

# GM's Kent – 'Safety is Top Priority in Buick'

While the 2013 Buick Encore small crossover brings a smaller footprint to the Buick showroom, it maintains the commitment to safety, joining all other current Buicks as an Insurance Institute for Highway Safety 2013 Top Safety Pick.

The Encore with all-wheel drive also received a 5-star Overall Vehicle Score for safety from the National Highway Traffic Safety Administration.

With every model sharing the IIHS designation, Buick is one of just a few brands with a full line of 2013 Top Safety Picks. The Verano, Regal, LaCrosse and Enclave all have a NHTSA 5-star overall rating.

The IIHS tests vehicles to determine occupant protection in front, side, and rollover crashes, and specifically tests seats and head restraints for neck protec-

tion in rear impact crashes. To earn a 2013 Top Safety Pick designation, a vehicle must be rated "good" in all four tests.

NHTSA tests for its 5-star safety ratings program include front, side and rollover testing, along with a side pole test simulating a 20 mph side-impact crash into a 10-inch-diameter pole or tree at a 75-degree angle just behind the A-pillar on the driver's side.

The Encore has 10 standard air bags, a standard Rear Vision Camera and the security of OnStar.

In a rollover crash, sensors in the vehicle deploy standard head curtain air bags prior to impact and leave them inflated for an extended period.

Encore's advanced body structure comprises more than 60 percent high-strength steel that provides a protective safety cage

around driver and passengers.

Other safety measures include standard four-wheel disc brakes with ABS, panic brake override, StabiliTrak electronic stability control, and a collapsible pedal system that reduces the risk of leg injury.

Available active safety features for the 2013 Encore include Forward Collision Alert and Lane Departure Warning.

These two technologies each use a single forward-looking camera to read traffic patterns and lane markers on the road in front of the driver.

Visual warnings and audible tones alert the driver to unsignaled lane changes or a slowed vehicle.

"Safety is a top priority in Buick's product renaissance, as evidenced by receiving these latest safety accolades for Encore,"



2013 Buick Encore

said Gay Kent, GM executive director of Vehicle Safety. "Our customers can have con-

fidence in the safety performance of every Buick for sale today."

## Ford Employees Work on Having Better Ideas

When TechShop opened in Detroit a year ago, it was intended to foster additional innovation. Now, it has contributed to a 50 percent increase in patentable ideas by Ford employees.

Last spring, Ford helped bring TechShop to Detroit with assistance from Bill Coughlin, CEO of Ford Global Technologies, a wholly owned subsidiary of Ford Motor Company.

Leading Ford's intellectual property team – with a licensing arm – Coughlin articulates this vision to help drive innovation at Ford and beyond.

"There was a time not so long ago in this business where outside ideas were not readily considered," he said.

"Since TechShop memberships were added to help enhance Ford's invention incentive program, invention disclosures have increased by more than 50 percent."

The Employee Patent Incentive Program provides Ford employee inventors with a three-month free membership to TechShop Detroit. Approximately 2,000 Ford employees have incentive memberships.

Ford has a portfolio of more than 17,000 issued and pending patents around the world, and – as a technology company – needs to be at the very forefront of automotive innovation. With TechShop in close proximity, Ford's employees in Dearborn are able to easily and quickly build prototypes for almost any inventive idea they conceive.

"We're thrilled TechShop is helping to inspire new inventions and ideas from the employees at Ford, at such a strong pace," says Mark Hatch, CEO of TechShop.

"A full year of success in our partnership with Ford confirms our ability to deliver on our mission of helping makers and entrepreneurs of all ages build their dreams and explore new ideas.

"Over the last year, TechShop Detroit's vibrant and talented community of makers have shown their innovative spirit and entrepreneurial drive, and we can't wait to see the creative and exciting things to come."

From laser cutters to computer-aided-design workstations to 3D printers, TechShop is outfitted with the best tools. While much of this equipment is still well beyond the means of most tinkerers, memberships starting at \$99 per month enable everyone access to the tools.

TechShop Detroit is located in Fairlane Business Park in Allen Park. There are five other TechShops around the United States, with an additional three planned in the future.

