Tech Center News...

WARREN, MICHIGAN

VOL. 39 NO. 1

Covers the Tech Center and the Immediate Area

SEPTEMBER 8, 2014

Scholarships Help Women Gain Dealer Spots

General Motors' Women's Re- this. The motivation is to attract tail Network has awarded a record nine scholarships totaling \$24,000 for 2014 to women seeking automotive retailing careers as part of its "Drive to Succeed"

GM, its dealers and other partners have presented nearly \$75,000 in scholarships since 2011 to women in the U.S. and Canada. An industry first, the program has grown steadily and is helping to increase the number of women qualified to enter automotive retailing, including sales, marketing, management and other technical fields, said GM spokesperson Ryndee Carney.

"This is the fourth year that this scholarship program has been in effect," Carney said. "And this year, for the first time, the program includes Canada, while the number of scholarships increased 30 percent and the financial contribution increased 40 percent compared to 2013.'

The money for the scholarships comes from a combination of donations from GM Women's Retail Network, as well as from dealers who have participated in the past, Carney said. They also have scholarships from Ally and GM Financial.

"The GM Women's Retail Network was founded in 2001," Carnev said. "It was the first and remore women as dealers. But not only women as dealers, but women who might want to have a bigger role in the retail car business. I'm talking about positions such as general manager or even auto technician."

More women than ever are becoming dealers, Carney said. Some inherit a family dealership, but others have decided to become dealers.

Right now GM has 215 women dealers in the United States out of a total number of about 4,300 dealers, or about 5 percent.

"There is information out there that indicates that women influence about 80 percent of new car purchases," Carney said. "It's just a good idea for GM to try to help women take advantage of the opportunities that exist now in the industry."

The 2014 scholarship winners

- Lisa Bodamer, Eagle River, Wis.:
- Sandra Giron, Downey, Calif.; • Sara Landry, Bay City,

CONTINUED ON PAGE 3



Mich.;

mains the only OEM program like Randigale Smith of Dunlap, Ill., was awarded a GM scholarship.



The unrepairable 1993 40th Anniversary Corvette stays on display.

Corvette Museum Sinkhole To Be Plugged, Says Board

By BRUCE SCHREINER Associated Press

A massive sinkhole that swallowed eight prized sports cars won't be a permanent attraction at the National Corvette Museum in Kentucky.

The museum's board of directors voted Aug. 30 to fill in the entire hole that opened up in February and became an Internet sensation.

Curiosity over the hole revved up attendance and revenue for the museum in Bowling Green, an hour north of Nashville, Tenn. Board members reversed course by deciding against preserving a section of the gaping

Mindful of the hole's popularity, museum officials in late June were leaning toward keeping part of the hole open and putting a crumpled sports car back in it.

The move would memorialize what happened when cars toppled like toys amid rocks, concrete and dirt when the sinkhole

CONTINUED ON PAGE 2

August Sales Best in 11 Years

shift in American car-buying toward trucks and crossover SUVs is creating great deals on compact and midsize cars.

The shift, which has been going on for more than a year, is hurting car sales so much that automakers are offering bigger discounts to keep moving metal.

The change became even more pronounced in August, with companies such as General Motors and Chrysler reporting that truck sales, including crossover SUVS, were up while car sales

The increasing SUV and truck popularity, and discount-fueled sales of some midsize cars, helped the U.S. auto industry to its best August in 11 years last month, with sales rising 5.4 percent from a year ago to 1.58 million, according to Ward's Auto-

While prices remain high for trucks and SUVs, they're either falling or rising only slightly on cars, and that means good deals for consumers

"It's definitely a good time to buy a midsize car," said Jessica Caldwell, senior analyst at the Edmunds.com automotive web-

Every midsize sedan is comfortable, looks good and performs well, so price is nearly the only differentiator, she explained.

Automakers spent an average of \$1,841 per car to discount compacts last month, up 7 percent from a year ago, while prices fell 1.2 percent, according to estimates from Edmunds.

On midsize cars, companies spent an average of \$2,344 on discounts, up 4 percent.

The average sales price rose

DETROIT (AP) - The seismic slightly as buyers added fea-

Yet for some brands, deals brought out car buvers:

- Honda reported record sales of its Accord midsize car in August up 33 percent to more than 51.000.
- Nissan reported an August record for its Altima midsize car, with sales up 4 percent.
- Ford's Fusion also did well, with sales up nearly 20 percent.
- Accord sales were so high that it again unseated Toyota's midsize Camry as the top-selling car in the U.S. for the month.
- Camry sales fell 1.5 percent to just over 44.000.

Caldwell theorized that Accord, Fusion and Altima sales were aided by discounts that brought owners with older versions of the cars off the sidelines.

"All of those vehicles have pretty large customer bases. she said. "They see some of the deals that are out there.'

Edmunds estimates that Honda spent \$2,013 per car on discounts for the Accord in August. more than three times what it spent a year ago. Altima discounts were \$2,293, up 5 percent, while Ford discounted the Fusion by \$2,774, up 42 percent.

Crossovers, which are built on car underpinnings, making them more efficient and maneuverable than the old truck-based SUV, get gas mileage that's similar to cars.

Buyers, especially empty-nest baby boomers who are downsizing, like the storage space and utility, said Erich Merkle, Ford's top sales analyst.

Small crossovers such as Honda's CR-V accounted for 17.3 percent of the market last month.

CONTINUED ON PAGE 5



The Town & Country recorded its best-ever sales in the month of August.



The Chevrolet Traverse enjoyed a strong August at GM.



The Ford Explorer had its best August sales month since 2004.

Chrysler Sales Soar 20 Percent

Chrysler posted double-digit gains in U.S. sales last month.

With sales of 198,379 units, Reid Bigland, head of U.S. Sales, "Chrysler Group sales soared 20 percent last month resulting in our strongest August sales in 12 years.

"Our Jeep brand continued its torrid sales pace recording its best August sales ever.

