

‘We’ll Have Best Range in Our History,’ Says GM’s Reuss

Talk about adding muscle to the lineup.

With the introduction of the 2015 Corvette Z06 Convertible, Chevrolet now offers enthusiasts 14 distinct performance-car models – including nine Camaro models, the SS performance sedan and four Corvette models.

Output ranges from 323 to an estimated 625 horsepower.

“Chevrolet has been America’s best-selling performance brand for four consecutive years, due in part to the breadth of our lineup,” said Mark Reuss, GM’s executive vice president, Global Product Development.

“For 2015, we will have the best range in our history, offering a performance car for virtually every enthusiast, from the 30-mpg Camaro LS and the COPO Camaro drag car to the 625-horsepower Corvette Z06 Convertible supercar.”

The 2015 Chevrolet lineup of performance cars includes the new Corvette Stingray, which is built on a new aluminum chassis and features a new 6.2L V8 rated at 455 horsepower.

Chevy spokesman Monte Doran said the Stingray backs its performance capability with the greatest efficiency of any sports car with at least 450 horsepower: an EPA-estimated 17 mpg city driving and 29 mpg on the high-

way with its seven-speed manual transmission. A new eight-speed paddle-shift automatic transmission will be offered in 2015.

The new Z06 Coupe and Convertible join the lineup for 2015, Doran said. The new Z06, he added, delivers “supercar” levels of performance and technology, including at least 625 horsepower and 635 lb.-ft. of torque from an all-new supercharged engine, and true aerodynamic downforce for high-speed stability.

The Z06 Coupe is the most capable Corvette in the brand’s history, Doran said, recording the fastest lap of any production car ever tested at GM’s Milford Road Course test track.

He said the Z06 Convertible will be “one of the most capable convertibles on the market” – matching the coupe model – with 0-60 acceleration in less than 3.5 seconds.

The Chevrolet SS, Chevy’s first V8-powered, rear-drive performance sedan since 1996, is based on a “race-proven, global platform that underpins” the Camaro, and, in Australia, the high-performance Holden VF Commodore, Doran said.

Lightweight aluminum hood and deck lid panels contribute to a nearly 50/50 weight balance, while the performance of the SS’s 415-hp/415-lb.-ft. 6.2L V8 enables

0 to 60 mph sprints in 5 seconds flat.

The Camaro lineup starts with the 323-horsepower V6-powered coupe and convertible, which, Doran said, match performance with efficiency – including up to 30 mpg on the highway for the 2LS coupe model – and a suggested starting price of \$23,555 not

including tax, title and dealership fees.

The SS coupe and convertible come with Chevy’s “legendary” small-block V8, featuring a 6.2L engine delivering up to 426 horsepower, and 0-60 acceleration in 4.5 seconds, Doran said.

The Camaro 1LE is the most affordable, track-capable Camaro

in the lineup, starting at \$37,350, Doran said. The model is offered only on SS coupes with a manual transmission and optimized for the track with unique gearing, suspension tuning and tires that make it capable of more than 1 g in cornering grip.

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Chevrolet boasts a full lineup of performance cars, including the new Corvette Z06 Convertible (foreground).

New York Auto Show Adds Excitement to Big Apple

2015 Chevy Trax Coming to America

The Chevy Trax made its debut at the New York International Auto Show last week.

The Trax is a new small SUV designed to offer versatility, connectivity and turbocharged performance in an efficient package, said Chevy spokesperson Leslie Rajewski.

Chevrolet Trax was launched in late 2012 in Mexico and Canada as a 2013 model. Since then, about 90,000 have been sold in more than 60 global markets.

The 2015 Trax is currently on sale in China, and will arrive in U.S. dealer showrooms early next

year, adding the small SUV to Chevy’s two largest markets.

The new car will be based on a Gamma II platform and produced in South Korea and Mexico.

Trax is named after a 2007 concept vehicle.

“The Trax blends small-car agility with the utility of an SUV, including up to 48.4 cubic feet of cargo space,” Rajewski said.

“It’s Chevrolet’s seventh small-vehicle launch in less than four years.”

Alan Batey, General Motors senior vice president of Global Chevrolet, said, “Trax offers cus-

tomers another option in the Chevrolet family and will be a strong competitor in the emerging small-SUV market, which is expected to grow more than 80 percent by 2016.

“Trax also leverages our global resources and builds on Chevrolet’s strong SUV heritage.”

When it arrives in dealer showrooms early next year, Trax will have available OnStar 4G LTE and built-in Wi-Fi hotspot, as well as MyLink technology featuring the segment’s only seven-inch color

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Chevy execs expect Trax to be “strong competitor in small-SUV market.”

Alfa Romeo 4C Introduced at Auto Show

The 2015 Alfa Romeo 4C, at its American debut last week, showed a dash of Italian style in the North American market.

The vehicle, introduced at the New York Auto Show, is a mid-engine design inspired by the brand’s racing history, aimed at delivering supercar-level performance, said Chrysler spokesperson Jiyen Cadiz.

Features include a state-of-the-art carbon fiber monocoque and all-aluminum turbocharged engine influenced by Formula 1, and advanced technological solutions.

“The all-new Alfa Romeo 4C delivers supercar-level performance in its most elemental form,” said Harald Wester, president and CEO of Alfa Romeo.

“With its ultra-lightweight materials and technological solutions derived directly from motorsports, a mid-engine propor-

tion for maximum agility and purposeful styling cues to enhance performance – the all-new 4C coupe marks Alfa Romeo’s return to sports cars and the brand’s return to North America.”

