

# Tech Center News™

WARREN, MICHIGAN - EST. 1976

VOL. 37 NO. 31

Covers the Hub of Macomb County's Auto Industry

APRIL 8, 2013



The 2014 GMC Sierra SLT Crew Cab



The 2013 Buick Enclave

## 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.

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 sometime in the latter part of 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

CONTINUED ON PAGE 2

## 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 all-new Buick Encore had sales of more than 3,000 units, driving a 19 percent increase in GM small and compact crossover sales.

## Businesses Gain Cost Savings Edge At Energy Event

Business owners looking to reduce energy costs and building operating expenses will want to attend "All Things Green 2013: Energy Savings for Business" on Thursday, April 11, at the IBEW-NECA Electrical Industry Training Center at 2277 E. 11 Mile Road, Warren.

This year's program is geared to small and mid-sized businesses, with a focus on energy and cost-saving strategies. The program includes green products and technology displays from 25 companies.

This is the fifth year that the Macomb County Chamber has presented this event.

"This content has relevance and value across the board," said Grace Shore, Macomb County Chamber CEO.

"Whether you are a business owner, facility manager, contractor, educator, legislator or civil engineer, everyone is concerned with saving energy and saving money."

Macomb County Executive Mark Hackel will deliver opening remarks and Matt Roush, technology editor for WWJ News Radio 950, will moderate the event.

CONTINUED ON PAGE 2

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



**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**



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