



Peyton Manning

Buick Drafts Manning for Verano Ads

Out of the huddle and into the limelight once again, Denver Broncos quarterback Peyton Manning returns to help lead Buick to high scores.

Manning returned to TV screens during the recent NCAA Men's Basketball Final Four.

The commercial spot, called "Blindsided," is Manning's second contribution to the "Experience Buick" campaign. It focuses on safety features of the 2013 Verano compact luxury sedan.

"We're talking about the new Verano," said Manning, "but using important football lingo. Last year we were calling audibles and this year it's a spot called 'Blindsided.'" "No one wants to be blindsided, especially a quarterback. "Usually, you have one guy

protecting the blindside, but these features are so good, it's really like having 11 guys blocking your blindside."

Manning points to the 2013 Verano safety features, such as a standard Rear Vision Camera and an available safety package that includes Side Blind Zone Alert and Rear Cross Traffic Alert.

Why employ a football star to sell the Verano's safety features?

"Peyton Manning is approachable, and that's synonymous with what Buick is - an approachable, down-to-earth luxury brand," said Tony DiSalle, vice president of Buick Marketing.

"And while he's certainly elevated and premium in terms of his position in the NFL, he's easy to relate to and likeable."

'Steel Lighter Than Plastic' Says U.S. Steel's CEO

by Jim Stickford

Steel can be lighter than plastic. That is one of the messages that U.S. Steel CEO John Surma had for journalists recently.

Surma spoke about the virtues of today's high-strength, lighter-weight steels and how they can help auto manufacturers achieve the needed vehicle weights required to meet stricter federal mileage standards.

Getting the word out about today's modern steels is an important part of his job, Surma said, and why he is speaking to groups like the APA.

"There was a car company that used plastic for its gas tank," Surma said. "That presented us with a challenge and we were able to design a gas tank made of steel that was 16 percent lighter than the plastic gas tank."

"Steel lighter than plastic. There's your headline for today."

Surma said that he understands that OEMs face problems. Their cars have to be lighter to get better gas mileage and that's why U.S. Steel has invested billions of dollars in research and development to create lighter-weight steels that still retain strength - while still being cost-efficient to produce.

He said he wants OEMs to know why they should use steel in their vehicles. One is that it is cost-efficient, he said. Compa-

nies have been making steel for a long time and there is an infrastructure already built to mass-produce the metal.

The second fact Surma said he wants OEMs to understand is that steel is strong. Producers can now make types of steel five times stronger than steel of the past. It can be formed into the sophisticated shapes that auto makers require when "lightweighting" their cars.

Third, he said, steel is truly a "green" metal. Last year, 70 million tons of steel was recycled. Steel can be recycled time and again, Surma said, without it losing the properties that make it attractive to automakers.

During the question-and-answer period, Surma was asked about steel losing out to materials like aluminum and carbon fiber during the OEMs' recent lightweighting efforts.

Surma said steel has won some and lost some. He noted that Audi created a vehicle that used a lot of aluminum, but it failed in the marketplace. Any OEM that picks steel or aluminum or carbon fiber must do so in a way that is cost-effective, and steel is cost-effective.

Surma added that by 2025, when all OEMs must have a fleet average of 54.5 miles, he expects steel to still be a part of a large portion of vehicles. That's because steelmakers are continuing



U.S. Steel CEO John Surma

to research and produce new types of steel. If the steel industry doesn't do that, then yes, steel would fall behind other materials as others make improvements to their products.

Surma was asked about the danger of the certain metals - ones that are added to steel to make it stronger and lighter - falling in short supply. He said that the amounts used are minute when compared to the overall content weight. And, he added, they hardly fall into the rare earth category.

China has been called out by the World Trade Organization, Surma said. And though that takes a long time to resolve issues, he's confident the alloys needed in new, stronger steels will remain available to companies like U.S. Steel.

Surma said the steel industry will continue to work with the auto industry for the benefit of both industries.

CHIEF FINANCIAL CREDIT UNION

Drive off with a great rate!

Auto Rates as low as

1.89% APR*

Up to 60 mo.

Call, Click or use your Smartphone to apply!

(800)844-5440

www.chiefonline.com

or use our Mobile App!

Scan this QR Code to get entered into a \$50 drawing!

NCUA

*APR is subject to terms, conditions and credit score. 2011-2013 models only.

CLASSIC MOTORCAR AUCTIONS™ METRO DETROIT

NOVI

Spring Classic CAR AUCTION

April 27-28, 2013
9am-5pm
\$10 admission
Automobilia, Petroliana & Memorabilia Auction starts at 10am.

A Michigan Tradition returns to:

SUBURBAN COLLECTION SHOWPLACE

46100 Grand River Ave. Novi, MI 48374

SELLERS

- CONSIGN TODAY for prime placement & marketing!
- Call today! Competitive Rates!
- Guaranteed 5 day pay.

BUYERS

- Free Bidder pass if pre-registered.
- Over 175 great cars expected!
- Plenty of Parking nearby.
- Competitive Fees & Incentives.

QUALITY Hotels with special auction rates nearby!

CONSIGN NOW! FOR PRIME PLACEMENT & MARKETING.

Call toll free 866-653-8900

www.classicmotorcarauctions.com