

GM Buyers Need Only Click on Web Site

Chevrolet, Buick, GMC and Cadillac dealers in the U.S. now have a new online retailing tool available for the growing number of new-car buyers who want to use the Internet to shop for their next vehicle.

The new service, called, "Shop, Click, Drive," enables consumers to choose a specific vehicle, get estimated pricing, review available incentives, learn about and choose financing and insurance products, get information about their trade-in and apply for financing, all online. The application is available 24 hours a day, seven days a week.

Every General Motors dealer in the U.S. now has the opportunity to feature "Shop-Click-Drive" on his or her dealership's web site. GM began piloting the program earlier this year, expanding the pilot over time to include dealers in eight states.

Based on collaboration and dealer and consumer feedback during the pilot phase, GM has continued to evolve the opt-in program and is now offering the tool to all of its approximately 4,300 U.S. dealers.

"We want to make it easier and simpler for dealers to connect with customers who are looking to combine the convenience of online shopping with the person-

al service of a neighborhood dealership," said GM's Kurt McNeil, vice president, U.S. Sales Operations. "We engaged dealers to help us develop 'Shop, Click, Drive' to address this need."

"'Shop, Click, Drive' is a cutting-edge digital service that no other automaker has today," said Todd DeNooyer, general manager of DeNooyer Chevrolet in Kalamazoo, Mich., and a participant in the pilot phase. "It's been a good partnership and has given us a tool to grow our business and reach out to new customers."

GM spokesperson Ryndee Carney described "Shop, Click, Drive" as an app that "lives in a dealer's web site."

"We developed this technology with dealers in a pilot program," Carney said. "We've been doing that for about a year, so dealer input was part of the program right from the beginning. The feedback has been positive and we've been getting requests from dealers who were not part of the pilot program to gain access to 'Shop, Click, Drive.'"

While it's possible for a customer to purchase a vehicle without ever setting foot in a dealership, that hasn't really been the case with the pilot program, Carney said.

"The dealers who agreed to participate also agreed to offer concierge service," Carney said. "So someone could request that a particular vehicle they were interested in could have that vehicle delivered to them for a test drive."

"We've sold about 1,000 cars with this program so far. And of those 1,000 vehicles, less than 10 were sold without the customer ever setting foot in a dealership."

"It's possible for someone to buy a car without visiting a dealer, but so far it really hasn't been something that a lot of people have wanted to do."

Ultimately, Carney said, the "Shop, Click, Drive" program is a method that allows dealers to reach out to the tech-savvy consumer.

"Today's dealers know that people, especially millennials and Gen X and Y, want to use the Internet to shop for cars," Carney said. "So we developed this program as a way to reach that consumer and give GM dealers the ability to opt-in if they want to use it."

New Warranty Covers Ford Parts, Labor and Towing

Ford Motor Company has launched a new warranty on Ford Genuine and Motorcraft service parts that provides unlimited mileage coverage for 24 months from time of purchase or installation.

"Ford is dedicated to constant improvement in all we do," said Frederiek Toney, Ford vice president and president, Ford Customer Service. "Ford Genuine and Motorcraft replacement parts are approved by Ford Engineering."

"In the unlikely event a part fails, our new warranty demonstrates our commitment to quality, our customers and our intent to provide greater peace of mind and an improved ownership experience."

The Ford backing, clarity of terms, labor coverage and access to Ford's nationwide network for coverage provides greater value and peace of mind for all customers whether they are general consumers, fleet operators or independent repair facilities, Toney said.

Ford also will now reimburse fleets and independent repair facilities up to \$150 in labor coverage. Ford continues a No Commercial Exceptions policy as a commitment to fleet customers.

In addition, Ford's parts warranty provides customers towing reimbursement for repairs completed at any Ford or Lincoln dealership.

Toney said the way it works is if a service part purchased under the new warranty happens to fail and the repair is completed at a Ford or Lincoln dealership, the entire repair cost, labor and towing will be covered. If the repair was completed at an independent installer or fleet facility, Ford would reimburse up to \$150 in labor. Towing would not be covered.

In the case of an individual do-it-yourself customer who chooses to install a part themselves, the warranty covers the cost of a replacement part for 24 months and unlimited miles, Toney said.

The DIY'er labor time is not reimbursable. Labor expense is only reimbursable on repairs completed in a fleet or installer facility.

Ford's previous service parts warranty was 12 months or 12,000 miles, whichever occurred first, and labor was covered if the part was installed by a Ford or Lincoln dealership. Labor was not covered on parts sold over the counter to a fleet or installer.

Colorado to be Unveiled



The 2015 Chevrolet Colorado (covered) will be revealed at the Los Angeles Auto Show on Nov. 20 and will take its place alongside, from left, the Silverado Heavy 3500 and the Silverado 1500. The Colorado is a mid-sized truck designed to be the most advanced in its category.

Ford Fiesta's Fuel Economy Tops Honda Insight, VW Golf

The EPA has just released the mileage figures for the new Ford Fiesta equipped with the 1.0-liter EcoBoost engine – and the news is good.

The vehicle will be America's most fuel-efficient non-hybrid, gasoline-powered car.

