



2016 Buick Cascada convertible

Buick’s Cascada Convertible To Go On Sale in Early 2016

by Jim Stickford

Buick has let its hair down by putting the top down. Buick introduced the 2016 Cascada – a convertible that uses innovative powertrain and chassis technologies – at the 2015 North American International Auto Show in Detroit. The Cascada will be the first Buick convertible offered in the United States in 25 years and the latest globally developed vehicle to join the brand’s growing portfolio. The Cascada goes on sale in early 2016, said Buick spokeswoman Lauren Indiveri. “The new 2016 Buick Cascada is a beautiful, engaging convertible that represents the very best of the brand’s global development practices,” said Duncan Al-

dred, vice president of Buick. “It’s a car that will delight customers with its fun spirit and help drive the momentum that’s fueling Buick’s success.” The Cascada’s 2+2 configuration offers comfortable room for four adults, said Indiveri, adding that its “expressive” driving experience is rooted in a rigid body structure, Buick’s sophisticated HiPer Strut front suspension and responsive Watts Z-link suspension in the rear – along with a 200-horsepower turbocharged engine. And when it comes to dropping the top on a whim, Indiveri said, it lowers in only 17 seconds at speeds up to 31 mph. “Cascada’s driving enjoyment is rooted in technologies that

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Bolt EV Concept is ‘Game-Changer’ – Barra

by Jim Stickford

Electric and hybrid vehicles aren’t special cars that people will buy to save the environment – they will only work in the marketplace when the value proposition for the customer adds up to savings. That’s how GM’s Mark Reuss explained Volt marketing plans at the media preview of the 2015 North American International Auto Show (NAIAS). It was at that show that GM introduced the 2016 Volt to the world. Reuss, executive vice president of GM’s Global Product Development, Purchasing and Supply Chain, said the new version of GM’s extended-range electric vehicle (EREV) gives customers that proposition value, through cost. With tax incentives, buyers can get a new Volt for about \$30,000 – a drop of about \$10,000 from the previous model. And the 2016 features a new, 192-cell/18.4-kWh lithium-ion battery pack and new, 111-kW two-motor drive unit. The Voltec system is up to 12 percent more efficient and approximately 100 pounds (45 kg) lighter than the previous system, Reuss said, adding that the Volt also goes from 0-60 in 8.4 seconds. What that means, Reuss said,



Mary Barra and Chevrolet’s Alan Batey with concept Bolt at NAIAS

is that the drivetrain is lighter and the battery system is more efficient, effectively giving the new Volt a range that will allow owners to drive more than 1,000 miles on average between gasoline fill-ups with a total estimated driving range of more than 400 miles – 50 of those in all-electric mode. “The improvements in the effi-

ciency and performance of the 2016 Volt are driven by what owners said they wanted in the next-generation model: more range, better fuel economy and stronger acceleration,” said Andrew Farah, vehicle chief engineer. “Building on General Motors’

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F-150 Named North American Truck of Year

By Jeff Karoub and Tom Krisher
AP Business Writers
DETROIT (AP) – Ford’s big move to aluminum for the body of its flagship F-150 truck has helped it garner some additional material: The hardware that comes with the North American Truck of the Year Award. Ford took the top truck honor last week alongside the Volkswagen Golf, which was named car of the year. The winners, voted on by about 60 automotive journalists, were unveiled at the start of press previews for the North American International Auto Show in Detroit. “Clearly, the materials have a lot to do with the story of the

truck,” Ford President of the Americas Joe Hinrichs said, though he added he’s “most proud” of what the material does for the vehicle’s capabilities. The aluminum body allowed Ford to reduce the truck’s weight by 700 pounds compared with last year’s model. That gave it greater hauling and towing capacity and better fuel economy. The lighter weight also makes the truck accelerate faster, stop quicker and handle better, he said. Ford’s truck sales, which amount to 20 percent of its North American sales, slowed last year as the company retooled factories to make the new one. Hinrichs said initial sales have been

strong with trucks sitting on dealer lots for an average of only five days. Only one factory, in Dearborn, is currently making the F-150, but a second factory in Kansas City will be ready by the end of March, he said. Hinrichs predicted sales would pick up as both plants start supplying dealers. The F-150 beat out Ford’s Lincoln MKC and the Chevrolet Colorado for truck honors. Volkswagen officials were pleasantly surprised by the VW Golf win. “We didn’t expect this award,” said Michael Horn, VW’s CEO in America, while praising competitors and fondly recalling driving a 1967 Mustang.



2015 F-150

“It’s confirmation of the way we’ve chosen to go forth. It’s a starting point to get back on track here in U.S.” Horn said the German automaker’s U.S. sales were down last year but started to climb in the

final months of the year with the arrival of new models. He added the Golf, VW’s top-selling model, also represents “the DNA of the brand” as well as its strategy for design, technology and marketing.



