

Contest: Viper Looking for a Few Good Color Names

Talk about a colorful contest, the Chrysler Group's Street and Racing Technology (SRT) brand is giving someone a chance to make their mark on automotive history as the color palette for the 2014 SRT Viper gains a new entry.

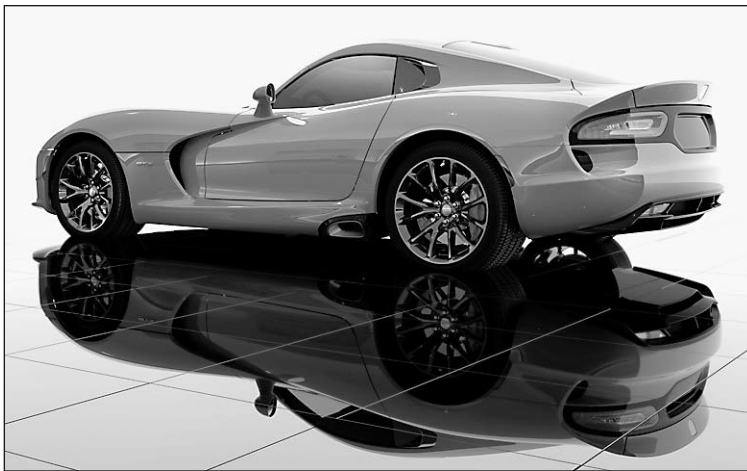
"The SRT Viper Color Contest" began on Oct. 17. Those wishing to participate should go to www.driveSRT.com/colorcontest, said Chrysler spokesperson Alyse Tadjewski.

The contest gives fans a chance to submit and choose an official new exterior color name of the 2014 SRT Viper. The fan who submits the winning name will win a trip to the "2014 Rolex 24 Hours of Daytona" at Daytona International Speedway and the opportunity to spend time with the Viper Design team throughout the race weekend.

"The SRT Viper Color Contest" gives our Viper enthusiasts an opportunity to be original, creative and contribute to the exterior design of our flagship American supercar," said Ralph Gilles, president and CEO of Chrysler's Street and Racing Technology Brand and Motorsports.

"Already available in a wide array of exterior color combinations – which provides our owners a way to personalize their cars – this contest is a great way for our dedicated fans to connect with the SRT brand and become an authentic part of Viper history."

Participants can visit www.driveSRT.com/colorcontest through Thursday, Oct. 24, where they can register and submit their name for the new exterior color of the SRT Viper. Once the sub-



2014 Viper

mission period ends, said Tadjewski, the top three color names chosen by the SRT design staff will be presented on [\[www.driveSRT.com\]\(http://www.driveSRT.com\). Fans can then vote their favorite color name into SRT Viper history. Public voting will take place Nov. 4-11.](http://www.driveS-</p>
</div>
<div data-bbox=)

2014 ELR Green, with Luxury

With the coming of the new year, drivers who want a green car that still provides luxury will have the chance with the new Cadillac ELR.

Initial sales of the 2014 Cadillac ELR electrified luxury coupe will begin in January in all major U.S. metropolitan areas, said Cadillac spokesman Brian Corbett.

Designed for a "new generation of technology-driven luxury buyers," Corbett said, the 2014 ELR has a starting price of \$75,995, including a \$995 destination charge but excluding tax, title, license and dealer fees.

Upon IRS certification of an anticipated federal tax credit, purchasers may be eligible for a tax credit from \$0 to \$7,500, depending on individual tax liability. Net pricing after tax credits could be as low as \$68,495, including \$995 destination.

"The ELR is a unique blend of dramatic design with electric vehicle technology capable of total range in excess of 300 miles," said Bob Ferguson, senior vice president, Global Cadillac.

"ELR is also unique in that it will be offered nationwide within a luxury customer experience, with proven benefits and care extending from the shopping process all the way through the ownership experience."

Dealers nationwide are specially trained and certified to sell and service the 2014 ELR.

Backing up the dealership experience, prospective customers and buyers of the ELR can take advantage of their own ELR Concierge Representative, Corbett said.

The Concierge Representative is an additional point of contact for information on battery care, home charging, service scheduling, news and updates.

As with all Cadillac models, the ELR comes standard with Cadillac Shield, a comprehensive suite of owner benefits including Remote Vehicle Diagnostics, a Premium Care Maintenance program and 24/7 roadside assistance, Corbett said. The ELR also comes with an extended battery and propulsion warranty of eight years or 100,000 miles, whichever comes first, and a four-year or 50,000-mile – whichever comes first – bumper-to-bumper limited warranty.

