

## 2015 SRT Hellcat Charger 'Most Powerful Sedan Ever,' Says Chrysler's Mark Trostle

by Jim Stickford

For Mark Trostle, the newly-introduced 2015 SRT Hellcat Charger is a true celebration of Detroit's car culture and heritage.

"There's a reason the SRT Hellcat Charger made its debut in Vinsetta's Garage on Woodward in Berkley during the Woodward Dream Cruise," said Trostle, head of Design for Chrysler's SRT, Mopar and Motorsports.

"To me, that's such a fitting place for the Hellcat Charger to be seen.

"It's so fitting for Detroit's car culture."

With 707 horsepower, an NHRA-certified quarter-mile elapsed time of 11.0 seconds on street tires and a top speed of 204 miles per hour, it is also the world's only four-door muscle car.

It's the quickest, fastest and most powerful sedan ever, Trostle said. Those four doors also differentiate it from the SRT Hellcat Challenger, which made its debut two weeks prior.

"I've driven the Hellcat Charger," Trostle said. "You can drive it

as a race car if you can find the appropriate venue, and our customers need to do that, but it's civilized enough to be your everyday car as well."

This Charger has a supercharged 6.2-liter Hemi Hellcat engine that produces 707 horsepower and 650 lb.-ft. of torque, Trostle said, making it the most powerful V8 Chrysler has ever produced.

Its four-door performance includes quarter-mile elapsed time in 11.0 seconds on street tires, 0-



Trostle with 2015 SRT Hellcat Charger

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## No Other Car Can Match Stingray's Horsepower, MPG, Says GM's Reuss

While the looks of the 2015 Corvette have been touted by car magazine writers, GM officials say what really makes the car work is what's on the inside.

The all-new, paddle-shift eight-speed automatic transmission makes the 2015 Corvette Stingray faster and more fuel-efficient, with 0-60 acceleration of only 3.7 seconds and an EPA-estimated 29 mpg on the highway, said Mark Reuss, GM executive vice presi-

dent, Global Product Development, Purchasing & Supply Chain.

"The Corvette Stingray is a great example of how we are leveraging engineering and technology to improve both efficiency and performance," he said. "No other car can match 460 horsepower, 0-60 mph in better than 3.7 seconds, and 29 mpg on the highway."

The Stingray's 0-60 perform-

ance is 0.1-second quicker than the previous six-speed automatic, contributing to a quicker quarter-mile elapsed time of 11.9 seconds, Reuss said.

Its 29 mpg highway rating represents a 3.5 percent increase over the six-speed.

New eight-speed models are EPA-rated at 16 mpg in the city and 20 mpg combined.

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2015 Corvette Stingray

## C-A-R-E Spells GM Student Corps Program

by Jim Stickford

Usually, success for GM is measured in the number of vehicles sold. But for the GM Student Corps program, success is measured by how GM has helped high school students change their lives.

The 2014 class celebrated its achievements at the University of Detroit-Mercy campus Aug. 19. Among the speakers were Mark Reuss, GM executive vice president, Global Product Development, Purchasing & Supply Chain, and current U-DM economics professor and former GM employee Michael DiGiovanni.

The program, which is in its second year, got its start when Reuss approached DiGiovanni about doing something different that could give high school students the skills they need to succeed in the workforce and in life.

"When Mark Reuss gives that kind of assignment," DiGiovanni said, "your only response is 'yes, sir.'"

So DiGiovanni, along with people at GM and U-DM got together and created the GM Student Corps.

This year, 106 students from high schools around metro Detroit and Flint worked with 13 U-DM mentors and 58 retired GM employees on civic improvement projects that benefited the neighborhoods in which the students lived and went to school.

The participating high schools included Central Collegiate Academy, Detroit Public Schools Cody Campus, East Detroit, Hamtramck, Harper Woods, Henry Ford, Madison, Melvindale, Detroit Public Schools Osborn Campus, River Rouge, Van Dyke Lincoln and Flint Southwestern Clas-

sical Academy High School.

Projects ranged from painting fire hydrants in Hamtramck – making it easier for firefighters to find them – to cleaning up parks.

All the students in the program, both high school and college, were paid interns of GM, which always looks good on the resume, DiGiovanni said.

In addition to completing their civic projects, the students met with retired GM employees who taught them life skills – things like how to shake hands when meeting a prospective employer and how to write a resume.

"I want to say thanks to the GM retirees," DiGiovanni said. "They don't get enough credit for all the mentoring they do. Also, United Way of Southeast Michigan, the principals and administrators of the high schools all deserve our thanks and credit for putting in time and effort into this project."