It has received a certified 45 mpg rating on the highway, topping Honda Fit by 12 mpg and Toyota Yaris by 8 mpg on the highway, said Ford spokesman Daniel Mazei.

The vehicle arrives at dealerships later this year.

The fuel economy rating not only establishes the Fiesta 1.0-liter EcoBoost as best-in-class, but it also outperforms some competitors' diesels and hybrids on the highway driving cycle, Mazei said.

The 2014 Honda Insight achieves 44 mpg highway, while the 2014 Volkswagen Golf diesel with a manual transmission delivers 42 mpg highway.

This also makes the Fiesta the only car in its class that produces more than 120 horsepower and achieves 45 mpg on the highway, Mazei said, and the 1.0-liter EcoBoost engine is officially SAE-certified at 123 horsepower and 125 lb.-ft. of torque.

It features an overboost function that allows it to make more than 145 lb.-ft. for up to 15 seconds.

"With the new Fiesta 1.0-liter EcoBoost, we're pushing into fuel economy numbers only seen on hybrids and diesels," said Joe Hinrichs, executive vice president and president of the Americas for Ford.

"Coupled with the new Fiesta ST, Fiesta covers the performance-efficiency continuum in the subcompact segment better than any other nameplate in the market."

Fuel economy is often cited as the No. 1 purchase consideration in the subcompact class, according to Ford research, Hinrichs said.

The EPA rating is for both the four- and five-door five-speed manual-equipped 2014 Ford Fiesta with the SE Manual EcoBoost Package, which is also certified at 32 mpg city and 37 mpg combined, Mazei said.

The smallest engine in the growing EcoBoost family is increasingly the choice of Ford customers in Europe, where it is now available on five nameplates.

The 1.0-liter EcoBoost accounted for 32 percent of Focus sales and 26 percent of Fiesta sales this year.

Robust demand for the 1.0-liter in Europe prompted Ford to double production capacity at its state-of-the-art Cologne, Germany, plant to more than 1,000 engines a day.

EcoBoost technology combines smaller-displacement engines with turbocharging, direct injection, variable valve timing and proprietary Ford software to bring customers outstanding performance and fuel economy, Mazei said.

He added that Ford EcoBoost engines deliver up to 20 percent better fuel economy than larger-displacement gasoline engines.

FANTASTIC LEASE & PURCHASE DEALS...

40 years of great service, Lowest lease payment or purchase price.

Before you take delivery of vehicle "Please" remember To check with me to see how much money I can save you. Thinking about a purchase, "Please" don't forget about the PEP's

'14 CHEVROLET VOLT



\$217* Lease for 36 months with \$660 Due at signing

DON'T UNDERSTAND THE NEW GM EMPLOYEE PRICING, GIVE BRUCE A CALL FOR CLARIFICATION...



US BANK lease plus tax and lic. fees. Money due at signing includes dealer documentation fee, security deposit and lic. transfer. This is a 36 month lease with mileage ending @ 30,000 miles as the volts have approx. 2,000 miles on them. NO GMS REQUIRED

CALL BRUCE LITVIN - 24/7 & 365 - CELL # 1-586-405-5175 blitvin@lunghamer.com

1-888-665-5438 Joe Lunghamer

CHEVY #44296 **Drive Beautiful** **BUICK** #42333 **GMC** #21552 WE ARE PROFESSIONAL GRADE

475 SUMMIT DRIVE • 248-292-2502 • 5825 HIGHLAND RD. (M59) • WATERFORD

www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com

Be treated with the respect you deserve. TOP DOLLAR FOR YOUR TRADE and the Best Deal PERIOD!!



Wally Edgar **Chevrolet Employee HO**



1-248-724-1073

JAY CHAISER x117
Fax: 248-391-0189
Cell: 248-821-8026
Email: jchaiser@wallyedgar.com

Sales Hours:
Mon. - Thur. 8:00 am - 8:00 pm
Fri. 8:00 am - 6:00 pm
Sat. 9:30 am - 3:00 pm - Sun. Closed
CHEVY DEALER CODE 44085

\$3,500 GM TARGETED COMPETITIVE LEASE PRIVATE OFFER.

2014 SILVERADO DOUBLE CAB



\$181*

24 MONTH • 10K LEASE \$0 DOWN WITH COMPETITIVE LEASE PRIVATE OFFER

2014 CRUZE



\$74*

36 MONTH • 10K LEASE \$0 DOWN WITH COMPETITIVE LEASE PRIVATE OFFER

2014 EQUINOX



\$139*

24 MONTH • 10K LEASE \$0 DOWN WITH COMPETITIVE LEASE PRIVATE OFFER

Lease payment examples at GM Employee Discount price plus tax, title, plate, first month payment (except Cruze) and doc. fees due at signing with all rebates including GM Competitive Lease Private Offer assigned to dealer. Lessee responsible for excess wear and tear as well as exceeding contracted mileage. Security deposit may be required by lender. Due to advertising deadlines, prices subject to change.

Located right off I-75 on M-24, 2 minutes N. of the Palace of Auburn Hills

1-866-906-0279 Wally Edgar Chevrolet

Make us your Michigan P.E.P. Car Connection

www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com