

Detroit Auto Scene

31201 Chicago Road South
Warren, Michigan 48093

586-939-6800

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

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

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

Detroit Auto Scene is a registered
trademark of Springer Publishing Co.

www.DetroitAutoScene.com

Proven Technology Gives 2014 Sierra Economy, Power

CONTINUED FROM PAGE 1

Noting the improved horsepower and towing capacity, LaMuraglia added, "We're getting better fuel economy with better horsepower and torque... and a lot of time was spent on the aerodynamics of the truck to improve fuel economy."

Direct injection is an established technology that takes a much more precise fuel-to-air mixture and places that fuel directly into the cylinder for enhanced efficiency.

Variable valve timing adjusts the timing of a valve's opening and closing to the optimum performance along the curve, based on the engine load.

"With older engines, the valve timing was set, but as engine rpms go up and down, the optimum timing changes. With variable valve timing it can change according to the engine's load," said LaMuraglia.

The EcoTec3 family of engines also uses cylinder deactivation, where the engine can go from V8 to V4 operation, depending on the truck's load.

"The new engine with active fuel management will be able to run in 4-cylinder mode more frequently than the outgoing 5.3-liter V8," LaMuraglia explained.

The Sierra, which is expected to arrive in dealer showrooms in late June, will also come with two other new engines: The standard 4.3-liter EcoTec3 V6, to be available this summer, and an all-new 6.2-liter EcoTec3 V8 with even more power, torque and capability than the 5.3-liter, to be available later in the year.

GM has not announced specs but LaMuraglia said in each case the new engine will bring better fuel economy and more horsepower than the outgoing version.

"Millions of programming hours went into designing and engineering," he said. "Everyone was waiting to see how we would respond to Ford and their EcoBoost... Everyone thought we would just copy them, but we were able to beat them on fuel economy and towing capability using a proven technology just made better."

"We believe it's the best solution for real-world conditions."

Chrysler Chalks Up Sales Gains for 36th Straight Month

Chrysler reported U.S. sales of 171,606 units, a 5 percent increase compared with sales in March 2012 (163,381 units), and the group's best monthly sales since December 2007.

The Dodge, Ram Truck and FIAT brands each posted year-over-year sales gains in March compared with the same month last year. The Ram Truck brand's 24 percent increase was the largest sales gain of any Chrysler Group brand in March.

Chrysler Group extended its streak of year-over-year sales gains to 36 consecutive months in March. This sales milestone tops a previous sales streak of 35 consecutive months that occurred from February 1992 through December 1994.

Despite the extension of the sales streak, shipment volumes and sales in the first quarter of 2013 were hurt by the end of Jeep Liberty production in Q3 2012 and the product launches during the quarter of the new 2014 Jeep Grand Cherokee, the Jeep Compass, and the new 2013 Ram Heavy Duty truck line, as Chrysler Chairman and CEO Sergio Marchionne, pointed out in the 2012 Q4 and full-year earnings report at the end of January.

"With our 5 percent sales increase in March, Chrysler Group has now achieved year-over-year sales gains in every month for the past three years," said Reid Bigland, head of U.S. Sales.

"Furthermore, in spite of limited inventory last month on some of our most popular models, we also managed to record our strongest monthly sales since December 2007."

Five Chrysler Group vehicles set all-time sales records in March. Sales of the Ram pickup truck were up 25 percent in March, its best sales ever. Both the Light-Duty Ram and Heavy-Duty Ram pickups were substantially refreshed for the 2013 model year. The Ram 1500 is *Motor Trend's* 2013 Truck of the Year.

In addition to the Ram, three Dodge models and one Chrysler model recorded their best sales ever in March. The Dodge Dart compact car set an all-time sales record with its 5 percent month-over-month sales gain. Dart sales have increased in every month but one since the all-new model was launched in June last year.

