



2014 Chevrolet Malibu

Malibu to Offer Stop/Start Technology to Save Fuel

The 2014 Chevrolet Malibu arriving in dealerships this fall will be the first midsize sedan sold in the U.S. to offer fuel-saving stop/start technology standard on its 2.5L base model, GM announced in a public statement.

Stop/start technology helps customers conserve fuel by automatically shutting off the engine when the car comes to a stop, such as at stoplights. The engine automatically restarts when the driver takes his or her foot off the brake. During engine restarts, an auxiliary 12-volt battery powers electric accessories such as heating and air conditioning, power windows and radio.

"The key was to apply the knowledge we gained from our eAssist technology," said Todd Pawlik, Malibu chief engineer. "By leveraging knowledge from the stop/start system we use on eAssist, we were able to significantly improve city fuel ratings by 3 mpg, or 14 percent, on Malibu's entry-level 2.5L model, compared to the 2013 model."

Malibu's stop/start system monitors – among other things – vehicle speed, climate control system operation and the force a driver applies to the brake pedal, to determine whether it is efficient to shut off the engine in certain driving conditions, such as stop-and-go driving.

In addition to stop/start technology, Chevrolet engineers incorporated valve-actuation technology known as Intake Valve Lift Control into Malibu's 2.5L engine, which also contributes to improved fuel economy.

When the Intake Valve Lift Control system operates in low-lift mode, the engine pumps only the air it needs to meet the driver's demand. The system switches to high-lift mode at higher speeds or under heavy loads, providing

the full output capability of the engine. The variable intake valve actuation enhances efficiency and helps lower emissions, while also boosting low-rpm torque for a greater feeling of power at lower speeds.

A new six-speed transmission makes its first appearance in the 2014 Malibu 2.5L. The 6T45 transmission includes improvements that reduce the energy required to pump transmission fluid, which enables additional fuel economy savings.

The new technologies on the 2.5L model enable the Malibu to deliver a higher combined fuel economy rating than the base engines of several midsize sedan competitors, including the Toyota Camry, Ford Fusion, Kia Optima, Hyundai Sonata and Chrysler 200.

"In this competitive midsize segment, there is no standing still," said Chris Perry, Chevrolet marketing vice president. "In addition to fuel economy improvements, the 2014 Malibu is roomier and more refined than its predecessor."

Additional new features on the 2014 Malibu include:

- Revised front-end appearance;
- Roomier rear seat with 1.25 inches more knee room;
- Redesigned center console;
- Available Side Blind Zone Alert and Rear Cross Traffic Alert safety features;

The 2014 Malibu is available in LS, LT and LTZ trim levels. The 2.5L engine base powertrain starts at \$22,965 for the LS, \$24,335 for the 1LT, \$26,040 for the 2LT and \$28,515 for the top LTZ trim.

All suggested retail prices include an \$825 destination charge, but exclude tax, title, license and dealer fees.

Live Country Bands Say, 'Y'all Come' To 17th Auburn Hills Bluegrass Fest

The 17th annual Parade of Stars Blue Grass festival returns to Auburn Hills on Saturday, Sept. 7.

The celebration begins at noon and goes until 7 p.m. on the lawn of the Community Center in Civic Center Park, 1827 North Squirrel Road.

Admission is \$5 for adults; children and students are free.

This year, four acclaimed bluegrass bands will headline the concert:

- The Larry Stephenson Band;
- Nothin' Fancy;
- Detour (from Michigan), and
- The Special Consensus (the returning host band).

"This is live bluegrass at its finest," said Brian Marzolf, Auburn Hills Recreation director. "I actually get calls from citizens requesting information about the festival months in advance."

"We expect more than 2,000 attendees at this year's event, which brings in top bluegrass names from throughout the country."

"This festival has become quite an Auburn Hills musical tradition.

"People come from all over Michigan and the Tri-State area, and we have a big group of friends from across the border in Canada that come over every year to the festival."

David Blakney of radio station CJAM in Windsor, Ontario, is the returning emcee of the event for the 17th year.

