

Ram Named Red Wings Truck

The Ram Truck brand, Chrysler's Great Lakes Business Center and Southeast Michigan Ram dealers are continuing their partnership with the Detroit Red Wings professional sports franchise.

The expanded partnership for 2012-13 includes the addition of two Ram Truck and Red Wings-themed displays on the exterior of the Joe Louis Arena. The 26-foot-by-100-foot building identifiers will be placed on both the east and west exterior walls to welcome fans to Joe Louis Arena.

"We are very pleased to expand our relationship with Ram and create an enhanced visual to the outside of Joe Louis that welcomes our fans," said Tom Wilson, Olympia Entertainment president. "We are proud of the partnership and all that we are

able to accomplish together."

"The hard work, fighting spirit and determination exhibited by the Detroit Red Wings embraces the values shared not only by Ram Truck but also by the brand's dedicated customers," said Mike Dragojevic, director, Great Lakes Business Center. "We are pleased to once again be named the 'Official Truck of the Red Wings' and build upon the partnership for the 2012-13 hockey season."

Other continued elements in the partnership include: television and radio spots narrated by Sam Elliot, the voice of the brand, and featuring Red Wings forward Johan "Mule" Franzen; a Ram Truck mural inside Joe Louis Arena featuring goaltender Jimmy Howard; concourse curtains of the Ram Truck grille, and more.

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 Chi-

na 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.

Local assembly and a smaller displacement 2.0L Turbo powertrain in the XTS help the car reach a more compelling market position in China, he added.

"We're poised to move to the next level," Ferguson said. "Growth in the Chinese market is essential to any top-level luxury auto brand, and it boosts our brand and our business everywhere, including in the U.S."

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2013 DODGE DART SXT



24 MO. LEASE

\$59* mo.

2.0L 160HP Tigershark with 6 Speed Automatic Transmission *17" Alum. Wheels *Air *Power Windows/Locks *10 Air Bags *Remote Keyless Entry *60/40 Split Rear Seats *LED Stop/Turn Taillights

EMPLOYEE SALE PRICE **\$15,189*** MSRP \$20,875

2013 DODGE CHARGER R/T



24 MO. LEASE

\$131* mo.

*5.7L V-8 Hemi

EMPLOYEE SALE PRICE **\$22,196*** MSRP \$32,685

We make car buying fun at Milosch's Palace. Please call to schedule an appointment for a demonstration drive. All rebates to dealer. Deals apply to stock units only. Must be a Chrysler employee. All other deals include your \$1995 down, plus destination, taxes, title, plates. Must be Chrysler Employee. \$500 Military and TDM included. Lease calculated at 10,000 miles per year. Vehicle shown not actual vehicle. WAC. See dealer for details. Expiration date is 3/30/2013.

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**Based on GM employee pricing just add tax title and plates. All rebates to dealer. Includes \$500.00 GM match which requires \$500.00 cash down. *Based on GM pricing with approved lease credit S.A. tier with ALLY FINANCIAL, 24months/20,000miles Just add tax, title and plates. All rebates to dealer INCLUDES GM LEASE LOYALTY or CONQUEST LOYALTY.