

GM Sales Flourish in August – Up 15 Percent

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global financial crisis began to accelerate. Two years later, on Sept. 8, 2010, Chevrolet launched the Cruze in North America, marking the beginning of an aggressive rollout of new products that will see nearly 30 Chevrolet, Cadillac, Buick and GMC nameplates either all-new or redesigned by early 2014.

Since then, the 2011 Chevrolet Volt and the 2013 Cadillac ATS won the North American Car of the Year award, the 2014 Chevrolet Impala was named the top sedan in the country by a leading consumer publication, GM topped the 2013 J.D. Power and Associates Initial Quality Study and the company has returned to competitive levels of leasing. GM

and its dealers have also embarked on a multibillion-dollar program to renovate sales and service facilities in all 50 states.

“If our first Cruze customer were to walk into a Chevrolet dealership today, he wouldn’t recognize the place,” McNeil said. “The same holds true for Buick-GMC and Cadillac. The cars and trucks, the sales and service experience – everything is being elevated so we can offer customers the best ownership experience in the business.”

August sales highlights versus 2012 sales showed that crossover sales were up 34 percent. The GMC Terrain and Cadillac SRX had their best-ever August sales and the Chevrolet Equinox and Buick Encore had their best month ever.

Full-size pickup sales were up 15 percent. Large SUV sales were up 29 percent.

Passenger car deliveries were up 8 percent. Retail deliveries were up 27 percent, driven by a 93 percent increase for the Chevrolet Malibu and a 76 percent increase for the Chevrolet Impala. The Impala has increased its retail share of the large car segment by about 3 percentage points, according to J.D. Power PIN data.

The Chevrolet Volt had its best month ever, as did the Chevrolet Spark, Chevrolet Sonic, Cadillac XTS and Buick Verano.



2014 GMC Sierra

‘How GMC Trailering Technologies Work’ is Part of Guide in New App

GMC owners can pull off their next trailering chore without a hitch – at least figuratively – thanks to a new trailering guide app available now at the iTunes store.

The free app is designed to give GMC customers a better understanding of trailering techniques and capabilities. It even helps identify the appropriate GMC model for specific trailering needs.

“Our customers believe in the right tool for the job, and this app helps them get the most out of their GMC trailering capability in a convenient and accessible way, whether they’re hauling a utility trailer across town or a fifth-wheel cross-country,” said Tony DiSalle, vice president, GMC Marketing.

The app package’s trailering tips and information come from the trailering section of gmc.com, including maximum trailer weight ratings by model. When consumers open the app, they can access information either by selecting a specific GMC model or by entering their trailering needs to identify the right GMC model for the job, DiSalle said.

Another section contains a glossary of commonly used terms, and a fourth category focuses on dinghy (flat) towing.

Also featured is a dedicated learning center that caters to both first-timers and veterans, with features that include:

- Trailering 101;
- Hitches and equipment;
- Pre-trailering checklist;
- How GMC trailering technologies work;
- Power and performance information;
- Safe trailering techniques.

Video content includes Trailering 101 videos developed earlier this year in conjunction with the launch of the all-new 2014 GMC Sierra 1500 full-size pickup. Additional “How To” video content will be added over time to enhance the app’s user experience.

“Even for customers who’ve been trailering for years, our continuing enhancements in features, power and technology make the GMC Trailering Guide App a handy resource,” said Hugh Milne, GMC Training and Accessory manager.

The new Sierra 1500, equipped with a 4.3L EcoTec3 V6 offers segment-best standard V6 torque with trailering capacity of up to 7,200 pounds and segment-best V8 fuel economy, DiSalle said.

Warren Civic Theatre Tryouts

Auditions for the Warren Civic Theatre’s holiday production of “The Best Christmas Pageant Ever” are set for the week of Sept. 23.

In this Christmas tale, a couple struggling to put on a church Christmas pageant is faced with casting the Herdman kids – probably the most inventively awful kids in history.

Call 586-268-8400 to schedule an audition time. Rehearsals begin on Thursday, Oct. 3. Regular rehearsal times are 6:30-9 p.m. on Tuesdays and Thursdays, and from 9:30 a.m.-1 p.m. on Saturdays. Casting is for all ages. Performance days are tentatively scheduled for Dec. 6-8.

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