

Early Sales Numbers 'Encouraging' on 'World-Class' Chevy Cruze Diesel

by Jim Stickford

There are lots of ways an automaker can provide the public with fuel-efficient vehicles, and Chevrolet is betting that a diesel-powered passenger car is one such alternative.

"Introducing the Chevrolet Cruze diesel just makes a lot of sense," said Chevrolet Cruze Spokesperson Annalisa Bluhm. "We have a wealth of knowledge on diesel-powered cars from our European operations. Here in the U.S., diesel engines have been used for more business-oriented purposes such as pickup trucks used by farmers, or delivery vans. But we believe there is a demand for a diesel passenger car."

Bluhm said the Cruze, which went on sale in 13 different markets around the country in May, goes on sale nationally later this

summer. Its diesel engine was designed by engineers in Pontiac, Italy and Germany in conjunction with engineers at Bosch.

"We have a group of passionate engineers here and in Europe," Bluhm said. "They have a lot of expertise in diesel engines and it behooves us to use that international expertise in the designing of a passenger car diesel engine for the North American market."

Designing such an engine is a collaborative process, Bluhm said, and working with a supplier like Bosch is part of that effort.

Bernd Boisten, regional president, Diesel Systems, North America, at Robert Bosch, said that a lack of awareness of how diesel technology has changed has been one of the problems in getting the public to accept diesel cars. So having Chevrolet build a diesel passenger car is a

big breakthrough.

"For us, it's a big thing that Chevrolet is introducing a clean diesel passenger car to the North American market," Boisten said. "This is world-class technology and we are convinced it will be very appealing to the U.S. consumer."

Boisten said a recent study of consumer attitudes by CNW Marketing Research in Oregon shows that fully 30 percent of consumers looking to buy a new car would consider buying a clean diesel passenger vehicle. He said that's a big change in attitude from 10 or 15 years ago.

Too often in the past, Boisten said, the public thought that diesel engines were dirty and provided poor performance. But companies like Bosch, working with OEMs like GM, have been able to make the fuel and the en-

gines burn cleaner. Bluhm agreed, saying GM worked hard to produce an engine that passes the United States' stricter emission standards.

Boisten said the Cruze's diesel engine produces more torque than many expect. This makes the Cruze "a fun car to drive."

And, Boisten said, today's diesel engine technology can save the consumer money in the long run because of fuel efficiency and the durability of the technology. Simply put, upfront higher costs are offset by two factors: one, the need to buy less fuel and, two, the fact that diesel vehicles retain residual value.

Part of the reason that Chevrolet decided to build a passenger diesel was in response to what other OEMs have been doing, Bluhm said. She said that VW has had diesel cars for a while and

other OEMs are getting ready to enter the market.

And diesel engines are fuel-efficient, Bluhm said, adding that an engine such as the one the Cruze has will get 46 mpg on the highway, which is better than a lot of hybrid engines.

Bluhm said although it's too early to say just how successful the diesel Cruze will be, the first sales numbers are encouraging.

"The customers are trading in the exact types of cars that we expected them to," Bluhm said. "We're seeing a lot of Jettas and non-diesel passenger cars that were owned by people who have diesel trucks."

Bluhm said that diesel truck owners often have diesel passenger cars as well, but, until now, those who wanted to buy a diesel American car couldn't. The Cruze has changed that.

Cadillac Interior Designs Feature Luxury, Quality

Taking a cue from luxury watch design, Cadillac designers were inspired to create the chrome accents in the award-winning interior of the 2013 Cadillac XTS luxury sedan.

Their creative use of metal finishes and styling cues in luxury watches was the key to outstanding design, say Cadillac officials.

"The luxury watch industry plays with many metal finishes in its designs," said Marie-Camille LeCoq, lead creative designer who helped execute the XTS interior.

"They play with matte, satin, bright chrome and aluminum in beautiful ways, so it was natural to draw influence in a way that extends into the Cadillac XTS the look and feel of the objects consumers interact with in their everyday lives."

XTS designers, who often look to fashion and other industries for trends in consumer preferences, applied two different chrome finishes to the interior, she said.



Cadillac designers inspired by the craftsmanship of a fine watch.

Satin-finished chrome accents adorn larger elements in the car, including along the door sills and the instrument panel. They create a warmer, more inviting interior, said LeCoq, and contrast with other finishes such as wood and leather.

Smaller, polished chrome elements, such as the air vents, contrast with the larger satin-finished chrome pieces, she said.

LeCoq added that the interior of the XTS luxury sedan is one of the more modern and sophisticated interpretations of the brand's Art and Science design philosophy and the XTS Platinum model offers the highest levels of refinement, with full Opus leather seat treatments and genuine Sapele wood details that create a luxurious interior environment.

City Offers Special Recycling

The city of Warren is holding a couple of events to help residents get rid of sensitive documents and unwanted scrap tires.

On Saturday, July 20, Warren residents and businesses are invited to a free document shredding day. The event takes place between 9 a.m. and 1 p.m. at Warren City Hall. There is a limit of 5 boxes per person.

Examples of items that can be shredded are invoices, bank statements, cancelled checks, tax returns, contracts, personal papers and the like.

Paperclips, binder clips and staples do not need to be removed. Cardboard boxes will be

collected, and all shredded documents will be recycled. The Shredding will be done by Cintas Document Management. For more information, contact Danielle at 734-437-3233.

On Saturday, July 27, Warren hosts a Scrap Tire Resident Drop-Off Day. This free event will take place from 8 a.m. to noon at the Warren Recycling Center, 25601 Flanders Street.

If left unattended, scrap tires become a fire hazard and a breeding ground for mosquitoes. Warren residents may bring up to 7 tires per vehicle. For more information, call the Sanitation Department at 586-775-1400.

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