Reuss said that he couldn't be prouder of the students who participated in the GM Student Corps.

"Look at what they accomplished with the help of GM re-

tires," Reuss said. "They learned the value of teamwork and that discipline, hard work and commitment count. All the things that went into the project brought tears to my eyes."

Most importantly, Reuss said, the students learned that if you clean up a corner of the world, others will take notice and follow your example. That's what happened with many of the student projects. Residents saw their parks and schools being cleaned up and they started cleaning up their neighborhoods.

DiGiovanni agreed, saying that care and hope are contagious.

Deborah Wright worked for GM for more than 30 years, including six at the Warren Tech Center as an analyst in Fleet Operations. She retired from the company in 2009.

"This is my second year in the program," Wright said. "I was contacted last year by a friend of a friend and asked if I wanted to participate and I said yes. I had such a great time last year that

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Wright, center, with Hamtramck students Ilma Bilic, left, and Laki Ali



Dr. Tonya Matthews, Ford Vice President Raj Nair and new van

## New Ford MiSci Van to Travel On Fizz, Bang, Science Tour

The Michigan Science Center (MiSci) earlier this month unveiled its new Traveling MiSci Van, a 2014 Ford Transit Connect van, donated by Ford.

The van will help support MiSci's Traveling Science program, including its Fizz, Bang, Traveling Science tour that was developed in conjunction with libraries across the state of Michigan to help fight off summer "brain drain" and engage children in exciting educational activities.

"In 2013, our Traveling Science Program served nearly 50,000 students and families, and Ford's generous gift of a new van will help us continue this momentum and become an even greater resource for communities across the state – especially those unable to visit the museum in person," said Dr. Tonya Matthews, president and CEO of the Michi-

gan Science Center. "We are thankful for Ford Motor Company's donation and look forward to driving even greater success with our Traveling Science initiatives."

MiSci will finish out the summer's Fizz, Bang, Traveling Science tour, which ended on Aug. 27, in the museum's new van.

Program attendees, along with help from the MiSci staff, will have the opportunity to create rockets, learn about chemical reactions and participate in explosive experiments.

In addition to Fizz, Bang, Science, MiSci offers a variety of interactive traveling workshops, ranging from earth/space science to live animal programs, designed to encourage children and their families to explore and appreciate science.

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31201 Chicago Road South  
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586-939-6800

Contact us:  
Info@DetroitAutoScene.com

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Jim Stickford, news

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Reuss Touts New  
Stingray's MPG,  
Performance

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In fact, Reuss said, the Stingray's stingy fuel consumption on the highway is not only better than sports car competitors such as Porsche 911 Carrera (28 mpg), Audi R8 V8 (20 mpg), Jaguar F-Type R (23 mpg) or Nissan GT-R (23 mpg), it tops conventional cars with smaller engines, like the Subaru Outback six-cylinder (27 mpg), Volkswagen Passat six-cylinder (28 mpg) and Mercedes-Benz C350 coupe (28 mpg).

The greater performance and efficiency enabled by the available, GM-developed Hydra-Matic 8L90 eight-speed automatic, said Reuss, is due primarily to its 7.0 overall gear ratio spread, which enhances off-the-line performance with a more aggressive first gear ratio – 4.56 vs. 4.03 on the six-speed – helping achieve the quicker 0-60 time.

It also delivers world-class shift times that rival the best dual-clutch design, said GM spokesperson Monte Doran.

Combined with a new, numerically lower 2.41 rear axle ratio vs. the 2.56 gear used with previous six-speed automatic models, engine rpm is reduced by 8 percent (123 rpm) on the highway at 70 mph. The lower engine speed reduces fuel consumption, said Doran. Z51-equipped models retain a 2.73 rear axle ratio.

The new paddle-shift eight-speed automatic, said Doran, complements the performance generated by the Corvette Stingray's LT1 engine – rated at 455 horsepower or 460 horses with the available performance exhaust system – which uses advanced technologies including direct injection, variable valve timing and Active Fuel Management (cylinder deactivation) to make more power with less fuel.

Advanced composite materials in the body structure and a lightweight aluminum frame, as well as aluminum and magnesium suspension components, support the Corvette's efficiency with a low curb weight of only 3,298 pounds /1,499 kg (Stingray coupe), said Doran.

They also enhance performance, he said, by giving the Stingray a power-to-weight ratio of 7.25 – or one horsepower for every 7.25 pounds of mass. That's better than Porsche 911 Carrera's 8.7 ratio and Audi R8 V-8's 8.3 ratio, Doran said.

