

## Tech Center News

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## Stingray, Silverado Chosen as NAIAS Car, Truck of Year

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designs, innovative technologies and engaging performance in every vehicle that wears the bowtie."

The Corvette received 211 points, topping the Mazda3 with 185 points and the Cadillac CTS with 94 points, Doran said. The Silverado received 219 points, while the Jeep Cherokee had 174 points and the Acura MDX 97 points.

Presentation of the North American Car and Truck of the Year awards open media days each year at the North American International Auto Show in Detroit.

Forty-nine automotive journalists from the United States and Canada vote to recognize the most outstanding vehicles of the year based on factors including innovation, design, safety, handling, driver satisfaction and value for the dollar.

The new Corvette Stingray, Doran said, is the most powerful standard model ever, with 455 horsepower and 460 lb.-ft. of torque from a 6.2L V8 engine – and 460 horsepower, 465 lb.-ft. with the available performance exhaust system.

The power package enables models with the available Z51 Performance Package to sprint from 0-60 in 3.8 seconds.

Silverado's available 5.3L EcoTec3 V8 generates 355 horsepower for confident towing and hauling, yet seamlessly switches to four cylinders to save fuel during light-load driving.

With an EPA-estimated highway fuel economy of up to 23 mpg, Silverado offers the best fuel economy of any V8 pickup, said Chevy truck spokesman Tom Wilkinson.

Dual cargo lamps and front recovery hooks are standard on all models. Also, heated outside mirrors and EZ-Lift locking tailgate is available on all Silverado models.

# Chrysler 200 'Debuts New Face of Chrysler,' Says Gardner

by Jim Stickford

How do you build a brand when you only have three vehicles?

That's the question Chrysler brand president Al Gardner faces.

And, he said, the answer is simple – build it off the products.

So the launching of the new 2015 Chrysler 200 sedan at Detroit's 2014 NAIAS is an important move in building brand awareness.

"The question of how to build the brand when you only have three vehicles – the 300, the 200 and the Town & Country – was something that (CEO) Sergio Marchionne asked me 90 days ago," Gardner said. "I say look at Kia and Hyundai. A decade ago, they didn't have a lot of vehicles and they didn't have much of a reputation being so new to the marketplace."

But, Gardner said, they were able to build their reputation through building great vehicles that people wanted. Which brings us to the 2015 Chrysler 200, he said.

"The all-new 2015 Chrysler 200 will be the new benchmark for midsize sedans with an exceptional driving experience, fuel economy of up to 35 mpg highway and exquisite craftsmanship," Gardner said.

"The all-new Chrysler 200 lays the groundwork for the future of the Chrysler Brand with a timeless, elegant design; clever functionality; a standard nine-speed automatic transmission; a class-leading all-wheel-drive system; more than 60 safety and security features and a host of new technology drivers and passengers will value."

The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan, Gardner said. With a major investment of more than \$1 billion, Chrysler Group's Sterling Heights Assembly Plant (SHAP), once slated for closure, sports an all-new paint shop using leading-edge technology, a new, fully robotic body shop and an upgraded assembly area, setting the stage for the world-class craftsmanship found in the all-new 200, he added.

Inspired American design and "beautifully crafted" inside and



Chrysler 200 sedan at automaker's NAIAS display

out, the 2015 Chrysler 200 is meant to transform what customers expect in a mid-size sedan, Gardner said. The 2015 200 sedan showcases the new face of Chrysler, and incorporates "timeless" design cues that let the car tell the story, he said.

The 200 is important to the Chrysler brand, Gardner said, because they are now "playing in the midsize car market, where everyone else is."

"In order to stand out with all that competition," Gardner said, "we have to build the best car and get the word out. Just look at the new 200. It's beautiful on the outside, but a lot of midsize cars are beautiful on the outside. But look at the 200's interior. It's really good. We sweat the details."

Gardner credited Marchionne for focusing Chrysler on things like an exciting and detailed interior that are produced by the world-class manufacturing techniques brought over from Fiat.

Some of the details sweated by Chrysler engineers and designers, Gardner said, include clean, expressive surfaces.

"The 200 sedan, with its muscular yet soulful presence, embodies a strong, sculptured exterior that drivers will want to touch and feel," Gardner said. "The restrained design is not ornamental or full of line work. Instead, it showcases sensual lines and fluid surfaces, which highlight the coupe-like appearance."

The 2015 Chrysler 200 debuts the new "face of Chrysler," Gardner

said. The grille and headlamps are integrated for the first time and the updated Chrysler badge has an emphasis on the wing, which is more defined. The signature light pipe or available full-LED daytime running lamps (DRL), LED fog lamps and standard LED taillamps give the all-new Chrysler 200 a distinctive, recognizable look coming and going.

And the next step after building great products like the 200, Gardner said, is getting the word out. And that's done by "spending a ton of money" on the various media. He pointed out that developing the new 200 took three years and a billion dollars. Stinting on money during the launch doesn't make sense.

"The launch part is fun," Gardner said. "We want to bring young customers in. The message we want to get out is that the 200 not only has an exciting exterior and a refined interior, it has the technology, such as UConnect, that people want in today's car. Basically, anything they want a car to do, the 200 can do."

And, Gardner said, the 200 has a nine-speed transmission, which is something that no other midsize car has. They've been able to take the premium technology that has proved successful in the Jeep Grand Cherokee and transfer it to the mid-sized 200.

"We have adaptive cruise control, which allows the vehicle to stop without the driver having to put his foot on the brake," Gardner said. "Other mid-sized cars don't offer that."

## Sales in Biggest Chevy Markets Up 4 Percent

Chevrolet sold a record 4,984,126 vehicles globally in 2013.

"With 25 product launches around the world, including all-new versions of our most iconic nameplates – Corvette, Impala and Silverado – 2013 was a significant year for the Chevrolet brand," said Alan Batey, General Motors senior vice president, Global Chevrolet.

"The strength of our new products coupled with a greatly transformed retail experience allowed Chevrolet to attract more con-

sumers to the brand and achieve record global sales."

Chevrolet sales in the United States, China, Brazil and Mexico – its four largest markets – were up a combined 4 percent. The top five Chevrolet sales markets in 2013 were:

- U.S. 1,947,125, up 5 percent;
- China 652,077, up 4 percent;
- Brazil 649,792, up 1.1 percent;
- Mexico 193,072, up 7.6 percent;
- Russia 179,649, down 14.8 percent.

The Cruze small car remained Chevrolet's best-selling nameplate globally. Chevrolet has sold more than 2.5 million Cruzes since its launch in 2008.

In the U.S., Chevrolet posted full-year gains with its small cars (Cruze, Sonic, Spark), up 10 percent, as well as with its Silverado light- and heavy-duty pickup trucks, up 15 percent. Chevrolet also remained the best-selling performance car brand for the fourth consecutive year on strong sales of Camaro and the all-new Corvette Stingray.

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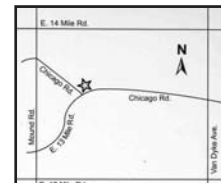
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