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2014 Silverado, Sierra 1500 Models First To Earn NHTSA Honors for Pickup Safety

The regular and double cab versions of 2014 Chevrolet Silverado 1500 and the GMC Sierra 1500 have received the highest possible 5-star Overall Vehicle Score for safety as part of the National Highway Traffic Safety Administration's New Car Assessment Program.

Joining the previously tested 2014 crew cab models, which also received a 5-star overall score, all cab configurations of the Silverado and Sierra 1500 series now have the highest possible Overall Vehicle Score, said GM spokesperson Jennifer Ecclestone.

These models are the first pickup trucks to receive the 5-star NHTSA Overall Vehicle Score for safety since the implementation of more rigorous requirements for the 2011 model year.

"Our incredibly capable trucks have been engineered to be some of the safest," said Gay Kent, GM general director of Vehicle Safety and Crashworthiness.

"We've designed the vehicle structure, strategically placed high-strength steel and developed the occupant restraint system to achieve high levels of safety performance.

"This level of vehicle performance is complemented by a full array of other advanced safety features to help protect our customers, no matter which new Silverado or Sierra they choose."

Offering fully boxed frames

and extensive use of high-strength steel, the Silverado and Sierra also offer available segment-exclusive safety features such as Forward Collision Alert, Lane Departure Warning and Safety Alert Seat, Ecclestone said.

Safety features include:

- Forward collision alert technology helps prevent frontal crashes by alerting the driver when the truck is closing in on a vehicle ahead too quickly, giving him or her additional time to react and avoid a crash.

- Lane Departure Warning technology can alert the driver when the truck drifts over a lane line when traveling at least 35 miles an hour.

- Safety Alert Seat can warn the driver of traffic approaching from the left or right using directional seat vibration pulses. This patented warning approach is tied to all of the onboard crash avoidance systems.

- High-strength and ultra-high-strength steels are used extensively throughout each truck's fully boxed frame to help improve performance in crashes.

- Rear Vision Camera with Dynamic Guidelines allows the driver, when in reverse, to see the area directly behind the vehicle via the eight-inch monitor on the center stack, allowing for easier parking and backing maneuvers.

- New, standard lap belt pretensioners in the front-seat

outboard safety belts.

- Six standard air bags and 360-degree sensor system, including dual-stage frontal air bags, head-curtain side-impact air bags with rollover protection, and seat-mounted side-impact air bags.

- Available trailer-sway control works with StabiliTrak to provide the driver with additional assistance when towing a trailer. When it senses trailer sway, it intervenes with braking and/or reduced engine power to help bring the trailer under control.

- Four-wheel, four-channel, antilock disc brakes that help provide straight, more controlled stops by preventing wheel lock-up in most road conditions.

OnStar is available, using GPS and cellular phone technology, to automatically call for help in the event of crash. OnStar service also includes MyLink mobile apps, which offer vehicle information and OnStar services via the customer's smartphone.

Got News?

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Paul Edwards Named VP Of Chevrolet Marketing

Chevrolet appointed Paul Edwards as U. S. vice president, Chevrolet Marketing, on Jan. 7.

He will report to Chevrolet Global Chief Marketing Officer Tim Mahoney, effective immediately.

Edwards, 44, has been executive director of General Motors' Global Marketing since 2010, responsible for global media operations, agency management, marketing alliances, licensing, branded entertainment and global auto shows. He succeeds Chris Perry, who resigned last month.

"Paul's broad experience in virtually all aspects of automotive marketing, across multiple brands, makes him a great fit for Chevrolet as we continue to build on our strong product momentum here in the U.S.," Mahoney said.

Edwards began his GM career in 1992 at Cadillac, where he held a variety of sales and marketing positions. He was named manager of Chevrolet Advertising in 2003.



Paul Edwards

In 2004, he was appointed director of Media Operations, Advertising and Corporate Marketing, overseeing all of GM's media planning, buying and research activity. He became director of Advertising and Sales Promotion for Chevrolet in 2007.

A Detroit native, Edwards earned a bachelor's degree from the University of Michigan.

Art Van Donates to Habitat Group

This winter, 700 men, women and children will sleep on a brand new mattress, thanks to Art Van Furniture and the retailer's loyal customers who purchased bedding from its stores.

Art Van Furniture is donating a twin memory foam mattress set to Habitat for Humanity for every Beautyrest A.C.E. mattress set sold in its Michigan, Ohio, Indiana and Illinois stores during December, said Art Van spokesperson Diane Charles.

"Partnering with Beautyrest on

the Mattress and Mistletoe program, which benefits so many men, women and children throughout the Midwest is extremely gratifying for all of us at Art Van Furniture," said David Van Elslander, vice president of Art Van PureSleep.

"Habitat for Humanity is committed to providing families with a home they can call their own, and we are happy to furnish state-of-the-art bedding to add even more comfort to their lives."

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