

GMC's 2014 Sierra Denali Upgrades Power, Torque

The 2014 Sierra 1500 Denali full-size pickup will arrive this fall with an available 6.2L EcoTec3 V8 that will produce an estimated 420 horsepower and 450 lb.-ft. of torque, the most power and torque of any light-duty truck engine, say GM officials.

Final SAE-rated power and torque numbers will be available later this year. Now entering its third generation, the Sierra Denali is the most luxurious and technologically advanced GMC half-ton pickup.

Mike Wall, director of Automotive Analysis for IHS Automotive in Grand Rapids, said that GM has spent a lot of time and effort making sure that the launch of its new pickups is successful. Pickups are a profitable niche and the timing has been good, he said.

GM's pickups – the Silverado and the Sierra – are coming out at a time when the construction industry is making a comeback and demand for quality pickups is rising. The company announced the new models last November. It was the first upgrade in several years.

Sierra's 6.2L V8 will also be available for Sierra SLT models this fall. With this engine, GM expects the Sierra to have a class-leading maximum trailering capacity of 12,000 pounds. Like every 2014 Sierra, it offers more power and higher expected efficiency than its predecessor, thanks to a trio of technologies including direct injection, active fuel management and variable valve timing.

Design cues for the 2014 Sierra Denali follow the formula that attracted two-in-10 GMC buyers to Denali vehicles last year.

On the exterior, the truck has a signature Denali chrome grille, unique 20-inch chrome wheels, unique interior decorative trim, a polished stainless steel exhaust outlet and body-color front and rear bumpers. Denali-specific interior details include script on the bright door sills and embossed into the front seats and real aluminum trim.

Sierra Denali's interior also features an exclusive eight-inch Customizable Driver Display that can show relevant settings, audio

and navigation information in the instrument panel. Sierra Denali's standard eight-inch Color Touch navigation radio with Intellilink, located above the center console, serves as the main hub for Bluetooth-connected phones and portable devices connected through five standard USB ports.

Other features standard on Sierra Denali include projector-style headlamps with LED signature daytime running lights, a Bose audio system, heated and cooled leather front bucket seats, a heated steering wheel, front and rear park assist and a power sliding rear window with defogger.

"The 2014 Sierra Denali has a combination of performance, capability and luxury that no other pickup can match," said Tony DiSalle, vice president of GMC Marketing. "It leaves no boxes



2014 Sierra 1500 Denali

unchecked for those owners looking for the ultimate expression of 'Professional Grade.'"

A 5.3L EcoTec3 V8 is standard for the 2014 Sierra Denali. It produces 355 horsepower and offers an EPA-estimated fuel economy of 23 mpg highway on 2WD models.

Sierra Denali will be available

with two option packages, including a Z71 Off-Road Package (4WD only) with monotube Rancho shocks, Hill Descent Control and transfer case shield, and a Driver Alert Package that includes Lane Departure Warning, Forward Collision Alert and patented Safety Alert Seat Technology.

'Lets Move' Event Targets Healthier Lifestyle Changes

About 5,000 spectators and nearly 2,000 participants competed in the 2013 Let's Move Festival of Races, representing Macomb County and held recently in Mt. Clemens. Genisys Credit Union was the principal sponsor.

"This is the third year that the Let's Move Race has been held in Macomb," said Tom Gray, race director. "It is great to see runners from 16 different states travel to here to run along our beautiful waterfront."

The race event was inspired by First Lady Michelle Obama's national "Let's Move" campaign to combat childhood obesity in America. The festival included a 5K run, a 5K walk, a half-marathon, a river walk, kid's festival, children's half-mile run, a fitness expo, free Zumba classes and entertainment.

Ford Continues to Build 'Broad, Diverse Supplier Base'

Ford's Supplier Diversity Development (SDD) program is celebrating 35 years of cultivating relationships between the company and its minority-, women- and veteran-owned supplier businesses.

Ford has spent \$67 billion through the program since its launch in 1978, working with 400-plus diverse and minority suppliers. More than 25 of these companies have been doing business with Ford for more than 20 years.

"Diversity and inclusion are keys to our success at Ford," said Alan Mulally, Ford president and CEO. "For 35 years we have been committed to building a supplier base that reflects our employees, our customers and our shareholders. A broad and diverse supplier base reinforces our commitment to the communities where we live and work."

The SDD program empowers entrepreneurs like John A. James by providing them with the resources to be successful. For instance, Ford sold James 23 used diesel trucks from its private fleet to use for his trucking business in 1972. James, an African-American veteran, is chairman, CEO and founder of an interna-

tional supply chain logistics company, James Group International. He has worked with Ford since 1972 – a year after he founded his first business.

"Minority-, women- and veteran-owned businesses have made substantial contributions to Ford's profitable growth," said Tony Brown, group vice president, Global Purchasing.

"James Group International is an outstanding example of how our SDD program partners us with the best suppliers in the world, which has helped us produce quality vehicles over the last 35 years for our customers."

By identifying high-potential minority-, women- and veteran-owned businesses and giving them the resources to be successful, Ford officials say they

can tap a fresh perspective that can lead to cutting-edge innovation and help accelerate the development of vehicles.

"Our SDD program is a win-win for everyone involved," said Brown. "We're all working together to foster new business relationships that will contribute to the greater good, leading to new opportunities for expansion and growth."

Two notable examples of technologies that stemmed from Ford's SDD program are:

- GDC: Owned by Loretta Miller and based in Goshen, Ind., GDC specializes in utilizing green technology (in this case, recycled tires) in plastic and rubber products. GDC helped develop a product incorporating coconut shells and fibers that was used

in Ford Super Duty trucks.

- Piston Automotive: Owned by former pro basketball player Vinnie Johnson and based in Redford, Mich., Piston Automotive supplies, and ships, the high-voltage battery pack for the Focus Electric.

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