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## Another Corvette Nets \$1M for Karmanos

The 2014 convertible Corvette Stingray donated by GM to raise money for the Karmanos Cancer Institute was sold by the Barrett-Jackson car auction company April 5 for \$1 million to NASCAR team owner and Chevrolet dealer Rick Hendrick.

He said that while he might have paid a lot for the convertible – as well as the first 2014 Stingray coupe also sold to raise money for charity earlier this year – he owed a lot to Corvette for getting him into the car business in the first place. He paid a total of \$2.1 million for both vehicles.

The Stingray convertible will be the first retail production vehicle of this seventh-generation Corvette to come off the production line. It features a 6.2L engine with a manual transmission.

GM brought back the Stingray name at the 2013 Detroit Auto Show in January. The General Motors Foundation is a longtime supporter of Karmanos, with nearly \$6 million in support over the last 15 years.

The auction was part of Barrett-Jackson's 10th annual Collector Car Auction, held at the South Florida Fairgrounds in Palm Beach. Those unable to attend were able to bid by visiting [www.barrett-jackson.com](http://www.barrett-jackson.com). Hendrick received a letter of authenticity, as well as the ability to select the color.

"When we asked ourselves how best to assist the Karmanos Cancer Institute in its valiant fight against this horrible disease, the first Corvette Stingray Convertible off the line for sale was an obvious choice," said Mark Reuss, president, GM North America. "It's the best we have to offer, and it should prove to be an immensely desirable and highly collectible car."

The donation, Reuss said, demonstrates GM's outstanding commitment to the Barbara Ann Karmanos Cancer Institute. This is the second year GM has offered one of its collector vehicles to be auctioned to benefit Karmanos.

In addition, for the second con-

secutive year, the GM Foundation has donated \$400,000 to cancer research, bringing GM and the GM Foundation's total support of Karmanos to nearly \$6.4 million over the last 16 years.

"The commitment of GM and the GM Foundation to further the Karmanos Cancer Institute's innovative cancer research and exceptional patient care is nothing short of magnificent," said Gerold Bepler, M.D., Ph.D., president and CEO of Karmanos.

"From the company's top leadership to its employees and partners, GM's investment to improve life for those in our community and significantly impact

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2014 Corvette Stingray

## Ford Focus Tops Global Car Sales in 2012

by Irena Granaas

The Ford Focus compact car rose to the top of global vehicles sales rankings, outselling all other nameplates in 2012, according to Southfield-based automotive data firm Polk.

The Focus is officially the world's best-selling passenger car with sales totaling 1,020,410 vehicles worldwide, based on Polk's numbers.

Sales in China were a key factor in the strong sales performance of the Focus, as Focus registrations were up 51 percent last year, accounting for one out of four Focus vehicles sold globally, coupled with robust sales in the U.S., up 40 percent in 2012.

In fact, three of the 10 top-selling vehicles globally in 2012 were Fords – the F-150 pickup was the third-best selling vehicle in the world. The Ford Fiesta came in

sixth.

"Focus and Fiesta represent the culmination of our One Ford global product strategy," said Jim Farley, Ford executive vice president, Global Marketing,

Sales and Service. "Our global products are resonating with consumers – especially in the best-selling, most competitive

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The 2013 all-new Ford Focus global compact passenger car

## Auto Suppliers Provide Manufacturing Muscle to Economy

by Jim Stickford

Auto suppliers play a huge role in the nation's economy and the people at the Motor & Equipment Manufacturers Association (MEMA) have the paperwork to prove it.

MEMA recently issued a report titled, "Moving America Forward." The document breaks down just how much the motor vehicle manufacturing industry contributes to the national economy, both in terms of jobs created and sustained and in dollar value added.

The report states that 734,000 people with a labor income of \$58 billion work making auto parts. The industry indirectly

supports an additional 1.2 million workers who generate \$86 billion in labor income.

All told, according to MEMA, once the direct effect, the indirect effect and the induced effect (defined as the impact of spending by employees supported by auto parts manufacturing) has been added up, a total of 3.6 million jobs have been created, with a labor income of \$226 billion for a total value added to the economy of \$364 billion.

Dave Andrea, senior vice president, industry analysis & economics for the MEMA subsidiary Original Equipment Suppliers Association (OESA) out of Troy, said the report was issued for a very specific reason.

"The study confirms what our past reports have stated – the continued importance of the automotive supplier sector in both the national and local economies," Andrea said. "We put out the report to look at and show the economic significance of the overall supplier base to the national and local economy."

The report shows that Michigan leads the way in terms of jobs created by the auto supplier industry. MEMA estimates that figure to be 102,000. Ohio is second, with 89,000 and Indiana is third with 79,000 jobs.

But, Andrea said, the latest report shows that auto supplier jobs are spreading from North to South. Tennessee with 48,000



The Jeep ad featured a driver forging through a winter storm to get to the office, with a tongue-in-cheek apology from the manufacturer.

## Best SUV TV Ads Tell Stories, Solve Common Problems

by Irena Granaas

About a dozen business professionals attended the recent Phoenix Marketing International web conference, "Key Trends Among the Top Performing Automotive SUV TV Ads," and learned how the top-performing ads connected with their target audiences and resulted in sales.

GM, Ford and Chrysler all had a notably effective TV ad for an SUV, based on results provided by the marketing analysis firm.

Phoenix performed an online analysis of TV ads tested from January to December 2012, representing more than 70,000 evaluations of 385 TV ads tested online.

SUV ads were divided into luxury and non-luxury categories. Out of five luxury brand ads found to be most effective, Cadillac was the sole domestic brand ranked in the top five. Two domestic automakers, Ford and Chrysler (Jeep), made the top five in most effective non-luxury brand TV ads.

According to Brian Maraone, who leads Phoenix's automotive research practice, Phoenix Automotive is the preeminent source of market information on consumer vehicle purchase motivations. The firm's subscription-based syndicated research studies track product or service usage, purchase behavior, brand perceptions, advertising and publicity impact.

Maraone said webinar participants were able to type in questions to the webinar system dur-

ing the presentation and ask questions at the end. Phoenix ranked ads based on marketing effectiveness.

Phoenix insights on the most successful ads indicated they used relatable situations, kept viewers engaged and focused on feature functionality or vehicle capability.

Viewers responded favorably to an innovative solution to a common problem. Ads tend to be light-hearted, even talking about a serious issue like safety.

Ford made effective use of humor in a TV spot titled, "One Foot Forward," which showed a man – with both hands full – reaching forward with his foot to open the liftgate on a 2013 Ford Escape.

Maraone said this is an example of a key TV ad trend people are going to see more of – storytelling.

"Rather than simply listing the features that a vehicle offers, advertisers are demonstrating the features in a way that communicates meaningful benefit," he said.

"This Ford ad does so in a lighthearted way by introducing a particularly common problem – trying to open a liftgate with your hands full – and showing people carrying things and trying to get into their vehicles in real-life situations. The ad introduces the problem, and then tells a story of a Ford engineer who solves the problem by developing the foot-activated lift-

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Dave Andrea

buy steel and chemicals from companies. These companies hire drivers to haul the supplies

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