



2014 GMC Sierra

## GMC Sales Climb as Buyers Take Sierras ‘Off the Truck’

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.

Sierra, Acadia and Terrain all posted July sales gains as the brand had its best seven-month start in six years, said Brian Goebel, manager of GMC Communications.

The new 2014 Sierra full-size pickups are leaving dealer lots almost as soon as they arrive, Goebel said. The average “days to turn” is 14 days, compared with the segment’s 76-day average.

Combined with 2013 models, the new Sierra helped drive the pickup’s best July sales since 2007. Year-over-year Sierra retail sales were up 53 percent while total sales were up 49 percent, Goebel said.

“The all-new 2014 Sierras are selling as soon as they come off the transporters, especially those with the SLT trim package,” said Tom Sheehan, owner of Sheehan Buick GMC in Lighthouse Point, Fla. “Our customers have told us they enjoy the luxu-

ry features that the Sierra SLT has to offer.”

With new advertising hitting the airwaves, and the new double cab Sierras now shipping to dealers, the momentum continues for GMC’s best-selling model, Goebel said.

Earlier this year, in the 2013 J.D. Power and Associates U.S. Customer Service Index Study, GMC ranked first among mass market automotive brands in customer satisfaction, Goebel said. The study examines satisfaction among vehicle owners who visit a service department for maintenance work during the first three years of new vehicle ownership.

Acadia crossover SUV retail sales were the best ever for the month of July, with 6,615 units delivered. Year-over-year Acadia retail sales were up 1 percent, total sales up 2 percent.

Terrain small SUV retail and total sales also were the best ever for July. Year-over-year Terrain retail sales were up 24 percent and total sales were up 3 percent. Both Acadia and Terrain are off to the best-ever start to a year, Goebel said.

## New Fusion Offers Inflatable Safety Belts

The new 2014 Ford Fusion is the only car in the popular mid-size segment to offer rear inflatable safety belts, said Kelli Felker, adding to the sedan’s suite of available safety and driver-assist technologies.

This option is also available in the Fusion Hybrid and Fusion Energi, said Felker, Ford Safety Communications manager.

Rear inflatable safety belts combine the attributes of safety belts and airbags, Felker said. The shoulder belt developed for the outboard rear seats contains an airbag. During a crash, sensors determine when the inflatable belt should deploy and signal the belt’s tubular airbag to rapidly inflate with compressed gas.

“The inflatable belt is designed to help reduce head, neck and chest injuries for rear-seat passengers, often children and older passengers who can be more vulnerable to such injuries,” said Srinivasan Sundararajan, safety technical leader with Ford’s Research and Advanced Engineering Group. “This is another unique family technology that builds on our safety leadership.”

Ford introduced inflatable rear safety belts on the 2011 Ford Explorer; along with Fusion, the technology is now also available on Ford Flex and Ford Taurus, and Lincoln MKT and Lincoln MKZ, Felker said.

The class-exclusive technology will also be available in Australia when the new Ford Mondeo arrives in that market in late 2014.

In everyday use, inflatable belts operate like conventional safety belts, and are compatible with child car seats and boosters, Felker said. Always refer to the child car seat or booster seat manufacturer’s instructions for specific information, she added.

During a crash, the inflatable



Ford’s first-ever production inflatable seat belts are designed to help reduce head, neck and chest injuries for rear-seat passengers.

belt helps distribute crash forces across more of a passenger’s torso than a traditional belt – up to five times more, Felker said. Spreading the pressure over a larger area helps reduce pressure on the passenger’s chest, and helps control head and neck motion.

Felker said safety experts acknowledge that the back seat is the safest place for children, and Ford is committed to keeping all vehicle occupants safe.

Ford Fusion owners benefit from a number of available driver-assist technologies, she said. Seventy-two percent of vehicles sold are

equipped with Ford’s cross-traffic alert rear sensing technology and 58 percent are equipped with a rear view camera.

Strong demand for Fusion is driving national share gains for Ford, Felker said, especially in the Western and Southeastern areas of the United States. In the first half of 2013, Fusion sales rose 17.8 percent to 161,146 vehicles, compared with the same period in 2012.

Ford builds Fusion at the company’s Hermosillo, Mexico, manufacturing facility, and will soon add production at Flat Rock Assembly Plant in Flat Rock.

## Labor Day Weekend to Bring Ford’s Arts, Beats & Eats Fest to Royal Oak

Metro Detroiters will have the chance to celebrate the end of summer at the 16th annual Ford Arts Beats & Eats Festival in Royal Oak Labor Day weekend.

The event takes place between Aug. 30 and Sept. 2.

Now in its 16th year, Ford Arts, Beats & Eats, presented by First-Merit Bank, will be held in downtown Royal Oak.

The festival will offer more than 200 performances on 10 stages. A juried fine arts show will be featured, and local restaurants with cuisine from across metro Detroit will present their fare.

Festival admission is \$3 until 5 p.m. Saturday, Sunday and Monday and \$5 after 5 p.m. every day.

Ford Arts, Beats & Eats is free to enter until 5 p.m. on Friday only.

The “arts” portion of the festival will be represented by a selection of local and national talent.

The arts section of the festival will be physically located in the southern portion of the event’s location and will expand on to Lincoln Street to allow room for more artists.

Work from artists specializing in sculpture, painting, ceramics, jewelry, wood, glass, drawings and pastels, metal and photography will be represented.

For the “eats” part of the festi-

val, more than 50 local restaurants will set up booths.

Participants include Green Lantern, Oxford Inn, Eskimo Jack’s, Sistro’s Cakery, Vintage House Banquets and Catering, Trattoria Pizzeria Da Luigi, and more.

Those restaurants join a list of several returning restaurants that include Mitchell’s Fish Market, the Soaring Eagle Cuisine Machine, Gaucho Steakhouse, bd’s Mongolian Grill, Gemmayze, Hamlin Corner, Polish Village Café, Pronto!, Palm Palace, Jackson’s Five Star Catering, Peking House, Prime29 and Lockhart’s BBQ.

The “beats” part of the festival will feature a variety of musicians and musical acts, including hip hopper MC Hammer, classic rocker Eddie Money, Beatles cover band Beatlemania Live, and alternative rock band Smash Mouth.

For a complete schedule of musicians and musical acts, visit artsbeatseats.com.

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- Remote start
- Fog lamps
- Alloy wheels
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Demo special lessee assumes demo miles of 2520. Lessee assumes lease figured for 10k per year not including demo miles. Actual miles allowed 8740 per year figured w/conquest rebate.. No security dep. required. Stock #5914-13 • Deal #43296

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