

Pinewood Derby For Grownups Launches Detroit Grand Prix Week

Fifth Third Bank is title sponsor for Michigan's first adult pinewood derby, taking place on Belle Isle in Detroit 1-6 p.m. on Tuesday May 28, four days before the Chevrolet Detroit Belle Isle Grand Prix kicks off June 1.

The event is a fundraiser for the Boy Scouts of America Michigan Crossroads Council and is slated to be the first official event to launch Grand Prix Week.

"As a sponsor of the Chevrolet Detroit Belle Isle Grand Prix I could not be more pleased than to have the Fifth Third Corporate Pinewood Grand Prix serve as the kickoff event to Grand Prix Week in the Motor City," said Jack Riley, senior vice president, marketing, Fifth Third Bank. "This fundraiser is the springboard for Fifth Third's sponsorship of the Boy Scouts of America Michigan Crossroads Council."

Teams will take an actual pinewood derby kit still used by today's Boy Scouts to build their race cars. The same strict rules that all pinewood derby races abide by will be applied to this event as well, with specs for the car's weight, length, width and materials used based on Boy Scout tradition.

Race vehicles will compete in heats. Awards will be given to the fastest three teams and top car designs will be awarded as well. Participants will be treated to a post-race reception at the Grand Prix Club Chalet.

For information on the Fifth Third Corporate Pinewood Grand Prix and to register visit www.michiganscouting.org.

Valeo's Air Intake Module Earns Them Pace Award

Valeo has won a 2013 *Automotive News* PACE (Premier Automotive Suppliers' Contribution to Excellence) Award for its Air Intake Module (AIM) featured on Volkswagen's 4-cylinder 1.6 and 2.0 TDi engines. In addition to improving fuel economy, the compact and high-performance Valeo AIM promotes engine downsizing without sacrificing response and driver satisfaction. The Valeo AIM technology helps vehicle manufacturers utilizing both gasoline and diesel engines meet future global tailpipe emission regulations.

"We are excited and privileged to receive the PACE Award for our Air Intake Module," said Valeo Powertrain Thermal Systems Research and Development and Marketing Director Georges De Pelsemaeker. "This distinction recognizes Valeo Thermal Systems as a major contributor and innovation leader in addressing tailpipe emission environmental challenges, while meeting customers' needs for improved fuel economy and drivability."

Valeo's compact AIM uses a highly effective fluid coolant heat exchanger integrated into the intake manifold to minimize air pressure losses and reduce turbo lag during acceleration. The Valeo AIM not only accommodates the throttle body and Exhaust Gas Recirculation (EGR) valves produced by Valeo Powertrain Systems, it also provides vehicle manufacturers with additional packaging space and flexibility under the hood.

The air intake system is a main sub-module of the fully redesigned modular Volkswagen TDi Diesel engine, said De Pelsemaeker. This approach is an industry first for charged air cooling delivery.

GM's CAVE Helps Engineers Create More Head, Leg Room

When professional basketball players and other big-and-tall customers asked Chevrolet for more space and a more comfortable ride in the new 2014 Impala, engineers used the latest high-tech tools – including a spaciousness calculator – to create more leg and head room and larger storage areas.

The tool kit also included advanced computer modeling tools, digital human ergonomics models and something call 3D Cave Automated Virtual Environment, or CAVE.

The team used a spaciousness calculator – a General Motors-exclusive tool – to analyze how customers perceive the vehicle's roominess, and virtual human models to make the most of vehicle interiors based on an extensive database of driver sizes and postures.

The 3D CAVE system helped in evaluating design concepts for addressing the issues of blind spots, reflections and visibility of objects inside and outside the vehicle.

"Using various advanced technologies, we were able to make dimensional and design modifications in a virtual environment before locking down on a final architecture," said Crystal Windham, director, Chevrolet Passenger Car Interior Design.

"These steps are necessary to develop a solid foundation to build on to achieve the best spaciousness, comfort and overall design that will impress our customers."

Some of the updates made to Chevy's flagship sedan include:

- Adding nearly two inches of driver legroom by increasing the range of fore/aft adjustment for

the front seats;

- A telescoping steering wheel that allows drivers of varying sizes to reach it comfortably;
- Redesigning the center console with a low instrument panel to increase knee spread, which adds comfort on long drives and enhances the sense of roominess while keeping controls within easy reach;

- Expanding rear-seat legroom more than two inches, enabled by the 1.2-inch increased wheelbase and thinner profile front seats;
- Nearly 19 cubic feet of trunk space – ample room for four golf bags and more space than many full-size sedans.

As *Automobile* magazine's Michael Jordan (not the basketball legend) noted in his review of the Impala, "The low cowl and receding wings of the dash enhance the sensation of space, while the use of high-strength steel in the A-pillars enables them to be twisted slightly to increase the driver's field of view." Visibility from the driver's seat also is improved through the use of fold-down rear headrests and a thin profile rear center-mounted LED brake lamp in the headliner.

A rear backup camera also is available to buyers interested in a technological solution to the issue of visibility.

"These new tools, the latest in automotive design, allowed us to make improvements more quickly and efficiently than on previous Impala models – improvements we're sure Impala customers will appreciate," said George Madjeric, General Motors Engineering Group manager for Vehicle Architecture.

