

## Reuss Talks Performance At Z28 Debut in New York

This year, according to GM's Mark Reuss, Chevrolet is the only brand in the U.S. to compete in stock car, open wheel, and sports car racing.

Reuss, president, General Motors North America, made the comments as he revealed the 2014 Chevrolet Camaro at the New York International Auto Show March 27.

Reuss added that 2013 has been a special year for Chevrolet.

Last year, Reuss said, Chevrolet "was the winningest brand in motorsports, and the best-selling performance brand in the showrooms of America."

He added, "And every weekend we take what we learned on the track and apply it to the cars you can buy in our dealerships, which helps explain why Chevrolet accounted for one out of every four performance cars sold last year."

On Dec. 13, Chevrolet introduced the new Silverado. Exactly one month later, Chevy introduced the all-new, seventh-generation Corvette Stingray.

"Several of our latest track-tested technologies combine to make this the most powerful, most capable, and most fuel-efficient standard Corvette ever made," Reuss said.

In February, GM introduced the SS performance sedan at the Daytona International Speedway, the first rear-drive sedan Chevrolet has offered in 17 years.

"Earlier this month, we unveiled the Corvette Convertible, which delivers the same performance of the coupe, adding the thrill of an open-air driving experience," Reuss said at the New York show.

"This convertible has an identical power-to-weight ratio, and identical chassis tuning, as the hardtop model – a result of uncompromised body structure. And here in New York, we're introducing another new performance car, the 2014 Camaro."

The new Camaro has a redesigned exterior that incorporates some things Chevrolet "learned at the track, where it competes in the NASCAR Nationwide series and Grand Am."

The front fascia has a larger lower opening for improved cooling and reduced drag.

The rear also has been redesigned for improved aerodynamic balance. At all four corners, the lightweight, forged aluminum wheels are wrapped in massive 305/30ZR19 tires. This is the first production application of ultra-high performance Pirelli



GM's Mark Reuss introduced the new Camaro Z28 to the world at the recent New York Auto Show.

PZero Trofeo R tires, and believed to be the widest front tire on any production car. Camaro SS models also have a functional hood vent that reduces lift for increased stability at high speeds.

"If you're looking for a world-class two-seat sports car; a powerful V8 sport sedan, or a two-plus-two pony car, well, Chevrolet has 'em all," Reuss said in his presentation. "And for any other brand, that may be enough. More than enough."

"But we're Chevrolet, and we've got something very, very special." Then Reuss introduced the return of "the legendary Chevrolet marque, the Camaro Z28."

He added that the Z28 "is for all of the people who want a Camaro that's built for the track."

"This is not simply a straight-line 0-60 drag strip car, although you can use it for that as well," he added. "This car is set up for track perfection, just like the original Z28."

"It has a high-revving, naturally aspirated, small-block LS7 V8 with an estimated 500 horsepower, and 470 pound-feet of torque. It has standard differential cooler, transmission cooler, brake coolers and carbon-ceramic brakes made specifically for track use without fade."

Reuss called the Z28 the defining performance point for "the



The 2014 Camaro Z28

gen-five Camaro, and it's straight out of the legend of Mark Donahue 302 engines, acid-dipped panels, and all the Trans Am racers."

## GM, Ford, Chrysler Among \$8M Donors Aiding Detroit Police, Fire and Rescue

The public and private sector have gotten together to make Detroit a better city.

Detroit Mayor Dave Bing announced on March 25 that Detroit's corporate community is supporting his Active and Safe Campaign with an \$8 million contribution.

Mayor Bing said the funds will be used to replace the entire fleet of 23 ambulances for the Detroit Fire Department's Emergency Medical Services (EMS) Division and provide 100 new patrol cars for the Detroit Police Department.

Mayor Bing was joined at a news conference by Roger Penske, founder and chairman of Penske Corporation, and by other members of contributing corporations and foundations who are working in conjunction with the Downtown Detroit Partnership.

The Active and Safe Campaign was launched by Mayor Bing with a goal of raising \$60 million to support Detroit's recreation centers and to provide the latest equipment, technology and training for Detroit's first responders.

The eight corporate donors who are giving the \$8 million to acquire new public safety vehicles are: Blue Cross Blue Shield of Michigan; Chrysler Group; Ford Motor Co.; General Motors Company; Quicken Loans; The Kresge Foundation; Penske Corporation; and Platinum Equity. In addition, FirstMerit Bank will serve as the financial partner in the collaborative project.

"I am delighted that Detroit's corporate community has once again stepped up to improve not



Chevrolet Caprice PPV



Dodge Charger Pursuit



Ford Taurus Interceptor



Horton Terrastar EMS Ambulance

only public safety, but the lives and well-being of Detroit's citizens," Mayor Bing said.

"This is an unprecedented collaboration between the business community and the mayor's office to provide the highest level

of emergency services to the people of Detroit."

Corporate leaders wanted to show their support for Mayor Bing, the Active and Safe Cam-

## GM's Energy Efficiency Advancements Honored

General Motors earned the highest recognition a corporation can receive from the U.S. Environmental Protection Agency – its 2013 Energy Star Partner of the Year - Sustained Excellence award for energy management.

"This year's Energy Star award winners have gone above and beyond to save energy and cut greenhouse gases," said EPA Acting Administrator Bob Perciasepe.

"Their commitment to superior energy efficiency not only makes these organizations valuable partners in our effort for a cleaner, healthier environment, but it also helps them reduce their day-to-day energy costs – an important feat for any organization."

"The Energy Department applauds the ingenuity and success of the 2013 Energy Star award winners," said DOE Assistant Secretary for Energy Efficiency and Renewable Energy David Danielson.

"These organizations are showing firsthand how energy efficiency improvements save money by saving energy – cutting energy waste, creating jobs nationwide, and protecting our air and water."

The winners were chosen from nearly 20,000 Energy Star partners – including manufacturers, retailers, public schools, hospitals, real estate companies, and home builders – for their "long-term commitment to climate protection through greater energy efficiency." Energy Star partners complete a rigorous application process that demonstrates their commitment to the partnership

and the environment.

"Our contributions to energy efficiency don't end with the vehicles we produce," said GM Chairman and CEO Dan Akerson. "How we build them matters, too."

In 2012, GM improved the energy efficiency of U.S. operations by 11 percent over 2011, and saved \$20 million in energy costs. The 280,000 metric tons of avoided carbon dioxide emissions is equivalent to annual emissions from 52,900 passenger vehicles. GM's goal is to reduce energy intensity from all of its U.S. facilities by 20 percent by 2020.

"Everyone involved – from executives to the plant level – understands the importance of a solid energy efficiency strategy," said Al Hildreth, GM energy manager. "With tactics for conserving energy built into our day-to-day operations, it has become a standard aspect of our manufacturing process."

Since being recognized as an Energy Star Partner of the Year in 2012, GM has worked to further improve its energy performance. The number of plants that met the Energy Star Challenge for Industry jumped from 30 to 54. The automaker earned Energy Star certification for two assembly plants, four warehouses and an office building.

"GM leads the field with its commitment to energy efficiency and demonstrates how all Americans can save energy, save money, and create a healthier environment," Perciasepe said.

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