In addition, the Dodge Avenger mid-size sedan and the Dodge Challenger muscle car each set all-time sales records in March. The Challenger recorded its best sales ever with a substantial 42 percent sales gain. The Chrysler 200 mid-size sedan also recorded an all-time sales record with its 11 percent sales gain.

Chrysler Group finished the month with a 66 days' supply of inventory (419,084 units). U.S. industry sales figures for March are projected at an estimated 15.6 million units Seasonally Adjusted Annual Rate (SAAR).

Ram Truck brand sales were up 24 percent, the largest percentage sales gain of any Chrysler Group brand in March. Ram Truck, the most-improved brand in the J.D. Power and Associates' 2013 U.S. Vehicle Dependability Study, had its best March sales in six years. March sales represented the Ram Truck brand's 20th consecutive month of year-over-year sales gains.

Dodge brand sales were up 15 percent, the brand's best March sales in six years and its 22nd consecutive month of year-over-year sales gains.

The Fiat 500 set a sales record for the month of March with its 3 percent sales gain. It was the 13th consecutive month in which the 500 has set a sales record, including an all-time sales record in



Strong Chrysler 200 March sales helped the company grow last month.

September last year. The new 2013 Fiat 500 Abarth Cabrio, which began arriving in Fiat studios in March, combines turbocharged, track-capable performance with a clever open-top design for a high-performance four-passenger cabrio with the most interior space, rear-seat legroom and shoulder room among key competitors, say Chrysler officials.

Chrysler brand sales were up 35 percent month-over-month in March on strong sales of the Chrysler 200 mid-size sedan, but the brand's year-over-year sales were down 2 percent. The 200 set an all-time sales record with its

11 percent increase in March. The flagship Chrysler 300 full-size sedan and the Chrysler Town & Country minivan each recorded their best sales months so far this year in March.

Jeep brand sales were up 27 percent month-over-month in March, but the brand's year-over-year sales were down 13 percent due to Jeep Liberty production ending in August and the ongoing product launches of and launch preparations for the new 2014 Jeep Grand Cherokee, the Jeep Cherokee (the Liberty replacement), and the Jeep Compass and Patriot. The Jeep brand did log its best sales month so far this year in March.

Things that make you go

VROOOM

Locations:

- Troy
- Auburn Hills
- Somerset
- Center Line
- Perrysburg

rates as low as

1.45% APR*

www.CCFinancial.com

800-777-6728

CORNERSTONE COMMUNITY FINANCIAL

in your corner.

*APR=Annual Percentage Rate. Rates are "as low as" and based on credit score, term of loan. Subject to change at any time. Other restrictions apply.

Dunlap Construction

12 MOS. SAME AS CASH

Save on Roofing!

Siding
Windows
Gutters
Leaf Guard
Kitchens/Baths
Remodel/Repair

FREE Estimates

Licensed and Insured

UAW/Veteran Discounts

BBB ACCREDITED BUSINESS

VISA MasterCard DISCOVER AMERICAN EXPRESS

www.dunlapconstruction.net

586-792-5926

FIRST CHOICE

MUFFLER & BRAKE SERVICE

23252 VAN DYKE
3 Blocks North of 9 Mile
HOURS: Mon.-Fri. 7:30am-5pm; Sat.-Closed

WARREN • 586-757-7203

DELUXE OIL CHANGE SPECIAL
Up To 5 Qts. Of Oil Lube & Filter
No Disposal Fee

\$21⁷⁰

Valvoline

Includes topping off fluids
4-30-13

MUFFLER, EXTENSION PIPE & TAIL PIPE

Most FWD Cars **10% Off**

In-store offer ends 4-30-13

BRAKE SPECIAL

\$199⁹⁵

- Front Metallic Disc Brake Pads
- 2 New Front Rotors
- Labor Included

Most FWD. U.S. Cars • In-store offer ends 4-30-13

Check Our Price on Tune Ups, Water Pumps, Heater Cores & Other Repairs

MAKE US YOUR FIRST CHOICE