GM Tech Center Employees Return to Jobs After Flooding

by Jim Stickford

While the rains that flooded many parts of Warren on Aug. 11 may have lasted only a few hours, cleaning up the GM Tech Center after the storm took considerably longer.

GM spokesperson Katie McBride said that while parts of the Tech Center were opened by Aug. 13, other areas were still closed as late as Aug. 21.

"We were able to get certain areas up and running only a couple of days after the storm," McBride said. "These were the buildings that deal with customers, such as the call center and the IT center."

But, McBride said, getting other buildings opened up proved to be more difficult.

"Like a lot of homes and buildings in Warren, we had Tech Center basements flooded," McBride said. "Getting the water out of these basements wasn't easy. We worked fervently to get the buildings cleaned up and ready for occupation again. The goal was for Friday, Aug. 22."

But as of presstime on Aug. 22 certain parts of the Tech Center were still closed.

In order to make the buildings operational again, McBride said, GM sent in teams to remove the water, which was pumped into tankers and hauled away.

But getting the water out was only the first stage of the process, McBride said. Teams consisting of people from GM's safety, environmental and air quality departments would then go in and clean up the mess.

"We are very strict about the environmental quality of the buildings," McBride said. "We have to make absolutely sure that the buildings are safe before we let people work in them."

The biggest challenge was getting the R&D and Design buildings cleaned up, McBride said.

"We didn't get power to those buildings restored until Wednesday, Aug. 20," McBride said. "Every day at about 4 or 5 p.m., there was a meeting to decide if a building can be opened up. If the answer was yes, a call went out to the employees to let them know."

Part of the difficulty in cleaning up is that GM never had to do anything like pump out flooded basements at the Tech Center.

"I think I can safely say that nobody ever expected that volume of rain to fall in that short a period of time," McBride said. "We had to have people working night and day pumping water out and cleaning up the mess to get the buildings ready. I have to say that the people involved really put forth an heroic effort to get everything done. They really deserve a round of applause."

According to Warren city engineer James VanHavermaat, the Aug. 11 storm was a "300-year storm."

In a memo to Warren Mayor Jim Fouts, VanHavermaat wrote, "This rain event was unprecedented. Storms are categorized by the likelihood of an event occurring in a given number of years." Storm events are based on statistical modeling of prior rainfall events in a geographic specific area, VanHavermaat wrote. A 100-year storm in Southeast Michigan would not be the same as one in mid-Michigan.

"It should also be noted that this storm year representation does not mean that a storm event of a given magnitude will recur within a given time period. Rather, a 100-year storm event has a 1 percent chance that a storm of this magnitude will occur in any given year. A 50-year storm event has a 2 percent chance of occurring . . . while a 25-year storm has a 4 percent chance."

So, VanHavermaat wrote, the odds of a storm of the severity of Aug. 11 happening in any given year is .32 percent, or about one-third of one percent.

"Based on initial information, it appears that the city of Warren received over five inches of rain within a six-hour period," VanHavermaat wrote.

"Lastly, it is very apparent from the news coverage that the city of Warren was not unique in its flooding problems. I cannot ever recall a time when flooding such as was experienced on I-696 and I-75 (happened). Simply put, there was far too much rainfall in too short a period of time."

Museum Unveils Historic  
Electric Car From 1914

DENVER (AP) – History Colorado is now displaying a rare piece of early automotive history at its Denver museum.

The 1914 Fritchle electric car had a range of 60-100 miles on one battery charge. It's believed to be the last existing car built by Fritchle Automobile and Battery Company of Denver.

The vehicle was damaged when a flood undermined the foundation of a storage facility, collapsing the roof onto the car. A Pennsylvania company spent a year and a half restoring it.

"It looks fantastic," says Bill Convery, state historian.

On Aug. 19, workers installed the vehicle it as part of History Colorado's A to Z exhibit.

It was the brainchild of Oliver Fritchle, a chemist, battery innovator and entrepreneur. He produced several hundred electric vehicles. The car on display doesn't run anymore, but when the museum acquired it in the 1980s it was driven to the facility.

Critics scoffed at Fritchle's claim that the vehicles had a 100-mile range. In response, Convery

says, Fritchle drove one from Denver to Colorado Springs on a single charge, a distance of about 60 miles.

"The Fritchle automobile was 100 years ahead of its time," Convery said.

Convery says the car was aimed at society women for trips around town. The service package included delivering the cars to owners. Once they were done driving, the car was returned to the company where it was serviced and recharged.