For the Alfa Romeo brand, the new 4C represents the “essential sportiness embedded in the

brand’s DNA,” said Wester. “It has Italian style, performance and technical excellence, for maximum driving pleasure in complete safety.”

The Alfa Romeo 4C is inspired by the century-old tradition of

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2015 Alfa Romeo 4C

Innovation is Key to Growth, Says Ford COO Mark Fields

A wide-eyed 4-year-old boy visited a memorable attraction in 1964, when the Ford Mustang was introduced to the world.

Today, that boy is Ford Motor Company’s chief operating officer.

The COO, Mark Fields, recalls the New York World’s Fair, held in Queens that year, but can’t remember the intro. (After all, he was only 4.)

He does remember, however, that his dad lifted him onto his shoulders “to get a look at the new Mustang.”

Fields related that story in his opening speech at the New York Auto Show last week.

He said it was 50 years ago that Ford introduced the Mustang – a car that would have a profound impact on the auto industry.

Fields said the vehicle was on display at that World’s Fair – an event that attracted 51 million visitors to the Queens site.

Ford wasn’t the only innovating company to have displays at the fair, he said.

“What’s striking about the 1964 World’s Fair is that many of the innovations we saw there were phenomenally successful, and are still with us today,” Fields said.

“IBM was there, showing new ideas in character recognition and giving the public the chance to personally interact with a computer for the very first time.

“Disney was there, wowing visitors with pioneering animatronics, an elevated roadway for

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Performance Car Enthusiasts to Visit Lingenfelter

Lingenfelter Performance Engineering will be hosting a regular weekend coffee series starting May 3 and running through Sept. 20.

Car enthusiasts are invited to the Saturday morning "Lingenfelter Cars & Coffee" series

Each Saturday, from 8 a.m. to 10 a.m., Lingenfelter's North Engine Build Facility in Wixom will open its doors and parking to the public, said company spokesperson Chris Morrisroe.

Tim Horton's Cafe & Bake Shop will be on hand serving up fresh coffee and baked goods, Morrisroe said.

"It is no surprise that Michigan, home to the Motor City, has an incredible number of people that are interested in new and exciting changes in the world of cars," said Kristen Lingenfelter.

"We think that our Saturday morning 'Cars & Coffee' events will be the perfect opportunity to make some new friends and to visit with our supporters and customers."

Car lovers are welcome to stop by and enjoy the company of others, Lingenfelter said, and to see the latest and greatest in performance cars from Lingenfelter Performance Engineering.

Tours of the Lingenfelter Wixom Build and dyno testing facility will also be available.

Although there is no fee to participate in the weekly events, Lingenfelter said, guests are encouraged to bring a donation of nonperishable food items to be donated to Gleaners Community Food Bank.

"Lingenfelter Cars & Coffee will be held rain or shine and will feature special guests and cars from the Lingenfelter Collection throughout the summer," Lingenfelter said.

Updates will be posted on the Lingenfelter Facebook page and website: www.lingenfeltercollection.com. The meetings are at 47451 Avante Drive, Wixom, just off of I-96 and Beck Road.

Quattrone Named Senior VP, GM Global Human Resources

General Motors has named John J. Quattrone as senior vice president, Global Human Resources.

Quattrone, currently executive director of Human Resources for GM's Global Product Development, Purchasing and Supply Chain organizations, succeeds Melissa A. Howell who is leaving GM to pursue other interests, said GM spokesperson Greg Martin.

GM also announced that Selim Bingol, senior vice president, Global Communications and Public Policy, is leaving the company to pursue other interests.

Quattrone's appointment and Howell's and Bingol's departures are effective immediately, Martin said.

Quattrone, a native of Syracuse, N.Y., began his GM career in 1975 at the Fisher Body Syracuse Plant. Since then, he has held various positions in Human Resources and Labor Relations at GM.

Quattrone was appointed general director of Human Resources for North America Vehicle Sales, Service and Marketing in September 1996.

He was appointed GM North America's vice president of Human Resources in 2001 and was GM Powertrain's vice president of Human Resources prior to his current assignment.

"John brings to the job a deep and rich breadth of experience across all levels of the enterprise," said GM CEO Mary Barra.

"This background is invaluable as we create lasting change that puts the customer at the center of how we work and how we measure ourselves going forward."

Quattrone received his Bachelor of Science degree from Le Moyne College and earned a Master of Science degree from West Virginia University.

He serves on the board of directors of the American Society of Employers and previously served on the board of directors of Health Grades, Inc.

Barra praised Howell's contribution at a key time for the company.

"Through Melissa's passion, the values that make up today's GM are now becoming a central part of how we develop and guide our employees around the world," said Barra.

"We are deeply grateful for her dedication to GM and all that she did to help build a stronger HR function to support our people and business."

Howell joined GM in 1990. She was named senior vice president, Global Human Resources in February 2013.

Bingol was senior vice president for Corporate Communications at AT&T before joining GM in 2010 as senior vice president of Global Communications.

Global Public Policy was added to Bingol's portfolio in October 2012.

During his tenure, Bingol guided the communications around GM's 2010 initial public offering, the largest in history at that time.

He also led the introduction of



John J. Quattrone

several new products that have received widespread acclaim for quality, styling, and performance.

"We appreciate Selim's service and for his helping tell the GM story during one of the most exciting periods in the company's history," said Barra.

A successor to Bingol will be named later, Martin said.