CONTINUED ON PAGE 5

GM Truck Sales Up 18 Percent

General Motors dealers delivered 272,423 vehicles in the United States in August, led by an 18 percent increase in truck sales compared with a year ago, a 10 percent increase in GMC deliveries and a 30 percent increase in commercial sales.

Total deliveries were down 1 percent compared with last August, which was GM's best sales month of 2013. Retail deliveries,

CONTINUED ON PAGE 5

Fusion, F-Series, **Escape Lead Ford**

Ford continues to set vehicle sales marks in the U.S. as the auto industry shifts its priorities.

Ford Motor Company U.S. sales totaled 222,174 vehicles in August, up 0.4 percent from a year ago and the best August sales in eight years.

Retail sales of 178,800 vehicles increased 2 percent, while fleet sales of 43,374

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Tech Center News

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Contact us: Info@TechCenterNews.com

Deadline: Thursday 5:00 p.m. for the next edition of Monday

William Springer II, publisher Lisa A. Torretta, operations Jim Stickford, news

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Local Orchestra Kicks Off 42nd Season Sept. 28

The Motor City Symphony Orchestra (MCSO), formerly known as the Warren Symphony Orchestra, is kicking off its 42nd season with a concert on Sunday, Sept. 28, at 3 p.m. in the Macomb Center for the Performing

The program, titled, "Blended Traditions," includes George "An American in Gershwin's Paris," Astor Piazzolla's "Tangazo Variation on Buenos Aires," Scott Gwinnell's "Brush Fire." Eden Ahbez's "Nature Boy" and Richard Rodgers and Lorenz Hart's "My Funny Valentine."

The Motor City Orchestra will be sharing the stage with the Scott Gwinell Jazz Orchestra, said MCSO spokesperson Jessica Trepton.

These two acclaimed ensembles, performing separately and together on one stage, will offer a wide variety of works, blending the traditions of classical, jazz and popular music," Trepton

Tickets may also be purchased online at macombcenter.com or by phone at 586-286-2222.

For more information regarding this concert, contact Jessica Trepton at wrnsymp@aol.com or Jeff Cutter at cutterjeff@hotmail.com.

Red Wings' Abel And Howe Were Able – and How!

Windsor Star sports writer Bob Duff will be at the Warren Public Library's Civic Center branch on Monday, Sept. 16, at 6 p.m. to talk about his book " Original Six Dynasties: The Detroit Red Wings.'

Duff's book covers the history of the Red Wings from 1942 to 1967, when there were only six teams competing for the Stanley

Duff, in his book, describes this period as a golden age for the Red Wings.

They had such star players as Gordie Howe, Sid Abel and Ted Lindsay

"Original Six: The Detroit Red Wings" is a photo tour of this period in hockey history. There are 283 rare and never-beforepublished photographs documenting the era.

Duff's book will be on sale.

Space is limited and those wishing to attend are asked to reserve a seat by calling 586-574-



Corvette Museum Sinkhole to be Plugged, Says Board

CONTINUED FROM PAGE 1

opened up in the museum's Skydome.

The option of keeping part of the hole open lost favor because of added costs due to safety features, museum officials said.

"We really wanted to preserve a portion of the hole so that guests for years to come could see a little bit of what it was like, but after receiving more detailed pricing, the cost outweighs the benefit," said museum Executive Director Wendell Strode.

To keep part of the hole, workers would have installed 35-foottall retaining walls and inserted beams in the hole to prevent future cracking, said museum spokeswoman Katie Frassinelli. Costs mounted to about \$1 million - double earlier estimates due to safety and humidity-control features.

Another worry was ongoing maintenance costs if a section of the hole stayed open, they said.

The museum didn't disclose

how much it will cost to fill in the 60-foot-long, 45-foot-wide, 30foot-deep sinkhole. Repairs are expected to start in November and take about six months, officials said.

The museum will remain open, but the Skydome will be sealed off from visitors, who will be able to watch the repairs through a Plexiglas wall.

The hole will be filled completely with rock, then workers will drill into it to install steel casings, Frassinelli said. Crews will pour grout into the casings, creating a steel-and-concrete pillar to provide additional support under the floor.

Bowling Green, in south-central Kentucky, sits in the midst of a large karst region where many of Kentucky's longest and deepest caves run underground. A karst region displays distinctive surface features, including sink-

No one disputed the bonanza the Corvette Museum reaped from the sinkhole as more people ventured off the nearby interstate to visit.

Security camera footage showing the floor's collapse has been viewed nearly 8.3 million times on YouTube, the museum said.

The Corvettes were pulled out of the hole to great fanfare. Visitors have been able to take a close look at the hole and the damaged cars.

Attendance surged by 66 percent since the hole opened up and revenue shot up 71 percent, Frassinelli said.

Museum membership has increased, and sales of merchandise are up at the museum, she said. The museum sells sinkholerelated shirts, postcards, prints and a 39-minute DVD about the sinkhole.

Meanwhile, the museum and Chevrolet have decided to repair three of the damaged cars.

Chevrolet will restore the 1992 white 1 millionth Corvette and the 2009 ZR1 Blue Devil, which was the first car pulled from the hole. Chevrolet will fund restoration of a 1962 black Corvette, but the museum will oversee the work. The other five were too badly damaged but will be displayed in their dented and crushed conditions at the muse-

"As the cars were recovered, it became clear that restoration would be impractical because so little was left to repair," said General Motors global product development chief Mark Reuss. "And, frankly, there is some historical value in leaving those cars to be viewed as they are.'

The museum owned six of the cars and the other two were on loan from GM.

In all, General Motors will provide nearly \$250,000 in support to help the museum recover from the sinkhole, the automaker said.

Announcements about repairing the sinkhole and cars came as thousands of Corvette enthusiasts converged on Bowling Green during the holiday weekend to celebrate the museum's 20th anniversary.