To publicize his creation, Fritchle drove one of his electric cars from Denver to New York. The car held up, but finding places to recharge and navigating early 20th century roads was challenging. Over time, gas vehicles won over the market in part because they cost less. Model Ts at the time cost about \$500, while the Fritchles ran about \$1,500.

"It just couldn't compete," Convery says. "The electric car idea did not catch on in the early 1900s. It took us a century to catch up to Fritchle."

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## Bigland, Heggloom Move Into More Responsible Posts

Reid Bigland has been appointed head of Alfa Romeo Brand for the NAFTA region at Chrysler.

In addition to his new duties, Bigland will continue as head of U.S. Sales and as president and chief executive officer of Chrysler Canada.

He will also continue as a member of the NAFTA Leadership Team and the Fiat Chrysler Group Executive Council (GEC).

In other personnel moves, Robert Heggloom was appointed head of Ram Truck Brand. In his new role, Heggloom will become a member of the NAFTA Leadership Team. Both appointments are effective immediately.

"I am delighted to be able to announce these appointments," said Sergio Marchionne, chairman and CEO, Chrysler Group and CEO of Fiat S.p.A.

"Reid has demonstrated exceptional leadership skills in managing Chrysler's consistent rise in sales and market share in both Canada and the U.S.

"The addition of Alfa Romeo to his portfolio of responsibilities is an indication of how committed we are to the establishment of this brand in the North American market, a process that has already started with the introduction of the Alfa Romeo 4C.

"Much more is expected from this brand in the next few years as outlined in our five-year plan presented on May 6, 2014, and



Reid Bigland



Robert Heggloom

Reid's seniority and experience are ideal for the significant task that is now getting under way.

"Reid has been working intensely with Bob in the establishment of the Ram Truck Brand after separation from Dodge, and it is appropriate that Bob now be given the opportunity to continue and intensify that work."

## 2015 SRT Hellcat Charger 'Most Powerful Sedan Ever,' Says Chrysler's Mark Trostle

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100-0 mph in under 13 seconds and a top speed of 204 miles per hour (mph).

Dodge and SRT designers resculpted and refined nearly every body panel with functional performance cues, including heat extractors in the hood, unique front and rear fascias and dramatic LED lighting in both front and rear, Trostle said.

Also, he said, it has a segment-first TorqueFlite heavy-duty eight-speed automatic transmission capable of delivering fuel-efficient street driving and maximum performance track driving with 160 millisecond shifts with rev-matching.

New performance attributes include the largest brakes ever offered in a Chrysler Group vehicle – 15.4-inch Brembo two-piece rotors with six-piston calipers, 20 x 9.5-inch wide forged aluminum wheels with Pirelli P Zero performance tires, adaptive damping three-mode suspension and three-mode, heavy-duty eight-speed automatic transmission.

The new SRT Performance Pages – which is a designed graphic in the instrument panel – allows drivers to tailor the driving experience by controlling horsepower, transmission shift speeds, paddle shifters,

traction and suspension.

It also comes with two key fobs – one black and one red.

The red fob unlocks all 707 horsepower, Trostle said, while the black one might be the one parents give the teenage drivers in their families.

That fob "keeps the horses at bay," Trostle said.

New interior design elements are part of the new package.

They include SRT three-spoke, flat-bottom steering wheel; 7-inch reconfigurable digital gauge cluster; 8.4-inch touchscreen; Nappa leather and Alcantara suede seating; premium materials, and a choice of four new trim and color combinations.

Dodge Charger SRT Hellcat also features a slew of the latest high-tech features, including the new award-winning available Uconnect Access system, Uconnect Access Services with roadside assistance, theft-alarm notification, voice texting, new 3-D navigation and the ability to turn the Charger into a Wi-Fi hotspot.

"For the last eight years, a large part of the Dodge Charger's successful formula has been its many personalities," said Tim Kuniskis, president and CEO – Dodge and SRT Brands.

"It's a muscle car, a performance sedan, a family-capable sedan; its success is that it can

be any or all of those things, depending on how the customer chooses to equip their car.

"And now, with an NHRA-certified quarter-mile time of 11.0 seconds and a 204 mph top speed, the new 2015 Dodge Charger Hellcat redefines itself again – as the quickest, fastest, most powerful sedan in the world."

This new Hellcat engine is Dodge and SRT's first application of V8 supercharger technology, featuring a forged-steel crankshaft with induction-hardened bearing surfaces, Kuniskis said.

"The result," he said, "is a crank so well-engineered it can withstand firing pressures of 110 bar (1,595 psi) – the equivalent of five family sedans standing on each piston, every two revolutions.

