

## 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

## Auto Suppliers Provide Muscle To the Economy

CONTINUED FROM PAGE 1

to the suppliers. He went on to say that the suppliers pay property taxes that support communities. It's important that policymakers understand just how much the suppliers add to the economy.

The classic image of the auto worker is someone working at an OEM's assembly line, Andrea said.

So, while GM is no longer the biggest employer in the country, GM and the other OEMs, through their supplier base, support millions of jobs throughout the entire country. All told, the MEMA report states that the motor vehicle parts manufacturing industry accounts for 34.4 percent of all manufacturing jobs; 24.3 percent of information & professional services jobs; 12.1 percent of wholesale and retail trade jobs; and 8.9 percent of finance, insurance, real estate and leasing employment.

"This is not just a Michigan issue," Andrea said. "The creation of manufacturing jobs via the auto industry is a national issue and many state governments are supporting public/private partnerships to attract and create auto supplier jobs."

## Best SUV TV Ads Engage Consumers With Story-Telling, Emotional Impact

CONTINUED FROM PAGE 1

gate on the 2013 Ford Escape."

Maraone said the ad is relatable and meaningful to viewers. For example, one person said, "I like how this company thinks outside of the box with coming up with new features in its vehicles."

"Why didn't anyone think of that sooner? Like when I had two small kids and 10 bags of groceries?" commented another individual.

Chrysler scored a hit with a 2012 Jeep ad titled, "No Obstacles." While remaining true to the Jeep brand as an icon for rugged off-roading, it coyly suggests that at times the Jeep might be a bit too capable.

"This ad is slightly different than the Ford ad in that instead of dealing with a feature used for convenience, it focuses on a feature for performance/capability (Select Terrain Dial)," Maraone explained.

"It demonstrates the vehicle's performance by showing the Grand Cherokee driving through heavy snow without effort, and also works in a lighthearted joke. The ad concludes with the line, 'Even heavy snowstorms won't keep you from getting to work. Our apologies.'"

"This ad is also relatable and meaningful to viewers, which came through in the open-ended comments: 'Driving in bad weather is a concern for me. This car would make me feel safe to do so,' said one viewer."

"It is unique and hits home for me because I always need to be to work on time even in bad weather," commented another."

## '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 truck 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 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 Duraflex 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.

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.

## Corvette Charity Nets a Million for Karmanos Cancer

CONTINUED FROM PAGE 1

our global fight to end this disease is truly outstanding. We are extremely grateful to GM and the GM Foundation, and our sponsors and supporters who continue to imagine and help us work toward a world without cancer."

The Karmanos Cancer Institute's 31st Annual Dinner is Saturday, April 20, at the General Motors Detroit-Hamtramck Assembly Center, 2500 East Grand Blvd., in Detroit. Reuss and his

wife Kim are chairing this year's gala. Emcee for the event is Ruth Spencer, reporter for WDIV.

Chevrolet is the Host Sponsor for this year's event. Other key sponsors are: Executive Sponsors – Compuware Corporation, Lil and Alex Erdeljan, Johnson Controls and Quicken Loans; Entertainment Sponsor – Credit Union ONE; Dinner Sponsors – AVL Americas, Becker Ventures, Crain Communications, The Delphi Foundation, Edw. C. Levy Co., Honigman Miller Schwartz and Cohn LLP, Kenwal

Steel Corporation, Elizabeth and Michael Kojaian, Lear Corporation, Leo Burnett & Digitas, The Delphi Foundation, The Suburban Collection, UAW-GM Center for Human Resources and Worthington Industries; Magazine Sponsor, Hour Detroit and dbusiness; Radio Sponsor, News/Talk 760 WJR; and TV Sponsor, WDIV Local 4.

Tickets are \$750 per person for benefactor level, which includes priority seating and recognition in the program book. Patron level tickets are \$525 per person.

## Ford Focus Named World's Top Selling Vehicle in 2012

CONTINUED FROM PAGE 1

segments – with their unique combination of fuel efficiency, high quality, rich content and fun-to-drive personalities. Through One Ford, we're able to bring economies of scale and fantastic value to customers around the world."

"This is the fruit of all the labor, all of the sweat and toil that we've put into becoming a world-class car maker," said Ford Sales Analyst Erich Merkle.

He described it as the culmination of the last five or six years of effort to diversify the company's product portfolio, taking the same intensity and drive Ford engineers and designers have traditionally put into the perennially best-selling Ford F-150 trucks and applying that same passion to

the passenger car side of the business.

"I'll be honest – you go back about five to 10 years ago and (the passenger car area) was a place that needed a lot of help. It had been severely neglected," Merkle said. "So we set out on this mission to create some of the best passenger cars in the world, and with that, we were going to be able to diversify our portfolio offerings and not just have the best trucks, but also world-class passenger cars."

"We also knew we needed to have global passenger cars. We needed to have the Focus here in the U.S. be the same as the Focus in China and the same as the Focus in Europe, so we needed to have global reach with one car, not multiple cars in different regions, and this is what we com-

mitted to five years ago, and this is where we're at."

In addition to holding on to the sixth spot in global vehicle sales for 2012, the Fiesta earned the top spot as the world's best selling subcompact car, with 723,130 registrations tallied by Polk for 2012. Combined sales of Fiesta and Focus totaled over 1.7 million vehicles.

F-150 sales were another cause of celebration for Ford. Merkle said it's been the best-selling pickup truck in the U.S. for 36 straight years, was the third-best selling vehicle and top-selling truck in the world in 2012.

Merkle noted that results in China are particularly fascinating because Ford didn't launch sales of the same all-new Focus available in the U.S. until late in March.

# AL DEEBY

"Your Hometown Dealer."

THE 2013  
**SHOWCASE EVENT**

**FREE**  
Pick Up & Delivery

## 2013 CHRYSLER 300 CV8

Hemi, Leather  
Stk#C1322026



**24 MONTH  
LEASE**

**\$110\***mo.

**MSRP \$39,190**

## 2013 DODGE DART SXT

Stk#C1318038



**24 MONTH  
LEASE**

**\$76\***mo.

**MSRP \$20,880**

# AL DEEBY

CHRYSLER DODGE

Jeep RAM

OPEN SATURDAY

8700 DIXIE HWY., CLARKSTON, EXIT 93 OFF I-75

**1-877-547-4083**

www.aldeeby.com



**SHOWROOM HOURS:**  
MONDAY 9-9  
TUESDAY 9-6  
WEDNESDAY 9-6  
THURSDAY 9-6  
FRIDAY 9-6  
SATURDAY 9-3

Al Deeby makes car buying a fun and easy process with no hassles or gimmicks. All rebates to dealer. Deals apply to stock units only. Must be a Chrysler employee, military and TDM. Chrysler 300 requires \$1,995.00 down, Dart requires \$1,995.00 down plus taxes, title, plates, CVR rebate. Security deposit waived on S or A tiered approved credit. All leases calculated at 10k miles per year. Vehicle shown may not represent actual vehicle. Prices subject to change without notice. See dealer for details. Exp. 04/30/13.