'We Make Category Cars Nervous' - Dodge/SRT's Kuniskis

With the Dodge's consolida- Dodge brand, Kuniskis said, "totion with SRT, the brand is getting back to its performance roots with every model it offers.

So said Tim Kuniskis, president and CEO of the Dodge and SRT brands, in a statement to the media.

The consolidated Dodge and SRT brands will offer a complete lineup of performance vehicles that stand out within their own segments. Kuniskis said.

Dodge, which celebrated its 100th anniversary this past July, is the "mainstream performance" brand within the Chrysler show-

SRT is positioned as the "ultimate performance" halo of the gether creating a complete and balanced performance brand with one vision and one voice."

He added, "At Dodge, we don't make category cars. We make category cars nervous. Dodge strives to turn everyday vehicles into personal statements.

"Our vehicles are modern performance cars that deliver that visceral feel that reminds buyers why they fell in love with driving in the first place."

The Dodge brand, Kuniskis said, has a drive to innovate and a passion to engineer vehicles that are faster, better or smarter and deliver an attitude that was built into the brand by the Dodge

brothers themselves a century

"With 100 years of history to build on, as well as the innovative spirit of its founders, Dodge is taking the best of its innumerable successes over the years the technological advancements of the '30s and '40s, design evolution of the '50s, the racing heritage of the '60s, the horsepower

"From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2015 models deliver best-in-class horsepower, class-

of the '70s, the efficiency of the

'80s and unbelievable styling of

the '90s - as it paves the road to

its future," Kuniskis said.

exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few.'

For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat and the Dodge Charger SRT Hellcat, said Chrysler spokesperson Kristin Starnes.

The Dodge lineup includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey.



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COVERS THE TECH CENTER AND THE IMMEDIATE AREA

SEPTEMBER 8, 2014

Not a Sandcastle, But a **Sandtruck Wows Visitors**

thing, doggone it.

It even gets into the act when the new 2015 Chevrolet Colorado took the stage Labor Day weekend at the 2015 U.S. Sand Sculpting Challenge in San

One of the trucks on display that weekend was a Colorado sculpted (mostly) out of sand.

"It's mesmerizing to watch it materialize, but even more so to watch it in about a minute," said GM spokesperson Otie McKinley. "I urge everyone to try to watch the video we put on our news page. It shows, in about a minute of video time, how the sculpture was created.

Chevrolet, McKinley said, is a sponsor of the event, and it was decided that, when Chevrolet agreed to be a sponsor of this year's event, displaying a sculpture of the new Colorado would be a good idea.

"It's a great fit for the Colorado to be partnered with the U.S. Sand Sculpting Championships," said Tony Johnson, Colorado marketing manager.

With Southern California being the largest mid-size truck market in the country, the Colorado is right at home here in San Diego.'

So, after hiring The Sand Guys which included a past winner of the contest's master category McKinley sent them the specs

That darn sand gets in every- they needed to create the sculp-

"They were even able to integrate elements of a real Colorado into the sculpture," McKinley said.

"That's why, when you look at pictures of the sculpture, you can see real wheels, a grille with headlights and the Chevy logo and the Colorado name in chrome on the pickup.'

McKinley said The Sand Guys, five in all, started with about 75,000 pounds of sand and that it took the crew of three about five days to create the sculpture.

"It's just amazing to look at," McKinley said. "The sand itself has a high clay content that creates adhesion, so – barring a massive downpour – the sculp-



Chevy's sand sculpture of a 2015 Colorado pickup truck in San Diego.

ture can stay up and keep its form indefinitely.

"Sadly, the last day of the contest was on Sept. 1, and I drove by on Sept. 2, and the sculpture

had already been smashed down. It really breaks the heart to see that it was no longer there.'

The Colorado will be in dealerships nationwide this fall.

Nevada Wins Bid for Tesla's Battery Factory

(AP) RENO, Nev. – The Biggest Little City in the World is about to get a new neighbor: the biggest lithium battery factory in the world.

Nevada Gov. Brian Sandoval said the new plant will create more than 22,000 new jobs and pump \$100 billion into the state's economy over the next 20 years.

Tesla CEO Elon Musk declared the Silver State the winner last week of a high-stakes battle with California and three other states for the \$5 billion "gigafactory" he says they need - and need fast to mass produce cheaper batteries for its next line of more affordable electric cars.

Sandoval unveiled the package of tax breaks and incentives worth as much as \$1.3 billion that his economic development team negotiated with Tesla in secret for nearly a year to bring the plant to an industrial park 15 miles east of Sparks, a Reno sub-

The package still must be approved by lawmakers during a special session of the legislature, which appears inclined to do so and could take action as early as next week. But Sandoval called it a "monumental announcement that will change Nevada forever."

confided Nevada's wasn't the most lucrative among the offers from California, Texas, Arizona and New Mexico. But "it wasn't just about incentives," he said, citing Nevada's pro-business regulatory climate and his "high confidence" the plant will be ready to open in 2017.

Women Earn Nine Scholarships for **Dealership Spots**

CONTINUED FROM PAGE 1

- Alexandra Morse, Orillia, Ontario, Canada:
- Christina Salmon, Midland,
- Laura Sandall, Princeville,
 - Sheryl Sickels, Adrian, Mo.;
- Randigale Smith, Dunlap, Ill.;
- Bethany Toups, Rochester,

The winners came from a broad spectrum of women andinclude a military veteran as well as mothers, dealership employees and a few repeat winners, said Celeste Briggs, director of the GM Women's Retail Network.

"This effort has expanded and become more inclusive," Briggs

"Women with various experiences and interests are welcome. Our candidates reflect the diversity of our female customers, which is a key to the program's success?

Two new scholarships were added for 2014 - the GM Financial scholarship and the "Patsy's Promise" scholarship sponsored by Patsy Williamson of Patsy Lou Buick-GMC in Flint, Mich.

Ally Financial continued its third year of sponsorship.

More information about the GM Women's Retail Network "Drive to Succeed" scholarship available program is http://www.gmsac.com.