"And its unique, specially tuned crank damper has been tested to 13,000 rpm."

High-strength, forged-alloy pistons, developed using advanced telemetry measurement, are coupled to powder-forged connecting rods with high-load-capacity bushings and diamond-like-carbon-coated piston pins, Kuniskis said.

The 2015 Dodge Charger SRT Hellcat will be built at the Brampton (Ont.) Assembly plant. Production is slated to begin in the first quarter of 2015.

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**SAVINGS On Your Lease Payment!**

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**LEASE FOR**  
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**2014 RAM 1500 CREW CAB 4X4 OUTDOORSMAN**  
LEASE FOR  
**\$118\*\***  
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**#1 RAM DEALER!**  
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**2014 RAM 1500 CREW CAB 4X4 3.6L PENTASTAR**  
LEASE FOR  
**\$125\*\***  
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24 Mo 1 PAY LEASE  
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**\$1500 HUVAERE CASH!**

**2014 RAM 1500 CREW CAB OUTDOORSMAN 4X4**  
LEASE FOR  
**\$120\*\***  
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#D4-11558

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24 Mo 1 PAY LEASE  
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OR  
24 Mos. \$500 due

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**2014 RAM 1500 CREW CAB 4X4 LARAMIE**  
LEASE FOR  
**\$126\*\***  
24 Mos. \$1995 due  
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OR  
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**200 Limited**  
#C5-10099  
LEASE FOR  
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**200 S**  
#C5-10019  
LEASE FOR  
**\$113\*\***  
24 Mos. \$895 due

**200 C**  
#C5-10004  
LEASE FOR  
**\$112\*\***  
24 Mos. \$1295 due

**200 S AWD**  
#C5-10063  
LEASE FOR  
**\$111\*\***  
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**4 Great Choices!**  
**116 Available!**

**AUGUST LEASE SPECIAL!**  
**304 Available!**

**2014 Chrysler 300 AWD**  
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SALE PRICE  
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24 Mos. \$1995 due  
Leather! #C4-20418

**2014 CHRYSLER TOWN & COUNTRY L**  
SALE PRICE  
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**RAM**  
**2014 RAM 2500 REG CAB 4X4**  
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• Snow Plow Prep  
• Chrome Appear Pkg  
• U-Connect 5.0  
MSRP ..... \$ 38,130  
SAVE ..... \$ 11,737  
SALE PRICE . \$ 26,393\*  
#D4-10614

**2014 RAM 3500 CREW CAB 4X4**  
CUMMINS TURBO DIESEL  
• Big Horn  
• Snow Plow Prep  
• Spray in Bedliner  
• Rear Back Up Camera  
• 5th Wheel Prep Grp  
• SLT  
MSRP ..... \$ 61,390  
SAVE ..... \$ 14,503  
SALE PRICE . \$ 46,887\*  
#D4-10713

**2014 RAM 2500 CREW CAB 4X4**  
CUMMINS TURBO DIESEL  
• Black Appear Pkg  
• Spray in Bedliner  
• Trailer Brake Control  
• Anti-Spin  
• SLT  
MSRP ..... \$ 61,870  
SAVE ..... \$ 14,856  
SALE PRICE . \$ 47,014\*  
#D4-11654

**2014 RAM 2500 CREW CAB 4X4**  
CUMMINS TURBO DIESEL  
• Spray in Bedliner  
• CD  
• Anti-Spin  
• U-Connect  
• Snow Plow Prep  
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SAVE ..... \$ 12,867  
SALE PRICE . \$ 37,818\*  
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**2014 GRAND CARAVAN SXT**  
SALE PRICE  
**\$20,680\***  
#D4-40115

**2014 DURANGO SXT AWD**  
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24 Mos. \$1995 due  
#D4-30097

**2014 DURANGO LIMITED AWD**  
LEASE FOR  
**\$288\*\***  
24 Mos. \$1995 due  
#D4-30083

## Rain Puts End to Race at Brainerd International

Scattered showers delayed the completion of elimination rounds at the 33rd annual Lucas Oil National Hot Rod Association (NHRA) Nationals on Aug. 17, until finally the race against darkness at Brainerd International Raceway, a facility without lighting to enable night racing, was lost.

The decision was made by NHRA officials to postpone the Funny Car category final and Pro Stock class semifinals and final until the next scheduled event, the 60th annual U.S. Nationals set for Aug. 27-Sept. 1 in Indianapolis.

