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*See dealer for details, All Rebates/Incentives have been deducted from sale price/payment and are subject to change by manufacturer without notice. GM Employee discount required except where noted. All leases are 10,000miles per year. + 1st payment, tax, title and plate fee due a signing unless otherwise noted. Offers expire 03/31/2014.

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6

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Barra Goes Online to Talk With Customers on Recall

DETROIT (AP) - GM CEO Mary Barra is reaching out directly to customers, as GM tries to counter bad publicity from a recall of cars with a potentially deadly ignition switch defect.

GM posted five videos of Barra on its website March 26 answering questions about the recall of 1.6 million compact cars to fix the ignition switches. The company also said Barra listened in on customer calls for about a half-hour recently at the automaker's suburban Detroit call center, although none of the callers spoke about the recall.

GM has acknowledged it knew about the problem for at least a decade but did not recall the cars until last month. This is linked to at least 12 deaths.

In the short videos, Barra assures viewers that the compact cars are safe, as long as they remove everything from their key rings. GM has said that weight dangling from the rings can cause the ignition to slide out of the run position into accessory or off. That shuts down the engine and disables power-assisted steering, power brakes and air

As a result, a driver can lose control of the car.

Barra also tells people that replacement ignition switches will be available starting April 7, so GM can start fixing the cars. She said there will be enough parts to fix all the cars by October.

On Feb. 13, GM recalled more than 780,000 Chevrolet Cobalts and Pontiac G5s (model years 2005-2007). Two weeks later, it added 842,000 Ion compacts (2003-2007), and Chevrolet HHR SUVs and Pontiac Solstice and Saturn Sky sports cars (2006-2007). The recalled cars have the same ignition switches.

The company has told dealers to offer loaner cars to drivers until the repairs can be made. It has received 9,000 requests for cars and has granted several thousand, spokesman Klaus-Peter Martin said. But GM didn't tell owners about the rental car offer in its recall letters.

Barra is preparing to testify before Congress on the recall. A Senate subcommittee announced last week that Barra will appear at a hearing on April 2. She is also speaking to a House subcommittee on April 1.

Mustang Reaches New Heights

CONTINUED FROM PAGE 1

inches wider than its ancestor, making the task of transporting it up even more challenging, Kozleski said.

Working from computer engineering data, team members preparing the display car have found just the right places to make the cuts so everything can be loaded onto custom-made racks that can be rolled into the elevators.

Once everything is uncrated and transported up 86 floors, the technicians will have less than six hours to reassemble the sections into a complete car that will be on display above Manhattan, Kozleski said.

"It is a privilege to celebrate the new Ford Mustang, to bring together our two iconic brands, and to make new history with Ford," said Empire State Realty Trust Chairman, President and CEO Anthony E. Malkin.

"The Empire State Building and Ford Mustang are both historic innovators - today, as in the past."

Visitors to the Empire State Building observation deck can see the new Mustang convertible from 8 a.m. to 2 a.m., April 16-17, Kozleski said.

The Mustang was revealed to the world with a television ad campaign on the evening of April 16, 1964.

The next day, the car was shown to the public at the New York World's Fair on April 17. The car officially went on sale

that day. Ford dealers accumulated a

record 22,000 sales and orders that first day.

They were on the way to more than 418,000 sales in the first year and 1 million sales in less than two years.

Over the past five decades, more than 9 million Mustangs have been sold.

Romulus Engine Enters New Era

CONTINUED FROM PAGE 1

ended in early December 2013 with a total of 10.8 million engines produced. V6 engine production was completed in early March 2014, with a total of 6.6 million units built.

"Romulus employees are proud to have been a part of assembling Small Block engines, which are some of the world's most popular and respected engines for performance, efficiency, durability and small size relative to horsepower," Nadrowski said. "Romulus, with other plants, contributed to the well over 100 million Small Block engines produced since 1955.

"The entire Romulus Engine team is looking forward to the challenges that lie ahead with their new engine and transmission program launches."

