

## Concept Cadillac Ciel Heading to Production

The time has come, the CEO said, for building the Cadillac Ciel, a concept car that was first seen in 2011. At least that's what *USA Today* is saying.

According to that newspaper, GM CEO Dan Akerson said the Ciel will go into production within the next two years.

Cadillac spokesperson David Caldwell said he is aware of no information to contradict that story.

"It shouldn't come as a surprise that we are planning new product," Caldwell said. "We are in the midst of building the brand worldwide. I will say that right now we are busy getting ready to launch a lot of new product in the next six months to a year and that's what we're concentrating on at this moment."

The Ciel – pronounced "C-L," the French translation for sky – is a four-seat convertible, and was first shown in Pebble Beach, Calif., in 2011.

At the time, GM Global Design Director Clay Dean said that "large, expressive luxury is innate to Cadillac and the Ciel recalls that heritage, while suggesting where the brand can go in the future. Authentic luxury is driven by experiences, not just products, and Ciel is about the experience of the journey."

The specs released in 2011 describe the vehicle as a four-seat

convertible that "opens a new chapter in Cadillac's design and product ascent, pushing the brand's Art & Science philosophy into a new stratum. Ciel is a new expression of Cadillac's historical grandeur, as well as a celebration of open-air motoring."

GM described the Ciel having doors that "are French-style, with the rear doors hinged at the rear – there is no B-pillar – to reveal a sweeping view of the dramatic interior. Distinguishing fender lines run from nose to tail, and nickel-plated bright work ac-

cents the body lines, enhancing the visual length of the car and honoring Cadillac touring cars of the past."

Dean said, "The interior is accented with sweeping nickel-plated trim. It divides the body-color upper sections from a complementing beige lower color. Italian Olive wood, machined aluminum and hand-tipped leather are elements that flow through the interior, complementing the primary colors with warm, rich tones."

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The Cadillac Ciel is going from being a concept car to reality.



Ashley Ziebell is looking for green ideas from GM employees.

## Eliminating Landfill Waste Is Job of GM's 'We Care'

You never know where a good idea might come from, which is why Ashley Ziebell, an environmental engineer at the Warren Tech Center, runs GM's "We Care" program.

"The 'We Care' program has been around a while," Ziebell said. "I just started working for GM back in May. I came from Michigan Tech with a degree in civil engineering that had an environmental focus."

"My main job is to help make sure that GM is in compliance with environmental laws and also to try and find ways to make

sure that none of our waste goes to a landfill."

She works with Corri Zillio, a contractor with MPS Waste Management, looking for ways to increase recycling and decrease waste that's landfilled – which is where "We Care" comes in.

Ziebell said "We Care" meetings are held quarterly. The next one is scheduled for Wednesday, Aug. 28, at 10 a.m. in the Tech Center's CCO building.

The meetings are open to any GM employee who might have a

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## Hot July Brings Hot July Auto Sales

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

July of 2013 was a good month for General Motors' retail sales. The automaker reported that its dealers delivered 234,071 vehicles in the United States in July, up 16 percent from last year. Retail sales increased 23 percent while fleet sales declined 6 percent.

"For GM, July was the most well-balanced month of the year from a retail sales standpoint: trucks were hot, but so were small cars and family vehicles," said Kurt McNeil, vice president, U.S. Sales Operations.

"Our experience shows that the difference between good sales and great sales in a slow-growth economy is how many new products you have to offer, and we are starting to hit our sweet spot."

He said GM passenger car sales were up 24 percent year over year, including a 42 percent increase in mini-, small and compact car deliveries.

McNeil reported Chevrolet car sales were up 31 percent driven by a record month for the Spark, record July sales for the Cruze and a 38 percent increase for the Impala.

He said Cadillac car sales were up 34 percent on the strength of the new ATS and XTS.

Pickup, van and SUV sales were up a combined 16 percent with full-size pickups up 44 percent – the best July since 2007.

About 15 percent of full-size

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

Ford has reported its U.S. sales grew 11 percent compared with last year – the best total July sales since 2006. Retail sales are up 19 percent, marking the Dearborn automaker's best July retail sales month since 2005.

With tight inventories, retail car sales are up 13 percent, utilities are up 19 percent, and trucks are up 27 percent – with strong growth in the coastal regions.

"We saw continued strength and growth in our retail business, particularly in the coastal regions of the country," said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service.

"Our small cars and hybrids continue to attract new customers to Ford and away from our competitors, thanks to the vehicles' combination of styling, technology, fuel economy and performance."

He said Ford small cars – including Fiesta, Focus and C-MAX hybrids – are up 32 percent, with a combined 27,131 sales, making it Ford's best July for small car performance since 2000.

All three Ford utility vehicles are on pace to set sales records this year, with Escape up 4 percent in July to 22,343 vehicles sold and Explorer up 13 percent to 12,742 vehicles sold. Edge also posted a record July with 10,541 sales, a 15 percent increase from last year, Czubay said.

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

Chrysler last week reported U.S. sales of 140,102 units in July, an 11 percent increase compared with sales in July 2012 (126,089 units), and the group's best July sales since 2006.

The Jeep, Dodge, Ram Truck and Fiat brands each posted year-over-year sales gains in July compared with the same month last year.

The Ram Truck brand's 31 percent increase was the largest sales gain of any Chrysler brand in July.

"We continue to see strong retail sales, particularly with our pickup trucks and SUVs, and that has helped to propel Chrysler Group to our 40th consecutive month of year-over-year sales growth," said Reid Bigland, head of U.S. Sales.

"In addition, the all-new Fiat 500L is off to a great start with 962 units sold in its first full month on sale."

The Ram Truck brand sales gain was driven by the 31 percent increase in Ram pickup truck sales. Dodge sales were up 18 percent in July, largely because of the 88 percent increase in Dodge Durango full-size SUV sales. Jeep sales were up 2 percent as all Jeep models in production recorded year-over-year sales gains in July. Fiat sales were up 2 percent in July compared with the same month a year ago, Bigland said.

Dodge posted the best July



Paul Czornij of BASF shows some of the company's auto paint colors.

## To Predict Future Popular Car Colors, BASF Designers Study the Current Fashion, Social and Economic Trends

by Jim Stickford

Color affects mood and mood affects color, said Paul Czornij, technical manager of BASF's Color Excellence Group in Southfield.

Czornij said that makes it very difficult to determine in 2013 what car colors will be popular in 2017.

Improved paint design technology, he said, makes it possible for companies like BASF to create a wide variety of colors for cars.

In order to be able to provide OEMs with a popular variety of choices, BASF does an annual automotive color trend report, Czornij said. The latest report was just released.

He said the forecast, titled, "Making Headway," indicates a movement toward more color

shades than in previous years. BASF can now present OEMs with 65 different colors that have been developed in four design centers around the world.

The North American center is in Southfield and the European center is in Germany. There are two Asian centers, one in Japan and one in Shanghai.

Czornij said it's important for OEMs to pay attention to color because there's no way to separate color from emotion.

"Any color a person chooses to display evokes two responses," Czornij said. "One is personal and the other is a response that the person displaying the color wants to evoke in other people."

Car colors tend to be conservative because a person who

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