De Nysschen with 2016 Cadillac CTS-V at the 2015 auto show

GM’s Reuss: Goal of New CTS-V is ‘Not to Compete with BMW, Mercedes – It’s to Win’

by Jim Stickford

To expand the Cadillac brand, GM has to compete with the best in the world, and that’s exactly what the 2016 CTS-V is designed to do, said Cadillac brand president Johan de Nysschen at the 2015 North American International Auto Show. De Nysschen said the CTS-V will be launched in the late summer of 2015. It will come with 640 horsepower, 630 lb.-ft. of torque and a top speed of 200 mph. “The new CTS-V reaches higher than its predecessors, leading Cadillac’s product-driven expansion and elevation,” de Nysschen said. “It is the third generation of the acclaimed luxury sports sedan that launched the elite V-

Series a decade ago – and redefined Cadillac for a new generation of enthusiasts. “V-Series represents the very best of the Cadillac brand – the pinnacle of our design and technical capabilities. “The new CTS-V is the most compelling example of Cadillac’s product substance and brand trajectory. The new CTS-V soars into the stratosphere of the most exhilarating luxury cars.” Comprehensive updates make the new CTS-V essentially two cars in one, de Nysschen said. One is a luxury sedan with sophisticated road manners, he said, and the other is a track-capable sports car straight from the factory. It also introduces a new supercharged 6.2L V8 engine backed

by Cadillac’s paddle-shift eight-speed automatic transmission and featuring launch control and Performance Algorithm Shifting. “The philosophy is that one can’t have too much horsepower provided you have a chassis that can handle it,” de Nysschen said. “This is the most powerful car Cadillac has built in its 112-year history. “It’s a bold challenge to be sure, but only those who dare risk much will take the future. And Cadillac has dared much – but that’s the Cadillac way.” With more horsepower and torque than the Mercedes-Benz 5.5L biturbo V8 and the BMW M-series 4.4L TwinPower (twin-turbo) V8, the new CTS-V is capa-

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GM Targeting 2016 Target of 10 Percent Profit

DETROIT (AP) – General Motors says it expects pretax earnings and profit margins to increase this year over last, after adjusting last year for recall costs.

The company also predicts improved automotive results in all of its regions. It gave no specific numbers. GM is scheduled to release its fourth-quarter and 2014 earnings on Feb. 4.

GM also reiterated 2016 financial targets of 10 percent pretax profit margins in North America and a return to profitability in Europe. It also expects to maintain strong profit margins in China. Profit margin is the percentage of revenue that a company gets to keep.

The company expects 9 percent to 10 percent profit margins overall by early next decade.

GM made the predictions at a Deutsche Bank conference for analysts in Detroit last week.

GM issued 84 recalls last year covering more than 30 million vehicles in North America, costing the company more than \$2.8 billion. The spate of recalls began with faulty small-car ignition switches that are responsible for at least 45 deaths and 68 injuries. GM acknowledged knowing about the bad switches for more than a decade, yet it didn't start recalling the cars until early 2014.

CEO Mary Barra told the conference that the company didn't do everything perfectly on the recalls, but said it now has permanent systems, processes and behavior changes in place to make sure it doesn't happen again.

GM plans to reach its goals by leading in product and technology, expanding the Chevrolet and Cadillac brands globally and continuing to grow in China.

Company President Dan Ammann told the conference the company plans numerous new products during the next couple of years, including top-selling models such as the Chevrolet Cruze compact car, Chevy Malibu midsize car and Chevrolet Equinox small crossover SUV.

The company has 27 new models coming globally this year, and 38 in each of 2016 and 2017, he said.

"All major-volume entries get all-new models the next couple of years," Ammann said.

Industry Must Lower Cost of Development – Marchionne

by Jim Stickford

Fiat Chrysler CEO Sergio Marchionne spoke to the media at the 2015 NAIAS car show in Detroit about the company and its future.

On the subject of a possible merger with other automakers, Marchionne said the company was not in any talks "at the moment" to consolidate with other automakers.

"Even if we were, I doubt this would be the forum in which we'd announce it," Marchionne said. "I will reconfirm that there are discussions with others about specific projects in which FCA and others would collaborate."

"The longer I stay in this business, the more I realize that there's a large amount of capital being used by automakers for development that could be better used to develop businesses if we joined forces."

"The cost of development is well in excess of what I think a mature industry can well afford."

Marchionne went on to say that development costs force executives to take huge gambles with capital. If one of the gambles doesn't pay off, it can sink an automaker.

He added that right now the markets reflect the attitude that the auto industry doesn't use capital well even in this low-interest environment.

"I find it incredible that it took us this long to realize this," Marchionne said.

But, he added, getting automakers to collaborate is a difficult proposition for a variety of reasons, not the least of which is the ego of auto executives.

"To use an American expression, I've never heard of a turkey that invited himself to Thanksgiving dinner."

"Just look at the happy-go-lucky 1990s when we had mergers that didn't make sense."

"But the industry needs to bring down the cost of development. What I learned when I was

younger is that the biggest redundancies in the car business exist at the executive level."

Marchionne also talked about the company's facilities in Mexico and Canada.

