

‘New Corvette Z06 Truly a World-Class Supercar’ – Reuss

Last year’s NAIAS saw the debut of the newest version of the classic Stingray, while this year’s version had Mark Reuss talking about how the 2015 Z06 is “the most amazing Corvette” GM has ever built.

“The new 2015 Corvette Z06 is truly a world-class supercar,” said Reuss, GM’s executive vice president of Global Product Development, Purchasing & Supply Chain.

“It rivals the performance, design, technology and visceral driving experience of any exotic car. It is our most capable Corvette ever. The very first time

we took the new Z06 out on our Milford Road Course, it set a new track record, beating even the old ZR-1.

“And the team is just getting started.

“Seeing it for the first time, you might think that we rolled out the new racecar by mistake. That’s no coincidence, as the Z06 and C7.R were developed together. As a result, the Z06 creates the most aerodynamic downforce of any production car GM has ever tested.

“The new Z06 is powered by a brand new supercharged 6.2L LT4 engine, estimated to deliver

better than 625 HP and more than 635 lb.-ft. of torque. And the Z06 will be the only car in the U.S. that offers more than 600 HP, and a choice of two transmissions.”

GM president Dan Ammann said, “The relationship between the Corvette Stingray, Z06 and C7.R is instantly recognizable. However, the family DNA is more than skin deep. For example, all share a common structure, built in our plant in Bowling Green (Ky.).

“The race drivers tell us they immediately noticed how the stiffer structure improved the

C7.R’s handling, especially on rough tracks like Sebring, and over apex curbing. Direct injection on the Z06 allows us to use the same technology on the race car – which gives drivers better throttle control, and could save enough fuel over 24 hours to bypass a pit stop.”

This success on the racetrack, Ammann said, and on the street has helped drive Chevrolet’s performance in the global market.

“Chevrolet had yet another year of record sales in 2013, with nearly 5 million vehicles sold worldwide,” Ammann said. “Of course, we launched several new

vehicles in 2013 to contribute to that growth. But we’re also striving to deliver technologies and features in every new vehicle that add value and enhance the overall ownership experience for our customers. And that’s having an impact on every segment around the world.

“So 2013 was a watermark year for Chevrolet.

“We had the winningest team in motorsports, we sold more performance cars than anyone else in America and we sold more vehicles worldwide than we ever have in the history of the brand.”



New GM President Dan Ammann introduces the 2015 Chevrolet Corvette Z06 (left) and the Corvette C7R race car.

Ford Goes ‘Behind the Blue Oval’ at NAIAS

by Jim Stickford

One of the things NAIAS is meant to do is sell cars, and Ford has kept up with the times with its “Behind the Blue Oval” display at Cobo Center.

Dan Mazei, Car Communications manager for Ford, said the special Ford room set up in Cobo’s Grand River Ballroom was the result of a “collective vision.”

“If you heard Alan Mulally talk about the car business, you’d have heard him mention the four pillars it rests on,” Mazei said. “They are quality, green or environment, safety, and smart or technology.”

The “Behind the Blue Oval” room, Mazei said, is meant to emphasize and reflect these four pillars. Each corner of the room is dedicated to one concept.

For example, in the “Smart” corner, people get to see the latest technology Ford uses to connect customers to the grid. In the green corner, they see how Ford is working to make cars more fuel-efficient and less polluting.

“The room is a reflection of all our efforts brought to life,” Mazei said. “It is a physical representation of what sets Ford apart from the other automakers.”

William Mattiace, Ford’s CUV/SUV Communications spokesman, said that the room was also meant to be inclusive. That’s why the Dearborn automaker set up areas for Ford officials to talk to the media.

The talks were also broadcast over the Internet so that people unable to attend NAIAS’ media week got to see what Ford will be doing for 2014.

The broadcasts are part of Ford’s larger efforts to make the room friendly to creators of social media.

“We have a giant screen that shows in real time what’s being blogged about Ford,” Mazei said. “We wanted to extend the conversation beyond Cobo Center. We’re being very blatant about

what we’re seeing and hearing in terms of incorporating social channels in our media presentations.”