GM Volunteers Brighten Up Neighborhoods in Michigan

across the country will receive a helping hand from General Motors' employee volunteers next week as part of the company's third annual "teamGM Cares Week.

From delivering Teddy Bears to cancer patients to cleaning up beaches and neighborhoods, countless projects will take place Sept. 8-12.

"Along with our commitment to customers, our company is dedicated to giving back and supporting the communities in which we live and work," said GM CEO Mary Barra.

Through the philanthropic efforts of the GM Foundation and our employee volunteers, we look for opportunities to make a difference and positively impact those in need."

take place during the week of service, or during other specially

Communities and nonprofits designated volunteer times, include a Detroit Blitz Build with Habitat for Humanity Detroit.

Nearly 50 volunteers from GM facilities across Southeast Michigan will perform various construction activities in the Morningside Commons Neighborhood, including a GM Foundation-sponsored home.

Also, volunteers from the Tech Center will assist at local food banks, including Forgotten Harvest and Gleaners Food Bank.

In another project, about 150 volunteers will work on the Junction Street Clean Neighborhood project, a longstanding community initiative that connects Detroit Cristo Rey High School, Southwest Detroit Environmental Vision, Ideal Group and other businesses to their neighbors.

And, GM volunteer teams will Examples of projects that will remove blight, pick up trash, cut grass and paint over graffiti in a beautification effort.





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BorgWarner Opens New Plant Near Shanghai

BorgWarner officially opened its new production facility in Taicang, China, on Sept. 4.

With a building area of 161,500 square feet, BorgWarner's new green facility is strategically located in a major development area close to Shanghai and is its second turbocharger plant in China, said company spokesperson Erika Nielsen.

Propelled by growing demand in the Chinese market, the new BorgWarner facility will produce advanced turbocharging technologies for several automakers. BorgWarner expects the Chinese light vehicle turbocharger market to more than double from 4.2 million units in 2014 to 8.6 million units by 2019 as emissions standards become increasingly tight. The plant in Taicang will employ 150 people by the end of 2014, and is expected to rise to 500 employees by 2018.

"With our new production facility in Taicang, we are building the foundation for our long-term expansion as a leading supplier of turbocharging technology, engineered and manufactured to improve fuel economy, reduce emissions and enhance performance," said Frederic Lissalde, president, BorgWarner Turbo Systems. "Enhancing our capabilities will meet growing customer demand through localized production and strengthen our product portfolio and customer relationships in China."

Will Drivers Scoot Around Town on 3 Wheels?

ROYAL OAK, Mich. (AP) - Your next commuter car could have two seats, three wheels and get 84 miles to the gallon.

Elio Motors wants to revolutionize U.S. roads with its tiny car, which is the same length as a Honda Fit but half the weight. With a starting price of \$6,800, it's also less than half the cost.

Phoenix-based Elio plans to start making the cars next fall at a former General Motors plant in Shreveport, La. Already, more than 27,000 people have reserved one. Elio hopes to make 250,000 cars a year by 2016. That's close to the number Mazda sells in the U.S.

Because it has three wheels two in front and one in the rear the Elio is actually classified as a motorcycle by the U.S. government. But Elio Motors founder Paul Elio says the vehicle has all the safety features of a car, like anti-lock brakes, front and side air bags and a steel cage that surrounds the occupants. Drivers won't be required to wear helmets or have motorcycle licens-

The Elio's two seats sit front and back instead of side by side, so the driver is positioned in the center with the passenger directly behind. That arrangement, plus the low seating position the Elio is just 54 inches tall and the lack of power steering take a little getting used to.

But after a couple of spins around the block in this Detroit suburb, it felt like any other small car. That's partly because its two front wheels stick out by a foot on both sides, aiding balance and preventing the vehicle from tipping.

The Elio has a three-cylinder, 0.9-liter engine and a top speed of more than 100 miles per hour. It gets an estimated 84 mpg on the highway and 49 mpg in city driving.

Elio keeps the costs down in several ways. The car only has one door, on the left side, which shaves a few hundred dollars off the manufacturing costs. Having three wheels also makes cheaper.

It will be offered in just two configurations - with a manual or automatic transmission - and it has standard air conditioning, power windows and door locks and an AM/FM radio. More features, such as navigation or blind-spot detection, can be ordered through Elio's long list of suppliers.

Germany's Daimler also promised to revolutionize American commutes with the Smart car, but that hasn't panned out, says Karl Brauer, a senior analyst with Kelley Blue Book. Smart sold just 9,264 cars in the U.S. last year.

The Smart has a starting price of \$13,270 for a gas-powered car and gets 38 mpg on the highway - not enough savings or fuel economy to justify sacrificing comfort in the tiny car. But, Brauer said, the equation might work in the Elio.

"If it really gets 84 mpg and doesn't drive terribly, it would justify the compromises you're



Elio Motors' two-seater, three-wheeled car gets 84 miles to the gallon.

making in size and comfort," he said.

Elio will also save money by selling the cars directly through its own stores and not through franchised dealers, similar to electric car maker Tesla Motors. Elio plans stores in 60 major metropolitan areas. They'll be serviced by car repair chain Pep

Paul Elio, a one-time stockbroker and New York City cab driver, dreamed as a kid that he would one day own a car company called Elio Motors.

"As I matured, I decided that was as likely as playing in the NFL," Elio told The Associated Press. But he did earn an engineering degree at General Motors Institute - now Kettering University - and started his own company engineering products like children's car seats.

In 2008, tired of high gas prices and the country's dependence on foreign oil, he started working on a fuel-efficient car. Equally important to him was creating U.S. manufacturing jobs and making the car inexpensive enough to appeal to buyers who might otherwise be stuck in old, unreliable clunkers.

"Whatever matters to you, this can move the needle on it," he said.

The recession killed his engineering company, but it also provided the opportunity to buy the Shreveport plant when GM filed for bankruptcy protection. Elio Motors plans to employ 1,500 people at the plant.

