

'We're Not Sitting Still with 2014 Malibu' – GM's Reuss

Chevrolet last week unveiled the 2014 Malibu, calling it a roomier, more refined and more efficient execution of its midsize sedan.

The 2014 Malibu has updated styling, a revised interior, a new 2.5L standard engine and suspension enhancements that highlight the changes. It goes on sale this fall.

"The 2014 Chevrolet Malibu builds on the strengths established by the all-new 2013 Malibu to make it a stronger choice for customers," said Mark Reuss, president, General Motors North America. "The midsize sedan segment is the most contested in the industry and we're not sitting still with the 2014 Chevrolet Malibu."

According to a Chevrolet news release, "new features include:

- A revised front-end appearance to the Malibu;
- Roomier rear seat with 1.25 inches more knee room;
- Redesigned center console;
- New 2.5L engine with variable valve lift control and start/stop technology that helps deliver estimated fuel economy of 23 city/35 highway – a 5 percent improvement in city mileage and 3 percent greater highway efficiency;
- Nearly 14 percent more torque from the available 2.0L turbo engine – 295 lb.-ft. of torque – engineered to produce a greater feeling of power on demand;
- Suspension enhancements derived from the all-new 2014 Impala engineered to contribute to a more refined driving experience;
- New available Side Blind Zone Alert and Rear Cross Traffic Alert safety features."

Malibu's revised front-end appearance is influenced by the new Impala to create a more co-

hesive look across Chevrolet's sedan lineup.

The front fascia features a new, more prominent lower grille and the hood extends down and over the leading edge of a narrower upper grille. The grille openings – with black grille texture – are wider and accented with chrome.

Inside, redesigned seats contribute to greater rear-seat space.

The front seatbacks are shaped to improve rear-seat knee room, while new cushion sculpturing and revised cushion material allow passengers to sit deeper in the rear seats.

Approximately half-an-inch was trimmed from the front of the rear seat cushion, for greater comfort behind passengers' legs.

The Malibu's redesigned center console has a longer armrest designed for greater comfort, along with a pair of cup holders and dedicated storage for two cell phones.

"We made changes within 18 months, demonstrating an unprecedented commitment to make the Malibu the best car it can be," said Ken Kelzer, executive chief engineer, Global Full-Size and Midsize cars.

"The 2014 Malibu has been engineered to deliver more precise ride and handling that is on par with more expensive sports sedans."

An all-new Ecotec 2.5L Intake Valve Lift Control DOHC four-cylinder engine with direct injection is the 2014 Malibu's standard engine. Its variable intake valve actuation enhances efficiency and helps lower emissions, while also improving low-r.p.m. torque, say Chevy officials.

When the iVLC system operates in low-lift mode, the engine pumps only the air it needs to meet the driver's demand. The system switches to high-lift



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mode at higher speeds or under heavy loads, providing the full output capability of the engine.

New start/stop technology shuts down the 2.5L engine to save fuel when the Malibu stops momentarily, such as at stoplights, contributing to an estimated 5 percent increase in city fuel economy. The engine automatically starts again when the driver takes his or her foot off the brake.

An auxiliary battery powers electric accessories such as the climate system, power windows and radio during engine restarts.

The new 2.5L is SAE-certified at 196 horsepower and 186 lb.-ft. of torque. Revised transmission shift points and quicker shifts also enhance the feeling of performance – while delivering greater refinement.

Additionally, the 2014 Malibu's available 2.0L turbo engine delivers nearly 14 percent more torque than its predecessor. It is SAE-certified at 295 lb.-ft.

New engine calibration and tuning account for the improvement.

The result is a stronger feeling of acceleration from a stop and a greater feeling of power on demand in almost all driving condi-

tions, say Chevy officials.

The 2.0L turbo also produces an SAE-certified 259 horsepower.

Chassis and suspension updates influenced by the all-new 2014 Impala also contribute to the 2014 Malibu's "more refined driving experience," say Chevy officials, including rebound springs that are internal to the struts.

Fuel-saving electric power rack-and-pinion variable-effort power steering is standard. Revised, higher-effort calibrations for 2014 were engineered to improve the overall steering feel. Also, the Malibu's brake system has been revised to provide a more confident feel.

Additional chassis control technologies include four-channel anti-lock brakes, full-function traction control, four-corner electronic stability control, electronic brake force distribution, brake assist system, corner brake control, hydraulic brake fade assist and drag torque control.

New Side Blind Zone Alert and Rear Cross Traffic Alert safety features are offered, and the Malibu also comes with 10 standard air bags and an available rearview camera system.

Cooper Standard's New Foundation Funded with \$2M

Novi-based Cooper-Standard Holdings Inc., has established the Cooper Standard Foundation to support children's charities, education, health and wellness, and community revitalization within the communities where Cooper Standard employees work and live.

The private foundation is managed by its own board of directors and, in addition to supporting charitable organizations, offers employee engagement opportunities and college scholarships for employees' children.

"Cooper Standard is proud to expand its philanthropic initiatives with the establishment of the Cooper Standard Foundation," said Jeffrey Edwards, chairman and CEO, Cooper Standard.

"The foundation is being launched to further the reach of Cooper Standard's charitable giving and has been funded with an initial \$2 million to be distributed in the next two years. Future funding is expected to increase as Cooper Standard continues to grow as a leading global automotive supplier."

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