GM to Ask Court to Move Ignition Switch Claims to 'Old GM'

by TOM KRISHER
AP Auto Writer

DETROIT (AP) — General Motors revealed in court filings last week that it will soon ask a federal bankruptcy judge to shield the company from legal claims for conduct that occurred before its 2009 bankruptcy.

The automaker's strategy is in a motion filed in a Corpus Christi, Texas, federal court case, and in other cases across the U.S. that involve the defective ignition switches that have led GM to recall 2.6 million small cars.

The motion asks U.S. District Judge Nelva Gonzales Ramos to delay action on the lawsuit until the bankruptcy court rules and other federal courts decide if the case should be combined with other lawsuits.

But GM says it's not asking to halt action on a motion to force GM to tell customers not to drive their cars that are being recalled.

GM has said at least 13 deaths have been linked to the switch problem.

The switch can unexpectedly slip out of the "run" position, shutting down the engine, knocking out power-assisted steering and power brakes, and disabling the air bags.

GM admits knowing about the problem for at least a decade, but it didn't start recalling the

cars, including Chevrolet Cobalts and Saturn Ions, until February.

The company's motion says GM will ask the bankruptcy court in New York to enforce an order made during the 2009 bankruptcy case that split GM into a new company and an old company.

Claims from before the bankruptcy would go to "Old GM," called Motors Liquidation Co., while claims after the bankruptcy would go to the new General Motors Co.

"Just like the other 'ignition switch actions' that other plaintiffs have filed in the wake of public reports regarding the outstanding recall, this case relates to a vehicle designed, manufactured, originally sold and advertised by Old GM," the company's motion says.

GM's motion says more than 30 cases have been filed against

the company since February.

With the motion, GM is trying to limit its legal liability in the cases while at the same time it considers compensation for families of crash victims.

GM has hired Kenneth Feinberg — who handled the fund for the victims of the Sept. 11, 2001, terrorist attacks, the Boston Marathon bombing and the BP oil spill in the Gulf of Mexico — to explore ways to compensate victims.

No decision has been made.

Attorney Robert Hilliard filed the Texas lawsuit on behalf of Charles and Grace Silvas.

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Buick Achievers, UNCF Go HD

Buick Achievers Scholarship recipient and Spelman College senior Nartezya Dykes was honored during the United Negro College Fund's 35th annual "An Evening of Stars" telecast on April 13.

The ceremony celebrated student excellence and rising graduation rates among minorities, said GM Foundation spokesperson Maria Mainville.

The annual "Evening of Stars" telecast aims to inspire other students to graduate from college, Mainville said.

As longstanding supporters of UNCF, General Motors and the General Motors Foundation have donated more than \$15 million to the organization over the last two decades to make college more accessible, affordable and attainable for minorities and other outstanding students.

Part of the support for the UNCF comes through the Buick Achievers Scholarship Program, funded by the GM Foundation.

As one of the largest scholar-

ship programs in the country, Buick Achievers focuses on awarding scholarships to female, minority and other students who excel in the classroom and give back to their communities.

The Foundation works with UNCF to help administer the program for students that attend historically black colleges and universities.

In addition to Dykes, two other Buick Achievers – Oneisha Hall from Tuskegee University and Ty'Quish Keyes from Morehouse College – attended the taping of the "An Evening of Stars" broadcast, as well as the UNCF Empower Me Tour recently held at Morehouse, Mainville said.

"For 70 years, UNCF has been changing the face of education to help African-American high school students go to college," said GM Foundation president Vivian Pickard.

"More than ever, students need a college degree to compete and succeed, and by providing access to significant scholarships,



From left, Dykes, Keyes, Pickard and Hall

we're investing in tomorrow's leaders."

Since its inception in 2011, the Buick Achievers Scholarship Program has awarded nearly \$16.5 million to about 3,300 students, Mainville said.

Among these students, nearly one-third are African American or Hispanic and, like Dykes, more than 1,600 recipients are the first in their family to attend college.

"This scholarship has opened

so many doors for me and my family," said Dykes, who is pursuing a degree in computer science.

"It has allowed me to focus solely on receiving the best education possible. I'm setting the standard and inspiring others in my family to reach their full potential by pursuing a higher education."

To be eligible for the program, high school seniors and undergraduate students must be pursuing a college degree in science, technology, engineering, math (STEM) curricula, or other fields related to the automotive industry, Mainville said.

'Best Range in Our History' – GM's Mark Reuss

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The Camaro ZL1 (coupe and convertible) is equally at home on the race track, the drag strip or daily commuting, Doran said. It features a supercharged 6.2L V8 with 580 horsepower and 556 lb.-ft. of torque – making the ZL1 the most powerful Camaro ever from Chevrolet, said Doran.

"It is also the most technologically advanced, with standard Magnetic Ride Control and, on coupe models, Performance Traction Management," Doran said.

The COPO Camaro, limited to 69 units this year, is a hand-built race car designed exclusively for drag racing – the first purpose-built Camaro race car from Chevy and the quickest Camaro ever from the factory, Doran said.

The new Camaro Z/28 returns the model to its road-racing roots, Doran said. It features exterior elements designed like a race car to produce downforce that presses the car against the track for greater grip – up to 1.08 g in cornering acceleration – and faster lap times.

MCC to Get \$8.5M Facelift, Body Work

Some things old are getting new again at Macomb Community College.

The State of Michigan has authorized \$4.25 million in funding to support an \$8.5 million renovation of a 47-year-old building on the college's South Campus.

And, the college will use its capital projects fund to match the state's financial commitment.

