

"We want to work with people who have achieved success without forgetting where they came from," Chehab said. "All the stories we do through our marketing have a Detroit theme and thread. That's the path we've chosen and we will continue to grow on it."

Chehab was then asked about budget and rebranding. He said Chrysler's approach doesn't abandon traditional media, but they are careful what they spend on it. They also speak to different demographics using different channels. He said Youtube is the second-most used search engine after Google. When Eminem wanted to use a Chrysler 300 in a video, he got one. That video was eventually seen by millions. Chehab said that he once met

with a Hollywood producer at the producer's home. The man had very expensive cars. Chehab drove to the meeting in the Dr. Dre 300 edition. The producer's young son went crazy and talked about how cool the car was.

The producer eventually bought two of the limited edition vehicles and told Chehab that he loved it because it was a great car and it had cupholders, unlike the \$300,000 vehicles he owned.

Chehab also said that Chrysler is building a limited number of special edition 200 S that will go from the Sterling Heights plant to the nearby Mopar facility where "cool" aftermarket items will be fitted to the vehicles.

When asked if Chrysler had any women it wanted to team up with to promote its vehicles, Chehab said that he didn't think of the brand's partners as male. Rather, they were people with confidence and attitude. He thinks that this appeals to all sexes and he said women do like masculine appointments. Just look at the number of women SUV owners. But he said that, again, comes down to confidence.

And it's not just women who care about stylish appointments. Men like them too, Chehab said.

Chehab also told reporters that "Imported from Detroit" is a slogan that will be used for the Chrysler brand, but not Chrysler Corporation. Dodge, Ram and Jeep have their own brand images, and separation of brands is important so each one can tell its own story.

"To me, we at Chrysler brand started 'Imported from Detroit,'" Chehab said. "And we're going to hold on tight to it."

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