He said he had no specifics to say about the Mexican plants other than in about 12 months, an announcement would be made what investments the company was making at those facilities.

He also said that Windsor Assembly has received about \$2 billion in investments for the next FCA minivan, which he hopes to see at the 2016 Detroit auto show. And if they decide to build a large SUV, that facility would be the logical place to do it.

Marchionne also talked a little about the Jeep plant in Toledo, saying the workers there have done a great job for the company and that effort should be acknowledged.

"Regardless of what happens with Jeep, that plant will be kept busy," Marchionne said.

"The issue is financial. It comes down to how much would it cost to build the Wrangler there. It isn't a normal production vehicle."

"The way the plant is set up imposes production limitations. We're still working through the details."

The problem is the size of the investment. Some people will have to step up to the bar. We're talking about a lot of money."

When asked about the recent drop in oil prices, Marchionne

said that shouldn't really have much effect on FCA's plans or its portfolio. The decisions that really affect what will be made are based on things like CO2 emissions, which he said that, given upcoming federal regulations, is the thing that wags the dog.

Marchionne added that it's not the price of oil that will affect the U.S. market, it's the value of the dollar. Because of its relative strength, European and Asian automakers will be "looking at the U.S. market with more affection."

In discussing automotive recalls, Marchionne said there's been a change in the paradigm of how vehicles are recalled and why.

"We need to see this process develop as we go forward," Marchionne said. "That's as far as I'll go on this."

Marchionne concluded by saying that 2015 looks to be a good year for the car business.

"There is no doubt that the in-



Sergio Marchionne

dustry sees 2015 in an optimistic fashion," Marchionne said.

"The worst case scenario is we see a stable market this year. We're all in good shape and not complacent, which is unusual. But for now, I'm saying I'm optimistic for 2015."

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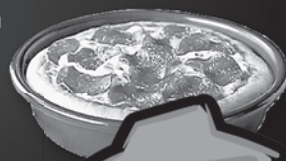
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make it more comfortable and refined," said Aldred. "Its features work harmoniously to provide a safe, connected and confidence-inspiring driving experience."

Technology and safety highlights include:

- Buick IntelliLink with a seven-inch diagonal color touch screen featuring Text Message Alerts, Siri Eyes Free for Apple phones with an iOS 6 or newer operating system and navigation.

- OnStar 4G LTE with built-in Wi-Fi hotspot.

- Electronic rear-seat entry system that automatically powers the front seats forward by simply pressing the seatback forward. It moves the seats back when the seatback is returned to the upright position.

- Electric safety belt presenters that use telescopic arms to slide the upper front safety belt assemblies from behind the front seat into closer reach for easier buckling.

- Rollover protection bars that deploy behind the rear seats when the possibility of a rollover is detected.

- Lane departure warning, rear park assist, rearview camera and Rainsense windshield wipers.

Designed from the outset as a convertible, Indiveri said the Cascada has a flowing, sculpted

profile, with fast-raked A-pillars that convey a wind-in-the-hair flair. When lowered, the top folds completely beneath a hard tonneau behind the rear seats.

"The Cascada's design blends the suggestion of speed with sophisticated and uncompromising details," said Holt Ware, Buick exterior design director.

"Most convertibles are designed from existing coupes or sedans, meaning stowage of the top is an afterthought, but not this Buick. It looks handsome and has a premium appearance when the top is lowered – and a perfect, seamless profile when it's up."

The Cascada also has plenty of storage space for the trappings of a weekend getaway, Indiveri said, including 13.4 cubic feet of cargo room with the top up and 9.8 cubic feet with the top down. The rear seatbacks fold down electronically to expand cargo capability for longer items.

The Cascada is driven by a 1.6L turbocharged engine rated at 200 horsepower. With more than 100 horsepower per liter, it's one of the most power-dense engines in the segment, Indiveri said, adding that it delivers strong torque, estimated at 206 lb.-ft., with an overboost feature that briefly pushes torque to an estimated 221 lb.-ft.

Direct injection and variable valve timing complement the



Ed Welburn, vice president of GM Design North America, with Buick Avenir concept car at NAIAS

turbo engine's performance with efficiency. It's backed by a six-speed automatic transmission.

Power from the turbocharged engine is translated into driving enjoyment via the innovative suspension system, which employs the sophisticated HiPer Strut front suspension pioneered on the LaCrosse and Regal.

HiPer Strut is based on the MacPherson strut design and features dual-path top mountings that separate the transfer of spring and damper loads to the body structure.

Indiveri said it enhances ride and handling – by reducing torque steer – more linear and communicative steering through improved camber control, and improved impact isolation on

bumps and rough surfaces.

Built on the Delta II platform, a rigid body structure features high-strength steel in strategic areas, reinforced side sills and press-hardened steel in the A-pillars. It is the foundation for the Cascada's driving experience, contributing, said Indiveri, to steering precision, ride quality and quietness – as well as safety. A 106.1-inch wheelbase, she said, enhances ride smoothness while enabling greater rear-seat leg room.