The company has also applied for a \$185 million advanced vehicle development loan from the U.S. Department of Energy.

Paul Elio said, so far, reservation holders are older, more affluent buyers who will use the Elio as a second or third car for commuting.

"Its an 'and' purchase for a lot of folks," he said. "So keep your SUV or your minivan or your large sedan, and when you're driving back and forth to work all by yourself, take the Elio.

"At this price point and this mileage, that works financially for folks.

Eventually, though, he believes the car will appeal to high school and college students as well as used-car drivers who want something newer and more reliable. He also hopes to eventually export it to other countries.

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Cooper Standard Expands

Cooper-Standard Holdings Inc., the parent company of Cooper-Standard Automotive Inc. agreed to purchase an additional 47.5 percent of Huayu-Cooper Standard Sealing Systems Co., Ltd., its joint venture with Huayu Automotive Systems

Upon completion, Cooper Standard will become the 95 percent equity owner of the business, while 5 percent will be retained by the Shanghai Zhaotun Collective Assets Managing Co.

This acquisition is anticipated to close in the first quarter of 2015 and is subject to Chinese regulatory and other approvals.

The 2013 sales of Huayu-Cooper Standard Sealing Systems were \$187 million.

Following the completion of this acquisition, Cooper Standard will own nine manufacturing facilities and two technical centers in China, and will be the largest automotive sealing manufacturer in the domestic Chinese

Huaya-Cooper Sealing Systems has been in business for 19 years and has approximately 1,800 employees.

Cooper Standard itself employs about 5,200 people in the United States.

Huaya-Cooper Standard's primary customers in China are Shangahi GM, Shanghai Volkswagen, Toyota and Honda as well as local Chinese automakers.

Once the transaction is done, the company will be manufacturing primarily for the local Chinese market.

"This transaction is an important element in our growth strategy and positions Cooper Standard as the clear leader in sealing and trim systems in the China automotive market," said Jeffrey Edwards, Cooper Standard's chairman and CEO.

"With this purchase, Cooper Standard will be able to better support our customers on global platforms produced in China, as well as capitalize on growth opportunities with domestic Chinese automakers."



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August Sales Best in 11 Years

CONTINUED FROM PAGE 1

two points higher than a year ago.

But small cars were just under 22 percent of the market in August, down from just over 22 percent last year.

Midsize car market share fell 0.2 percentage points to 16 percent, Merkle said.

The shift, he predicted, will continue for the foreseeable future, although it may slow next

Jeff Schuster, executive vice president of forecasting for LMC Automotive, said he expected the shift to continue beyond next year, but he also predicted that eventually crossover SUV buyers

will find the deals on cars too good to pass up.

Of all major automakers, only General Motors and Volkswagen reported sales declines last month.

GM was down 1.2 percent, and struggling VW was off nearly 13 percent. Truck sales at GM were up 18 percent.

Chrysler and Nissan led the sales gains with Chrysler rising 20 percent and Nissan up nearly 12 percent.

Toyota sales rose 6 percent, while Ford and Honda each eked out a 0.4 percent gain.

Sales last month ran at an annual rate of 17.5 million, the highest annual rate since January of

GM Truck Sales Increase 18 Percent

CONTINUED FROM PAGE 1

which are sales to individual consumers, declined 4 percent. Fleet deliveries were up 9 percent compared with a year ago.

However, on a selling-dayadjusted basis, GM's total sales were up 2 percent, with retail sales essentially equal to a year ago and fleet up 13 percent.

Incentive spending as a percentage of average transaction prices (ATPs) was 10.4 percent, the lowest of all domestic automakers by a significant margin, according to J.D. Power PIN esti-

GM spending was down a full percentage point compared with both August 2013 and July

"Chevrolet, GMC and Cadillac had an outstanding month with trucks," said Kurt McNeil, U.S. vice president of Sales Operations. "Cars and crossovers like the Buick Encore and GMC Aca-

Fusion, F-Series, **Escape Lead Way To Bright August**

CONTINUED FROM PAGE 1

vehicles declined 6 percent.

"Both Fusion and Escape set records in August, each continuing on a strong pace toward 2014being a best-ever sales year," said John Felice, Ford vice president, U.S. Marketing, Sales and Service.

"It also was another solid month for F-Series, which again topped 60,000 sales and maintained its lead as the best-selling pickup in the U.S."

Fusion's best-ever August sales totaled 29,452 vehicles - an increase of 19 percent. Retail sales for the month were up 23 percent.

Fusion posted retail sales gains in every region, with the car's largest increase coming from the West – up 27 percent.

Escape sales of 28,996 vehicles were up 9 percent, while retail sales of Escape were up 23 per-

Both retail and total Escape sales set a record for August.

Explorer sales surged 25 percent for the best August since 2004, with 17,748 vehicles sold. Explorer is on pace to be America's best-selling midsize utility for a fourth straight year.

F-Series monthly sales totaled 68,109 vehicles. This marks the sixth consecutive month above the 60,000-vehicle threshold.

Inventory and sales continue to build steadily for Lincoln MKC, with 1,760 vehicles sold in August.

Dealers are nearing full stock of the new small premium utility, which coincides with the kickoff of the luxury brand's new national advertising campaign. Lincoln sales are up 13 percent year-todate through August - a pace expected to increase the rest of the vear.

dia, and the Chevrolet Sonic,

Cruze and Traverse, were also

"We also see a strong fall selling season ahead for GM and the industry, which sets the stage for the launches of the Chevrolet Colorado and GMC Canyon.

Nearly 28,000 dealer orders have been placed for the Chevrolet Colorado, along with 14,000 orders for the GMC Canyon, which both began production last week and arrive in showrooms this fall.

Light vehicle sales for the year are now expected to be near the high-end of GM's full-year outlook set in January, which was for 16.0-16.5 million units.