"While capital outlay appropriations are typically sought to fund new construction projects, Macomb looked at the process as an opportunity to not only be fiscally responsible but to also maximize impact by renovating rather than building," said College President James Jacobs.

"This approach underscores our ongoing commitment to making the most of limited financial resources and maintaining affordability for students, while continuing to invest in the leading-edge education and training programs that position residents for success in the New Economy."

The project will update C Building on South Campus, which was initially built in two phases and completed in 1967 and 1969, said school spokesperson Jeanne Nicol.

The approximately 53,000-square-foot building houses business administration, information technology (IT), health and humanities programs.

While the building has undergone minor renovations, repairs and general maintenance over the years, all building systems are mechanically and electrically

outdated, and technology and its use in the classroom were not even envisioned when the building was constructed in the late 1960s, Nicol said.

As a result, technology must be integrated into the building's infrastructure, she said, to support the advanced systems necessary to effectively teach in today's college classroom, including higher-end, specialized computer labs required for networking, information security and operating systems classes.

"If you were to walk into the those classrooms in Building C today, you'd see all sorts of cables out," Nicol said. "That means fewer students in class. This construction will take care of that problem."

Jacobs said, "Preserving and updating Macomb Community College's facilities are critical to protecting and maintaining the community's investment in a vital resource that provides training in high-demand career fields as well as an affordable start to a bachelor's degree."

The renovations are scheduled to take place during 2015, with the improved version of C Building ready for classes in January 2016, Nicol said.

"This really shouldn't inconvenience the students," Nicol said. "We're working hard to move things around so that their educations won't be interrupted."

"You have to remember that MCC has three campuses and the MTEC facility. So plant and infrastructure maintenance is important. We have a priority list of work that has to be done and it's Building C's time."

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Innovation is Key to Growth, Says Ford’s COO Fields on Mustang’s 50th Birthday

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Ford’s Magic Skyway, and the hugely popular “It’s a Small World” display that later moved to Disneyland.

“And Ford was there, too, with the introduction of Mustang – an entirely new class of vehicle, with two doors, design flair and a long list of options.

“I didn’t realize the significance of what I was seeing at the time, but by the size of the crowd, I could tell it was a big deal.”

These companies back in 1964 understood something, Fields said. They knew that they had to look beyond commonly held beliefs to find new methods and to defy constraints to accomplish three things, he said:

The first was to understand the truth that the world will change.

Second, they anticipated how these changes would affect consumers.

And third, they anticipated the consumers’ spoken wants and unspoken needs.

“Now, if you master all three, the reward is not only massive business growth, but the chance to change the world,” Fields said.

“After the World’s Fair, IBM sales skyrocketed.

“In 1966 alone, the company hired 25,000 new employees and built new manufacturing facilities in the United States and Europe. More importantly, though, IBM changed the world – first with its mainframes and then by helping bring personal computers to the average person.

“Similarly, Disney has grown dramatically, from a motion picture company in 1964 to the largest media company in the world today in terms of revenue.

“Even more so, Disney has made the world a better place – entertaining millions with a sense of wonder and imagination, and bringing families together.

“And then there’s Mustang, an instant cultural sensation that became one of the world’s most iconic vehicles, reaching 9 million sales.”

What was true in 1964 is still true today, Fields said.

“The great innovators are those who do three things very well: They understand, they anticipate and they anticipate again,” Fields said.



Fields in front of 2015 Mustang

“Apple, of course, is the classic example. Apple dropped ‘Computer’ from its name when it foresaw the world’s migration to mobile platforms and recognized its customer base was increasingly global.

“This is why Apple has been earning 75 percent of its revenue from its touch-screen iPhone and iPad, commanding more than half of the tablet market, adding 900 apps each day and building a customer base in 100 countries.”

And Ford, Fields said, hasn’t forgotten the lessons of the past.

That’s why the automaker is investing in new technology and has created its EcoBoost engine to create greater fuel efficiency.

“So now, it’s time to look ahead,” Fields said. “How can we apply what we’ve learned about innovation, starting with the 1964 World’s Fair, and up through today?”

“One sure bet is that the fundamentals of innovation will guide the way.

“As we look to 2020 and beyond, there are a number of changes we already can see.

“The global population is growing. Life expectancies are increasing. And today’s emerging markets are becoming the epicenter of growth.”

These facts mean that the automakers are facing new choices.

“We can think like car companies, and view this growth as merely a sales opportunity,” Fields said. “Or, we can think like innovators, and, as Bill Ford has encouraged, find ways to reduce consumers’ wasted time and resources in traffic and work to avoid the potential for global gridlock.

“It’s why we at Ford are thinking not just like a car company, but like a mobility company.”

Alfa Romeo 4C Introduced At Auto Show in New York

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Alfa Romeo, Wester said. The “4C” name recalls Alfa Romeo’s sporting tradition: the acronyms 8C and 6C in the 1930s and 1940s distinguished racing and road cars fitted with powerful eight- and six-cylinder engines. The 2015 Alfa Romeo 4C model’s designation continues this tradition with the latest all-aluminum 1750 cc four-cylinder engine.

The inspiration for the new 2015 Alfa Romeo 4C dates back to the 1967 33 Stradale, the homologated version of the racing Type 33, which, Wester said, many consider “one of the most beautiful cars of all time.”

Like the 33 Stradale that combined extreme mechanical and functional requirements with undeniable Alfa Romeo style and performance, the 4C coupe shares its body forms and follows this performance tradition with an undoubtedly Italian-styled composite body “clothing,” a state-of-the-art carbon fiber and aluminum structure, and a high-performance turbocharged engine.

