

### Tech Center News

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## 2014 to be 'Year of the Lease Pull-Ahead' – Swapalease.com

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years, Buick was very aggressive with its leasing programs. More leases mean more chances to offer pull-ahead deals.

At one point, Hall said, Buick lease rates compared with sales were as high as 33 percent.

"We crunched the numbers and knowing what we know, we picked Buick at number one," Hall said.

"But there isn't a lot of difference between Buick and the other OEMs on our top 10 list."

Buick is followed by, in order,

Chevrolet, BMW, Mercedes-Benz, Ford, Audi, Volkswagen, Infiniti, Toyota and Honda.

Hall said no Chrysler brands were on the list, but he expects that to change in the next couple of years.

"For a long time, Chrysler wasn't pushing leasing hard," Hall said. "But, as the quality of their vehicles have improved, I expect that to change."

Ultimately, Hall said, both OEMs and dealers like leasing because it essentially doubles the opportunity to make a deal with customers.

Most leases last about 36 months. Many customers who buy cars do so on a 72-month purchase plan – double the length of a lease.

Customers like leasing because they don't get stuck with the same car for six or seven years.

"Young people are used to having a service plan for their cell phones in which they make

monthly payments," Hall said. "But they're also used to getting the latest phone with the latest technology."

"I believe they will use cars in the same way."

"Imagine having a car for six years and being unable to get one with the latest technology? That's not attractive to a lot of young people and that's where leasing will come in."

## GM Gift to Help Museum Tell The African American Story

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and how it has shaped the country.

The GM Foundation's donation will support the design and installation of the Museum's permanent exhibitions.

"We are honored to have the GM Foundation join the museum's family of founding donors, supporting us as we create a better America, one museum at a time," said Bunch.

"GM's gift will help the museum tell a rich, inclusive history of America, one that will now be preserved for generations to come."

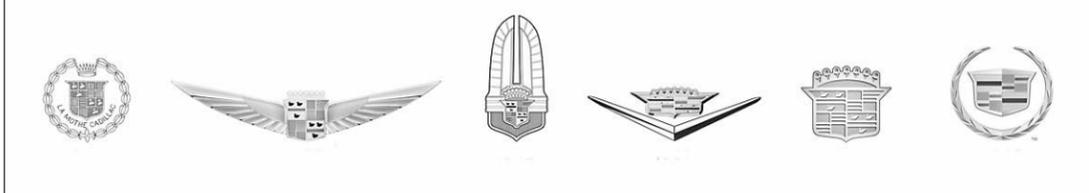
The GM Foundation joins other prominent donors, including the Bill and Melinda Gates Foundation, The Oprah Winfrey Charitable Foundation, American Express and more, said foundation spokesperson Maria Mainville.

With this pledge, GM and the GM Foundation's support of the Smithsonian totals more than \$11 million since 1998.

The Foundation was also a founding donor of the "America on the Move" exhibition that opened in 2003 at the Smithsonian National Museum of American History. The exhibit is located inside the General Motors Hall of Transportation, named in recognition of the company's support of the Smithsonian Institution.

GM's relationship with the Smithsonian dates to 1954 when the company donated the first mechanical heart pump to the Smithsonian's Museum of American History Division of Science, Medicine and Society, Mainville said.

A team of GM scientists and engineers developed the mechanical heart pump that made possible the world's first open heart surgery.



The evolution of Cadillac logos: from left, 1906, 1933, 1942, 1957, 1964 and 2000

## Cadillac Changes Logo Look

Times change and even something as iconic as the Cadillac logo has to change to keep up.

Cadillac is introducing an evolution of the historic Cadillac crest, a revision in sync with new products such as the award-winning 2014 CTS and 2015 ATS Coupe, said Andrew Smith, Cadillac executive Design director. The new Cadillac crest will begin appearing on vehicles in the second half of 2014.

The Cadillac crest has a heritage of evolution, marking new eras. Cadillac's product and design advances are moving the brand forward, Smith said.

The Cadillac crest's evolution now will reflect this growth, just as it has for more than 111 years. Sleeker and streamlined, the revised crest first appeared on the Elmiraj concept in 2013.

"The crest remains a consistent symbol of Cadillac and our

core values," Smith said. "This new crest matches the lower, longer, leaner mantra of our current car designs, and reflects the evolution of our Art and Science philosophy."

Accompanied over the years by a crown, chevron or laurel wreath, the crest has been the central aspect of Cadillac heraldry throughout the brand's history, Smith said. It was last revised in 1999.

The latest update sharpens the focus on the crest. Cadillac's characteristic script lettering remains in other areas.

"Our goal was to evolve the emblem design to integrate with the new vehicle form while maintaining the core graphic elements that preserve its strong brand recognition," Smith said. "This resulted in retaining the iconic 'crest' shape and color palette with geometric grid from



The new 2014 logo

the original Cadillac family 'coat of arms.'

The update to the crest occurs amid significant growth for the brand, Smith said. Cadillac is the fastest-growing full-line luxury auto brand, building on a 22 percent sales increase in the U.S. in 2013.

This month marks the U.S. debut of the ELR, an electrified luxury coupe featuring 340 miles of driving range, Smith said.

Later in 2014, Cadillac will launch the next-generation Escalade luxury SUV and the 2015 ATS Coupe.

## Corvette Z06 Emerges as Top Performer

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felt was the pressure of time in meeting the performance numbers they wanted to achieve. But that's not all.

The design team also ran into complications in trying to meet performance numbers from engineering and manufacturing realities.

"The components we were working with came from the engineering department," Gonzalez said.

"What we could do with these parts was a factor in our design."

"We wanted to make things as light as possible, but that's not always practical from a manufacturing point of view."

For example, Gonzalez said, they wanted to make the hood extractor very thin, but manufacturing realities limited them.

And there were legal limits to

what they could do, so they had to eliminate some design technology that's used in racing cars to make the Z06 "street legal."

"I would say that we got 90 percent of what I sketched done," Gonzalez said.

"I am very pleased that racing C7.R Corvette that was introduced at the 2014 NAIAS is a direct reflection of the work we did

on the Z06, which is a real high-performance car.

"We were able to do what we set out to do with the Z06 and that's something everyone is very proud of."

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