

GM is in a 'Hustling' Mood, Says President Alan Batey

General Motors North America President Alan Batey used the Abraham Lincoln quote – "Good things may come to those who wait, but only the things left by those who hustle" – to describe where GM stands these days.

His remarks came during a speech to the Midwest Automotive Media Association Feb. 12.

"Let me assure you, General Motors takes that wise advice very seriously," Batey said. "We aren't waiting for 'good things' to happen.

"We are hustling to make a difference – in 2015 and beyond. And we are building from a truly solid foundation, especially here in this market."

Chicago is vital for GM when several facts are taken into consideration, Batey said. For example, he added, Chevrolet has been the number-one-selling brand in Chicago for the last four years.

"Silverado was the best-selling truck in Chicago in 2014," he said. "And one in five vehicles sold in Chicago is a compact SUV, which makes Chicago the third-biggest market for compact SUVs in America."

That made the Chicago auto show the perfect venue to introduce the restyled 2016 Chevrolet



Alan Batey

Equinox, Batey said.

"Another important reason to 'hustle,' in my opinion, is that 2015 could be a great sales year here in North America," Batey said. "Frankly, it is off to an impressive start.

"Our official forecast for the year is a range from 16.5 million to 17 million. And with low interest rates, low fuel prices, and the widest range of vehicles the market has ever seen, it's possible the year could exceed everyone's expectations.

"If that happens, we intend to

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Dodge 'Shakes' Up Muscle Car Lineup

Dodge has put some muscle into its lineup with the return of "Shaker" muscle car models.

The new models are designed to deliver maximum performance and the most Dodge muscle-car heritage in the brand's lineup, said Fiat Chrysler spokeswoman Kim Starnes.

The new 2015 Challenger R/T Shaker, R/T Plus Shaker and first-ever 392 HemiScat Pack Shaker models, Starnes said, celebrate 45 years of the functional "cold-air grabbing" hood scoop that "shakes" with the legendary

HemiV8 engine's movement.

"After selling out last year's Shaker model production in just four days, our hardcore Challenger customers demanded we bring back the Shaker – plus offer more power and more performance," said Tim Kuniskis, Dodge and SRT Brands president and CEO.

"We listened, and for 2015, the new Dodge Challenger lineup offers the legendary Shaker hood expanded to include our 485-horsepower Hemi V8 delivering up to 113 more horsepower than

last year, plus even more track-proven hardware and technology – a combination our enthusiasts have been waiting for."

New 2015 Dodge Challenger R/T Shaker and R/T Plus Shaker are available for ordering now, Kuniskis said, with the high-performance 392 HemiScat Pack Shaker model available for customer orders in March.

As the model name suggests, the "cold-air grabbing" Shaker not only looks good with its Satin

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2015 Dodge Challenger 392 HemiScat Pack Shaker

GM Hits the Refresh Button As 2016 Equinox Debuts

Why mess with success?

After all, said GM spokeswoman Leslie Rajewski, the Chevy Equinox, last redesigned in model-year 2010, has enjoyed improved sales every year for the past half-decade.

Chevrolet introduced the 2016 Equinox, a refreshed, contemporized version of the compact SUV, at the Chicago Auto Show in mid-February.

"We won't be introducing an all-new redesigned Equinox for at least a couple more years," Rajewski said, "so it made sense to do some refreshing to the vehicle."

Updates include new styling with premium accents, new wheel designs and new available safety features, as well as a larger

color touchscreen radio and a standard rear-vision camera for entry-level models.

The enhanced Equinox goes on sale this fall, building on five years of record sales in the highly competitive compact SUV segment, Rajewski said. The new model, she added, strengthens Chevrolet's broad sport utility lineup, which includes the Traverse, the all-new Trax small SUV and the redesigned 2015 Tahoe and Suburban full-size SUVs.

"Chevrolet Equinox is a pillar of the compact SUV segment, thanks to a value rooted in great style, efficiency, safety and connectivity," said Alan Batey, GM North America president.

"The enhancements to the 2016 Equinox make a versatile



Front and rear views of the 2016 Chevrolet Equinox

vehicle an even better choice, and demonstrate Chevrolet's commitment to delivering the broadest lineup of SUVs in the industry."