Defending title winner the last two years and number two qualifier, Ron Capps drove his Don Schumacher Racing Dodge Charger R/T between intermittent rain delays and through Funny Car eliminations to advance to what would have been his fourth straight final round appearance at Brainerd International Raceway.

Capps defeated Jeff Arend, Mopar teammate Jack Beckman and semifinalist Alexis DeJoria, to meet up with nemesis John Force in a final showdown, with the winner to be determined at the U.S. Nationals in the third Funny Car qualifying session scheduled for Sept. 30 at Lucas Oil Raceway in Indianapolis.

"It's a little bittersweet because this place has become like family to me," Capps said. "We've run so well here winning the last two years and going to the final the year before that."

## SRT Motorsports Makes Strong Debut in Ohio

SRT (Street and Racing Technology) Motorsports and its Dodge Challengers debuted in the SCCA Trans Am Series with a top-10 result in The 3-Dimensional Services Next Dimension 100 at the Mid-Ohio Sports Car Course on Aug. 16.

Cameron Lawrence, the Trans Am Series' TA2 points leader, finished 10th in his first race in a Challenger, while his teammate, Tommy Kendall, took home 19th after running as high as fourth before an issue ended his race.

The 2013 TA2 champion finished 10th after working his way from the back of a nearly 60-car field on the 2.258-mile circuit in Ohio.

With his new Challenger arriving after a Friday qualifying session, Lawrence was forced to start from the rear of the TA2 class field - and then was relegated to the back of the race pack following an early-event speeding penalty on pit road.

Lawrence pitted early due to high temperatures when he was issued the penalty. However, he was able to overcome the consequence to tally a 10th-place result to retain the series TA2 points championship lead.

Lawrence holds a 19-point advantage over second place in the provisional point standings.

The 21-year-old driver also tallied the third-fastest lap among the TA2 entrants, a 1:29.196.

His teammate, Kendall, started 10th and quickly climbed five positions in the race's opening 20 minutes to move into fifth prior to the first caution. The Trans Am legend raced to as high as fourth in the event, but his race ended early when a part broke in the rear end of his race car.

The SRT Motorsports Dodge Challengers fielded by Miller Racing next compete at Minnesota's Brainerd International Raceway on Sunday, Aug. 31, for the eighth-of-11 Trans Am races on the 2014 schedule.

# GM Corps is Caring Program

CONTINUED FROM PAGE 1

when I was asked to participate again as a mentor, I didn't hesitate to say yes."

This year, Wright said, she was the GM mentor at Hamtramck High School, where she worked with 10 students, seven female and three male. "This is a very competitive program to get into," Wright said. "Our project was to help the city of Hamtramck, specifically the fire department, by painting fire hydrants. We also did community service work on projects like Forgotten Harvest. I got the satisfaction of helping young people learn leadership skills and how they can also help their community. I am going to miss these kids."

Wright said that one of the things she most enjoyed during her tenure as mentor was seeing

the students come together and become friends.

"Hamtramck High School has an ethnically diverse student body," Wright said. "Students don't always mix together, but seeing them come together and develop friendships that will last a lifetime was satisfying. This program taught them to work with each other."

Reuss said that he's spoken with several of the GM retirees and they said that their mentoring relationships didn't end with the program. They kept in touch with their students and have helped them do things like fill out college applications.

"That's what this program is all about," Reuss said. "Making personal connections. The mentors care about the students and they don't stop caring once the program is over."

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36 MONTH • 10K LEASE

\*Lease payment examples based on GM Employee Discount price plus tax. Title, plate, first month payment and all document fees due at signing, with all rebates including USA military rebate assigned to dealer. No security deposit necessary with approved credit. Lease responsible for excess wear and tear as well as exceeding contracted mileage. Due to advertising deadlines prices subject to change.

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**\$274\***

+ Tax with \$0 Down

No Security Deposit Required

\*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 unless otherwise noted. All leases include GM Lease Loyalty unless otherwise noted. All lease payments are based on 10,000 miles per year. 1st payment, tax, title and plate fee due at signing on all leases. All programs expire 09-02-14.

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NO SECURITY DEPOSIT REQUIRED



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1.4L Ecotec Turbo  
6 Speed Automatic & More...

36 Month Lease/10,000 Miles  
**\$153\***

+ Tax with \$0 Down

No Security Deposit Required

### 2014 SILVERADO LT

NO SECURITY DEPOSIT REQUIRED



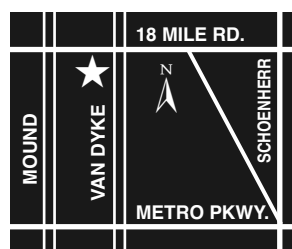
Stk.#44947

All Star Package, Remote Start, Back-Up Camera, Auto A/C, 18" Wheels, Trailer Package, Power Locks/Windows/Mirrors & More...