# ED RINKE CHEVROLET BUICK GMC

**ASK ABOUT OUR WORRY FREE LEASE!**

CHEVROLET ED RINKE GM

total confidence FIND NEW ROADS

BUICK

**COME SEE THE NEW 2014 IMPALA**

OnStar by GM

**BELOW GM PRICING TO EVERYONE!**

Select Vehicles

**Active, Reserve, or Retired Military get an additional \$750 toward a purchase or lease**

**EXPERIENCE BUICK**

2 Years Maintenance & 2 Years OnStar

**YOUR CHOICE \$69\*<sub>mo</sub>**

<p><b>2013 CRUZE LS</b> EVERYONE SALE PRICE <b>\$14,999*</b></p>	<p><b>2013 MALIBU LS</b> EVERYONE SALE PRICE <b>\$18,645*</b></p>
<p><b>2013 EQUINOX LS</b> EVERYONE SALE PRICE <b>\$21,732*</b></p>	<p><b>2013 TRAVERSE LS</b> EVERYONE SALE PRICE <b>\$26,876*</b></p>
<p><b>2013 SILVERADO 1LT</b> EVERYONE SALE PRICE <b>\$23,930*</b></p>	<p><b>2013 VOLT</b> 36 MO. LEASE EVERYONE SALE PRICE <b>\$33,450*</b> 0% up to 72 mo.**</p>

<p><b>NEW 2013 VERANO</b></p> <p>EVERYONE LEASE <b>\$157*</b> .....\$995 DOWN.....</p> <p>EVERYONE LEASE <b>\$199*</b> .....\$0 DOWN.....</p> <p>EVERYONE PRICE <b>\$20,199*</b></p>	<p><b>NEW 2013 REGAL</b></p> <p>EVERYONE LEASE <b>\$199*</b> .....\$995 DOWN.....</p> <p>EVERYONE LEASE <b>\$239*</b> .....\$0 DOWN.....</p> <p>EVERYONE PRICE <b>\$25,707*</b></p>	<p><b>NEW 2013 LACROSSE</b></p> <p>EVERYONE LEASE <b>\$179*</b> .....\$995 DOWN.....</p> <p>EVERYONE LEASE <b>\$220*</b> .....\$0 DOWN.....</p> <p>EVERYONE PRICE <b>\$26,293*</b></p>
<p><b>NEW 2013 TERRAIN</b></p> <p>EVERYONE LEASE <b>\$165*</b> .....\$995 DOWN.....</p> <p>EVERYONE LEASE <b>\$193*</b> .....\$0 DOWN.....</p> <p>EVERYONE PRICE <b>\$22,781*</b></p>	<p><b>NEW 2013 ACADIA</b></p> <p>EVERYONE LEASE <b>\$219*</b> .....\$995 DOWN.....</p> <p>EVERYONE LEASE <b>\$245*</b> .....\$0 DOWN.....</p> <p>EVERYONE PRICE <b>\$29,737*</b></p>	<p><b>NEW 2013 SIERRA EXT</b></p> <p>GM EMPLOYEE LEASE <b>\$133*</b> .....\$1,495 DOWN.....</p> <p>GM EMPLOYEE LEASE <b>\$196*</b> .....\$0 DOWN.....</p> <p>GM EMPLOYEE PRICE <b>\$24,995*</b></p>

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](http://edrinke.com)

SHOWROOM HOURS:  
Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm

NO DOC FEES

Find Us on FACEBOOK

Ray Stemple  
Nicole Dodge  
Jim Pfeife  
Mark Sly

\*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 conquest on Cruze. Must qualify for GM's Employee for Malibu, Equinox, Traverse & Silverado. No 1st payment required on Cruze, Equinox & Malibu. No security deposit on all leases with S & A Tier credit approval. Due at signing on Silverado, Traverse & Volt leases are - 1st payment, title, tax, plates. All leases are agc. fee upfront. Cruze is \$2878 down. Malibu is \$3872 down. Equinox is \$4426 down. Traverse is \$4060 down. Silverado is \$2055 down. Volt is \$7255 down. Leases are based upon S & A Tier credit approval. See salesperson for details. Expires 07/01/13.

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](http://edrinke.com)

SHOWROOM HOURS:  
Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm

Dennis Thacker  
Paul Makowski

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/ \$399 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. Must qualify for Loyalty with a 1999 or newer Chevrolet or GMC truck or SUV on Sierra, Sierra, LaCrosse, Regal, Verano leases are 24 Months, 10,000 miles a year. Acadia, and Terrain leases are 36 months, 10,000 miles a year. Sierra purchase must qualify for Trade In rebate. \*\*See salesperson for details. Expiration Date – 6/30/13.

**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 \$23.95**  
Up to 5 qts.

Fluid Level, Brake & Alignment Check Included.

We use Genuine GM Oil & Filter  
No additional or hidden charges.  
Out the door pricing.

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 6-28-13.

**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