



GM Senior VP Alicia Boler-Davis and CEO Mary Barra

## Female Executive Roles Up At GM, Other ‘Top’ Companies

General Motors has been named one of the 2015 “Top Companies for Executive Women” by the National Association for Female Executives (NAFE), which recognizes American corporations that identify and promote successful women.

“We encourage diverse thinking and collaboration in everything we do at GM on our journey to become the most valued

automotive company,” said GM CEO Mary Barra.

“At GM, one-fifth of our executives, one-fourth of our officers and more than one-third of our board members are women.”

“We’re counting the numbers of women in senior management at America’s top companies and are happy to find that companies

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## Sneak Peek of Malibu Cloaked in Shadows

They say if you can make it in New York City, you can make it anywhere.

And that’s what Chevrolet is doing with the 2016 Malibu, which will be unveiled in April at the New York auto show.

Using a blank slate approach, Chevrolet designers benefited from an entirely new architecture, said GM spokesman Chad Lyons.

That new architecture, he said, includes a wheelbase nearly four inches longer than the outgoing model, which provides increased rear legroom and interior space.

Due to a higher-strength steel structure, the new Malibu is also expected to be 300 pounds lighter than the current model, which benefits the sedan’s fuel economy and handling, said

GM spokesman Chad Lyons.

“The Malibu is in the mid-sized market segment,” Lyons said. “This is a major segment that

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Chevrolet’s released-to-the-media photo of 2016 Malibu

## Final February Sales Should Hit 1.29M

When final figures are in, new-vehicle sales in February are expected to increase 8 percent year-over-year to 1.29 million units, resulting in an estimated 16.6 million seasonally adjusted annual rate (SAAR), according to Kelley Blue Book [www.kbb.com](http://www.kbb.com).

“While consumer confidence fell month-over-month in February, it still remains high from last year,” said Alec Gutierrez, senior analyst for Kelley Blue Book.

“Along with an unemployment rate – that continues to drop – and low interest rates, most signs remain very positive in the automotive market. In fact, February marks 12 straight

months of industry growth.”

Moving into the coming months, the rate of sales growth should slow down considerably, Gutierrez said. Total sales in 2015 are projected to hit 16.9 million units overall, a 2.5 percent year-over-year increase and the highest overall total since 2005 sales fell just below 17 million units total.

Key highlights:

- In February, new light-vehicle sales, including fleet, are expected to reach 1,286,000 units, up 11.9 percent from January.
- The seasonally adjusted annual rate (SAAR) for February is estimated to be 1.3 million more

than last February and flat compared with January 2015.

- Retail sales are expected to account for 80 percent of volume in February, up from 79 percent in February 2014.

Even with gas prices on the rise in February, full-size pickup trucks continue their strong run, led by the new Ford F-Series, Gutierrez said.

However, as Ford continues to build inventory toward the right trim mix of its new pickup, the industry should see strong pushes from General Motors and Fiat Chrysler Automobiles to make the most of the current market opportunity.



2015 Chevy Tahoe

## GM Vehicle Sales Up 4 Percent Last Month

General Motors Co. dealers in the United States delivered 231,378 vehicles last month.

Total sales were up 4 percent compared with a year ago. Retail sales were up 1 percent. Commercial and fleet deliveries were up 12 percent.

Sales of trucks, including SUVs, vans and pickups, were up 36 percent year over year.

“Our new SUVs and crossovers, combined with the three-pickup strategy we out-

lined more than a year ago, are dovetailing perfectly with the growing U.S. economy and a stronger job market,” said Kurt McNeil, U.S. vice president of Sales Operations.

“Six months into its launch, the Chevrolet Colorado is the industry’s fastest-selling pickup, regardless of brand or model year,” he added.

“The Silverado had another great month, with sales, market share and average transaction

prices up sharply. And when you add the GMC Sierra and Canyon to the mix, GM’s year-over-year pickup deliveries increased 37 percent.

“That follows January’s 42 percent increase and December’s 43 percent increase.”

Cain said according to J.D. Power PIN data, the average Chevrolet Colorado spends just 15 days in dealer stock from the

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## February Didn’t Chill Fiat Chrysler Sales

Fiat Chrysler reported U.S. sales of 163,586 units, a 6 percent increase compared with sales in February 2014 (154,866 units), and the group’s best February sales since 2007.

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

The Jeep brand’s 21 percent increase was the largest sales gain of any Fiat Chrysler brand during the month and represented its

best February sales ever.

“In spite of snow and bitter cold that slowed auto sales in many regions of the country, Fiat Chrysler still turned in a 6 percent sales increase and extended our year-over-year sales streak to 59 consecutive months,” said Reid Bigland, head of U.S. Sales.

“Even with tougher year-over-year sales comparisons in 2015, our vehicle lineup continues to produce record sales results.”

Nine FCA US vehicles set records in the month of Febru-

ary, including four of the five Jeep brand vehicles.

FCA US finished the month of February with an 85-day supply of inventory (577,277 units). U.S. industry sales figures for February are internally projected at an estimated 16.5 million units Seasonally Adjusted Annual Rate (SAAR).

Jeep brand sales were up 21 percent, the brand’s best sales performance ever in the month

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2015 Jeep Patriot



2015 Ford Explorer

## Ford Sales Down, Explorer Up 32 Percent

Ford Motor Company U.S. sales totaled 180,383 vehicles in February, down 2 percent from a year ago.

F-Series retail sales increased 7 percent, as the new F-150 remains one of Ford’s fastest-turning vehicles on dealer lots.