"This convertible has the same name of its Opel counterpart," Indiveri said. "It will be made in Poland and we like to think of it as a 'halo' vehicle."

"A 'halo' vehicle is one that is an aspirational vehicle that is

elevated above the rest just as a halo is above your head. The Corvette Stingray is Chevy's halo vehicle. The idea is to build a good perception of the Buick brand."

Buick also showed off the concept car Avenir, which, loosely translated, is French for future.

"The Avenir was designed with the inspiration of the class Riviera in mind," Indiveri said. "It's meant to evoke Buick's classic past while showing the public where the brand can go."

"We have no plans to produce an Avenir right now, but Buick and GM will look at the business case for one and if it makes sense, sure."

Indiveri said the response to the Avenir has been positive.

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Ford is About More Than Innovation, It's Also About Performance – CEO Mark Fields

All work and no play can make for a dull automaker, but that wasn't Ford's problem at the 2015 NAIAS in Detroit last week. Bill Ford Jr. addressed the world media at the car show on Jan. 12, saying that Ford Motor Company is a vibrant and relevant automaker today because it innovates.

"Ford has always been driven to improve the lives of drivers through innovation," Ford said. "We want Ford to be green, global and high tech. And now, green has become a core value of Ford."

"Ford has become a high-tech company. It is leading the industry in the use of advanced lightweight materials. We just announced a joint project between Dow Chemical and the federal government to develop lightweight carbon fiber materials."

Ford CEO Mark Fields added that the auto industry is about taking advantage of the high-tech revolution that's going on.

"In this brave new world, the winners will be the innovators, the disrupters," Fields said. "At Ford, the spirit of innovation is accelerating. Ford Smart Mobility is taking Ford to the next level. We've just opened up an expanded tech lab in Palo Alto, California. Our innovations have put Ford on the fast track."

But, Fields said, Ford is about more than innovation. The company is also about performance.

Ford vice president of Global Product Development Raj Nair agreed, and told the media about

The Ford GT supercar, coming back in 2016, said Ford CEO Mark Fields.

the new Ford Shelby GT350R. The new vehicle, Nair said, is a true performance vehicle.

"The Shelby GT350R Mustang is a no-compromise car in the pursuit of maximum track capability," said Nair. "It is a thoroughbred street car making use of technology and ingenuity to deliver performance few enthusiasts have ever experienced."

The car features the first-ever production V8 from Ford with a flat-plane crankshaft – the most powerful naturally aspirated engine Ford has ever produced – plus a specially tuned suspension, Nair said.

The vehicle is fitted with revised spring rates and antiroll bars, lower ride height, unique track-tuned alignment settings, revised bushings and jounce bumpers, cross-axis ball joints in the front suspension, and revised calibration controlling the MagnaRide dampers.

tion twin-turbocharged EcoBoost V6 producing more than 600 horsepower.

The GT makes extensive use of lightweight materials, including carbon fiber and aluminum – enabling outstanding acceleration and handling with improved efficiency, said Fields.

Ford's commitment to – and capability in delivering – technologies typically offered only in elite vehicles is evident in the GT, Fields said, including advanced active aerodynamics, such as a deployable rear spoiler, and a host of material and technology innovations to help better serve the driver, such as SYNC 3 – the latest version of Ford's advanced connectivity system.

"The GT is the ultimate execution of an enthusiast supercar," said Nair. "GT includes innovations and technologies that can be applied broadly across Ford's future product portfolio – another proof point that Ford continues raising the performance bar while ultimately improving vehicles for all of our customers."

The GT, Fields said, is one of more than 12 new Ford Performance vehicles coming by 2020.



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Chevrolet to Debut Prognostic Technology That Informs Drivers of Potential Issues

Chevrolet is using advanced connected vehicle technology to give customers a sense of assurance in their vehicles.

This new tech will debut later this year, said GM spokesman Stuart Fowle.

This “industry-leading” prognostic technology can predict and notify drivers when certain components need attention – in many cases before vehicle performance is affected, Fowle said.

The predictive technology is initially focused on the battery, starter motor and fuel pump, all critical to starting and keeping a vehicle running, Fowle said.

Additional vehicle parts and components are expected to be added in future model years.

“This is a new chapter in our pursuit to provide customers with convenience and the best overall service in the industry,” said Alicia Boler-Davis, General Motors senior vice president, Global Connected Customer Experience.

“Using our innovative OnStar 4G LTE connectivity platform, we can actively monitor vehicle component health and notify our

customers if covered vehicle components need attention.

“Nobody else in the industry is offering this.”

Building on the 15-year history of connected vehicle technology through OnStar, the prognostic service relies on OnStar 4G LTE to provide data streams from sensors within the vehicle, Boler-Davis said.

When customers have enrolled their properly equipped vehicle in this service, the data is sent to OnStar’s secure servers and proprietary algorithms are applied to assess whether certain conditions could impact vehicle performance.

When indicated, notifications are sent to the customer via email, text message, in-vehicle alerts or through the OnStar RemoteLink smartphone app.

