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Chevy Expands in Southeast Asia Where ‘The Potential for Growth is Very High’

The Republic of Myanmar used to be called Burma. Its population is 60 million-plus.

And, pretty soon, some of those millions will be driving Chevrolets.

General Motors Southeast Asia Operations recently signed a letter of intent with Pacific Alpine Pte. Ltd., for the distribution, sale and service of Chevrolet vehicles in the small sovereign state.

Martin Apfel, president of GM Southeast Asia Operations, said: “This is a significant milestone for Chevrolet’s expansion across Southeast Asia, and signals our commitment to grow in the region. Myanmar has a population of more than 60 million people. With the market and economy opening up, and with the increasing affluence of Myanmar’s people, the potential for growth is very high.

“The timing is perfect. We have a fresh and complete portfolio of award-winning products, ranging from pickup trucks and SUVs to cars and fashionable people carriers. At Chevrolet, we believe in building a strong brand backed by quality products that connect with customers everywhere.”

The country’s first Chevrolet showroom is scheduled to open in the fourth quarter of 2013. Chevrolet models will be sourced from GM manufacturing facilities around the world to meet the specific requirements of Myanmar consumers.

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

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2013, an increase of nearly 4 percent over the same period in 2012.

“Chevrolet is in the midst of the most aggressive new product rollout in the brand’s history,” said Alan Batey, senior vice president of Global Chevrolet.

“The continued sales growth around the world is a result of a focused effort to strengthen Chevrolet’s presence in developing markets as well as its relationship with consumers by offering the right products, technologies, and world-class customer service.”

In the U.S., Chevrolet’s small car lineup continues to attract new customers to the brand, Batey said. Sales of the Sonic, Spark, Cruze and Volt combined were up nearly 25 percent in the first half of 2013. Full-size truck

sales also increased 23 percent over the same period and dealers are delivering the all-new Silverado to consumers at a rapid pace, averaging only 10 days on dealer lots.

Chevrolet sales in China rose 6.1 percent to nearly 322,000 units, fueled by strong sales of the Sail, Cruze, Malibu and Captiva.

The top five Chevrolet sales markets in the first six months of 2013 were:

- United States 1.02 million – 5.6 percent increase;
- China 322,000 – 6.1 percent increase;
- Brazil 305,000 – 5.1 percent increase;
- Mexico 91,000 – 15.7 percent increase;
- Russia 80,200 – 16.1 percent decline.

GM first-half 2013 sales in North America were up nearly 8

percent and nearly 7 percent throughout its International Operations. GM achieved a sales record in China with a 10.6 percent increase to 1,567,392 units.

The total North American market sales, including Canada and Mexico, were 1.641 million in 2013, versus 1.524 million in 2012, an increase of 7.7 percent. For 2013, Chevrolet had 17.2 percent of the market. In 2012, it represented 17 percent.

Sales in Europe, which includes Western, Central and Eastern Europe plus Russia, took a hit. In 2013, Chevy sold 797,333 vehicles, a 6.5 percent decline from the 2012 figure of 853,059. Market share remained virtually

the same – 8.4 in 2013, 8.5 in 2012.

South American sales stayed pretty much the same. Chevy sold 496,719 in 2013 and 501,510 in 2012. That is a 1 percent decline in sales.

International Operations, which include Asia-Pacific, Africa and the Middle East, saw a 7 percent increase in sales. That comes to 1.917 million in sales this year versus 1.790 in 2012.

Market share remained pretty much the same – 9.4 percent in 2013, compared with 9.3 percent in 2012. (Iran, North Korea, Syria and Sudan are excluded from sales volume and market share calculations.)

TRW Launches New, Lighter, Smaller Weight-Saving Seat Belt Assembly

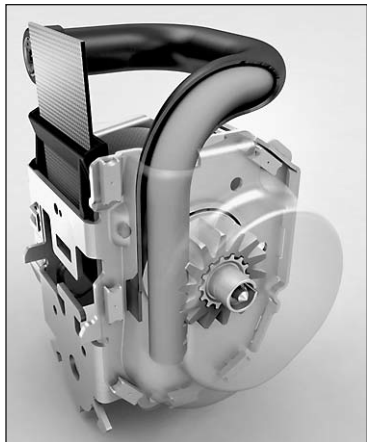
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the tensioning force to be generated more quickly than with conventional systems.

“Secondly, the damping behavior of the plastic snake allows the initial peak force, when impacting the pinion, to be significantly lower compared to conventional systems where two rigid steel elements impact on each other.”

When vehicle sensors trigger the seat belt system, a pyrotechnical gas generator is ignited releasing a “green gas,” which expands and builds up pressure in the guiding tube. This pressure acts on the snake-like plastic piston, which is forcefully propelled into a pinion instead of the usual steel balls. The pinion then transmits a significant torque to the belt retractor spool to pretension the seat belt. The whole process takes ten milliseconds.

This kind of lighter seat belt system also makes sense for OEMs to adopt, Wilkerson said. With more stringent fuel standards coming into place, manufacturers are looking for ways to save weight. While a seat belt



The TRW SPR4

system might not add a lot of weight to a vehicle, any weight loss without sacrificing quality is considered a good thing. A pound or two here or there on different systems soon adds up to real weight savings.

Additionally, Wilkerson said, making the system smaller is also desirable. OEMs are looking to save space with their vehicle interiors and making the seat belt system small helps them with that goal.

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