Band merchandise will be sold at the event, and audience members will have the opportunity to "meet and greet" the bands before and after they perform.

The event takes place rain or shine.

Lawn chairs are recommended, and coolers are allowed. No alcohol, however, is permitted. Food and beverages will be available for purchase from Longhorn Steakhouse.

Throughout the day, shuttle buses will be transporting guests to and from the parking lot of GKN Driveline, 3300 University Drive, where free parking is available adjacent to the festival site.

For more information, visit www.auburnhills.org or contact Auburn Hills Parks and Recreation Department at 248-370-9353.

GM's Small, Compact Car Sales Escalating, Thanks to Technology and Millennials

Chevrolet's small and compact car sales are up 229 percent year over year from the second quarter of 2010 to the same quarter this year.

The jump is evidence of the brand's continuing success in attracting buyers of all ages, including millennials, whose purchase priorities include advanced technology, fuel economy, functionality and affordability.

Chevrolet's share of buyers under 35 continues to increase year over year, led by vehicles such as the Cruze, Sonic, and, most recently, the Spark mini car, said Annalisa Bluhm – Spark, Sonic and Cruze spokesperson for Chevrolet.

Leading the segment is the Cruze, which is among the top-selling Chevrolet vehicles to those under 25. One in four Sonic and Spark buyers are also under 25, while almost six in 10 buyers of those cars are new to Chevrolet.

"The opportunity this new generation represents is enormous," said Cristi Landy, Chevrolet marketing director, Small Cars and Electrified Vehicles.

"The only way for Chevrolet to deliver the products, technology and services they want most is



Chevrolet Sonic



Chevrolet Spark

to really listen to what is important in their lives today and help enable them to reach their full potential."

Part of this dialogue happens online through Chevrolet's social media channels. Successful online campaigns, including the Effie-winning Sonic "Let's Do This" campaign, propelled the Sonic to the forefront with young buyers, Bluhm said.

Chevrolet's newest campaign features the Cruze Diesel through lighthearted Vine videos on Twitter that last less than seven seconds each. Chevrolet is the first automotive manufacturer to use the Vine platform for an original advertising campaign.

Research shows that younger buyers rank vehicle technology among the top features influencing purchase decisions, Bluhm said.

Both the Spark and Sonic feature Chevrolet MyLink infotain-

ment systems powered by smartphones, including apps such as BringGo Navigation, Pandora, Tune in and Siri in Eyes Free Mode, which helps them stay safely connected at a fraction of the price of in-dash navigation.

Chevrolet dealers also play an important role in helping to better understand the wants and needs of the younger buyers.

By providing access to resources such as credit, dealers are helping to make the process of purchasing a car easier, Bluhm said.

"Nearly four in 10 millennial buyers are purchasing within the compact car segment," said Dora Nowicki, Chevrolet Sonic Marketing director.

"As a brand, we recognize the importance of partnering with next-gen buyers and engaging with them before, during and after purchase."

Chrysler's SRT Helps Promote the Racing Movie, 'Rush'

Chrysler's SRT brand is teaming up with Universal Pictures in the United States to promote "Rush," a Ron Howard biographical action film.

The movie is based on the true story of Austrian Formula 1 champion driver Niki Lauda and his return to racing after a 1976 crash that almost took his life. The movie opens Sept. 27.

SRT (Street and Racing Tech-

nology) will help promote the movie to its fans at racing events via the brand's website – www.driveSRT.com, – and on the brand's social media channels.

"SRT owners and fans are genuine auto and racing enthusiasts," said Beth Paretta, director of Chrysler's SRT Brand and Motorsports Marketing and Operations.

"Every aspect of performance

vehicles and motorsports is part of their DNA, and they'll love the action and adrenaline of 'Rush,' the story of one of the greatest rivalries in Formula 1 racing history."

The SRT brand has added graphics from the film to its No. 91 Rush SRT Viper GTS-R race car that competes in the GT Class of the American Le Mans Series (ALMS).



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