This service is expected to be available on select 2016 Chevrolet Equinox, Tahoe, Suburban, Corvette, Silverado and Silverado HD models equipped with certain powertrains.

More Chevrolet vehicles will follow with this service throughout the 2016 model year, Fowle said.

Prognostic capability is the latest advancement in a suite of services that will keep Chevrolet customers informed from the first day of ownership through many years into the future, said Fowle.

Chevrolet customers with an active OnStar connection already can monitor tire pressure, oil life and other key data points via the OnStar RemoteLink smartphone app or through a monthly diagnostic email sent from the vehicle.

In 2016, Chevrolet is adding a new capability, which allows customers to check these key data points continuously, without having to wait for their monthly email, Fowle said.

Keeping a vehicle’s tires filled to the recommended pressure and keeping vital systems well-maintained can lower fuel costs and extend a vehicle’s life, he said.

Together, said Boler-Davis, Chevrolet’s advanced diagnostic and prognostic capabilities will keep owners more informed and empowered to make every trip confidently through years of ownership.

Tesla CEO Predicts Profit with New Model

By DEE-ANN DURBIN and TOM KRISHER
AP Auto Writers

DETROIT (AP) – The head of electric car maker Tesla Motors says the company should turn a profit in five years after it brings a lower-cost car to market.

CEO Elon Musk, speaking Jan. 13 at an automotive conference, said Tesla needs to show a profit, and will when it’s selling 500,000 cars per year. He predicted that sales milestone will be reached in 2020, when its lower-cost car – the Model 3 – is in full production.

Tesla, which was founded in 2003, has never made a full-year profit. The company based in Palo Alto, Calif., expects to sell around 33,000 Model S sedans this year.

Speaking at the *Automotive News* World Congress, Musk said Tesla could make money under U.S. accounting standards “if we weren’t growing and investing great amounts of money.”

In addition to developing the Model 3 and a crossover, Tesla recently reengineered its Model S sedan to offer all-wheel drive. It’s also building a \$5 billion battery factory in Nevada that is set to begin production in 2017.

Musk wouldn’t say how many Model S sedans Tesla sold last year, citing its upcoming earnings report.

He did say fourth-quarter sales fell in China because of customers’ concerns about plugging

in their vehicles if they live in apartment buildings.

Musk said that issue is being resolved as Tesla expands its network of supercharging stations in China.

He added that North America and Europe saw a “significant increase” in sales.

In addition to the Model 3 – which, at \$35,000, would cost half the price of a Model S – Tesla is developing the Model X SUV, which is set to go on sale this summer after several delays.

Musk said technical difficulties with the crossover’s unique rear doors, which open up instead of out, were the reason.

“I do have an issue with punctuality,” Musk joked. “This car is really good. And I do not say these things lightly.”

He said he wasn’t concerned about competitors, including the Chevrolet Bolt, a \$37,500 electric car with a 200-mile range that was introduced this week at the Detroit auto show.

General Motors says the Bolt could be on sale by 2017.

“I don’t see it as a competitive threat because I think all cars will go electric,” he said. “It’s not going to affect us, really.”

Musk said he wishes more automakers would take a risk on electric cars.

Low gas prices, he said, shouldn’t hinder their adoption because electric cars are cheaper to run than gas-powered cars

Google Talks Cars at NAIAS

Chris Urmson, director of self-driving cars at Google, said Jan. 14 at the *Automotive News* World Congress that the technology giant has started talks with most of the world’s top automakers and assembled a team of global suppliers to speed its push to bring self-driving cars to market.

The suppliers named by Google included Bosch, which supplies power electronics and long-range radar to Google; ZF Lenksysteme, which supplies a new steering gear; LG Electronics, which supplies the batteries; plus Continental and Roush.

Urmson confirmed that Roush, the Michigan-based engineering and specialty manufacturing company, built the podlike two-seater that Google plans to start testing on public roads this year. *Crain’s Detroit Business*, an affili-

ate of *Automotive News*, reported that relationship last May.

Google didn’t ask a large automaker to build this car, Urmson said during a discussion with *Automotive News* publisher and Editor Jason Stein, but intends to do so in the future when it seeks to commercialize its technology.

“At some point, we’re going to be looking to find partners to build complete vehicles, and bring the technology to market,” he said.

Asked when that might be, he said, “When it’s safe and ready.”

Urmson was among more than 20 industry leaders to address the sold-out group of more than 1,200 attendees. Other speakers included Mary Barra; Elon Musk, CEO of Tesla Motors; Sergio Marchionne; and Joe Hinrichs, president – The Americas, Ford.

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Bolt EV Concept is 'Game-Changer' – Barra

CONTINUED FROM PAGE 1

industry-leading battery and drive-unit technologies, we've delivered all of that, while also making the Volt more refined and fun to drive."

Practically every element and component of the Voltec system – which includes the battery, drive unit, range-extending engine and power electronics – is new or improved, said Farah. The Volt's greater EV range and new range-extender result in a quieter driving experience.