With a purpose-built cockpit inspired by the legendary 1967 33 Stradale, entering the interior of the all-new Alfa Romeo 4C “means entering a world derived from motorsport – only essential components for performance are integrated,” Wester said.

The vehicle has two composite-framed sport seats, thermoformed dashboard and exposed carbon fiber monocoque highlight the coupe’s technological uniqueness, Wester said.

A driver-oriented cockpit with flat-bottom performance steering wheel with paddle-shift controls and aluminum pedals speak to the brand’s racing spirit, said Cadiz.

Emphasizing the Alfa Romeo 4C’s advanced technology and focus on lightweight technical solutions, said Cadiz, is a seven-inch full-color thin-film transistor (TFT) instrument cluster that displays simple, high-impact graphics to keep the driver focused on the road, or track, ahead.

The 4C also makes great use of ultra-lightweight carbon fiber as well as aluminum and composite structures, Wester said. To create the ultra-lightweight architecture needed for maximum performance and dynamic efficien-

cy, he said, Alfa Romeo 4C engineers looked to Formula 1 and only the most advanced supercars for state-of-the-art materials.

The result, Wester said, is a monocoque made entirely of carbon fiber that delivers extraordinary stiffness and strength. Attached to the Alfa Romeo 4C’s exotic monocoque are front and rear cell structures, roof reinforcements and an engine-mounting frame made from lightweight aluminum.

Alfa Romeo engineers continued the use of state-of-the-art materials by creating the bodywork entirely of SMC (Sheet Molding Compound), a low-density, high-strength composite material that is 20 percent lighter and dimensionally more rigid than steel, Wester said.

Providing the ability to create complex shapes while saving weight by 20 percent compared with steel are PUR-RIM (injected polyurethane) fascias and rear spoiler. Engineers optimized the Alfa Romeo 4C’s windshield and side windows by using 10 percent thinner glass to reduce weight by up to 15 percent.

Finally, Wester said, two sport seats feature a carbon fiber and fiberglass-reinforced composite structure to deliver the strength and seating position needed for performance driving.

It also comes with a high-tech powertrain for “exceptional” track performance and drivability, Wester said.

“The engine is the beating heart of any Alfa Romeo, and for the 4C, it beats to an all-new 1750 cc direct-injection 237 horsepower aluminum engine,” Wester said.

“To ensure exceptional performance and drivability on the racetrack or city streets, this new engine features cutting-edge technical solutions, including direct-injection, intercooler, dual (intake and exhaust) continuous variable-valve timing (VVT), eight counterweights, and intake and exhaust systems optimized for Alfa Romeo 4C’s mid-engine layout.”

The 4C combines the best technical and manufacturing competencies of Alfa Romeo and Maserati, Wester said.

In addition, Wester said, the Alfa Romeo 4C was boosted by the technological contributions of Italian suppliers.

Ford Police Vehicle Sales Rise 48 Percent

In just two years, Ford has revolutionized its police vehicles by equipping many of the Police Interceptor lineup with standard all-wheel drive, more fuel-efficient EcoBoost engines, and two new body styles, said Ford spokesperson Chris Terry.

Ford police vehicle sales grew 48 percent in 2013, while industry police sales rose 22 percent, according to Polk registration data, Terry said.

The Ford Police Interceptor utility was the best-selling police vehicle in the United States in 2013, gaining 9 points of market share in 2013.

Demand for Ford police vehicles outpaced overall industry sales, which rose 22 percent last year.

The sales growth comes two years after Ford introduced two new body styles, including a utility vehicle, made all-wheel drive standard equipment across most of its lineup, and rolled out high-performance, but efficient, EcoBoost engine options, Terry said.

“We revolutionized our police vehicle lineup with three key changes that differentiate us from the competition,” said Jonathan Honeycutt, police marketing manager at Ford.

“The new utility vehicle body style meets officers’ growing storage needs; standard all-wheel drive for most models is an industry-first that provides greater mobility and security; plus, expanding the range of EcoBoost engines gives law enforcement agencies more options to suit their needs.

“Together, these three ingredients are driving sales growth and market share gains for Ford.”

After decades of success with its reliable Crown Victoria – a V8-powered, body-on-frame large sedan – Ford made a strategic decision to modernize its Police Interceptor with not one, but two distinct body styles: a traditional, pursuit-rated large sedan and a new, pursuit-rated utility vehicle, Honeycutt said.

“Many officers told us, ‘We need more space, but we also need performance,’” said Honeycutt. “We knew with the amount of equipment officers now have to transport that our utility vehicle would be a hit.

“Within two years of reinventing the category with an all-new sedan and utility vehicle, we’re approaching nearly 50 percent market share. It’s remarkable.”

In 2013, Ford’s police utility vehicle represented 60 percent of all Ford Police Interceptor sales, and was the best-selling police vehicle in the country.

Another decision also has paid dividends, Terry said. In an industry-first, the company now offers standard all-wheel drive for Police Interceptor utility and sedan models on vehicles equipped with a 3.7-liter or 3.5-liter EcoBoost.

Police agencies have taken notice, Terry said.

Approximately 90 percent of all Police Interceptors sold come equipped with standard all-wheel drive.

“It’s a matter of officer safety, public safety and performance,” Honeycutt said. “It’s not just the snowbelt, not by a long shot.

“Wet pavement, dry pavement, chases that lead off-road, traction in all conditions – our all-wheel-drive technology, a system that operates full-time, can help shorten pursuits, which protects everyone involved.