36 Month Lease/10,000 Miles  
**\$244\***

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\$1,645 due at signing plus tax, title, plate & doc. No sec. deposit required. Must document current lease of 2004 or newer GM vehicle.

36 MO. LEASE	MSRP \$52,430
EVERYONE	<b>\$472</b>
FRIENDS & FAMILY	<b>\$492</b>
EMPLOYEE	<b>\$436</b>

### 2014 ATS 2.0L TURBO

STANDARD




\$1,510 due at signing plus tax, title, plate & doc. No sec. deposit required. Must document current lease of 2004 or newer GM vehicle.

36 MO. LEASE	MSRP \$36,870
EVERYONE	<b>\$354</b>
FRIENDS & FAMILY	<b>\$344</b>
EMPLOYEE	<b>\$304</b>

### 2014 SRX FWD

CROSSOVER STANDARD




Employee: \$2,039 and all others: \$2,373 due at signing plus tax, title, plate & doc. No sec. deposit required. Cadillac Luxury Lease Conquest: Customers must have a current lease of 2004 or newer Acura, Audi, BMW, Infiniti, Jaguar, Land Rover, Lexus, Lincoln, Mercedes, Mini, Volvo, Bentley, Ferrari, Porsche, Rolls Royce or Maserati.

36 MO. LEASE	MSRP \$38,530
EVERYONE	<b>\$346</b>
FRIENDS & FAMILY	<b>\$337</b>
EMPLOYEE	<b>\$299</b>

### 2014 XTS FWD

SEDAN STANDARD COLLECTION




Employee: \$1,349 and all others: \$1,645 due at signing plus tax, title, plate & doc. No sec. deposit. Must document current lease of 2004 or newer GM vehicle.

36 MO. LEASE	MSRP \$45,525
EVERYONE	<b>\$457</b>
FRIENDS & FAMILY	<b>\$449</b>
EMPLOYEE	<b>\$399</b>


### 2014 ELR COUPE

STANDARD



\$1,059 due at signing with Lease Loyalty, plus 1st payment, tax, title, plates & doc. No sec. deposit required. Must document current lease of 2004 or newer GM vehicle.


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# New Ford MiSci Van to Travel On Fizz, Bang, Science Tour

CONTINUED FROM PAGE 1

Matthews said the vehicle is known for its fuel efficiency and versatility, and will help the museum travel to schools, community centers and libraries to conduct hands-on outreach.

“At Ford, we don’t just build great vehicles like the Transit Connect. We have long supported education as a way for our communities to strive for a brighter future,” said Jim Vella, president of the Ford Fund and Community Services.

“Initiatives like the Traveling Science Program will help our next generation of engineers and scientists open their eyes to new opportunities and experiences.”

Ford supported the initial opening of MiSci in 2012, with a \$400,000 commitment over three years.

The company has been a committed supporter of the museum in its mission to provide engaging, interactive exhibits that ignite a passion for science, technology, engineering and mathematics (STEM) in Michigan’s children.

MiSci’s Traveling Science program is offered year-round and includes a variety of exciting hands-on STEM workshops and presentations for children of all ages. For more information, visit [www.mi-sci.org](http://www.mi-sci.org).

# Car Buyers Use Smart Tech

The 2014 Automotive Buyer Influence Study indicates that Millennials are blazing the way for near ubiquitous use of the Internet in car shopping and are showing significant increases in their use of mobile devices.

Now in its third year, the study is intended to demonstrate how the consumer shopping process is rapidly evolving as the next generation of car buyers – Millennials – age into the largest car-buying cohort, said AutoTrader.com spokesperson Julie Zorn Shipp.

The recently released findings of the 2014 Automotive Buyer Influence Study are offered to provide insight into how consumers shop for vehicles online, offline and across multiple devices.

Contrary to popular belief, Millennials are just as undecided as other generations when they begin the car shopping process, with 70 percent undecided on which make/model they are interested in purchasing.

By the time Millennials reach the dealership, they are significantly less likely to switch the make/model they have decided on: 70 percent end up purchasing the same make/model they had in mind when they first visited the dealership, compared with 66 percent of all car buyers.

“Since the majority of Millennials are decided on which vehicle they want to purchase by the time they get to the dealership, the opportunity for dealers and OEMs to influence their purchase decisions is online – where they spend the majority of their shopping time,” said Isabelle Helms, vice president of Research at AutoTrader.com.