The ELR comes equipped with standard advanced technology features such as Cadillac CUE with navigation accessible through an eight-inch, full-color capacitive-touch screen, light-emitting diode, or LED, front and rear exterior lighting, Lane Departure Warning, Forward Colli-



2014 Cadillac ELR

sion Alert, the Safety Alert Seat and the exclusive Regen on Demand feature, allowing the driver to temporarily regenerate energy from the vehicle's momentum via steering-wheel paddles, Corbett said.

And while the car is technology-advanced, GM hasn't skimped on the luxury, Corbett said. The ELR interior features handcrafted leather complemented by authentic wood grain and chrome trim.

Powering the ELR is a combination of pure electric drive and an efficient, range-extending 1.4L gasoline-powered electric generator. A T-shaped, 16.5 kWh lithium-ion battery pack is located along the centerline of the vehicle, between the front and rear wheels to make the most of weight distribution.

The pack supplies energy to an advanced electric drive unit to propel the vehicle, Corbett said.

ELR is capable of a total driving range in excess of 300 miles. Using only the energy stored in the battery, ELR's initial range is about 35 highway miles, or 82 MPGe, of electric driving, depending on terrain, driving techniques and ambient temperature. Official EPA estimates are not yet available.

Got News?

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

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

GM Will Offer Bi-Fuel on 2015 Impalas

CONTINUED FROM PAGE 1

costs significantly less than gasoline at current prices, said GM spokesman James Cain.

CNG vehicles typically have 20 percent fewer greenhouse gas emissions than gasoline-powered cars, according to the California Air Resources Board.

The Chevrolet Impala bi-fuel sedan addresses the range anxiety issue associated with vehicles that run only on natural gas, Akerson said.

It features a factory-engineered and fully warranted powertrain that switches seamlessly from CNG to gasoline. Total range is expected to be up to 500 miles.

Akerson said that in addition to advanced technologies and alternative fuels, achieving energy security will require productive partnerships between energy companies, utilities, environmental groups, labor unions, universities and manufacturers.

GM, he said, is working closely with 14 of the country's largest unions and environmental groups through the Blue-Green Alliance, and has relationships with regulators that are "more constructive than ever."

Akerson also reiterated a call he made earlier this year for the Administration and Congress to create a new, consumer-driven national energy policy from a position of strength and abundance.

Cain said that while the vehicle will be sold on a retail basis and to fleets, he expects most, if not all, the sales to go to fleets or to the government.

"That's because they have better access to CNG fuel stations," Cain said.

"There are about 1,200 of them across the country, and while there are more being built, it's a drop in the bucket when compared to the 161,000 gas stations that are out there."

For its part, said Akerson, GM is committed to saving 12 billion gallons of gasoline in its 2011 to 2017 model year vehicles offsetting nearly a year of crude imports from the Persian Gulf.

Bullseye Business Conference Set For Oct. 30

The annual Bullseye Business Conference takes place on Wednesday, Oct. 30, at Oakland Schools, 2111 Pontiac Lake Road in Waterford Township, beginning at 9 a.m.

The event lasts three hours and features a diverse lineup of speakers who will discuss topics of interest to employers and professionals in attendance.

Those signing up by Oct. 23 can pay a special "early bird" rate of \$40 per ticket. After that date, the registration fee goes up to \$79. A special table rate of eight tickets for \$225 is also available.

Sponsors of the event include Oakland University, *DBusiness Magazine*, Genisys Credit Union, Oakland Community Mental Health, the *Oakland Press*, Broner Glove & Safety Co., Unified Communications, LC, and Flagstar Bank – Pontiac Branch. To learn more, contact Rachael Jay of the Auburn Hills Chamber of Commerce at 248-853-7862.



Earn up to 50x

the national average* on free checking.

KASASA CASH

To earn high rates and ATM fee refunds each month:

Each qualification cycle have at least 12 debit card purchases post and clear, be enrolled and log into online banking or mobile banking at least once, and be enrolled and receive e-statements.

Open now at kasasa.com/freedom or visit a branch near you:

Main Office - Auburn Hills 2955 University Drive	Somerset Troy Branch 3001 W. Big Beaver, Suite 108
Troy Branch 1785 Rochester Road	Center Line Branch 7291 Bernice Street



DON'T JUST BANK. KASASA.™

*Qualifications, limits, and other requirements apply. Domestic & CCF ATM fees incurred during qualification cycle will be reimbursed up to \$20 if qualifications are met within monthly qualification cycle. Limit one account per SSN. Federally Insured by NCUA