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## Cadillac Sport's Twin-Turbo Engine Kicks Turbo Lag To the Curb

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tercooler. This design fosters more immediate torque response and reduces complexity by eliminating the need for a pair of throttle bodies.

Together, smaller turbochargers, top-mounted throttle body and shorter air pathways help sustain peak torque over a broad range – 1,900 to 5,600 rpm – for a confident feeling of power in almost all driving conditions, such as accelerating or overtaking traffic on the highway.

"The Cadillac Twin-Turbo intercooler design builds on our experience with the 6.2L supercharged engine used on the current CTS-V Series," Bartlett said. "That means more performance for drivers without sacrificing efficiency."

## Chrysler Canada Achieves Hottest July Sales Ever

The longest sales streak in Chrysler of Canada's history is continuing.

The automaker last week reported sales in July were the best ever, achieving the 44th consecutive month of year-over-year sales growth.

Sales last month reached 26,209, an eight percent increase compared with July 2012 sales of 24,162.

"July was an exceptionally good month for retail sales throughout the product lineup," said Chrysler Canada COO Dave Buckingham. "In fact, it marked the highest July retail sales in our history."

"It's a great combination right now. The Canadian light vehicle industry is at record levels and we have gained the most sales in Canada."

Passenger car sales at Chrysler Canada are up 20 percent compared with sales results from the same period a year ago.

Ram truck sales in July increased 21 percent to 7,854.

Chrysler sold 776 Chrysler Town & Country vehicles in July, up 167 percent – and a July sales record – from the 290 sold in the same month last year.

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# BASF Designers Study Fashion, Social and Economic Trends

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buys a car tends to keep that purchase for several years.

"A few years ago, orange was a very popular color in fashion," Czornij said. "You'd see orange on clothes everywhere you went. If you bought an orange car then, you'd have been fashionable for about 10 months. It's a lot easier to get another shirt than it is to get another car."

The end result, Czornij said, is that car owners who want to get the best residual value for their vehicles when they sell them or trade them in tend to go with conservative colors.

But color remains an important factor when people choose what car they want to buy.

"I've heard that between 25 and 35 percent of car buyers will not buy a particular model if they can't get it in the color they want," Czornij said.

So, to estimate what colors will be popular in the future, BASF looks at fashion, social and economic trends. He noted that right after the 9-11 attacks, the mood of the country changed and car buyers went for darker, more somber colors on their cars.

He broke the color palettes based on regions into three categories. North America's is named, "Aspire To." This set of colors is meant to evoke the growing enthusiasms for social responsibility and traditional values that emphasize education and courage. These colors are "cool deep and dark tone" with a traditional feel, Czornij said.

Europe's palette is titled, "In Sobriety," which reflects a continent affected by an economic crisis, Czornij said. Its blacks and grays reflect a calm image while its reds and greens are supposed to represent an image of creativity and courage.

The Asia Pacific palette is called, "With Pride." Czornij said Asia – and China in particular – are undergoing rapid growth and entering a period of transition. The "With Pride" colors are meant to evoke the diversity that has emerged in both material values and social attitudes. Even the gray tones will be warm grays, meant to project an intellectual image.

Czornij said those are the regional trends. BASF has developed a set of colors called "multiverse," which reflects worldwide trends.

"Globalization and economic crises have given rise to social inequities," Czornij said. "We are facing energy issues at the same time."

"Consequently, we take a new look at social systems and living spaces, and develop smart ideas

for sustainable growth.

"New standards and values will emerge, and we will create a variety of spaces that are pleasant to live in and meet the needs of people with new lifestyles.

"Blue family and neutral colors – associated with near-future, closed-loop cities using clean energy – help to give us peace of mind about the future. 'Space' – in various senses that combine diverse human wisdom – is represented through a wide range of textures: weighty solid tones, matte finishes, and three-dimensional blacks."

The company has also created a palette called "syncopace," a word coined to evoke "the idea of moving ahead by valuing individuality, while maintaining har-

mony in society, through natural colors, such as warm and green tones," Czornij said.

"Subdued tones, such as colored grays and dark colors, are used with unique textures, and bold colors with simple textures, in color groups that represent presence."