"Volt remains the only electrically driven vehicle with range capability similar to traditional engine- or hybrid-driven cars of its size," said Farah.

"In all climates, it can be driven across town strictly on electricity or across the country with the assist of its range extender –

a claim that can be made of no other electric vehicle without condition."

GM also showed off a concept car – the Bolt – at the auto show. This vehicle, which Reuss said was well on its way to production, is a fully electric vehicle that goes a long way toward fulfilling GM's vision for an affordable, long-range all-electric vehicle designed to offer more than 200 miles of range starting around \$30,000.

"The Bolt EV concept is a game-changing electric vehicle designed for attainability, not exclusivity," said General Motors CEO Mary Barra. "Chevrolet believes electrification is a pillar of future transportation and needs to be affordable for a wider segment of customers."

Leveraging the electrification prowess established by Volt and

Spark EV, the Bolt EV concept is designed to offer long-range performance in all 50 states and many global markets, Barra said.

Drivers will be able to select operating modes designed around preferred driving styles such as daily commuting and spirited weekend cruising, for uncompromising electric driving. The modes adjust accelerator pedal mapping, vehicle ride height and suspension tuning. The Bolt EV concept is also designed to support DC fast charging.

"We have made tremendous strides in technologies that make it easier and more affordable for Chevrolet customers to integrate an all-electric vehicle in their daily lives," said Barra. "The Bolt EV concept demonstrates General Motors' commitment to electrification and the capabilities of our advanced EV technology."

"We're doing what our customers are asking us to do," Reuss said. "The Bolt has greater range for less money. I think it will be a lot of fun for people who drive it. And that's important because we're a for-profit business and we have to take a long-term view concerning mileage and CO2 standards for our fleet."

GM invited several Volt customers to speak to the media about the Volt ownership experience.

John Monsour of Clinton Township, a husband and father of two children has owned a Volt since June of 2014. Since then, he's only had to fill up the car "exactly three times."

"People are always asking me what kind of gas mileage I get with my Volt," Monsour said. "I tell them that, according to the computer, I'm getting about 165 miles to the gallon."

"They then ask me what I'm spending on electricity to charge the car. I am only spending about \$30 a month to charge the vehicle. It even tells me what the best hours are to charge to save money. It's between 1 and 4 a.m."

"So, the charge automatically charges, when plugged in, during those hours. It's a really good car and I'm glad I bought it."

Chinese Market Sees Slowing of Automobile Sales

BEIJING (AP) – Growth in auto sales in China, the biggest market by number of vehicles sold, slowed last year but reached 19.7 million vehicles as domestic brands lost more market share to foreign competitors.

Sales of passenger vehicles for the full year rose 9.9 percent, down 5.8 percentage points from 2013, an industry group, the China Association of Automobile Manufacturers, reported Jan. 12.

Global automakers are looking to China to drive sales despite declining growth rates as Beijing tries to steer the world's second-largest economy to more self-sustaining expansion and away from reliance on trade and investment.

Automakers are investing heavily in trying to appeal to Chinese tastes.

Global brands have responded to slowing sales growth in major cities by stepping up efforts to sell in towns and the countryside.

Sales in December rose 16 percent over a year earlier to a monthly record of 2.06 million vehicles, according to CAAM.

Total vehicle sales, including trucks and buses, rose 6.9 percent to 23.5 million vehicles, the group said. China's fledgling domestic auto brands were battered by foreign competition.

Full-year sales of sedans by Chinese manufacturers slumped 17.4 percent, CAAM reported.

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Chinese Carmakers Want to Enter U.S., But Face Hurdles

by DAVID RUNK
Associated Press

DETROIT (AP) – Another Chinese automaker is showing vehicles this year at the auto show in Detroit, raising the perennial question about when these companies might sell in the United States.

The answer: Years from now, according to carmakers and industry observers alike.

Chinese manufacturers have announced plans over the past decade to export to the U.S. only to postpone them when faced with passing U.S. safety and emissions tests and building a dealer network. They also must overcome big hurdles in convincing U.S. car buyers that Chinese cars have the quality they demand. Still, Chinese companies remain interested in eventually selling in the prestigious – and potentially profitable – market.

“The fact that they’re showing in Detroit doesn’t really signify that they’re coming soon,” said Michael Robinet, managing director of IHS’s automotive group. “They’re showcasing that they’re in the game, looking to expand beyond the home market.”

Any Chinese-made cars sold in the U.S. likely would come in at the bottom segment of the market for different types of vehicles, Robinet said, where they would compete in the already lively market for used cars. Buyers would need to decide whether it’s better to buy a used car made by General Motors or Toyota, for example, or a new car from a company that just arrived on American shores.

John Humphrey, senior vice president of global automotive operations at J.D. Power and As-

sociates, said the quality of Chinese-built vehicles has improved, but they still generally lack the fit-and-finish that U.S. car buyers expect. And consumers’ experience with waves of Chinese-made products that they encounter daily at stores would color their expectations about new cars.

“There’s a general perception of goods coming out of China, being fair or unfair, that they are relatively sub-par,” Humphrey said.

