

Competition Blue New Color for 2014 Viper

Fans have voted and Chrysler has announced that "Competition Blue" wins as the designation for the new exterior color on the 2014 SRT Viper.

Patryk Skarzynski of Chicago submitted Competition Blue in the "SRT Viper Color Contest." More than 11,000 names for the new blue exterior paint color were submitted and Skarzynski was the first to submit Competition Blue as an entry in the contest.

In addition to having his name become part of Viper history, Skarzynski has won a trip to the 2014 Rolex 24 At Daytona to experience the race with the SRT Viper design team. The 24-hour race will be held Jan. 25-26 at Daytona International Speedway.

"This contest demonstrates just how strong and vocal the SRT and Viper community is – to receive more than 11,000 entries was rewarding," said Ralph Gilles, president of Chrysler's SRT (Street and Racing Technology) Brand.

"The contest was created for our brand loyalists to make them a part of SRT history. We're looking forward to seeing Competition Blue drape the skin of the 2014 SRT Viper."

The SRT Viper Color Contest

was launched in October, giving SRT enthusiasts the chance to put a name on the new blue exterior color for the 2014 SRT Viper.

The top three finalists were chosen by the SRT team. The public then voted online for their favorite name among those top three finalists.

The new blue exterior paint color, now named Competition Blue, was featured on a 2014 SRT Viper GTS in the Mopar display area of the 2013 Specialty Equipment Market Association (SEMA) Show that recently

took place in Las Vegas.

Among the accessories on the SRT Viper GTS at SEMA is a Mopar carbon fiber X-brace in the engine compartment that adds strength and structural stiffness, and delivers a 50 percent weight savings over the stock X-brace, said Chrysler spokesperson Gabrielle Schulte.

A silver Stryker logo on the X-brace harmonizes with the X-brace and the valve covers, which have exposed carbon fiber and a brushed-aluminum finish with an SRT decal.



2014 Viper in "Competition Blue"

Chrysler Brand Appoints Gardner President, CEO

Chrysler has made a series of changes to its leadership team.

Al Gardner has been appointed president and CEO of the Chrysler Brand.

Gardner, who joined the automaker in 1986, was most recently director of Chrysler's Southeast Business Center. He replaces Saad Chehab who was named Chief Marketing Officer of Maserati S.p.A. worldwide.

Steve Beahm was named senior vice president of Supply Chain Management, effective Jan. 1, 2014, filling and completing a previously announced personnel move. Prior to this position, Beahm served as vice president – U.S. Sales Operations. He joined Chrysler in 1987.

In addition to his current responsibilities as president and CEO of the Dodge Brand, Tim Kuniskis assumes responsibility for the company's Fleet operations as Pete Grady was named president and CEO of Maserati North America Inc. Grady will retain his Chrysler Group Dealer Network responsibilities as vice president, Dealer Network Development. Both appointments are effective immediately.



Al Gardner

In related moves, Robert Graczyk is appointed head of sales – Australia for all Fiat and Chrysler brands, effective immediately. Graczyk previously served as president and CEO of Maserati North America. He joined Chrysler in 1986.

Jeffrey Kommor is appointed vice president of U.S. Sales Operations, effective Jan. 1, 2014. Previously, Kommor served as director of the company's Northeast Business Center. He joined the company in 1985.

GM Calls Its Pickups Fit as a Fiddle, Strong

It's an age-old problem for motor vehicles – losing body weight without losing the strength needed for the vehicle to operate as designed.

GM spokesman Tom Wilkinson likens the problem to athletes who burn fat and build muscle to become more competitive.

And, said Wilkinson, the 2014 Chevrolet Silverado 1500 and the GMC Sierra 1500 have strategically replaced traditional steel with lightweight, high-strength steels for improved capability, safety and fuel efficiency.

High-strength and ultra-high-strength steels make the Silverado and Sierra's fully boxed frames and cabs lighter and stronger, helping the trucks deliver the best fuel economy of any V8 pickup, up to 23 mpg highway, Wilkinson said. They also have, he said, class-leading towing capability of up to 12,000 pounds when equipped with the available 6.2L V8.

Similarly, making the most of mass also enables Silverados and Sierras equipped with the 4.3L V6 to tow up to 7,600 pounds, the highest for any standard V6 in the segment, with EPA highway fuel economy of up to 24 mpg, Wilkinson said.

"Our customers tell us they want better fuel economy, but only if it doesn't come at the expense of capability," said Jeff Luke, executive chief engineer of the Silverado and Sierra.

"By using lightweight materials like ultra-high-strength steel and aluminum for key structural parts and components in our new trucks we were able to improve both capability and efficiency."

It's been said that stronger muscles and bones help prevent injury, Wilkinson said, and the same can be said of the high-strength and ultra-high-strength steels that make up two-thirds of Silverado's and Sierra's cab structures, including A-pillars, B-pillars, rocker panels, roof rails and underbody.

High-strength steel is several times stronger than mild steel.

These rigid materials helped Silverado and Sierra become the first pickup trucks to receive the highest possible 5-star Overall Vehicle Score for safety since the National Highway Traffic Safety Administration changed its New Car Assessment Program for the 2011 model year, Wilkinson said.

Similarly, the main rails and key cross members of Silverado's and Sierra's updated frames are high-strength steel with major elements hydroformed for reduced mass and improved strength.

Their pickup boxes are made from roll-formed steel for increased strength and reduced mass, compared with the stamped beds used by major competitors, said Wilkinson.

According to U.S. Steel Corp., the use of advanced high-strength steels is the fastest-

growing trend in auto manufacturing today, because parts made from high-strength steel can be as much as 39 percent lighter than parts made from traditional steel.

Strong, lightweight aluminum alloys also play a key role in Silverado and Sierra by reducing the weight of the trucks' engines, front suspension components, hoods and other parts, said Wilkinson.

All three EcoTec3 engines use aluminum blocks and cylinder heads to reduce mass for improved fuel economy, Wilkinson said.

Direct fuel injection, Active Fuel Management – or cylinder deactivation – and continuously variable valve timing, a combination not found in competitor trucks, said Wilkinson, also contribute to the fitness of both the Silverado and the Sierra.

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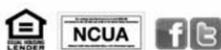


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