Chrysler Sales Soar 20 Percent, Led by Jeep, Ram

CONTINUED FROM PAGE 1

"And our Ram Truck brand contributed with a massive 39 percent sales increase, both helping Chrysler achieve its 53rd consecutive month of year-over-year sales growth."

"This is an impressive streak for a company that was all but left for dead five years ago," said Edmunds.com senior analyst Jessica Caldwell.

"Chrysler has found a real winner with the Jeep Cherokee, which has become one of its biggest sellers in the white-hot small SUV segment."

The Chrysler, Jeep, and Ram Truck brands each posted yearover-year sales gains in August compared with the same month a year ago.

The Jeep brand's 49 percent increase was the largest sales gain of any Chrysler Group brand during August and its best-ever sales in the month of August.

Seven Chrysler Group vehicles set sales records in August, including best monthly sales ever by the Jeep Cherokee, Jeep Patriot and Dodge Journey.

It was the Journey's seventh consecutive sales record this

The Jeep Wrangler, Dodge Dart, Chrysler Town & Country, and Ram Cargo Van each recorded their best-ever sales in the month of August.

The Jeep and Ram Truck brands logged the largest percentage sales gains of any Chrysler Group brands during the month.

Sales of the new 2015 Chrysler 200 mid-size sedan were up 39 percent in August compared with the previous month of July.

Chrysler Group finished the month of August with a 64 days supply of inventory (471,930

U.S. industry sales figures for August are internally projected by Chrysler at an estimated 17.4 million units.



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Customers Like Voice Tech, But It Has to Work First

In a climate of high consumer demand for increasing levels of technology in new vehicles' audio, communication, entertainment and navigation (ACEN) systems are the most problematic component category in today's new vehicles, according to the J.D. Power 2014 Multimedia Quality and Satisfaction StudySM released last week.

The study measures the experiences and opinions of vehicle owners regarding the quality, design and features of their ACEN systems in the first 90 days of ownership. Multimedia system quality is determined by the number of problems experienced per 100 vehicles (PP100), with a lower score reflecting higher quality.

In recent years, problems with ACEN have become the most prevalent type of problem with new vehicles. Specifically, builtin voice recognition surpasses wind noise as the problem most frequently reported by new-vehicle owners, said J.D. Power spokesperson John Tews in a statement to the media. Bluetooth connectivity is the secondmost frequently reported problem, followed by wind noise and navigation problems.

Problems with built-in voice recognition averages 8.3 PP100 this year, up from 7.6 PP100 in 2013. The voice recognition problems customers cite most often relate to three built-in hands-free communication issues: doesn't recognize/misinterprets verbal commands (63 percent); doesn't recognize/misinterprets names/words (44 percent); and doesn't recognize/misinterprets numbers (31 percent).

"Voice recognition and device connectivity are often inherent to the technology design and cannot be fixed at the dealership, creating a high level of angst among new-vehicle owners," said Mike VanNieuwkuyk, executive director of global automotive at J.D. Power. "Problems such as wind noise can sometimes be adjusted at the dealer-

"With voice recognition and connectivity problems, owners have had to learn to live with the shortcomings of this feature and instead rely on such workaround options as knobs and controls on the steering wheel and head unit to offset the core problem. Despite having alternative controls, this problem still negatively impacts owner satisfaction."

He said auto manufacturers continue to produce built-in voice recognition and connectivity systems that are not in sync with consumer expectations. Manufacturers have good intentions, but ultimately their efforts yield poor results, he said.

While many new-vehicle owners continue to express interest in having built-in voice recognition and connectivity, they also indicate their wireless phone is more robust than current built-in systems, and they are not eager to pay for technology they perceive will not work as needed or expected.

Nearly three-fourths (roughly 70 percent) of new-vehicle owners indicate interest in built-in voice recognition. When given a cost of \$500 for this technology, purchase interest drops to 44 percent.

Buyers: Click to Build Pickup

Today's consumers have had base extended-cab model with a the ability to go online and customize their pizza orders.

Thanks to GM, they can now also do the same thing with the new 2015 Chevrolet Colorado, thanks to the "Build Your Own" tool.

The new Colorado will be available at dealers this fall.

"Our truck lineup is all about giving truck buyers choice," said Tony Johnson, Colorado marketing manager. "With the Build Your Own site, Colorado customers can equip their truck, request a quote from the dealer and even get a price on their trade-in."

The tool can be accessed online by going to chevrolet.com/colorado-small-truck/build-your-own.html.

GM spokesperson Otie McKinley said consumers have a wide variety of options to play with.

For example, the Colorado

standard 200-horsepower, 2.5L four-cylinder engine starts at \$20,995 including destination charge.

The 305-horsepower 3.6L V6 engine adds \$1,220 and a 6-speed automatic adds \$650. The customization goes from there.

Sample builds include towing, mountain biking and commuting packages.

Regardless of what they build, all Colorado owners can stay connected with OnStar 4G LTE WiFi with a three-month or threegigabyte trial, whichever comes first.

Afterward, the Colorado's built-in Wi-Fi hotspot costs as little as \$5 per month.

McKinley said the Manufacturer's Suggested Retail Price includes destination freight charge, but excludes tax, title, license, dealer fees and optional equipment.



Magna Cameras View Future Behind Us

Magna International Inc. of Troy has reached a production milestone at its electronics facility in Holly, where the 10 millionth automotive rearview camera was recently manufactured.

With more than 130,000 square feet of engineering and manufacturing space and approximately 390 employees, Magna Electronics Holly is the only rearview camera maker in the United States and the North American market leader in automotive manufacturing, said spokesperson Tracy camera Magna Fuerst.

Serving many of the world's leading automakers, the Holly facility ships its cameras to 47 different locations in North and South America, Europe and Asia.

The company began manufacturing cameras in 2005 and has steadily increased its annual output as rearview monitors and other camera-based driver assistance systems have grown in popularity.