ED RINKE CHEVROLET BUICK GMC









COME SEE THE NEW 2014 IMPALA



YOUR CHOICE \$69^{mo}
24 MO. SIGN AND DRIVE LEASES*/10K PER YEAR



2013 CRUZE LS
No GMS Required
\$14,499*



2013 MALIBU LS
No GMS Required
\$17,875*




2013 EQUINOX LS
No GMS Required
\$21,582*



2013 TRAVERSE LS
No GMS Required
\$26,199*



2013 SILVERADO 1LT
\$23,930*



2013 VOLT
36 MO. LEASE
No GMS Required
\$32,254*
0% up to 72 mo.**



Ray Stemple
rstemple@edrinke.com



Nicole Dodge
nhuminski@edrinke.com




Jim Pfeiffe
jpfeiffe@edrinke.com




Find Us on FACEBOOK

See us for your GM employee purchases.
1-877-451-7707
26125 Van Dyke at 10 1/2 Mile Rd.
Visit our website: edrinke.com
SHOWROOM HOURS:
Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm

*All prices and payments include GM rebates. Pictures may not represent actual vehicle. All leases 10K per year. Cruze, Malibu, Silverado, Traverse & Equinox are all 24 month leases. Volt is 36 month lease. Must qualify for lease loyalty on all vehicles. Must qualify for GM's Active Employee for Traverse, Malibu, Cruze, Equinox & Silverado (unless otherwise noted). No 1st payment required on Cruze, Equinox or Malibu. **0% Available in lieu of some factory rebates/term restrictions apply. No security deposit on all leases with S & A Tier credit approval. Due at signing on Silverado & Volt leases are - 1st payment, title, tax & plates. Cruze is \$2382 down, Malibu is \$3331 down, Equinox is \$3771 down, Traverse is \$3478 down, Silverado is \$3173 down, Volt is \$7350 down. Leases are based upon S & A Tier credit see salesperson for details. **Must be active GM employee, must put \$500 down. Expires 04/30/2013. **Call salesperson for details





EXPERIENCE BUICK ((XM))
Special 24 Month Leases
2 Years of Onstar Directions & Connections
2 Years of SiriusXM Radio • 2 Years of Maintenance
We Will Beat Any Trade In Deal!

YOUR CHOICE \$69^{mo}
SIGN & DRIVE LEASES FOR

ENCORE
GMS TO ALL
\$23,805*





VERANO
GMS TO ALL
\$20,485*



TERRAIN
GMS TO ALL
\$21,475*



REGAL
GM EMPLOYEE PRICE
\$21,020*



SIERRA 1500 EXT CAB
GM EMPLOYEE PRICE
\$18,560*



LACROSSE
GM EMPLOYEE PRICE
\$22,375*



ACADIA
GM EMPLOYEE PRICE
\$24,915*

See us for your GM employee purchases.
1-866-452-1300
24231 Van Dyke at 9 1/2 Mile Rd.
Visit our website: edrinke.com
SHOWROOM HOURS:
Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm



Dennis Thacker
dthacker@edrinke.com



Paul Makowski
pmakowski@edrinke.com

All prices & payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). Leases are 24 months, 10,000 miles per year w/ approved S Tier credit w/ \$999 due at signing, (unless otherwise noted). Prices & payments are plus tax, title, and plate fees. 0% financing in lieu of some factory rebates. Refundable security deposit required on certain vehicles – to be determined by lender. Must qualify for conquest with a 1999 or newer non GM lease. Verano lease is with \$3090 Down. Lacrosse lease is with \$3694 Down. Encore lease is with \$5634 Down. Regal lease is with \$3200 Down. Sierra lease is with \$4408 Down. Acadia lease is with \$4189 Down. Terrain lease is with \$2526 Down. All purchase prices are 2012 Models except Sierra & Encore. Sierra purchase must qualify for Trade In rebate. **See salesperson for details. Expiration Date – 4/30/13.

ED RINKE • FAST • FRIENDLY • DISCOUNTS





GM SERVICE CENTER
MICHIGAN'S LARGEST
•SERVICE DEPT. •PARTS •BODY SHOP
866-452-1547
26125 Van Dyke @ 10 1/2 Mile
Center Line, MI 48015
SERVICE HOURS: Monday & Thursday 6:30am-9:00pm; Tuesday, Wednesday & Friday 6:30am-6:00pm • Shuttle at 6:30am - Pick-up Both Ways • All Day starting at 6:30am.

Quick Oil Change EXPRESS LANE

LUBE OIL FILTER \$23⁹⁵
Up to 5 qts.

Fluid Level,
Brake & Alignment Check Included.

Open Mondays & Thursdays until 8:30pm
Excludes synthetic, Diesel & Med. Duty Trucks.
Most GM cars & trucks. One coupon per customer. Must present coupon with order. Plus tax. Expires 4-30-13.

BODY SHOP
586-754-7000
ext 1231



INSURANCE WRECK AMENDED

TRANSPORTATION AVAILABLE
During Scheduled Repairs
FREE OIL CHANGE
With Each Major Repair

WE REPAIR ALL MAKES & MODELS