The Chinese automakers basically compete on price, and in the past several years have started to upgrade their design,” said Yale Zhang, managing director of Automotive Foresight, a research firm in Shanghai.

Quality has improved but “it’s not there yet to enter mature markets like Western Europe and the U.S.,” Zhang said. In the U.S., challenges include setting up distribution in an unfamiliar market in which local laws prohibit direct sales to customers, Zhang said.

Chinese companies are in their first decade displaying vehicles at the North American International Auto Show. In 2006, a lone Geely Automobile sedan sitting outside the main exhibit halls marked the first time a Chinese automaker showed a car in Detroit. Last year, the Chinese companies skipped Detroit.

This year, Guangzhou Automobile is showing vehicles including a fuel-efficient small SUV that will be sold in China starting in April and parts of the Middle East, Africa, South America and eastern Europe in late 2015.

The company, GAC, said 2017 is a possible year it would like to enter the U.S. market.



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<h3 style="text-align: center;">2015 GMC SIERRA DOUBLE CAB 4X4</h3> <p style="text-align: center; font-size: small;">LEASE THIS WELL EQUIPPED 4X4 FOR ONLY</p> <p style="text-align: center;">\$239*/MO</p> <p style="text-align: center; font-size: small;">24 MO. LEASE 10K MILES PER YEAR STK #7827-15 • DEAL #52863</p> <p style="text-align: center; font-size: x-small;">*GM Pricing plus tax, title, lic. Must have Lease Loyalty Rebate</p>	<h3 style="text-align: center;">2015 GMC ACADIA FWD SLE-1</h3> <p style="text-align: center; font-size: small;">36 MO. LEASE 10K MILES PER YEAR STK #7946-15 DEAL #51286</p> <p style="text-align: center;">\$249*/MO</p> <p style="text-align: center; font-size: x-small;">*GM Pricing Plus Tax, Title, Lic. Must have Lease Loyalty Rebate.</p>
<h3 style="text-align: center;">2015 BUICK REGAL FWD</h3> <p style="text-align: center; font-size: small;">LEASE FOR ONLY</p> <p style="text-align: center;">\$269*/MO</p> <p style="text-align: center; font-size: small;">36 MO. LEASE 10K MILES PER YEAR STK #6960-15 DEAL #52861</p> <p style="text-align: center; font-size: x-small;">*GM Pricing Plus Tax, Title, Lic. Lease Figured with Loyalty Rebate</p>	<h3 style="text-align: center;">2015 BUICK LACROSSE BASE 1SB</h3> <p style="text-align: center; font-size: small;">LEASE FOR ONLY</p> <p style="text-align: center;">\$259*/MO</p> <p style="text-align: center; font-size: small;">36 MO. LEASE 10K MILES PER YEAR STK #6869-15 DEAL #52858</p> <p style="text-align: center; font-size: x-small;">*GM pricing plus tax, title, lic. Pricing figured with Loyalty Rebate</p>
<h3 style="text-align: center;">2014 BUICK REGAL FWD PREMIUM 1</h3> <p style="text-align: center; font-size: small;">HUGE YEAR END SAVINGS LOW MILEAGE, DEMO SPECIAL.</p> <p style="text-align: center;">NOW \$26,399*</p> <p style="text-align: center; font-size: small;">WAS \$34,480 STK #6418-14</p> <p style="text-align: center; border: 1px solid black; padding: 2px;">SAVE OVER \$8,000 OFF LIST</p> <p style="text-align: center; font-size: x-small;">*Must have loyalty rebate.</p>	<h3 style="text-align: center;">2015 GMC ACADIA FWD SLE-1</h3> <p style="text-align: center; font-size: small;">LEASE FOR ONLY</p> <p style="text-align: center;">\$249*/MO</p> <p style="text-align: center; font-size: small;">36 MO. LEASE 10K MILES PER YEAR STK #7946-15 DEAL #51286</p> <p style="text-align: center; font-size: x-small;">*GM Pricing Plus Tax, Title, Lic. Must have Lease Loyalty Rebate.</p>

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*GM Employee Pricing Plus Tax, Title, Lic. and Doc. No Security Deposit Required. Total due at lease signing 2015 Regal FWD \$1672, 2015 Yukon SLE \$3060, 2015 Enclave FWD \$1646, 2015 Lacrosse Base -1SB \$1670, 2015 Acadia FWD SLE-1 \$1568, 2015 Sierra 1500 Double Cab 4WD \$1905, 2014 Encore \$1667, 2015 Terrain \$1665. *Lease Conquest Rebate Must Have Non GM Lease In Household To Expire Within 90 Days Of Delivery Of New Purchase Or Lease. *Loyalty Rebate Must Have 1999 or Newer GM Vehicle In Household. Programs subject to change. Photos may not represent actual vehicle. Price is subject to change without notice. See dealer for details. Expires 1/31/15.

GM's Reuss: CTS-V Goal is to Not Compete – 'It's to Win'

CONTINUED FROM PAGE 1

ble of 0-60 performance in 3.7 seconds, de Nysschen said.

