

Global GM Sales Up 4 Percent (Chevy Up 1.4) in First Half

Chevrolet sold a record 2.5 million vehicles around the world in the first six months of 2013, up 1.4 percent over the same period in 2012.

It was the 11th straight quarter of increased sales.

New products like the Onix subcompact car in Brazil, which is based on the Gamma platform and is the successor to the Chevrolet Celta, helped lead the way.

The Impala full-size sedan in the U.S. and Colorado midsize pickup, which is made in Thailand, in Southeast Asia also contributed strongly to sales.

Nicole Dodge, assistant sales manager at Ed Rinke Chevrolet in

Center Line, said that the redesigned Impala, which hit showroom floors only a few months ago, has proven popular with buyers.

“They’ve been selling very well,” Dodge said. “When people ask me what our customers like about the new Impala, I tell them our customers like everything about the car. It’s been 100 percent redesigned and the look is fantastic. It’s a home run and we’re definately selling more than before.”

Overall, General Motors Co. posted sales of more than 4.85 million vehicles in the first half of



2014 Chevy Impalas “have been selling very well,” said Ed Rinke Chevrolet’s Nicole Dodge, assistant sales manager at the dealership.

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New Vehicle App Ideas Keep on Coming at GM

It’s an app world after all, which is why GM has created a program to allow outside programmers to develop apps for GM vehicles.

And this program has already begun to generate great ideas, including one so simple that even the judges in a hackathon couldn’t believe no one had thought of it before: Why not have a built-in vehicle application with two buttons – one reading Personal and one Business – that a driver could choose from when starting a trip?

The Business button would track mileage and fuel consumption for work-related trips that could be used for expenses or tax reporting.

While a non-business traveler might not care, many other apps being worked on within the GM Developer Portal could be just what another group of drivers are looking for inside their vehicles.

App ideas are being developed at a steady rate and could appear in a General Motors vehicle someday. Since January, nearly 2,300 developers have registered on the portal, choosing to engage in a test environment with



2013 Buick LaCrosse

GM Earns Eight Vincentric Awards for Residual Value

General Motors received eight Vincentric 2013 Best Certified Pre-Owned (CPO) Value in America awards, with no manufacturer earning more awards. In addition to vehicle awards, GMC was honored as the best truck brand.

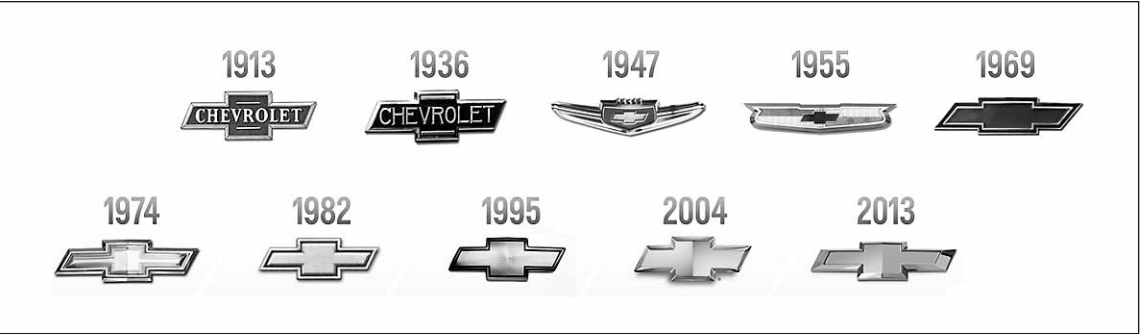
GM Best CPO Value winners:

- GMC – Best CPO Brand Value, Truck;
- GMC Sierra 1500 and the Chevrolet Silverado 1500 – Full-size half-ton pickup;

- GMC Sierra 3500 – Full-size one-ton HD pickup;
- Chevrolet Cruze – Compact sedan;
- Chevrolet Express G1500 – Full-size passenger van;
- Chevrolet Silverado 2500 – Full-size, three-quarter-ton HD pickup;
- Buick Regal – Premium mid-size sedan;

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Chevy’s bowtie logo has evolved over the years. It was introduced in 1913 and placed on the H-2 Royal Mail and H-4 Baby Grand models. In 1936, the version pictured appeared on all Chevy trucks. The 1947 version appeared on Fleetline, Fleetmaster and Stylemaster cars. The bowtie, as it appeared on the Bel Air, 210, 150 and Nomad models had its own look in 1955. The 1969 version of the logo as it appeared on the Camaro really popped. The 1974 version, as it appeared on the Impala had texture. By 1982, the logo on the Blazer was simplified. In 1995, some contours were added to the bowtie placed on all truck models. Beginning with the 2004 Malibu, the Chevrolet global bowtie badge was used on both cars and trucks. The 2013 Chevy global bowtie appears on all cars, trucks and crossovers produced and marketed in more than 140 countries.

