

## Cadillac's Butler Moves into New Post As Global Strategic Development VP

As part of its ongoing efforts to grow globally, Cadillac officials announced that the brand has enhanced its leadership team with two new executive appointments "aimed at extending the brand's momentum," according to a news release.

U.S. Vice President of Marketing Don Butler will take on the position of Global Cadillac Strategic Development vice president.

In this newly created role, Butler will drive the next phase of Cadillac growth internationally, including new market development and strategic global planning. He will continue to report to Bob Ferguson, GM vice president, Global Cadillac.

"Cadillac is continuing to expand in our home market and globally, which demands that we continually enhance our team's focus and capabilities," said Ferguson. "Don's international experience and deep product knowl-

edge will be major assets as we take our global growth to the next level."

At the same time, Steve Majoros was named director, Global Cadillac Marketing. He will report to Ferguson and will lead the Cadillac global marketing team.

In his new role, Majoros will assume responsibility for domestic and global marketing to ensure tight coordination between Cadillac's marketing, advertising and sales field teams, officials said. Prior to joining Cadillac, Steve was managing director, Campbell-Ewald.

"Steve's extensive expertise in automotive marketing and his proven leadership record will significantly strengthen Cadillac's focus on global expansion," said Ferguson. "In our continuing effort to elevate Cadillac, Steve's unique perspective will complement our already-strong

organization."

Cadillac ended the first quarter of 2013 as the fastest-growing full-line luxury brand in the United States, with sales increasing 38 percent. Brand growth has been driven by the all-new ATS sport sedan, the current North American Car of the Year, and the new XTS luxury sedan.

Cadillac began the next phase of its ongoing global growth plan recently with the start of production of the XTS in China, leading the brand's expansion in the world's largest luxury market.

Earlier this year, Cadillac revealed the next models in its product-driven expansion, the 2014 Cadillac ELR extended-range electric vehicle and the new Cadillac CTS.

## Ford Grows Hybrid Sales

Ford delivered its best hybrid sales quarter ever in the first quarter of 2013 with sales totaling 21,080 vehicles – marking the first time Ford has sold more than 20,000 hybrids in a quarter. Ford's hybrid sales were up 324 percent nationally over 2012, achieving a 16 percent share of the electrified vehicle market – up from 4 percent last year.

This was the first quarter in which Ford offered all four of its new hybrid and plug-in hybrid vehicles, including Fusion Hybrid, Fusion Energi, C-MAX Hybrid and C-MAX Energi. Ford's first hybrid offerings went on sale in October 2004, nearly a decade ago.

This record sales quarter was driven by the success of the C-MAX hybrids and Fusion hybrids. The all-new design, fuel efficiency and smart technology the company's new hybrids offer is attracting an entirely new group of customers to Ford showrooms.

Three out of four customers in key hybrid markets are coming from other brands.

## GM Returns to Facebook

by Jim Stickford

Media reports that GM, as an experiment, will again advertise on the social media website, Facebook, are true.

On April 10, *The Detroit News* published an article that stated after being off of Facebook for more than a year, GM would again start advertising on the site.

In a statement to the media, Chris Perry, vice president of Chevrolet marketing, said, "Chevrolet is testing a number of mobile advertising solutions, including Facebook, as a part of its 'Find New Roads' campaign. This includes an industry-first 'mobile-only' campaign for the Chevrolet Sonic that utilizes newly available targeting and measurement capabilities on Facebook."

Perry added that, basically, Chevrolet is exploring some mobile ideas that Facebook has, including new targeting and measuring tools.

"It's nothing more than exploratory at this point,"

Perry said.

This return to Facebook comes less than a year after GM's former Global Chief Marketing Officer Joel Ewanick ended the company's ad campaign on the social media site in May of 2012.

But Ewanick's time at GM ended shortly after that move. He left the company in July of 2012.

*The Detroit News* stated that even when GM was advertising on Facebook, the dollar amounts were small. It was estimated that the company spent only about \$10 million annually on Facebook ads.

This latest move made by Ewanick was reversed by his successors. His marketing campaign for Chevrolet – "Chevy Runs Deep" was changed to "Find New Roads."

Ewanick's move to divide Chevrolet's advertising between two ad agencies – Goodby Silverstein and McCann Worldgroup – ended when the brand reconsolidated its advertising with McCann Worldgroup.

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