

Cadillac, Buick, GMC Sales Pace Best March in 5 Years

Overall, March of 2013 was a good month for General Motors as the company sold 245,950 vehicles in the United States in March, up 6 percent compared with a year ago.

Retail sales increased 4 percent, fleet sales were up 12 percent and the fleet mix was 27 percent of total sales.

“GM delivered its best March sales in five years thanks to a strengthening economy and new products, and we are expecting our third consecutive increase in market share versus last year,” said Kurt McNeil, vice president of U.S. Sales Operations.

“Sales of smaller cars have been robust for some time. Trucks have improved in lock-step with the housing market and the strength of the crossover market signals that America’s families are more confident about their financial health.”

Cadillac’s sales were up almost 50 percent when compared with March 2012. Buick’s were up 37 percent compared with the same time last year, while GMC’s went up 12 percent. GM reported that Chevrolet sales were essentially equal to a year ago.

Broken down by category, crossovers were up 31 percent; trucks, which include pickups, vans and SUVs, were up 2 percent; car sales were down 3 percent; large pickup sales were up 6 percent.

Small business sales, which are included in retail sales, were up 32 percent to almost 15,000 deliveries, aided by a stronger housing market.

Sales of GM’s redesigned mid-size crossovers were up 62 percent. The Chevrolet Traverse was up 54 percent; the GMC Acadia was up 77 percent, and the Buick Enclave was up 55 percent for its best-ever March sales.

The all-new Cadillac ATS had its best sales month yet with deliveries of 3,587 units.

In its second full month, the



The 2013 Buick Enclave

all-new Buick Encore had sales of more than 3,000 units, driving a

19 percent increase in GM small and compact crossover sales.

A Better Detroit Is Coming – Gilbert

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“It is a wildly exciting, incredibly well-thought-out plan that will be activated immediately. Residents, office workers and visitors will experience a dramatically different Detroit in two years. We are committed to impacting the outcome and we are relentless in getting every Detroit to join us in this campaign.”

Placemaking, he said, is about creating activity and exciting places using a varied approach to the planning, design and management of public spaces.

Chrysler Has High Expectations for the Redesigned 2014 Dodge Durango

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According to Dodge sources, the 2014 Dodge Durango reaches even higher levels of sophistication, building on its proven performance, utility and comfort.

“When the Durango was first launched in 1998, it represented a breakthrough in power, size and style,” said Reid Bigland, president and CEO – Dodge Brand. “Now for 2014, we’re upping the ante by making it our most technologically advanced, fuel-efficient and dramatically styled Durango ever. With countless class-exclusive features and best-in-class attributes, the new 2014 Durango represents the ultimate no-compromise full-size SUV.”

The 2014 Durango is available in five trim levels: SXT, Rallye, the new for 2014 Limited, R/T and Citadel. Production is scheduled to begin in the third quarter of 2013.

Dodge is introducing the new 2014 Dodge Durango just as the SUV segments in the United States are showing tremendous growth. The new Durango competes in the full-size SUV segment, which, with 900,000 units sold in 2012, has jumped 82 percent since 2009.

Dodge officials said the Durango has a young demographic, one of the youngest demographics in the segment, and the latest Uconnect Access technology and connectivity is aimed at that demographic.

Feature highlights on the 2014 Dodge Durango include segment-first eight-speed automatic transmission with rotary shifter that allows for up to a 9 percent improvement in fuel economy.

Other features include a new front fascia with floating signature Dodge crosshair grille, new projector headlamps with available LED running lights, 5-inch or 8.4-inch touchscreens with available class-exclusive Uconnect Access, and navigation with 3D mapping.

The Durango comes with a new standard capless fuel fill – making for easy fuel fillups and more than 60 available safety and security features, including auto crash notification/911 call button; adaptive cruise control with

stop function, and forward collision warning with collision mitigation.

It will be built at the Jefferson North Assembly Plant (JNAP), one of only two assembly plants located entirely within Detroit’s city limits and where the Durango has been produced since 2010 when the third-generation Durango was reintroduced for the 2011 model year. JNAP has been boosting its employment levels since June 2009, adding more than 2,200 employees on two shifts in the past four years, bringing total plant employment to nearly 4,700.

The plant has been running six days a week, 20 hours a day in order to keep up with demand for the Durango.

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