“Officers immediately grasp the advantages of the technology,” he added, “and the response has been phenomenal.”

The final piece of the automak-



The new Ford Interceptor SUV and sedan

er’s reinvention of its police vehicle is its introduction of fuel-efficient, yet powerful, EcoBoost engines, Honeycutt said.

In recent Los Angeles County Sheriff Department testing at Auto Club Speedway in Fontana, Calif., Ford Police Interceptor sedan and utility vehicles were fastest in both 0-100 mph acceleration runs and average lap times for a third consecutive year, Honeycutt said.

In addition to power and pursuit capabilities, these EcoBoost engines – like the 3.5-liter and 3.7-liter non-turbo offerings – provide increased fuel economy ratings over outgoing models, helping municipalities with potential savings on fleet fuel costs, Honeycutt said.

The latest addition to Ford’s

police lineup – the 2.0-liter EcoBoost Special Service Police Sedan – offers an EPA-estimated rating of 20 mpg city, 30 mpg highway and 24 mpg combined.

The 2.0-liter Special Service vehicle comes with many of the same features and technologies as the Police Interceptor sedan, such as a 75-mph rear crash test rating, two times durability testing, police-tuned suspension, police brakes, steel wheels, police interior and upfit options, Honeycutt said.

“As agencies look to replace older, V8-equipped cruisers, Ford is at the ready with highly capable, full-size police vehicles that offer great fuel efficiency for agencies around the country,” said Honeycutt.

Equinox, Terrain Earn Safety Awards; Top Competitors

The Chevrolet Equinox and GMC Terrain with available forward collision alert technology earned 2014 Top Safety Pick-plus ratings from the Insurance Institute for Highway Safety.

The two vehicles were the only midsize SUVs of nine evaluated to earn Good ratings in the institute's small overlap front crash test, said GM spokesperson Jennifer Ecclestone.

The Equinox and Terrain join the 2014 Chevrolet Malibu midsize sedan in earning the institute's highest safety rating.

The test, in which 25 percent of a vehicle's front end on the driver side strikes a 5-foot-high rigid barrier at 40 mph, is designed to replicate what happens when the front corner of a vehicle strikes another vehicle or an object like a tree or a utility pole, Ecclestone said.

"Having the only two midsize SUVs that earned the Top Safety Pick Plus designation," said Gay Kent, director of General Motors Global Safety Strategy and Vehicle Programs, "speaks to GM's focus on improving our vehicles by offering advanced crash avoidance technologies that can help avoid a crash, and by enhancing vehicle structure and occupant protection if a crash occurs."

"We are very pleased that the IIHS has recognized the safety of both the Chevrolet Equinox and GMC Terrain with this prestigious rating."

Equinox and Terrain previously were named Top Safety Picks, Ecclestone said.

The criteria for 2014 Top Safety Pick-plus status was revised to include vehicles offering a frontal crash protection system meeting IIHS requirements, as well as achieving a Good rating – IIHS'

highest classification – in four of five crash tests, and no less than an Acceptable rating in the fifth test.

"We are pleased that IIHS has recognized the safety of Equinox and GMC Terrain."

**– Gay Kent
GM**

The 2014 Equinox and Terrain received Good ratings in all five crash tests.

The available forward collision alert technology on Equinox and Terrain uses a camera to detect when a driver is at risk of hitting the vehicle ahead, and delivers visual and audible alerts, Ecclestone said.

It is part of a safety package that also includes the vehicles' lane departure warning and rear park assist.

The package is available on Equinox 2LT trim and standard on the LTZ model.

On Terrain, it's available on SLE-2 and SLT-1 trims, and standard on SLT-2 and Terrain Denali models.

Along with forward collision alert, Equinox and Terrain are equipped with six standard air bags, including dual frontal air bags, head curtain side air bags and pelvic/thorax seat-mounted side air bags – as well as an available rear-vision camera that helps drivers identify objects behind the vehicle, Ecclestone said.

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2015 Chevy Cruze, to Debut Soon, Will Carry Facelift

Chevrolet is introducing the 2015 Cruze at the New York International Auto Show.

The 2015 Cruze will come with revised exterior styling, enhanced interior convenience and greater connectivity – including new Text Message Alerts, Apple Siri integration and OnStar 4G LTE with available Wi-Fi hotspot.

The new exterior styling cues are inspired by the new Impala and restyled 2014 Malibu, while more intuitive controls update the interior, said GM spokesperson Annalisa Bluhm.

New voice-controlled features are designed to enhance safety when responding to text messages in the vehicle, she said.

“We’ve simply made a great, versatile car even better,” said Steve Majoros, Chevrolet director of passenger car and crossover marketing.

“Chevrolet continues to design, build and sell the most compelling small cars in its history and the 2015 Cruze offers more of the features, connectivity and efficiency that are important to today’s customers.”

The Cruze’s facelift for 2015 refreshes the appearance for LS, LT, RS and LTZ models, Majoros said. A prominent dual-port front fascia takes styling cues from Impala and Malibu, contributing a more cohesive look across Chevrolet’s sedan range – including LED daytime running lamps on LT and LTZ trims.

“They complement the Cruze’s swept-back headlamps, for a sportier presence,” Majoros said. “Several new exterior and interior colors will also be offered for 2015.”

Updates on the interior that enhance convenience:

- Revised cupholders to make

it easier to insert and remove cups;

- Trunk release relocated to the center console;
- Door lock switches relocated from the center console to the front doors.

