

GM Boasts Power in Silverado and Sierra

Drivers thinking of buying a 2014 Silverado or Sierra from GM don't have to worry about the engines lacking power. At least that's the message GM is sending out to the public.

According to the specs in a recent release to the public, the 2014 Chevrolet Silverado 1500 and High Country and the GMC Sierra and Sierra Denali 1500, available this fall, are powered by a 6.2L V8 that produces an SAE-certified 420 horsepower (at 5600 rpm) and 460 lb.-ft. of torque (at 4100 rpm), the most power of any pickup engine and torque of any light-duty pickup truck engine.

The statement also said that the 6.2L V8 available for Silverado LTZ and High Country and Sierra SLT and Denali models also delivers class-leading maximum available trailering capacity of 12,000 pounds when properly equipped.

"Power and towing capacity are fundamental capabilities for full-size pickups," said Jeff Luke, General Motors executive chief engineer for full- and mid-size trucks. "The 2014 Silverado and Sierra deliver unmatched power and towing capability with a host of ingenious driver aids."

The optional Max Trailering Package is available on 2WD and 4WD V8 crew cab and double cab models, according to GM specs, and includes:

- Trailering package with seven-pin and four-pin connector;
- Enhanced cooling;
- Automatic locking rear differential;
- Heavy-duty 9.75-inch rear axle with 3.73 ratio;
- Increased-capacity rear leaf springs;
- Revised shock tuning for increased control;
- Integrated trailer brake controller.

GM further stated that, in addition to the 6.2L V8, Silverado 1500 and Sierra 1500 will offer a 4.3L V6 SAE-certified at 285 horsepower and 305 lb.-ft. of torque and a 5.3L V8 certified at

355 horsepower and 383 lb.-ft. of torque.

Silverado and Sierra trucks equipped with the 4.3L V6 will have available towing ratings of up to 7,600 pounds, the highest for any base V6 in the segment, according to the GM statement. Silverado and Sierra trucks equipped with the 5.3L V8 and the max towing package, available later this year, will have towing ratings of up to 11,500 pounds when properly equipped, according to the GM statement.

The GM statement also claims that all three engines feature direct fuel injection, Active Fuel Management (cylinder deactivation) and continuously variable valve timing, a combination not found in competitor vehicles.

The engines, Luke said, also

use a compact overhead-valve design and weight-saving components such as aluminum blocks and cylinder heads to reduce mass for additional energy savings.

All three provide the proven power, torque and dependability of a large-displacement engine, seamlessly switching to four-cylinder mode to save fuel during light-load driving, according to GM.

The 5.3L V8 has EPA-estimated fuel economy of up to 23 mpg highway (2WD models), the best of any V8 pickup, and better than Ford EcoBoost V6, according to GM officials.

EPA fuel economy estimates for the 6.2L V8 will be finalized in the near future, GM stated in the release.



2014 Chevrolet Silverado

Experts Kick Around Business of Sports

A panel of two top Detroit professional sports executives will share their views on the business of pro sports at the Marketing & Sales Executives of Detroit (MSED) luncheon on Thursday, Sept. 26.

The discussion will cover a broad variety of topics including marketing, new stadiums, social media and fan engagement.

Detroit Pistons broadcaster Jim Brandstatter will moderate the panel, which includes Detroit Lions President Tom Lewand and Detroit Pistons President Dennis Mannion.

The event is at the Embassy

Suites at 28100 Franklin Road in Southfield and begins with registration and networking at 11:30 a.m. Lunch is at noon and the panel discussion at 12:30 p.m.

The cost of early registration for the event is \$20 for MSED members and \$60 for non-members. Early registration ends on Friday, Sept. 20. To register, visit www.msedetroit.org or call 248-643-6950.

2014 Chevy Sonic Picks Up NHTSA, IIHS Safety Honors

Keeping drivers safe is important to GM and just because a car is small doesn't mean the company is skimping on safety features.

"Customer safety is our top priority," said Dongseok Kim, General Motors Korea managing director of Safety, Regulations and Product Investigations. "Advanced safety technologies enable customers to feel confident when buying a small car like the Chevy Sonic."

The 2014 Chevrolet Sonic is available with even more advanced safety features, including a rear-vision camera, Forward Collision Alert, and Lane Departure Warning, Kim said.

When activated, Forward Collision Alert warns drivers if they are approaching a vehicle too quickly. Lane Departure Warning gives an alert when the vehicle veers from a marked roadway lane. The rear-vision camera, enabled by the Chevrolet MyLink's 7-inch digital touch-screen, helps give drivers a clearer view of stationary objects behind the vehicle, Kim said.

In MyLink-equipped Sonics, owners can press a button mounted on the steering wheel to initiate a voice command when a smartphone is paired. In Siri Eyes Free mode, the button allows sessions with Siri to begin and end without the phone's screen lighting up, helping to minimize distractions, GM stated in a press release.

The GM release further stated that Sonic is the first and only car in its class to receive a 5-Star Overall Vehicle Score in the New Car Assessment Program administered by the National Highway Traffic Safety Administration.

The 2013 model also was named a Top Safety Pick by the



2014 Sonic

Insurance Institute for Highway Safety. Sonic was the first subcompact to have 10 standard airbags, said Sharon Basel, GM Communications manager for Safety and Environment.

"While airbags and other passive safety technologies are indispensable, the active safety system now can help even more Sonic drivers avoid collisions from the start," said Kim.

Kim's leadership in safety technology recently earned GM recognition from the 23rd International Technical Conference on the Enhanced Safety of Vehicles, ESV 2013, in Seoul, Basel said. He was honored for helping small cars meet top global safety standards.

Sonic is one of Chevrolet's best-selling vehicles among buyers under 35, according to GM.

Developed in South Korea, the Sonic is the only subcompact built in America. It delivers 40 mpg highway with the 1.4L Turbo paired with a six-speed manual transmission available in LT or LTZ trim, Basel said.

Got News?

If you have solid business news for this paper, please contact us at News@DetroitAutoScene.com.

We always like hearing from our readers, and like hearing your story as well. So, don't hesitate to contact us.

MBPA Schedules Obamacare Seminar

The Michigan Business and Professional Association is holding a special conference on health care reform at the MSU Management Education Center in Troy between 8 a.m. and 1 p.m. on Tuesday, Sept. 24.

The event is being sponsored by The Blue Cross Blue Shield Blue Care Network of Michigan, WWJ-TV, Clark Hill and the Rochester-based business financial firm Rehmann.

The cost is \$100 for MBPA members, \$125 for non-members. Attendees will learn about how the Affordable Care Act (ACA), also known as Obamacare, works and what its operational impact will be on businesses in Michigan.

Also, members of the federal Health and Human Services Department will talk about the details of the ACA, including imple-

mentation of insurance products and how they work. A question-and-answer session will follow.

The symposium will conclude with a town hall discussion featuring Carol Cain of *The Detroit Free Press*, Bonnie Bochniak of the MBPA and Jennifer Werner, vice president of insurance services for the MBPA as moderators.

Panelists will include Alisa Bennett, manager of Blue Cross' health care reform team; Kristi Gauthier, a senior attorney for Clark Hill; Don McAnelly, a CPA and principal in charge of the Saginaw office of Rehmann; Chris Priest of the State of Michigan; and Fritz Teutsch, president of BASIC, a human resources company.

Registration is required. To sign up, visit the web site mich-business.org or call Natasha at 888-277-6464.

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