

Oakland Tech News

Reader Input or feedback:
 News@OaklandTechNews.com
 To Inquire about advertising:
 Ads@OaklandTechNews.com

248-860-2275

Deadline: Thursday 5:00 p.m.
 for the next edition of Monday.

William Springer II, publisher
 and interim news editor;
 Lisa A. Torretta, operations

Oakland Tech News
 is a trademark of
 Springer Publishing Co., Inc.
 A Michigan Corporation.

www.OaklandTechNews.com

How New Program Brought Customers to Buick

GM's Experience Buick leasing program – which comes with a two-year term with a single monthly payment that includes entertainment, safety and maintenance features – has led Buick to double its leasing business as a share of total sales over the last 12 months.

Launched in mid-March of 2012, Experience Buick leases come with such extras as SiriusXM satellite radio, OnStar Directions and Connections, designed to make the leases more attractive to the public.

According to customer data collected late last year, 55 per-

cent of Experience Buick customers are new to the brand. That number rises to 63 percent for the Regal luxury sport sedan and 66 percent for the Verano compact luxury sedan. Including leases and sales, a higher percentage of customers in 2012 were new to Buick – 43 percent – than any year on record.

About 74 percent of customers polled said Experience Buick played a major role in their decision, and that each element – maintenance, two-year term, satellite radio and OnStar – were all among their top 10 decision factors.

Two-thirds of the customers indicated they would definitely consider another Buick for their next vehicle.

Dealers in some cities have seen even more dramatic lease penetration with Experience Buick. From mid-March last year through February 2013, leasing as a share of sales was up 23 percentage points in Los Angeles, 19 percentage points in San Francisco, 15 percentage points in Miami and 11 percentage points in Atlanta.

"When this was introduced, I knew it was going to be special for us," said Mark Naszaradi, gen-

eral manager at Williamson Buick in Miami. "Our city is a very lease-dominated market, so we knew if we could get the word out about Experience Buick, it'd be a great thing."

"Since then," said Naszaradi, "we've gone from averaging about 30 Buicks each month to as high as 80 in September, with a majority of our customers trading in import brands. And leasing has risen from 30 percent of our business to more than 70 percent."

Naszaradi is confident that Experience Buick's momentum will continue.



Celebrity Jay Leno recently test drove a TARDEC FED Alpha vehicle.

Jay Leno Test Drives Army's New Alpha Combat Vehicle

CONTINUED FROM PAGE 1

with our stakeholders such as program managers and OEMs like Lockheed or General Dynamics. We call it technology transfer."

The information can be used for the development of new vehicles in future projects, Agusti said. The Alpha has a conventional train. It uses a Cummins Diesel engine and TARDEC was able to get a 70 percent improvement in fuel efficiency over the baseline numbers.

"We were aiming for a 30 percent improvement," Agusti said. "That was back in 2008."

Agusti said she has test-driven the Alpha herself several times, including driving the vehicle around the Pentagon and parking it. The Alpha was taken to California as part of an effort to promote STEM.

"On that trip, we visited several high schools and a couple of colleges," Agusti said. "The idea was to promote STEM education and recruitment. We also took it to a 'cars and coffee' show."

She said Leno had heard about the trip and asked to test-drive it. So they took the Alpha to Leno's private garage where he keeps his vast collection of high-performance and antique automobiles.

"I got to meet Jay Leno," she said. "He really knows his stuff when it comes to motor vehicles. He was excited about taking the Alpha for a test drive and he was so nice. He gave us a tour of his garage."

All of Leno's vehicles, many of which are antiques, have their keys in the ignitions, Agusti said, because all the engines work and need to be turned over from time to time.

"If I had to pick a favorite vehicle from his collection, I would have to say it was one of his Bugattis. It was just such an impressive car and the one I saw was worth \$2 million."

Easter Egg Hunt for Kids in AH

Children of all ages are invited to hunt for Easter treats, enter the annual Easter egg hunt and bonnet contests on March 30, at Civic Center Park in Auburn Hills.

The egg hunt starts at noon. Adults are welcome to enter the traditional egg toss, which begins at 1 p.m. on the lawn.

The bonnet contest is at 12:15 p.m. inside the Community Center.

There will be a charge of \$2 per child to attend, payable from your vehicle upon entering the park.

Egg hunt categories are age 3

and under, 4 to 6, 7 to 9 and 10 and up, with hunt areas spread throughout the park. Bonnet categories are best Auburn Hills spirit, most creative, prettiest and most patriotic.

Library to Hold Silent Auction

The Auburn Hills Public Library is holding its first silent auction during April.

Items include a one-night stay and breakfast for two at the Crown Plaza Hotel, 18 holes of golf for two at Field Stone Golf Club of Auburn Hills, a one-hour massage at Health Knead of Rochester, a gardening basket full of items including a \$25 gift card to Bordine's in Rochester, and baskets loaded with books, restaurant gift cards, items for the home and more.

To participate, visit the library at 3400 E. Seyburn Drive in the Auburn Hills City Campus. Proceeds from the auction will go toward support for the library.

Visit the library during the month of April to participate.

Orion Chamber Offers Ribbon Cutting Help

If your business is located within Lake Orion or Orion Township, the Orion Area Chamber of Commerce can help introduce your business to the community by holding a ribbon cutting ceremony during your grand opening or re-opening.

Services include an announcement, an e-Vite for members, giant scissors, poles and ribbon. You must be a chamber member or join the chamber. Call Alaina or Kristy at 248-693-6300.

CCF Home Equity Loans...

the smarter way to make your home work for you

Locations in:
 Auburn Hills
 Troy
 Somerset
 Center Line
 Perrysburg

*APR=Annual Percentage Rate. Rates are "as low as" and based on credit score, term of loan and loan-to-value (LTV). Loan approval dependent on home's current value. Featured rate only eligible on loans over \$25,000 with a Cornerstone checking account and direct deposit of at least \$200. **\$375 appraisal fee due at application, but will be refunded at closing. Other restrictions and fees may apply.

Kouture

HAIR & WIGS

MAKE THE RIGHT CHOICE

TYPES OF WIGS WE CARRY:
 U-Part Wigs
 Full Lace Wigs
 Lacefront Wigs
 Handmade Wigs

CUSTOM HAIR:
 Any Color
 Any Texture
 Lengths - 12 to 32 in.

April Jones
 Custom Wig Designer

7233 East Nine Mile (Just West of Van Dyke)

586.806.5463

WE ARE THE BEST
 CUSTOM HAIR COMPANY ANYWHERE...