Equinox sales in the U.S. increased to 242,242 in 2014 – the fifth consecutive year of record sales since the second-generation launched as a 2010 model.

It also held more than 9 per-

cent of the compact SUV market, said Rajewski, which surged 17.4 percent in 2014 and accounted for 15.5 percent of the total vehicle market – eclipsing midsize cars for the first time to become the auto industry's largest segment.

The roster of new and updated features available on the 2016 Equinox includes:

- New trim lineup: L, LS, LT and LTZ, a streamlining of the model lineup that eliminates the 1LT and 2LT trims.

- New front fascia and chrome-accented dual-port grille design – including specific chrome trim on LT and LTZ grilles.

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Ford Stopping the Spin Before It Begins

What's better than a car that helps control spinouts once they occur?

The answer at Ford Motor Company is a car that can predict a spin before it even begins.

The new 2015 Ford Focus features stability control technology that actively determines when a car meets the conditions that may lead to a spin and intervenes early to help prevent the driver from losing control, said Ford spokesman Chris Terry.

The feature – known as enhanced transitional stability technology – can help deliver better handling in highly dynamic driving maneuvers, Terry said.

Information related to the car's speed, steering wheel position, turn rate of the steering wheel

and other input is considered to determine when a skid is imminent. Once a risk is identified, braking is applied to individual wheels to help the driver maintain control and continue on the intended path.

"By recognizing scenarios that can lead to a potential loss of driver control before oversteer has developed, the enhanced transitional stability system is setting the recovery process in motion quicker than ever before – resulting in smoother, more refined control," said David Messih, Brake Controls manager, Ford North America.

Enhanced transitional stability technology is standard on the new Focus, Messih said. It combines real-time data from sensors

throughout the car to anticipate a potential spin by 100 to 200 milliseconds.

Terry said this technology was first introduced with the 2014 Ford Taurus.

"It has migrated from the Taurus," Perry said.

"This is good news for the new Focus because it is Ford's global car and all the versions of the Focus around the world now has this technology."

The innovation came about when engineers tried applying an algorithm already in use with Ford's Roll Stability Control to the enhanced transitional stability technology, Messih said. The result is a stability control system that predicts potential spins before they happen.



2015 Ford Focus with stability control

Engineers have been working hard to ensure the new Focus feels more connected to the road and is even easier to drive, Terry said.

Enhanced transitional stability

technology is just one of the new and improved chassis control innovations developed by Ford engineers that lead to better driving dynamics and handling on the 2015 Ford Focus.

Camaro: The Pony Car Phenomenon

The latest Camaro is the kind of car that Tim Allen's famous TV character Tim the Toolman Taylor would love because it has more power and more performance capabilities than ever, according to GM spokesman Monte Doran.

"I think one of the interesting things that has been true about the Camaro," said Doran, "is that it has always reflected what's been going on in the auto industry."

Chevrolet Camaro has tracked the rise, fall and resurgence of American performance for nearly 50 years, making it a bellwether of horsepower, Doran said.

But the Camaro's performance should be rated on more than just horsepower. It's also been a bellwether of the auto industry, Doran said.

"From the day it was introduced, the Camaro has been part of American culture and a reflection of the state of the American performance industry," said Dean Guard, General Motors executive director of global gasoline engine engineering, whose first car was a 1982 Camaro with a 5.0L V8.

"What has never changed was the Camaro's fun, attainable performance for a broad spectrum of customers, and the personal connection it inspired with generations of owners."

When the Camaro debuted in 1967, Doran said, it was in a burgeoning personal coupe market and at the height of the muscle car era.

Entry-level models offered two versions of Chevrolet's stalwart inline-six engine, with a minimum of 140 horsepower and 220 lb.-ft. of torque.

Higher-performing models were available with a smorgasbord of V8 engines, ranging from 200 horsepower in the 307-cubic-inch Small Block to the 375-horsepower 396 Big Block.

Sixty-nine special-option COPO Camaros were built with 427-cubic-inch engines.

Intended for Stock and Super Stock drag racing classes, their respective 425- and 430-horsepower ratings were widely believed to be underestimated.

