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LaMuraglia: A Lot of Time Was Spent On 2014 GMC Sierra Aerodynamics

by Irena Granaas

Today's truck buyer wants it all, and GM says its engineers and designers have delivered with the 2014 Sierra 1500 V8-powered full-size pickup, which, according to GM, has the best fuel economy and capability among truck competitors when equipped with the new 5.3-liter EcoTec3 V8.

The new EcoTec3 V8 achieves an EPA-estimated fuel economy rating of 16 mpg city and 23 mpg highway in two-wheel-drive mode, and 16/22 with four-wheel drive, better by 2 mpg than the 2013 Ford F-150 EcoBoost V6, and 3 mpg more than a Ram V8, say GMC officials.

The automaker is claiming the best capability for the 5.3-liter EcoTec3 V8 as well, with an SAE-certified 355 hp and 383 lb.-ft. of torque.

GM sources say that's an improvement of 40 hp and 48 lb.-ft. of torque over the 2013 5.3-liter V8.

And, they say, it gives the Sierra a class-leading towing capacity of up to 11,500 pounds, edging the Ford 3.5-liter EcoBoost V6 at 11,300 pounds, and the Ram 5.7-liter Hemi V8 at 10,450 pounds.

Joseph M. LaMuraglia, manager, GM communications, said GM engineers and designers put in many hours in order to gain a competitive edge.

"All of the Big 3 companies are after the same truck customer," he said.

"The customer wants a universal tool, one that does it all – haul, tow, get to the work site and also to the country club, yet deliver the best fuel economy in all situations."

The automaker expects three out of four GMC truck owners to opt for the 5.3-liter V8 engine, an

\$895 option. In gearing up for the 2014 model year, GM engineers determined that the V8 engine was the preferred option for improved fuel economy while continuing to provide better towing and hauling ability for the GMC Sierra line of pickups.

GM's strategy hinged upon improving and fine-tuning some proven technologies, including direct injection, cylinder deactivation, (also known as active fuel management) and variable valve timing.

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The 2014 GMC Sierra SLT Crew Cab



2014 Dodge Durango

Dodge Durango Production Set to Begin in 3rd Quarter

Dodge had some big news at the recent New York Auto Show – the introduction of the 2014 Durango.

When Dodge reintroduced the Durango in 2011, it earned accolades from customers and critics alike. The PBS show, "Motor-Week," for example, gave it the Drivers' Choice Award for Best Large Utility.

According to Dodge officials, the 2014 Durango has been designed to build on past success and adds the latest advancements in technology to enhance

its design, capability and functionality.

The new Durango comes with a new standard eight-speed automatic transmission, improved fuel economy and performance, say Dodge officials.

It also features new LED exterior lighting, two new interior touchscreens, a new programmable instrument cluster, and an available high-definition dual-screen Blu-ray entertainment system.

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Take Me Out to the Ball Game, Buy Me A . . .



Both Chevrolet and the Detroit Tigers got ready for the baseball team's home opener, held on April 5 at Comerica Park. Chevy has been the official automotive sponsor of the Tigers since 2010. This year, the brand will be displaying the Silverado and the Impala. Both Chevy and the Tigers expect 2013 to be a very good year. The Tigers are looking to repeat as American League Champions and Chevy has introduced refurbished models designed to attract both new and old buyers to the brand. Here, workers load both vehicles onto platforms at Comerica Park, positioning them for all Tigers fans to see as they watch Miguel Cabrera, Justin Verlander, Prince Fielder and the rest of their heroes on the field.

GO GET 'EM, TIGERS



Residents, Office Workers, Visitors Will See 'Dramatically Different Detroit in Two Years' – Dan Gilbert

Y'all come!

That seems to be the cry going out from more than 400 business, community and civic leaders and key stakeholders as they mesh together a plan to attract tourists and encourage people to live, work, play and invest in the city of Detroit.

The focus of the plan for Detroit's urban core is shared placemaking and retail upgrades.

Rock Ventures, joined by the Downtown Detroit Partnership (DDP) and Detroit Economic Growth Corporation, announced the plan as part of the Opportunity Detroit initiative.

The plan is a result of more than seven months of research and engagement with key Detroit public and private stakeholders.

It incorporates the best thinking of four of the top urban consulting firms: Project for Public Spaces, Shook Kelly, Gibbs Planning Group and Terremark Partners.

"Downtown Detroit's geographic location and particularly the half-mile from the Detroit River to Grand Circus Park is the most concentrated diversity of urban assets and placemaking opportunities anywhere in the world," explained Fred Kent, founder of Project for Public Spaces.

"From the riverfront, gaming, gourmet dining, sports, culture and entertainment to new retail, Detroit has a winning combination of attractions to reclaim its rightful place as a great American city on the international stage."

The plan is centered on creating six distinct and unique desti-

nations that draw people to the region, give them an experience that will make them want to return frequently and where they will want to spend more time.

Woodward Avenue becomes a major boulevard connecting these destinations.

George W. Jackson, Jr., president and CEO of Detroit Economic Growth Corporation said, "We know what works from our successes promoting places such as the Paradise Valley Cultural and Entertainment District.

"You start with a well-designed public space, encourage organized activities there, and thoughtfully redevelop key buildings around that space to create a neighborhood with an authentic and memorable identity.

"This is a great time to replicate that success in several other downtown places, and we are pleased that we have the public-private collaborations to do it."

Much of the groundwork for this latest effort was laid in the past few years by the corporate, foundation, education and health care organizations that continue to reinvest in the city.

It also ties together the threads created by Rock Ventures' purchase of 22 buildings, 3 million square feet of commercial real estate, and nearly \$1 billion invested in the Central Business District since 2010.

"Detroit stakeholders need to know this vision is real," said Dan Gilbert, chairman and founder of Rock Ventures and Quicken Loans.

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