In addition to LS, LT, RS and LTZ models, the 2015 Cruze lineup includes Cruze Eco (EPA-rated 42 mpg highway) and Cruze Diesel (EPA 46 mpg highway), the most efficient non-hybrid passenger car in America, Bluhm said.

“That’s about 10 percent greater efficiency than the Volkswagen Jetta TDI,” Majoros said. “The Cruze also delivers more horsepower (151 hp) and torque (264 lb.-ft.) than the Jetta TDI (140 hp/236 lb.-ft.). Cruze Diesel’s driving range is up to 717 miles per tank.”

Cruze offers more standard safety features than any other car in its class, including 2014 models of the Ford Focus and Toyota Corolla, Majoros said.

Cruze has 10 standard air bags – including side-impact and knee air bags for front passengers – and offers side blind zone alert, rear cross traffic alert, rear park assist and a rearview camera.

“Cruze remains a strong entry in the compact segment, with features that continue to bring new customers to Chevrolet,” said Majoros.

“Along with Spark, Spark EV, Sonic and Volt, Chevy’s lineup of efficient, technologically advanced small cars is one of the industry’s most compelling.”

The enhanced connectivity and convenience features for the 2015 Cruze include a new Text Message Alerts feature for smartphone users with Bluetooth profile (M.A.P.), which reads incoming texts through the vehicle’s



2015 Chevrolet Cruze LTZ

speakers, and Siri Eyes Free for iPhone iOS 6 and iOS 7 users to enhance connectivity and convenience, Bluhm said. Each enables voice-controlled connectivity, to help keep phones in pockets and hands on the wheel.

Additional standard and available features include:

- Seven-inch-diagonal color touch screen and additional USB ports;
- Chevrolet Connected by OnStar 4G LTE with built-in Wi-Fi hotspot;
- Next-generation OnStar and MyLink enhancements with enhanced voice recognition;
- Available Chevrolet AppShop (later availability);
- Available navigation.

OnStar 4G LTE with available Wi-Fi hotspot provides a mobile hub for drivers and passengers with easy access to apps and services that require a high-speed data connection, Bluhm said.

The Chevrolet AppShop allows owners to view all available apps and download them directly to the vehicle, then organize, update or delete them as needed, Bluhm said. Available apps connect drivers to vehicle data, music, news, weather, travel information and more.

This small-car strategy is producing big-time results, Bluhm said. Cruze is the cornerstone of

Chevrolet’s North American small-car lineup, which is attracting a greater share of the market and more young, first-time customers to Chevy showrooms. Cruze is also Chevrolet’s best-selling car around the world, with more than 2.5 million sold globally since its launch in mid-2010.

“These new customers are discovering the fun, value and durability Chevy stands for,” said Paul Edwards, U.S. vice president, Chevrolet Marketing. “In fact, Chevrolet is second among buyers under 25, as the brand continues to grow share in the small-car segments.”

Collectively, the lineup in America – including Spark, Spark EV, Sonic, Cruze and Volt – saw a 15.4 percent increase in overall sales in the first quarter of 2014, Edwards said.

Since Cruze’s launch about four years ago, and the additions of the Spark and Sonic, Chevrolet’s overall share of the small-, compact- and mini-car segments has more than tripled – up 221 percent – with nearly half of the customers new to Chevrolet.

“The diversity of Chevrolet’s small-car lineups, from the efficiency of the Cruze clean diesel and the pure electric performance of the Spark EV, offers a driving solution for everyone,” Edwards said.

Crosswalk to Aid MCC Students in Crossing 12 Mile

Renovations to improve student access into Macomb Community College’s South Campus from 12 Mile Road was scheduled to begin this week.

Initial site work on campus will not affect traffic on the road.

The construction on Macomb’s South Campus will provide improved pedestrian access from 12 Mile Road into the interior of the campus and its buildings, said school spokesperson Jeanne Nicol.

Currently, there is no pedestrian route from the bus stops on 12 Mile Road at the college into the campus proper.

In addition to creating an actual walkway for Macomb students who rely on bus transportation to attend classes, the renovations and site work will also create a direct link to a crosswalk that will be constructed to span 12 Mile Road, Nicol said.

The crosswalk will connect Macomb’s South Campus and Wayne State University’s (WSU) new Advanced Technology Education (ATE) Center, which is located across from the college on the north side of 12 Mile Road.

The crosswalk is scheduled to open in August and will provide students at both Macomb and WSU’s ATE Center with a viable pedestrian connection.

Beginning early July, the project will affect traffic on 12 Mile Road through single lane closures east- and westbound as the crosswalk is constructed, Nicol said.

The addition of the crosswalk will also include installation of a traffic signal as well as a median between opposing traffic lanes.

The work is scheduled to conclude by mid-August.

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Ford, GMC, Chevrolet Lead Brand Images

Detroit carmakers have come back – in style. And Kelly Blue Book lets it be known in its Brand Image Awards.

The 2014 Brand Image Award winners, based on annual new-car buyer perception data, were announced last week by Kelley Blue Book, www.kbb.com.

Ford, GMC and Chevrolet came up winners.

Reclaiming the top spot among truck shoppers, Ford ousts last year's winner, Toyota, from the Best Overall Truck Brand category.

Ford has won five out of the six times Kelley Blue Book has announced this award. The F-150 and Super Duty F-250 and F-350 helped the manufacturer earn back the award for 2014, as truck shoppers ranked the brand highest among all other truck brands.

Benefiting from its upscale Denali trim models, GMC also wins its first Brand Image Award as 2014's Most Refined Brand, with high ratings for comfort, interior layout and prestige/sophistication.