The Holly operation also serves as the global incubator for Magna's camera products and the manufacturing expertise required to make them, Fuerst

Since establishing its cameramanufacturing template in Holly, Magna has duplicated the processes and equipment in its facilities in Germany and China to achieve consistently high quality and the ability to support customers on a global basis, said Fuerst.

This milestone is a testament to our innovative spirit and commitment to world-class manufacturing," said Olaf Bongwald, vice president of Magna Electronics.

"As driver assistance technologies continue to expand globally, Magna looks forward to sustained market leadership and



Magna's rearview camera

future production milestones."

Earlier this year, the U.S. National Highway Traffic Safety Administration (NHTSA) adopted a rule mandating rear visibility technology in all vehicles under 10,000 pounds manufactured on or after May 1, 2018.

Since rearview cameras offer automakers a cost-effective and reliable way to comply with the recent NHTSA rule, Magna officials said they expect to realize "additional opportunities to further enhance our leadership position in this product area.'

Magna's complete portfolio of camera and driver assistance systems includes rearview, sideview and front-facing cameras that support systems such as adaptive cruise control, collision mitigation braking, 360-degree bird's-eye view and automated parking.

"With engineering and manufacturing teams in the U.S., Germany and China, Magna is uniquely positioned to support our global customers with our innovative camera technology,' said Swamy Kotagiri, Magna's chief technical officer.

"Cameras are a highly flexible sensor to include in an automobile. Once we have one or more cameras in place, there are many natural applications for driver assistance and safety that enhance the driving experience.'

Magna Electronics Holly was recognized last month by the I-69 Next Michigan Development Corporation for job creation and the positive impact the facility has made on mid-Michigan.

Magna Building **Tennessee Plant**

A new state-of-the-art manufacturing facility is being built by Magna International in Spring Hill. Tenn.

The 122,500-square-foot facility will manufacture complete assemblies supplying seat General Motors' Spring Hill Assembly Plant.

The Magna plant will be fully operational in January 2015.

This new facility demonstrates our commitment to GM in delivering high-quality products through our world-class manufacturing initiatives," said Mike Bisson, president of Magna

"We are pleased to support our customer and look forward to potential growth opportunities.'

Jeff Fuller, general manager of Magna Spring Hill, said, "Spring Hill, Maury County, and the State of Tennessee have been extremely supportive in our plans for the new plant.

"We are excited to partner with the local government to create jobs and position ourselves for future business.'

The new facility becomes Magna's fifth location in Tennessee and is expected to employ approximately 75 people when it begins production next



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Mustang Auctioned to Benefit Hospital

Henry Ford Health System's ance that will be instantly recog-Edith and Benson Ford Heart & Vascular Institute will be the beneficiary of an auctioned

The 50 Years Limited Edition 2015 Ford Mustang, badge No. 1,964, will be offered at the Barrett-Jackson Las Vegas auction Sept. 25-27.

Ford will build only 1,964 units of the 50 Years Limited Edition Mustang fastback in honor of the year the pony car debuted, said Ford spokesperson Brian Cotter.

"Ford Mustang inspires passion like no other car," said Raj Nair, Ford group vice president, Global Product Development.

The visceral look, sound and performance of Mustang resonates with people, even if they've never driven one. Mustang is definitely more than just a car – it is the heart and soul of Ford Motor Compa-

That makes it all the more fitting that this rare 50 Years Limited Edition Mustang will be auctioned as part of the annual "Get ing this custom car, the auction Your Heart Racing" program to raise funds for the heart institute, Cotter said.

Each limited-edition car features a plaque on the instrument panel engraved with a serial number and the signature of Ford Motor Company Executive Chairman Bill Ford.

A version of this Mustang will be displayed publicly at the "Get Your Heart Racing Pit Party" sponsored by Crest Automotive Group, Friday, Sept. 12 at Eastern Market in Detroit.

Based on the 2015 Mustang GT fastback with performance package, the 50 Years Limited Edition model is designed to provide customers with outstanding performance and a unique appearnizable, said Cotter.

One enthusiast has the opportunity to become the owner of one of the rarest of this limited stock, said Cotter, adding that it's likely many of the most serious Mustang fans will be involved in the bidding.

Cotter said Mustang No. 1,964 can be built to the customer's specifications, including being produced in either Kona Blue or Wimbledon White.

The winning bidder has the option to transform Mustang No. 1,964 into a one-of-a-kind replica of the official Ford Championship Weekend at Homestead-Miami Speedway pace car, or keep it as

According to Barrett-Jackson, pace cars have been among the most desirable vehicles in years past.

As a final bonus, the winning bidder can choose to have a free supercharger installed to increase the horsepower of the legendary pony car.

In addition to the pride of ownwinner will receive a VIP package to the Ford Championship Weekend at Homestead-Miami Speedway Nov. 14-16, where a preproduction unit of the 50 Years Limited Edition Mustang will pace the race.

The winning package includes airfare, hotel accommodations and two VIP tickets to the track. As part of the experience, the winning bidder has the opportunity to ride along in the official pace car as a Ford NASCAR driver completes hot laps around Homestead-Miami Speedway before the race

Last year, "Get Your Heart Racing" auctioned the "movie-star" Mustang that appeared in the Dreamworks box-office smash "Need for Speed" - a film adaptation of the popular video game of the same name.

When the Barrett-Jackson auctioneer's gavel ended the spirited bidding, that Mustang had sold for \$300,000, causing the packed house to erupt in cheers.

"The 'Get Your Heart Racing' program has become our biggest annual fundraiser, and everybody who participates seems to love it," said Sandy Hudson, chief development officer, Henry Ford Hospital.

"With the help of our sponsors - especially Ford Motor Company – we're looking to 2014 to be our biggest and best year

Honorary chairpersons for this year's "Get Your Heart Racing" are Paul and Lynn Ford Alandt and Raj Nair.