But times change, and the performance of the Camaro reflected those changes, Doran said. This can be seen in the second-generation iteration of the vehicle, which was introduced in 1970.

"If you look at the 1970s, it was a transformative period in the auto industry," Doran said.

"You couldn't get by just on horsepower."

"The industry had to adapt to a changing landscape in which cars were required to meet new mileage and emissions standards."

And the Camaro's second generation occurred during that tumultuous time, Doran said. With things like unleaded fuel for lower emissions – and an in-



2015 Chevrolet Camaro



1993 Chevrolet Camaro Z28

creased focus on fuel economy in response to Arab oil embargoes that led to lines at gasoline stations – the Camaro had to change.

As engineers worked to meet these new requirements, the industry saw dramatic reductions in engine compression, horsepower and torque.

Camaro output peaked in 1970, with 375 hp and 415 lb.-ft., but by 1975 the most powerful V8 model offered only 155 hp. The Camaro wouldn't see more than 200 horsepower again until the mid-1980s.

The Big Block engine family was dropped after 1972, while the venerable inline-six engine was replaced by more modern V6 designs in 1980.

The Small Block was the only engine family to last through the entire second generation, ranging from a high of 360 horsepower for the 1970 Z28 to 115 horsepower by the mid- and late-1970s.

But nothing is forever, and with the third generation – 1982 to 1992 – the Camaro saw the introduction of new technologies, each progressively improving output and performance, Doran said.

For the first time, the Camaro was offered with a four-cylinder engine.

Between 1982 and 1986, the 2.5L inline-4 produced 88 to 92 horsepower, depending on whether it was fitted with a carburetor or a new electronically controlled fuel injection system.

Fuel injection also spread to the V6 and V8 engine families, enabling engineers to balance efficiency with greater performance.

Early editions used Throttle Body Injection (TBI) and, later, the highest-performing models of the 305 and 350 engines featured Tuned Port Injection (TPI).

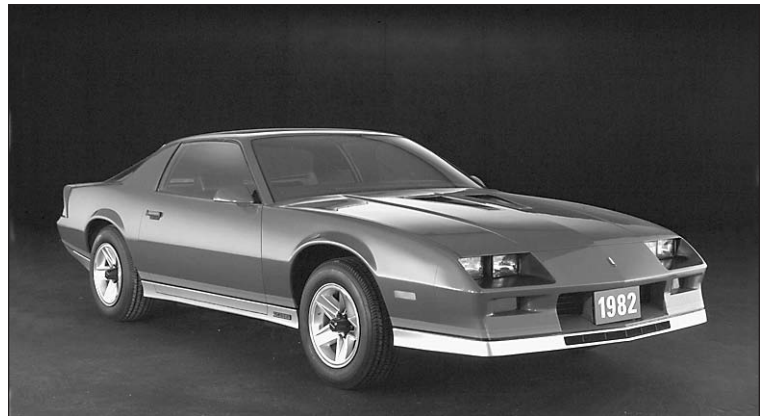
In 1990, the Camaro 350 TPI engine peaked at 245 hp and 345 lb.-ft. of torque – making it the most potent Camaro since 1973.

By the time the fourth genera-

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1967 Chevrolet Camaro Z28-001



1982 Chevrolet Camaro Z28-1



1970 Chevrolet Camaro SS1

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Jeep

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SALE PRICE \$18,857**	SALE PRICE \$22,203**	SALE PRICE \$23,692**

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24 Mo 1 PAY LEASE \$2933**	NEW INCENTIVES JUST ANNOUNCED! D4-70312

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Dodge Challenger 'Shaking' Up Its Muscle Car Lineup

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Black center-mounted hood scoop, snorkeling up from the engine compartment, said Kuniskis, it also directs cooler air back into the 5.7-liter, or now 6.4-liter (392 cu.in.), Hemi V8 engine.

And, like the original 1970 Challenger R/T with the Shaker hood, the new 2015 Challenger models continue the Dodge tradition of an engine-mounted hood scoop that "shakes" with the powertrain's movement, Kuniskis said.

He said Shaker models are designed for muscle-car buffs "who can't help but tinker with their toys." The Challenger R/T Shaker, R/T Plus Shaker and 392 HemiScat Pack Shaker models feature a functional Shaker hood with Mopar cold-air intake, conical air filter and optimized air box for improved airflow and performance.