Mercedes-Benz has a second consecutive win for this category among luxury brands, and historically has scored very high in prestige/sophistication since the inception of the Brand Image Awards in 2008.

Chevrolet reclaimed the Best Car Styling Brand title from last year's winner, Ford.

"Chevrolet had a slew of redesigns during the past year, which have captured the consideration of car shoppers," said Kelley Blue Book Senior Analyst

16th Annual Ford Freedom Awards Set for May 21

Ford Motor Company, in collaboration with the Charles H. Wright Museum of African American History, will host the 16th Annual Ford Freedom Award ceremonies May 21.

Deadline for nominations for the award is May 2.

The theme of this year's celebration is "the power of perseverance."

Ford Freedom honoree and former South African President Nelson Mandela, along with Ford Freedom Award scholar and civil rights activist Myrlie Evers-Williams will be honored, said event spokesperson Lisa Wilmore.

Additionally, a special award will be presented to retired Lt. Col. Alexander Jefferson, Tuskegee Airman pilot and World War II POW.

Each honoree will be recognized for his or her persistent and tenacious efforts in the face of tremendous challenge. The Ford Freedom Awards is a fundraiser for the Charles H. Wright Museum.

To commemorate this year's event, Ford is seeking Detroiters who have demonstrated the power of perseverance, Wilmore said.

The community may nominate living individuals who demonstrate the power to endure in pursuit of their goals.

Nominations should include a brief but compelling summary of three to four paragraphs describing what distinguishes the individual from others.

Contact information for both the nominator and nominee should be included and emailed to cstewa99@ford.com by May 2.

Selected honorees and their nominators will receive tickets to attend this year's event.

Tickets are \$40 per person, or \$35 for Wright Museum members. A special VIP meet-and-greet is available for \$75, which includes an afterglow experience and photo opportunity with the honorees.

For additional event and ticket information, call the Music Hall Box Office at 313-887-8581 or visit www.fordfreedomaward.com.

Arthur Henry. "Chevrolet decided to take a daring approach with its styling and it paid off. The models primarily driving the success of Chevrolet's expressive design efforts are the Corvette Stingray and Camaro."

"Chevrolet took a daring approach with its styling and it paid off."

**– Arthur Henry
Kelley Blue Book**

The Kelley Blue Book Brand Image Awards recognize automakers' outstanding achieve-

ments in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public.

Award categories are calculated among luxury, non-luxury and truck shoppers.

Hwei-Lin Oetken, vice president of market intelligence for Kelley Blue Book, said, "The classic saying, 'perception is reality' falls true with the Kelley Blue Book Brand Image Awards, as more than 12,000 in-market new-car shoppers have voiced their opinions about today's automakers.

"With strong marketing communications coming from auto manufacturers and dealers, and the increased importance of peer reviews and ratings, consumers today are more influenced than ever to take interest in a brand, ultimately affecting their vehicle purchase decisions."

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SERVICE HOURS: Monday & Thursday 6:30am-9:00pm; Tuesday, Wednesday & Friday 6:30am-6:00pm • Shuttle at 6:30am - Pick-up Both Ways • All Day starting at 6:30am.

Quick Oil Change EXPRESS
LUBE OIL FILTER
\$23.95
Up to 5 qts.
Fluid Level,
Brake & Alignment Check Included.



We use Genuine GM Oil & Filter
No additional or hidden charges.
Out the door pricing.

Open Mondays & Thursdays until 8:30pm
Excludes synthetic, Diesel & Med. Duty Trucks.
Most GM cars & trucks. One coupon per customer. Must present coupon with order. Plus tax. Expires 4-30-14.

BODY SHOP
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ext 1231


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TRANSPORTATION AVAILABLE
During Scheduled Repairs

FREE OIL CHANGE
With Each Major Repair

WE REPAIR
ALL MAKES
& MODELS.



Nicole Dodge
nhduminski@edrinke.com



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Jim Pfeifle
jpfleife@edrinke.com



See us for your GM employee purchases.

1-877-451-7707
26125 Van Dyke at 10 1/2 Mile Rd.
Visit our website: edrinke.com

SHOWROOM HOURS: Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm

All prices & payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). Leases are 36 months, 10,000 miles per year w/ approved S Tier credit w/ \$999 due at signing, (unless otherwise noted). Prices & payments are plus tax, title, and plate fees. Refundable security deposit required on certain vehicles – to be determined by lender. Must qualify for Conquest or Loyalty. \$3500 trade-in guarantee for 2003 or newer vehicle in drive-able condition with less than 115,000 miles, less any reconditioning costs, no branded titles, see sales person for details. **Certain restrictions may apply, see dealer for complete details. Expiration Date – 4/30/2014



Edrinke.com



See us for your GM employee purchases.

1-866-452-1300
24231 Van Dyke at 9 1/2 Mile Rd.
Visit our website: edrinke.com

SHOWROOM HOURS: Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm

All prices & payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). Leases are 36 months, 10,000 miles per year w/ approved S Tier credit w/ \$999 due at signing, (unless otherwise noted). Terrain and Yukon leases are 36 months. Prices & payments are plus tax, title, and plate fees. Refundable security deposit required on certain vehicles – to be determined by lender. Must qualify for Conquest or Loyalty. \$3500 trade-in guarantee for 2003 or newer vehicle in drive-able condition with less than 115,000 miles, less any reconditioning costs, no branded titles, see sales person for details. **Certain restrictions may apply, see dealer for complete details. Expiration Date – 4/30/2014



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Now looking for experienced salespeople to join our team!