The Pit Party at Eastern Market promises food and drink, live entertainment, auction items and the opportunity to meet executives from Ford Motor Company and Henry Ford Health System, as well as other business leaders

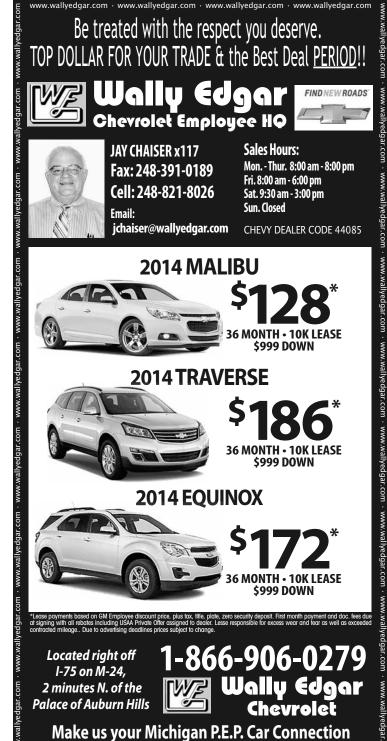
For more information on the Get Your Heart Racing program, or to purchase event tickets, visit www.GetYourHeartRacing.org or contact Kim Streich at 734-246-9639 or kstreic1@HFHS org

Ford will offer ride-and-drives and hot lap experiences for attendees of the Barrett-Jackson auction.

The ride-and-drives will feature the 2015 Expedition for the first time this year.

Ford's 2014 lineup, including the Mustang GT, Focus ST and Fiesta ST, will also be available for ride-and-drives.

Additionally. professional drivers from Miller Motorsports Park will offer hot laps in the Shelby American-built GT350, GT500 Super Snake and Shelby Focus ST.



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Cruze Hits 1.13M Sales in China, 3M Globally

Eleven plants. One hundred and eighteen countries. Eightyeight awards. And now, 3 million sales for the Chevrolet Cruze.

The best-selling Chevrolet model crossed the milestone in August, just 16 months after selling its 2 millionth model, said GM spokesperson Randy Fox.

From the U.S. and Canada, to Laos and the Philippines, to Lebanon and Qatar, the Cruze has proved itself a global player among small cars, said Fox.

"The Cruze is an extremely adaptable car that can cater to the demands of nearly every market in the world," said Alan Batey, GM executive vice president of Global Chevrolet.

"It is a testament to Chevrolet's global focus and capabilities to offer a car that is so highly regarded in so many places.

Since launch in 2008, the Cruze has collected 39 product awards in China, 27 in the U.S., 12 in Brazil, and others, Fox said.

Chevrolet is committed to building product in - or near the markets where they're sold, he said.

Cruze is built in 11 different countries on five continents and sold in 118 countries, Batey said.

"Small car sales around the world have been growing exponentially as emerging markets in Asia and South America increase car ownership while mature markets, like the U.S., downsize for

GM Financial Grows, Earns **Support from GM**

General Motors and General Motors Financial Company, Inc., have entered into a support agreement.

The agreement provides for leverage limits and liquidity support to GM Financial if needed, as well as other general terms of support.

Under the terms of the agreement, as GM Financial expands its product portfolio and grows its business, GM has committed to provide funding to GM Financial if its earning assets leverage ratio rises above pre-determined thresholds.

GM extended an intercompany revolving credit facility to GM Financial to provide up to \$1 billion of liquidity if needed.

This facility, which is subordinate to GM Financial's senior unsecured and secured debt, will replace an existing million line of credit from

The agreement also provides that GM will use its commercially reasonable efforts to ensure that GM Financial will continue to be designated as a subsidiary borrower on up to \$4 billion of GM's corporate revolving line of credit, said GM spokesperson Tom Henderson in a statement to the media.

"GM Financial is a core component of GM's business and this agreement will strengthen its capability to support GM's strategy," said GM President Dan Ammann.

Since being acquired by GM in 2010, GM Financial has significantly increased its share of GM's business, which now represents 75 percent of GM Financial's consumer loan and lease originations.

With the acquisition of the international business," said GM Financial President and CEO Dan Berce, "the growth in our North America product portfolio and the diversity of our funding platform, we are well positioned to support GM as its captive auto finance company.

"The support agreement represents the next step in the evolution of GM Financial and further cements our position as GM's captive.'

fuel economy," said Michelle Krebs, senior analyst for Auto-Trader.com.

"Small cars like the Cruze are driving sales globally and will continue to do so.'

The Cruze endured intensive durability testing, including extreme weather tests and more than 210 crash tests tailored to the regulatory demands of the countries where it is sold, Batey said.

To appeal to the different markets' tastes, the Cruze is available in three body styles, including a four-door sedan, five-door hatchback and station wagon, Fox said. Cruze is powered by several different engines, including 1.4-, 1.6-, and 1.8-liter gasoline engines, and 1.7- and 2-liter diesel engines.

"The cost of energy is going to be an issue for a long time and in most markets that's a big consideration," said Joe Phillippi of AutoTrends Consulting Andover, N.J.

"If you can offer someone very affordable, high-quality transportation at an affordable price with a substantial package of safety equipment, that's a big plus.

Chevrolet recently launched a new version of the Cruze catering to the styling and packaging demands of Chinese customers. Cruze sales in China lead all countries with 1.13 million sold since launch in 2009, Batey said.

For the U.S. market in 2015, the Cruze will have OnStar with 4G LTE standard, providing passengers with a mobile Wi-Fi Hotspot for up to seven devices. The 2015 Cruze will also have Siri Eyes Free integration, allowing users to text, call, ask for directions and even send email while keep-



2015 Chevrolet Cruze LTZ

ing their eyes on the road and hands on the wheel.

The U.S.-market 2015 Cruze has an available 2.0L turbocharged clean diesel engine, allowing drivers to cruise 717 miles on one tank of fuel.

The top five markets for Cruze sales through July 2014:

- China 1.13 million;
- U.S. 900,000;
- Russia 195.000:
- Brazil 134,000; • Canada - 123,000.

















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