"Lift the hood and enthusiasts will also be treated to an under-hood 'Shaker' graphic - reminiscent of the 1970s original," Kuniskis said.

Starnes said the new Challenger R/T Shaker adds a functional Shaker hood with cold-air induction and Mopar conical air filter to the Challenger R/T model's 5.7-liter Hemi V8 engine delivering up to 375 horsepower and 410 lb.-ft. of torque.

In addition, she said, the package adds hood-to-tail Satin Black Shaker graphic stripes, Shaker hood badges, black deck-lid spoiler with Parkview backup camera, "Shaker" startup screen, Satin Black fuel-filler door with heritage "FUEL" lettering, projector fog lamps, 20-inch polished aluminum satin finish wheels with black pockets and premium black cloth performance seats with Ballistic 2 inserts and Tungsten accent stitching.

The new 2015 Dodge Challenger R/T Shaker model has a starting U.S. Manufacturer's Suggested Retail Price of \$35,495 (all prices exclude \$995 destination).

Starnes said adding to the Challenger R/T Shaker model's standard equipment, the new 2015 Challenger R/T Plus Shaker includes unique heated and ventilated Nappa leather performance seats with "Shaker" logo stitched in Black and Ruby Red, or Black and Sepia; unique door bolsters with graduated accent stitching, premium floor mats with "Dodge" logo, and a Dodge Performance leather-wrapped steering wheel with power tilt-and-telescoping column.

Expanding on the Super Track Pak's capability, the Challenger R/T Plus Shaker adds a shortcut button to the new Dodge Performance Pages embedded in the class-exclusive Uconnect 8.4-inch touch screen radio that provides visible performance information, such as programmable shift light indicator, reaction time, 0-60 times, G-force indicator and lap times in the 7-inch TFT customizable cluster display.

The new Dodge Challenger R/T Plus Shaker model has a starting U.S. MSRP of \$38,495.

As the "King of all Shakers," the 392 HemiScat Pack Shaker ups the ante, said Kuniskis, with its best-in-class 485 horsepower and 475 lb.-ft. of torque, delivering up to 113 more horsepower and a 65-lb.-ft. leap in torque compared with the 5.7-liter Challenger R/T Shaker models - representing more than a 30 percent jump in horsepower and 18 percent jump in torque.

The coupe's best-in-class power enables it to turn mid-4-second 0-60 mph times and low-12-second quarter-mile times.

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Analyst: A Strong Demand For SUVs Likely to Continue

DETROIT (AP) – Sport utility vehicles are unstoppable – and automakers hope to cash in on the boom with some updated models coming out of this year's Chicago Auto Show.

One out of every three new vehicles Americans bought last year was an SUV, according to *Kelley Blue Book*. SUV sales rose 12 percent to more than 5.5 million. That was double the pace of the industry as a whole.

Strong demand is likely to continue this year, says Jesse Toprak, president of Toprak Consulting Group. SUV sales may not see double-digit growth, since overall sales are expected to slow as the U.S. market nears a peak of 17 million vehicles. But SUVs should still outpace sales of cars, Toprak says.

Small SUVs like the Honda CR-V have been the fastest-growing segment in the market for the last three years. They appeal to both young families and aging Baby Boomers. Low interest rates, easing credit standards and new versions of popular models have also fueled demand.

More recently, low gas prices helped boost sales of bigger SUVs like the Chevrolet Tahoe and Lincoln Navigator. Last June, when gas prices peaked at \$3.76 per gallon, SUV sales made up 33 percent of new vehicle sales, while small cars made up 20 percent, according to Ward's AutoInfoBank.

By December, when gas prices had fallen to \$2.63, SUV market share rose to 35 percent, while small cars fell to 16 percent.

One of the SUVs that debuted at the Chicago show was a refreshed Chevrolet Equinox small SUV. It's the first update to the Equinox since it went on sale in

2010, and it should help the popular SUV compete with newer rivals until it gets an expected redesign in late 2017.

The 2016 Equinox will have a larger, handsomer, chrome-accented grille and upgraded projector-beam headlamps; on higher trim levels, the headlamps are LEDs.