Track-honed design, chassis and suspension elements complement the supercharged powertrain and elevate CTS-V's capability, performance and driver control to new thresholds, while enabling track driving without modifications or special procedures, de Nysschen said.

According to a Cadillac press release, key performance technologies include:

- Standard carbon fiber hood and available carbon fiber vent, front splitter, rear spoiler and rear diffuser for greater aerodynamic performance.

- Brembo high-performance brake system developed to provide durability, consistency and the capability for track-day performance straight from the factory.

- Third-generation Magnetic Ride Control delivering 40 percent faster damping response.

- Integrated chassis controls that provide balanced performance for touring and the track, including competition-spec Performance Traction Management.

- Structural stiffness increased by 25 percent for improved ride and superior handling.

- Driver-selectable modes that electronically calibrate performance variables for touring, sport and track driving conditions.

- Michelin Pilot Super Sport tires with tri-compound

technology offering excellent grip with extended wear.

- An interior with performance-oriented, sueded microfiber accents and matte-finish carbon fiber trim and available RECARO high-performance seats for spirited driving.

- Advanced safety and parking technologies, including a front curb-view camera system that provides a visual cue of curbs to protect the front splitter; automatic parking assist to find and steer into parallel or perpendicular parking spots; side blind zone alert; forward collision alert; lane keep assist, and rear cross-traffic alert.

Mark Reuss, GM vice president for Global Development, said he got to drive the CTS-V a few times in the development stage and "it's great to see it out in the real world without any camouflage."

"Driving any car at 200 mph is incredible," Reuss said. "It means you're approaching the limits of what a production car can do. Very few vehicles achieve that kind of speed. And it's hard to design such a vehicle and still have it be comfortable to drive for everyday use."

People, Reuss said, have been asking him why GM designed the CTS-V with a V8 engine when they have a great V6 that could go in the CTS-V.

"I tell them that we're not leaving anything on the table. Besides, Cadillac basically invented the V8. The goal of this car is not to compete with BMW and Mercedes – it's to win."

Lower Gas Prices Tempting Buyers to Move Up to SUVs

by JEFF KAROUB
AP Business Writer

DETROIT (AP) – Inside the auto show here, automakers are showing off electric and other vehicles designed to cut our dependence on fossil fuels. Outside, car buyers are paying the lowest prices in years for carbon-based fuels.

That dichotomy has the industry scrambling to sell alternative vehicles and buyers making choices that seemed impractical just a short time ago.

Some of the cars that will tease visitors to the North American International Auto Show include a new all-electric Chevrolet Bolt, hybrid and plug-in versions of the Hyundai Sonata, and other vehicles aimed at easing pain at the fuel pump.

But cheap gas prices across the country, driven by a surprising plunge in oil prices, are tempting potential buyers away from the small and economical and toward comparatively more gas-guzzling trucks and SUVs. That's leading automakers to take the long view, adjust production and hope big research and development bets still pay off on better mileage to meet stricter government emissions standards. They also want to appeal to consumers, who once were anxious about high gas prices.

The plummeting pump prices – now pegged by AAA at \$2.13 per gallon on average as of Jan. 12, compared with \$3.31 a year ago – have had an "immediate impact on consumer psyche," according to Edmunds.com senior analyst Jessica Caldwell. According to the car-shopping site, SUVs and pickups outsold cars in 2014 for the first time in a decade. It helps that SUVs are now built on car rather than truck platforms and have vastly improved fuel efficiency

compared with their forebears.

"People want to buy these cars and low gas prices give them the justification they need to do so," Caldwell said.

High gas prices and stricter fuel-economy rules forced the industry to improve existing gas-powered engines and to develop new vehicles that relied less – or not at all – on carbon for power. Hybrids came to prominence at the turn of the millennium with the Toyota Prius. But last year, sales of Prius models dropped 11.5 percent, compared with the previous year.

It's tough to predict a turnaround. The lower gas goes, the longer it will take to make the purchase pay off for a higher-priced, better-mileage Prius instead of, say, a Corolla.

The Prius costs approximately \$4,300 more than a comparable gas-powered vehicle. Back in July, when gas was around \$3.60 a gallon, a Prius buyer could expect it to take about 8 years to recoup the extra cost in the form of gasoline savings. At current prices, the payback doesn't come for nearly 14 years.

Still, not all small cars have suffered. Caldwell says falling gas prices have given first-time buyers and others more comfort and confidence to buy a new car. Sales of the redesigned Honda Fit subcompact were up 40 percent in December, for example, while sales of the Nissan Sentra small car rose about 43 percent.

Alec Gutierrez, a senior market analyst for Kelley Blue Book, said temporarily cheap gas isn't enough to convince buyers to make extreme moves, like trading in a subcompact for a large SUV. But low prices are prompting buyers to kick the tires of something a little larger. People shopping for a small SUV like the Toyota RAV4 are now also considering the larger Toyota Highlander, for example.




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