He said the company coined the word, "dequalize," to demonstrate how "people are trying to regain human-friendly balance in their life," Czornij said.

"This is a colorful but toned-down restful color group," he added. "It represents relaxation and taking pleasure. Most of the textures are solid and solid-like. We recommend enjoying harmony among colors by combining

different color shades."

In addition to creating color palettes to reflect different moods, BASF has also spent time working on making the paints water-based. This is an environmentally-safe way to paint vehicles.

"These concepts and colors are what we will give the design teams of the OEMs to look at," Czornij said. "They're a way for us to give the designers the culmination of what we can do with color and how people perceive color."

He said he doubts any OEM would adopt all 65 different colors developed at BASF's design centers. But giving OEMs a choice better positions BASF and ultimately gives the buying public greater choice.

## Hot July Brings Hot July Auto Sales

### GM's Four Brands Post Double-Digit Retail Sales Jumps

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pickup sales were new 2014 crew cabs, McNeil said. Double-cab models are now being shipped to dealers and regular cab production begins later this summer.

Crossover sales were up 6 percent, with the redesigned Chevrolet Traverse and Buick Enclave up 33 percent and 14 percent, respectively.

Sales of the new Buick Encore increased 39 percent from June 2013.

All four brands posted double-digit retail sales increases compared with the same time last year, McNeil said, and Buick retail sales have now increased for 15 consecutive months.

Full-size pickup deliveries were up 51 percent and crossover sales increased 18 percent, McNeil said. Deliveries to small business customers increased 61 percent, including a 107 percent increase in full-size pickup deliveries.

Sales of the Chevrolet Malibu increased 31 percent and the Chevrolet Equinox had its best-ever July retail sales with deliveries up 9 percent, McNeil said.

GMC Terrain sales increased 24 percent for its best-ever July.

GMC retail sales were up 23 percent year-over-year in July, closing at the highest sales volume since 2006. Total sales, up 14 percent, were the best since 2007.

### Ford's July Sales Of Small Cars Up 32 Percent

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F-Series sales increased 23 percent to 60,449. F-Series sales now have increased for 24 consecutive months, and July 2013 marks the best July sales month for F-Series since 2006, Czubay said.

Here are July 2013 sales compared with July 2012:

- Fiesta – 7,667, up 88.9 percent;
- Focus – 16,764, up 1.9 percent;
- C-MAX – 2,700, not sold in July 2012;
- Fusion – 20,522, down 12 percent;
- Taurus – 6,373, up 21.3 percent;
- Mustang – 5,768, down 21.7 percent;
- Escape – 22,343, up 3.6 percent;
- Edge – 10,541, up 14.9 percent;
- Flex – 2,689, up 16 percent;
- Explorer – 12,742, up 12.6 percent;
- Expedition, 2,744, up 1.6 percent;
- F-Series – 60,449, up 22.6 percent;
- E-Series – 9,724, up 13.4 percent;
- Transit Connect – 2,885, up 9.8 percent;
- Lincoln MKZ – 2,809, down 7.4 percent;
- Lincoln MKS – 1,038, up 18.2 percent;
- Lincoln Navigator – 633, up 20.6 percent.

### Chrysler Sales Up 11 Percent; Best July Since '06

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sales since 2005 and the 26th consecutive month of year-over-year sales gains.

The Avenger and Challenger each recorded their best July sales ever, while sales of the Durango full-size SUV were up 88 percent. The Dart compact sedan had its second straight month of year-over-year sales gains.

Sales of the Dodge Charger are up 10 percent this year through July.

Bigland said all Jeep brand models in production recorded sales gains in July compared with the same month last year, led by the Jeep Grand Cherokee.

Sales of the Grand Cherokee were up 30 percent, its best sales month since 2005 and largest percentage increase of any Jeep brand model.

The Jeep Wrangler and Jeep Compass each had their best sales for the month of July. Sales of the Jeep Compass were up 27 percent compared with the same month a year ago.

Last month's Fiat sales were the best in July since the Fiat 500 was launched in 2011 and its 17th-consecutive month of year-over-year sales gains.

Sales of the brand's flagship Chrysler 300 full-size sedan were up 12 percent, the vehicle's best July sales since 2008.

Chrysler brand sales were down 4 percent in July compared with the same month last year.



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