A rear-view camera will be standard on all models. Blind spot detection and cross-traffic alert are new options. Inside, there's a new standard seven-inch screen and an updated instrument panel.

The Equinox has been a consistently strong seller despite its advancing age. Last year, Equinox sales rose 2 percent to 242,242, making it the fourth-best seller in the crowded small SUV market behind the Honda CR-V, Ford Escape and Toyota RAV4. The 2016 Equinox goes on sale this fall.

Apple Bites at Electric Vehicle

NEW YORK (AP) – Apple is reportedly working on an electric vehicle that would resemble a minivan.

The Wall Street Journal is reporting that the maker of iPhones and iPads has hired hundreds for a secret project to create an electric vehicle. The newspaper cites people familiar with the project, code-named "Titan," who spoke on condition of anonymity. Apple spokesman Tom Neumayr declined to comment.

The Journal said Apple's industrial design team is staffed with several people with automaking experience.



This Weeks SPECIALS!

2015 EQUINOX "LT"

- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
- 2.4L DOHC Engine! • 7" Color Touch Screen MyLink Radio!
- Remote Vehicle Entry! • Rear Vision Camera!
- OnStar w/4G LTE w/built-in Wi-Fi hotspot!
- Tilt and Telescopic Steering Column!
- 17" Aluminum Wheels!
- 32 MPG on the Highway!

Stock #F22072 Was \$27,180

Sale Price \$23,306*

24 Month Lease: \$136* with \$1,199 Down!

2015 CRUZE "LT"

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- ECOTEC 1.4L "Turbo" DOHC VVT Engine! • Automatic Transmission!
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- Tilt and Telescopic Steering Column!
- 38 MPG on the Highway!

Stock #F20943 Was \$20,920

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- Tilt and Telescopic Steering Column!
- Remote Vehicle Entry!
- Aluminum Wheels!
- 36 MPG on the Highway!

Stock #F22289 Was \$24,560

Sale Price \$20,285*

36 Month Lease: \$169* with \$1,199 Down!

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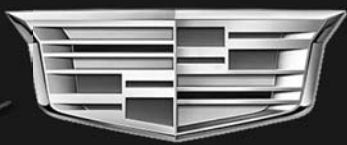


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Hoot McNerney Dies at 86

Longtime Detroit-area auto dealer Martin J. "Hoot" McNerney died Monday, Feb. 16.

A funeral Mass was celebrated on Friday, Feb. 20, at St. Hugo of the Hills Church in Bloomfield Hills.

Mr. McNerney was born Jan. 23, 1929, the middle son of Irish immigrants. His first job in the car business – at age 7 – was at a dealership on the east side of Detroit in 1936. He was paid 50 cents a week. Young Hoot kept the coal furnace stoked, swept the floor and ran errands.

Looking back recently on that time in his life, Mr. McNerney said, "I remember bread lines. You never forget how vital it was to hold a job, any job."

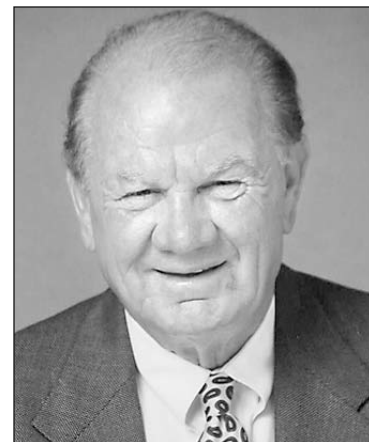
"My father was a mechanic for the Department of Street Railways, and there were five children in the family. Anybody who lived through that era has a feeling of insecurity. I'll tell you what keeps me going is fear – fear of going broke."

Mr. McNerney's friend, the late WJR radio personality J.P. McCarthy, once said, "Hoot is probably the original Horatio Alger. He started from absolute ground zero and became the capitalist success story."

Another friend, Thomas Daily, said, "Hoot's a hometown product who made it the hard way. (Hoot) grew up in an era when your efforts were rewarded directly by how good you were at what you did, and he made up his mind to be the best."