Chevrolet’s 100 Years of Bowtie Evolution – Was Logo a Between-Dinner-Courses Idea?

Chevrolet’s famous bowtie logo celebrates its 100th anniversary this year.

It will be on the 25 products being launched this year, which is pretty good considering it has an origin that is still uncertain.

In 1913, Chevrolet co-founder William C. Durant introduced the signature Chevy bowtie on the 1914 Chevrolet H-2 Royal Mail and the H-4 Baby Grand, centered at the front of both models.

“The Chevrolet bowtie is recognized around the world and has become synonymous with American ingenuity,” said Chevrolet Chief Marketing Officer Tim Mahoney.

“Whether you’re pulling thousands of pounds through rocky terrain in a Silverado pickup or commuting in a Spark EV, Chevrolet’s bowtie will always be at the very front of your travels.”

Sixty million Chevrolets are on

the roads worldwide today and the bowtie has adorned 215 million Chevrolets over the last century.

The bowtie’s centennial is marked by new entries, such as the Cruze Clean Turbo Diesel compact sedan in the U.S. and the Trax small SUV in 40 international markets.

While the bowtie has been present for 100 years, the details surrounding its origin are still uncertain. Stories range from Durant being inspired by the wallpaper design in a Parisian hotel to a newspaper advertisement he saw while vacationing. Durant’s widow and daughter have offered alternative explanations.

According to Margery Durant, in her 1929 book, “My Father,” Durant sometimes doodled nameplate designs on pieces of paper at the dinner table. “I think it was between the soup and the fried chicken one night that he

sketched out the design that is used on the Chevrolet car to this day,” she wrote.

But in a 1968 interview, Durant’s widow, Catherine, said the bowtie design originated from a Hot Springs, Va., vacation in 1912. While reading a newspaper in their hotel room, Durant spotted a design and exclaimed, “I think this would be a very good emblem for the Chevrolet.” Unfortunately, Mrs. Durant never clarified what the motif was or how it was used.

But that nugget of information inspired Ken Kaufmann, historian and editor of *The Chevrolet Review*, to search out its validity. In a Nov. 12, 1911, edition of *The Constitution* newspaper, published in Atlanta, an advertisement appeared by the Southern Compressed Coal Company for “Coalettes,” a refined fuel product for fires. The Coalettes logo,



Southern Compressed Coal Company ad with the bowtie logo, that appeared in the November 12, 1911 edition of The Atlanta Constitution.

as published in the ad, had a slanted bowtie form, very similar to the shape that would soon become the Chevrolet icon.

Did Durant and his wife see the same ad – or one similar – the following year a few states to the north?

The date of the paper Kaufmann found was just nine days after the incorporation of the Chevrolet Motor Co. The first use of the bowtie by Chevrolet appeared in the Oct. 2, 1913, edition of *The Washington Post* with the words, “Look for this nameplate,” above the symbol.

TRW Launches New, Lighter Seat Belt System

TRW Automotive Holdings Corp. is now delivering its next-generation SPR4 (Snake Pretensioner Retractor) seat belt assembly for its worldwide customers and launching the product in North America, Europe and China.

TRW Automotive Spokesman John Wilkerson said that the company is always looking for ways to improve its seat belt systems.

“We want to be able to protect passengers in crash situations as well as making the seat belt system lighter and smaller,” Wilkerson said.

The new system is also part of TRW’s efforts to develop standardized products, he added.

There are benefits to standardization on a global scale, he said. It helps make technology affordable through economies of scale. By having a universal standard, systems built in different places around the world are built to the same specs and that improves quality.

“This is just a common sense approach,” Wilkerson said.

The SPR4 uses a plastic piston instead of conventional metal components to transfer tensioning torque, resulting in a simpler and lighter-weight design as well as more compact packaging.

Norbert Kagerer, vice president, Occupant Safety Systems Engineering, TRW, said: “The design offers vehicle manufacturers a number of distinct advantages, which has led to strong interest globally. The lighter weight, plastic material allows

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