

‘2014 Silverado is New from Hood to Hitch’ – GM’s Batey

When Chevrolet on April 1 announced its initial pricing, performance data, and EPA fuel efficiency estimates for the 2014 Silverado 1500, company officials said they were “raising the bar” in the light-duty pickup segment.

Manufacturer’s suggested retail prices for the new 2014 Silverado regular cab will start at \$24,585, including a \$995 destination freight charge, the same base price as the 2013 model. For that price, the 2014 Silverado regular cab, which starts production this summer, will include a number of major improvements.

Chevrolet officials said the 2014 comes with a more powerful, more efficient EcoTec3 engine, as well as a six-speed automatic transmission and a stronger, quieter cab with an all-new interior. The Silverado will also feature four-wheel disc brakes with Duralife rotors and a new bed with standard box rail protectors and CornerStep bumper.

The base starting prices for the Silverado crew cab, the first model to launch later this spring, and for the new double cab Silverado, which replaces the extended cab, also will be the same as for the corresponding 2013 models.

Buyers of all 2014 Silverados also will receive a standard scheduled maintenance program for two years or 24,000 miles, whichever comes first. Up to four maintenance visits are included in the price of the vehicle, each one of which includes a regularly scheduled oil change, oil filter replacement, tire rotation and multi-point vehicle inspection, based on the schedule in the vehicle

owner’s manual.

“The 2014 Silverado is new from hood to hitch,” said Alan Batey, vice president, U.S. Sales and Service. “When you combine the innovative features of the new Silverado with base pricing equivalent to 2013 models and standard scheduled maintenance, Silverado becomes a great choice for pickup customers, helping them save money when they buy – and when they drive.”

The 2014 Silverado launches later this spring with crew cab models equipped with the all-new 5.3-liter EcoTec3 V8, which is expected to power three out of four Silverado 1500s.

Chevrolet also announced EPA estimates of 23 mpg highway for 2wd models, and 22 mpg highway for 4x4 models, better than any V8 competitor, say Chevrolet officials, and beating the EPA estimates for the 2013 Ford EcoBoost turbocharged V6 for both 2wd and 4x4 models, according to Chevy.

Silverado’s 5.3-liter EcoTec3 V8 is SAE-certified at 355 horsepower and 383 lb.-ft. of torque, with more than 300 lb.-ft. of torque available from 2,000 to 5,600 rpm and is designed for responsive performance under a broad range of real-world conditions.

“Silverado’s available 5.3-liter EcoTec3 V8 gives customers the best of both worlds,” said Jeff Luke, executive chief engineer for Silverado. “Customers get the proven power and dependability of a V8 truck engine, with better fuel economy than a leading competitor’s smaller turbocharged V6. “EcoTec3 builds on 58 years of



2014 Chevrolet Silverado 1500

V8 experience and trillions of real-world miles. The 2014 Silverado will give customers class-leading V8 fuel efficiency and the peace of mind that comes with a proven V8 design, a combination no competitor can match.”

The 2014 Silverado and its 5.3-liter EcoTec3 engine, double cab 2WD models are equipped with the available max towing package, available later this year, and will have towing ratings of up to 11,500 pounds, more than any light-duty pickup currently on the market, according to Chevrolet officials.

The Silverado’s 5.3-liter EcoTec3 V8 is designed to operate on regular 87 octane gasoline even when towing or hauling to

further save customers money and reduce inconvenience.

Silverado will also offer later this year a standard 4.3-liter EcoTec3 V6 that is expected to offer exceptional torque and towing capability for a standard V6, and an all-new 6.2-liter EcoTec3 V8, with even more power, torque and towing capability than the 5.3-liter V8. Final performance data and EPA estimates for these engines will be available in the coming months.

“In creating the 2014 Silverado 1500, we looked at a wide variety of powertrain configurations, and concluded that large-displacement truck engines could best provide the payload and towing capability that truck cus-

tomers require, with the long-term dependability they expect,” said Luke.

Club GM Offering Earth Day T-shirts

Club GM is selling Earth Day T-shirts designed by the children of GM employees.

The shirts can be purchased at the Club GM store in the VEC building, but Club GM must have payment for the specially-designed shirts by April 11 so that they may be printed up in time for the April 25 delivery.

The front of the shirt, which celebrates Earth Day, was designed by Aleaha Smith, age 13, and Sydney Stewart, age 11. The back of the shirt was designed by Lucille Nguyen, age 9.

The shirts may be ordered at the Club GM stores in the VEC building and the Design Center during their regular business hours. Cost ranges from \$6 to \$9.

Club GM is also selling keepsakes to honor “Take Your Child to Work Day – 2013.” The items – a cinch sack, a flashlight and a Wendy’s Frosty purchase card – may be bought at the Club GM stores in the VEC building and the Design Center.

For more information, contact Katie Murphy at 586-441-8670.

March Car Sales Show Strong Growth for GM in China

General Motors and its joint ventures in China reached all-time highs for sales in that market during March and the first quarter of 2013.

Sales in March increased 12.6 percent on an annual basis to 290,538 units.

It was the second-highest monthly sales total in GM’s history in China. This helped domestic sales in that country during the first quarter grow to 816,373 units, an increase of 9.6 percent from the same period last year.

Shanghai GM’s domestic sales last month rose 15.2 percent on an annual basis to a March record 126,785 units.

SAIC-GM-Wuling’s domestic sales rose 10.9 percent to 155,065 units and FAW-GM’s domestic sales rose 12.8 percent to 8,369 units. Both were all-time monthly records.

Leading the way for Shanghai GM was Buick, which had record March domestic sales of 70,118

units, an increase of 22.8 percent year on year.

The Buick brand received a strong performance from its original Excelle family of vehicles, whose sales rose 23.8 percent to 29,875 units.

It was followed by the Excelle XT and GT, whose sales grew 18.4 percent to 16,653 units, and the Regal, which had sales of 8,258 units, on sales growth of 34.4 percent.

Chevrolet’s domestic sales last month were down 3.1 percent on an annual basis to 53,038 units. Its most popular model was the Sail family, which sold 19,226 units.

Demand for the Malibu was up 93.2 percent to an all-time month-

ly high of 8,287 units.

Cadillac sold a March record 3,629 units in China, as demand rose 32.2 percent year on year.

It received a strong boost from the XTS, its newest model, which had sales of 2,006 units in its first full month on the market and was the brand’s most popular product.

Wuling sales in China increased 13.7 percent from last March, hitting a new record for any month of 148,060 units. It was driven by the Hong Guang, which had increased sales of 90.3 percent to 50,032 units. Sales of the Baojun brand rose 39.8 percent year on year to 7,005 units in March.

Between January and March,

Shanghai GM sold a record 382,028 units in China, which was up 13.3 percent on an annual basis; SAIC-GM-Wuling sold a record 417,077 units in China, which was up 7.0 percent; and FAW-GM sold 16,529 units in China, which was down 2.3 percent. In addition, GM and its joint ventures exported a first-quarter record 25,483 units, as demand for their products outside China jumped 62.3 percent on an annual basis.

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