Mr. McNerney had said he got his name from a mechanic he worked with. "I'm Irish. I must have looked Scottish, (so) he called me Hoot. My nickname was Junior as a kid, but once people knew me as Hoot, it stuck."

Mr. McNerney graduated from Southeastern High School in



Hoot McNerney

1946, and took a job at a car dealership. In 1950, during the Korean War, he did a stint in the Marine Corps, an experience that would help him in the car business.

"In the Corps, you're a Marine first," Mr. McNerney had said, "and your specialty – mechanic, cook – is second. That's how you should be in an automobile dealership. Everybody's a salesperson."

In 1963, Mr. McNerney bought his first dealership, Northland Chrysler Plymouth.

In time, he added a Dodge dealership, Lincoln-Mercury, Ford and Cadillac stores, making him one of the first mega-dealers in the country.

Lee Iacocca, a close friend of his, once said, "Hoot's a closer, no question. He's the ultimate sales guy, and someone that I was glad to have on our team."

When he wasn't selling cars, Mr. McNerney was raising money for charity.

His brother Jack said, "Hoot was always giving money to: Focus Hope, the Capuchin Soup Kitchen, Gleaners, there's literally dozens of charities he's touched."

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Chevrolet Camaro And the Pony Car Phenomenon

CONTINUED FROM PAGE 3

tion Camaro – 1993-2002 – came along, the vehicle had a streamlined powertrain lineup with a single V6 and Small Block V8 offered in each model year.

The base engine evolved from a 160-horsepower version of the 3.4L V6 to a 200-horsepower version of the renowned 3.8L V6.

The lightweight, compact powerhouse offered performance comparable to most of the Third Generation Camaro V8 models.

The Small Block V8 was available with up to 305 horsepower in the 1996-97 Camaro SS.

An all-new, Gen III "LS1" Small Block V8 was available in the 1998 Camaro, delivering 305 hp and 335 lb.-ft. of torque, making the Camaro SS and Z28 models worthy rivals for anything from the muscle car era.

But all good things must come to an end, and so it was with the Camaro, which went out of production in 2002.

But you also can't keep a good car down, and the fifth generation – 2010-present – saw the car return with more standard horsepower than ever – more than 300 horsepower from a sophisticated DOHC V6, Doran said.

By 2012, the Camaro V6 had increased to 323 hp, and 278 lb.-ft. of torque, while enabling up to 30 guilt-free miles per gallon on the highway.

The Camaro's new, 6.2L Gen IV Small Block V8 was rated at 426 horsepower in SS models with the manual transmission – more than any regular-production Small Block or Big Block engine from the muscle car era and rivaling the advertised output of the special-order COPO 427 engines from 1969.

The Camaro ZL1's introduction in 2012 reset the bar for horsepower and torque, delivering a staggering 580 horsepower and 556 lb.-ft. from a supercharged version of the 6.2L Gen III Small Block.

It remains the most powerful production engine in the long and successful Camaro history, Doran said.

In 2014, the Camaro Z/28 delivered the first factory-installed 427-cubic-inch engine since the legendary COPO models.

The naturally aspirated 7.0L engine was rated at 505 horsepower and 481 lb.-ft. of torque, helping the Camaro Z/28 power its way to *Motor Trend's* 2014 Best Driver's Car award – the first American-brand car to receive it.

And this technology has paid off in terms of sales, Doran said. The Camaro became the United States' best-selling performance car in 2010, taking the title away from the Mustang.

In 2014, GM sold 86,297 Camaros – proof that power and performance create prosperity.

"What I like is that many of these recent sales are conquest sales," Doran said.

"The Camaro is bringing people to Chevy dealerships who would have otherwise never set foot there."

The fifth-generation Camaro is based on GM's Zeta platform, which is the company's full-size rear-wheel-drive platform that was developed by GM's Australian subsidiary Holden.

The Zeta platform is also called GM's Global RWD Architecture.

The Camaro is the only North American-produced vehicle that uses this platform, but the Chevrolet SS, built in Australia and imported to the North American market, uses it.

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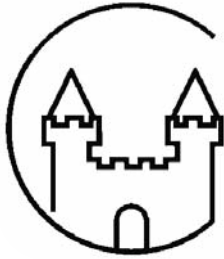
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