

'New Features Make Malibu Smarter Choice' – Tim Mahoney

Chevrolet is offering new technologies in its 2014 Malibu.

"The midsize sedan segment is one of the most competitive in the industry and by improving the Malibu so quickly, we're proving to our customers that we're listening and acting on their needs," said Chevrolet Global Chief Marketing Officer Tim Mahoney.

Delivering greater efficiency and connectivity are two of the most important considerations for customers of midsize sedans, said Mahoney.

He added, "The new and enhanced features make the 2014 Malibu a smarter choice, putting it at the heart of the strongest Chevrolet passenger car lineup in our history."

A new Ecotec 2.5L four-cylinder engine is the first standard engine in the segment with stop/start technology, said GM spokesman Chad Lyons.

The stop/start function helps owners conserve fuel by automatically shutting off the engine when the car comes to a stop, such as at stoplights, contributing to an EPA-estimated fuel economy of 25 mpg city and 36 mpg highway – a 14 percent improvement in city mileage and 6 percent greater highway efficiency.

The engine automatically

restarts when the driver takes his or her foot off the brake.

It's the industry's most refined and simplest stop/start system, Lyons said, adding that there are no buttons to push or procedures to learn, for a seamless driving experience.

Additionally, the 196-horsepower dual overhead cam (DOHC) engine features variable intake valve lift control, or iVLC, which enhances fuel efficiency, while also enhancing low-rpm torque, for a greater feeling of power at lower speeds, said Lyons.

The engine, he said, is matched with a six-speed transmission with improvements that enable additional fuel economy savings – and a more refined driving experience – compared with the previous model.

New connectivity features support safer driving, Lyons added. The available Chevrolet MyLink for the 2014 Malibu delivers enhanced connectivity and convenience, he said, with a new Text-to-Voice feature for smartphone users and Siri for iPhone users. Each enables voice-controlled connectivity.

Text-to-Voice converts incoming messages to speech, reads them over the audio system speakers and allows the driver to reply with preset messages such

as, "I'm driving and will contact you later."

Users can create and save their own preset messages when the vehicle is in Park. The feature requires a compatible smartphone with Bluetooth profile and applicable text messaging features.

"MyLink on our new 2014 Chevrolet Malibu includes a new text-to-voice feature, which reads, out loud, incoming phone text messages with the push of a button," said Sam Johnson, lead engineer for Infotainment Systems, who works at the VEC building in the GM Tech Center.

"It also allows drivers to safely respond with predetermined messages, all without having to pick up or look at your phone.

"Developing this feature required understanding different smartphone operating systems, all of which have different capabilities and technologies. In the end, we were able to provide a convenient feature which our customers will enjoy."

Driver safety is General Motors' first priority, said Lyons, adding, "A driver's focus should remain on driving, and texting can usually wait. So, only text and drive with this voice system and never text using a handheld device while driving."

The 2014 Malibu is offered in LS, LT and LTZ models, with pricing starting at \$22,965 including destination, but excluding tax, title, license, dealer fees and optional features.



2014 Chevrolet Malibu

Chrysler Invests In Education For Hispanics

Chrysler is sponsoring the National Society of Hispanic MBA's (NSHMBA) 24th Annual Conference and Career Expo Oct. 10-12 at the Henry B. Gonzalez Convention Center in San Antonio, said company spokesman Mike Palese.

Chrysler's sponsorship of the annual event provides a unique opportunity for the company to identify, engage and recruit talented Hispanic business leaders of the future, Palese said.

"An investment in education will provide one of the best returns possible for a corporation or individual," said Reid Bigland, head of U.S. Sales and president and CEO – Ram Truck Brand, who delivered a keynote address at the conference.

"Organizations like NSHMBA are rich sources of talented future business leaders who can help fuel Chrysler Group's continued success," said the conference's keynote speaker.

As part of his keynote address, Bigland announced a pair of donations "intended to expand Chrysler Group's commitment to the development of future Hispanic business leaders."

The Ram Truck brand donated a certificate (valued at \$35,000) good toward the purchase of a new Ram truck.

NSHMBA conducted a raffle for the certificate with proceeds directed to the organization's general fund and mission, Palese said.

And, the Chrysler Foundation awarded NSHMBA a \$75,000 grant to fund scholarships for students with Hispanic heritage who are pursuing an MBA or MBA-equivalent degree at accredited institutions, said Palese.

Ford Uses Real Customer Data to Improve Plug-in Hybrids

Ford plug-in hybrid vehicles rack up enough electric-only miles every day to drive around the earth nearly eight times.

And that number is rapidly increasing as Ford continues investing in infrastructure while exclusive features like MyFord Mobile help improve owners' driving habits.

Data figures show Ford plug-in hybrids are being driven about 203,000 electric miles every day and more than 8,400 miles every hour, said company spokesperson Amanda Zusman. The aggregate data are collected through MyFord Mobile, available on Ford's plug-in vehicles, Fusion Energi and C-MAX Energi, and Focus Electric.

The number of electric-only miles is expected to continue increasing, as data suggests that driving habits evolve for new hybrid owners through the use of MyFord Mobile and other features such as SmartGauge with EcoGuide, Zusman said.

After six months, nearly 30 percent of all trips are gas-free compared with about 20 percent at the beginning of vehicle ownership.

Mike Tinskey, Ford global director of Vehicle Electrification and Infrastructure, said MyFord Mobile data is showing, among other things, that the key to improving the ownership experience for existing and future customers is how driving habits evolve and how Ford plug-in hybrids are being used.

"The aggregate data collected

through MyFord Mobile takes the guesswork out of trying to figure out what we need to do when it comes to making adjustments and continuing to improve," says Tinskey.

"Ford is not being forced to use projections because the company has real customer data to rely on and use for guidance."

MyFord Mobile – available through the App Store and Google Play – allows drivers to link up with their cars via an embedded AT&T wireless module that provides remote communication with the car to maximize utility and minimize operating costs. A multiyear wireless service subscription is included with every Ford electrified vehicle.

The data provides Ford decision-makers, Tinskey said, with a clear picture of how vehicles are being used and are performing in the real world. A recent analysis found:

- Charge stations accessible through MyFord Mobile: 20,000;
- Average number of trips between charges: Four;
- Average number of charges per vehicle every week: 6.3;
- Percent of Ford plug-in hybrids using level one charging stations: 70 percent;
- Short trips: 83 percent of one-way trips are of distances 20 miles or less.

"The data demonstrates plug-in hybrids are being purchased and used by customers in a way we had hoped, in that they drive many of their trips during the week using electricity only, and

call upon their hybrid engine when needed for longer weekend trips," says Tinskey. "It confirms for us that coupling the right infrastructure with the right product can lead to a strong, positive impact on the planet."

Ford doesn't collect information on individual drivers, but aggregates group data so that it can continue to deliver the best possible ownership experience, Zusman said.

For example, should MyFord Mobile data indicate customers aren't getting the most from their battery when making short trips, customer service might decide to emphasize educating owners about proper use of the EV:Now feature that keeps the vehicle in electric-only mode.

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