“With that, it’s incredibly important for automotive advertisers to understand how Millennials are shopping online and across mobile devices.”

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Owners of 2015 Chevrolet Corvettes will feel better about handing over the keys to their car, thanks to the new Valet Mode with Performance Data Recorder.

The industry-exclusive system allows drivers to lock the interior storage, disable the infotainment system and record video, audio and vehicle data when the Valet Mode is active.

"Think of it as a baby monitor for your car," said Harlan Charles, Corvette product manager. "Anyone who has felt apprehension about handing over their keys will appreciate the peace of mind of knowing exactly what happened while their baby was out of sight."

Introduced in 2014, the Corvette Valet Mode is turned on through the settings menu and activated by entering a unique four-digit code. A confirmation entry of the code simultaneously locks the storage bin behind the center stack display, the glove box and disables the radio and infotainment system.

With the introduction of the industry-first Performance Data Recorder for 2015, Corvette drivers can also record HD video, in-car audio, and vehicle data – including speed, engine RPM, gear position and g-force – when Valet Mode is active.

## Corvette Museum To Celebrate 20th Anniversary

National Corvette Caravans from around the globe will participate in the National Corvette Museum's 20th-year celebration.

The museum in Bowling Green, Ky., will hold the event the weekend of Aug. 27-30.

As with past Labor Days, said National Corvette Museum spokeswoman Katie Frassinelli, this celebration is a member-driven event, which unites friends, family and enthusiasts for a look back on the museum's history and future.

"Visitors can see our many displays, and can join us for our Grand Opening of the new NCM Motorsports Park with scheduled parade laps around the road course, Frassinelli said.

"We'll have many scenic self-guided road tours to choose from, special video presentations and seminars, raffles, the annual open membership meeting and more."

The event will also include the Lifetime/VIP dinner, 10-year/15-year/20-year member recognition, Ambassador luncheon, and the "Corvette Hall of Fame" induction ceremony and banquet.

"We will induct John Heinricy, Jerry Burton, and Dave MacDonald into the prestigious and elite group of recipients who have made a significant contribution to Corvette history," Frassinelli said.

In other museum news, the Associated Press reported that the sinkhole that swallowed up eight cars at the National Corvette Museum will be partially filled in with plans for a bridge built over the top of the section left open.

Frassinelli said the facility will keep a 25-by-45-foot section, about 30 feet deep, with a bridge over it as a tourist attraction.

Frassinelli told WDRB-TV in Louisville that officials wanted to leave the Skydome room as is, for people attending the 20th anniversary celebration.

The sinkhole in February did more than \$1 million in damage to cars that fell on rocks. The cars were eventually pulled out of the hole. The Skydome area will close in September, so repairs can begin.

The video can be viewed instantly on the Corvette's eight-inch color touchscreen when the car is parked, or downloaded to a computer.

"Performance Data Recorder was initially designed as a tool for track days, allowing drivers to record their laps and improve their driving skills," said Charles.

"We soon realized the system could have many more applications, such as recording a scenic drive up Highway 101, or recording when the Valet Mode is activated."

The Performance Data Recorder – or PDR – system was developed with Cosworth, the British motorsports-engineering company that supplies the Corvette Racing team's data ac-

quisition and telemetry electronics systems.

The system includes three major components. First is a 720p, high-definition camera mounted within the windshield header trim, which records the driver's point-of-view through the window. Audio is recorded via a dedicated microphone in the cabin.

Second is a self-contained telemetry recorder. The system utilizes a dedicated GPS receiver and is hardwired into the Stingray's Controller Area Network to access vehicle information.

Finally, the system features a dedicated SD-card slot in the glove box for recording and transferring video and vehicle data. An 8-gigabyte card can



Valet Mode in action

record approximately 200 minutes of driving time.

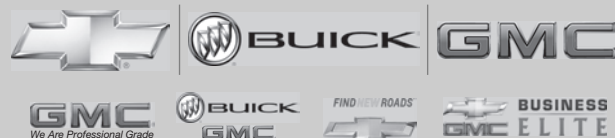
The PDR system can record video with three data overlay options, including Track Mode, Sport Mode, Touring Mode and Performance Mode.

Also included with the system is the "Cosworth Toolbox" soft-

ware, which combines Cosworth's professional-level motorsport data analysis with an easy-to-use graphic interface for users who want a more in-depth understanding of their performance.

Valet Mode with the Performance Data Recorder will be available on all 2015 Corvette models.

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