After all, Mazei said, the days of being able to drop off a few press releases and arrange a few television interviews are gone. Today’s car buyers use all sorts of methods to learn about the vehicles they are interested in. By using the latest social media technology, Ford is able to bring NAIAS to people across the country.

“We like to think Ford is an inclusive brand,” Mattiace said. “We have engineers and designers here in the room and this is their chance to show how they fit in the big picture. Most times they don’t have the chance to interact with the public.

“We have Zach Nelson (a Ford engineer) here. He has harnessed the power of open-source hardware and software, 3D printing, wireless connectivity and Microsoft Xbox 360 to bring haptic

feedback to a Ford Mustang Shelby GT500 through a manual shift knob that vibrates at the optimal time to change gears. Normally, someone like him never has the chance to meet with the public and show what he does.”

“We try our best to give a message that’s authentic and shareable,” Mazei said. “A message that people will want to talk about. The social media influencers with large followings are the ones elevating the discussion and hopefully driving the message.”

By making it easy for these social media influencers to get information about Ford and what the company is doing, Ford is able to interact with potential customers where they are on the Internet, Mazei said. “It’s another way of fishing where the fish are,” he said.

“The world has changed,” Mazei said, “and the Blue Oval room is Ford’s response to how people communicate in 2014.”



William Mattiace, left, and Dan Mazei in the special four-pillared room

Urban Wheels Honors Minorities In the Automotive Industry

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achieved the highest market share in Nissan’s history and saw a 42-month run of sales leadership in Mexico.

Muñoz was also responsible for developing key dealer network initiatives that led to significant improvements across NMEX’s sales network.

Boyland is the dealer principal of the Boyland Auto Group. In his 30 years in the automobile business, he has owned and/or operated 21 dealerships in seven states with combined revenues of more than \$5 billion.

In 2013, the Boyland Auto Group was ranked the fourth largest Black Automobile Group in the United States and also the 62nd largest automobile group of more than 20,000 dealerships in the country.

In 2013, the Group’s revenues exceeded \$600 million with net profits of more than \$10.5 million. Boyland Auto Group has more than 525 employees and 10 dealerships in five states.

He has won numerous awards, including Dealer of the Year (*Black Enterprise magazine*) for

2004, Most Profitable Ford Dealer, Five Star dealer from Chrysler Corporation, Blue Oval winner from Ford Motor Company, and Presidents Award Winner from American Honda.

Gonzalez is the president of Sterling Auto Group in Bryan/College Station, Texas, home of Texas A&M University.

At Sterling Auto, he has been the recipient of numerous prestigious awards, including the Better Business Bureau’s Torch Award for Marketplace Ethics, the Community Impact Award from the Bryan-College Station Chamber of Commerce, Hispanic Forum’s Business of the Year, and Top 500 Hispanic Businesses by *Hispanic Business Magazine*.

Gonzalez also has been recognized within the industry for his achievements, and currently is a member, and former co-chair, of General Motors’ Minority Dealer Advisory Council.

His awards include the Mark of Excellence Dealer from General Motors, the GMMDA Above & Beyond Award for Protective Insurance, and the GMMDA Peak Performer Award for On-Line Administrators.

‘Smart, Tough’ F-150 Debuts at NAIAS

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matically provides more aggressive four-wheel braking when the system judges that the truck is entering a corner at too high a speed;

- Adaptive cruise control that allows drivers to set a cruising speed and use radar technology to monitor traffic ahead and maintain safe distance between vehicles;

- Lane-Keeping System to help avert unintentional drifting of the vehicle from the intended driving lane by automatically detecting the left- or right-hand lane markings. The system uses a detecting camera mounted between the windshield and

the interior rearview mirror;

- Blind Spot Information System with cross-traffic alert.

Also in this category are the new 2.7-liter V6 EcoBoost engine with fuel-saving Auto Start-Stop and a 3.5-liter V6 engine with twin independent variable camshaft timing (“Ti-VCT”).

These two engines will join the 3.5-liter V6 EcoBoost and 5.0-liter Ti-VCT V8 engines to complete the 2015 F-150 engine lineup.

The current F-150 6.2-liter V8 offering will not be available on the 2015 model.

“F-150 is known for being ‘Built Ford Tough,’” said Ford COO Mark Fields. “Now, it’s both tough and smart.”