

Charity Corvette Sale Nets Cancer Institute \$1 Million

CONTINUED FROM PAGE 1

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 consecutive year, the GM Foundation has donated \$400,000 to cancer research, bringing GM and the GM Foundation’s total support of Karmanos to \$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 our global fight to end this disease is truly outstanding. We are extremely grateful to GM and the GM Foundation, and our many 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, anchor and consumer reporter for WDIV Local 4.

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Chevrolet is the Host Sponsor for this year’s event. Other key sponsors include: 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 Kojanian, 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 Television Sponsor – WDIV Local 4.

Tickets for the Annual Dinner are \$750 per person for benefactor level, which includes priority seating and recognition in the program book. Patron level tickets are \$525 per person and includes recognition in the program book. To reserve tickets, please contact Lisa Koltunchik at 313-576-8106 or koltunchik@karmanos.org. To reserve tickets online, visit Karmanos 2013 Annual Dinner. Companies interested in sponsorship opportunities for the dinner should contact Maureen Bender at 313-576-8111 or benderm@karmanos.org.

GMC App Helps Dealers Serve Customers

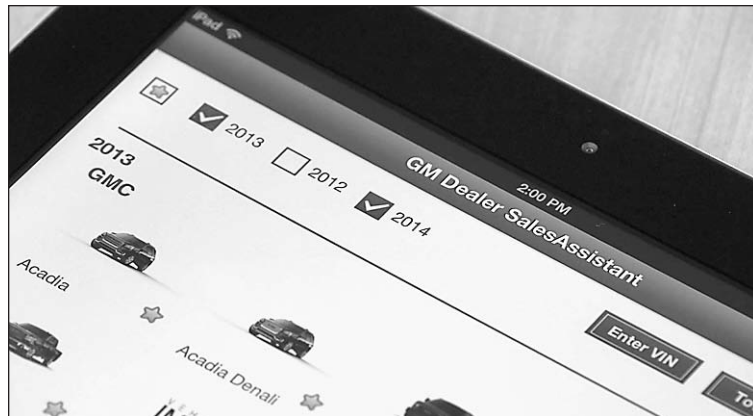
GMC is adding mobility with a new SalesAssistant tablet app as part of its ongoing push to create a modern and customer-focused dealer network that includes updated facilities and new business approaches like Pro Grade Protection, which offers two years of included maintenance for Sierra full-size pickup owners.

“Developing this app started with our dealers, and we will continue working with them on future updates,” said Tom Wdowik, General Motors Dealer Sales Solutions manager. “They came to us looking for a simple, mobile solution to access incentives and inventory, and we worked with them to tailor every layout and feature around their needs.”

“As the name implies, the Sales Assistant app lets sales happen quickly and easily, which translates to customers having to spend less time away from their lives to buy a new vehicle,” Wdowik said. “We’ve already had one example where a general manager and a customer used the app to sell a vehicle while watching a youth hockey game.”

This high-tech approach streamlines and speeds transactions, and it’s more interactive for customers. With SalesAssistant, a dealership’s inventory, vehicle specs and option packages info can be quickly browsed; incentives are updated in real-time and payment estimates can be provided.

The app is available for any salesperson to download for any



The Dealer SalesAssistant tablet app makes it possible for GMC sales teams to conveniently browse inventories, vehicle features, and pricing info from any location having an internet connection.

Android (3.1 or higher) or iOS (5.0 or higher) tablet device.

The app’s most notable features resulted from dealer input. For example, each dealership has its own top-selling models, so instead of scrolling through all models in the showroom in alphabetical order, a user can set favorite vehicles to appear most prominently.

While SalesAssistant works with all GMC vehicles, it is especially valuable for Sierra full-size pickup truck customers. There are thousands of different ways to personalize a truck – from cab and bed configurations to colors and packages. The new app details the choices in an easy-to-browse format. And it even has special features related to truck capability.

“We learned from one salesperson that it’s common for truck

customers to come in and say, ‘I need a truck that can tow my 12,000-pound boat’ or whatever the specific need is,” said Wdowik. “From that, we developed a reverse tow look-up. Using a slider bar on the screen, the app can display only the GMC vehicles capable of towing that much weight.”

The SalesAssistant app is just one way that GMC is working to create convenient and transparent customer experiences. A recent industry study ranked GMC dealers the highest among all mass market vehicle brands.

GMC worked closely with dealers on ways to build a business plan where every decision connects to the customer, and where improving the customer’s sales and service experience is the core mission.

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