The training of employees in the new manufacturing process at Kansas City Assembly Plant – the second plant building the new F-150 – is now under way, with production scheduled to

begin this month, as planned.

“Strong customer demand for the all-new F-150 drove strong February F-Series retail sales results in February,” said Mark LaNeve, Ford vice president, U.S. Marketing, Sales and Service.

“The all-new F-150 continues to be the hottest vehicles on dealer lots, turning more than four times faster than the industry’s overall full-size pickup segment.”

Transit drove a 30 percent increase in total Ford van sales of

13,936 vehicles for the month, including E-Series and Transit Connect.

This marks Ford’s best February van sales performance since 2007.

Explorer sales of 17,027 vehicles were up 32 percent compared with 2014’s February sales of 12,921, marking the SUV’s best February sales results since 2006.

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## Sneak Peek of 2016 Malibu Hides in Shadows

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includes many popular cars.

“But the Malibu was recently honored by J.D. Power in both its initial quality study and its long-term dependability study. It beat out cars like the Fusion, the Camry, the Accord and the Optima.”

The Malibu, Lyons said, also enjoys a “broad” customer range.

“Buyers are split 50/50 between men and women,” he said. “The typical age of a Malibu buyer is between 35 and 40, but we have people in their 20s buying them and people in their 50s and 60s who want to downshift to a smaller vehicle buying them as well.”

Lyons said the new Malibu’s debut at the New York auto show should have a big impact on the public, but he declined to offer any specific details because “that would ruin the surprise.” He did say he has seen the new Malibu and believes the public will like what it sees.

“Malibu’s gorgeous styling is the result of a masterful understanding of proportions,” said Ed Welburn, GM’s vice president of Global Design.

## Ford Sales Down, Explorer SUV Up 32 Percent

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Mustang sales increased 32 percent with 8,454 vehicles sold compared with last February’s sales of 6,410 – representing its best February sales since 2007 and making it the best-selling sports car in America since the launch of the new model last fall.

Not all the sales news was good, however.

Fiesta sales went from 4,844 in February 2014 to 3,708, representing a sales decline of 23.5 percent.

Sales of the Ford Focus followed a similar path, with sales of 14,019 last month compared with 15,926 in February of 2014 – a 12 percent decline.

Fusion sales saw a slight decline of 4.9 percent – 22,732 versus 23,898 compared with the same time a year prior.

Sales of the Ford Taurus went down a whopping 25.1 percent – 3,587 in February 2014 compared with 2,685 units last month.

Escape sales also declined, going from 23,145 in 2014 to 20,915 last month.

And, the Ford Edge saw a 40 percent drop in sales from 10,965 in February 2014 to 6,526 last month.

Lincoln retail sales increased 3 percent versus last year.

Lincoln MKC continues to build momentum for the luxury brand, along with Navigator, which posted an impressive 96 percent sales increase.

# It Doesn’t Take a Rocket Scientist – Except in This Case

DETROIT (AP) – The auto industry, fed up with slow progress toward finding out why some airbags explode with too much force, has hired a Virginia rocket science company to investigate the matter.

Ten automakers whose vehicles have been recalled because of problems with Takata Corp. airbags said Feb. 26 they have jointly hired Orbital ATK to figure out the problem.

The suburban Washington, D.C., company makes rocket propulsion systems, small-arms ammunition, warhead fuses and missile controls.

The companies also named David Kelly, a former acting administrator of the National Highway Traffic Safety Administration, as project manager for the investigation.

Airbag inflators made by Takata of Japan can explode with too much force, sending shrapnel into car and truck cabins. At least six people have been killed

and 64 injured due to the problems, which surfaced a decade ago.

So far, about 17 million cars and trucks have been recalled in the U.S. and 22 million worldwide to replace the inflators, but Takata has been unable to pinpoint the cause. The company has known about the problems since at least 2004.

Takata uses ammonium nitrate to create a small explosion that quickly inflates its airbags. But government investigators say the chemical can burn faster than designed if exposed to prolonged airborne moisture. That can cause it to blow apart a metal canister meant to contain the explosion.

Automakers, Takata and the government all want to find out just how much humidity and time it takes to cause the problem, both of which are unknown.

Orbital ATK has the ability to quickly simulate the impact of humidity on the propellant over

long periods of time, which is key to finding out the cause, Kelly said in an interview.

The company will test airbag inflators that were taken from cars that have been repaired under recalls.

“The Orbital team has a tremendous amount of experience in being able to test that and being able to look at burn rates on a large scale,” he said.

Long-term stability of airbag propellant is important because cars are staying on the road for 10 or 15 years, much longer than in the past, Kelly said.

He wouldn’t estimate how long it might take to find a cause. “It is much more important for us to get the answer right than to get the answer back,” Kelly said.

Orbital ATK will share data with Takata and government safety investigators. Once a cause is found, it will be disclosed to all stakeholders and the public, Kelly said.

The automakers, include Toy-

ota, BMW, Fiat Chrysler, Ford, General Motors, Honda, Mazda, Mitsubishi, Nissan and Subaru.

In a statement, Takata said it welcomes Orbital and Kelly and will work with them and NHTSA on the investigation.

Takata is being fined \$14,000 per day by NHTSA for allegedly failing to cooperate in the government probe, an accusation that Takata denies. Fines began Feb. 20 and have grown to more than \$100,000 so far.

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## Tech Center News Travels Outside Its Zone

by Jim Stickford

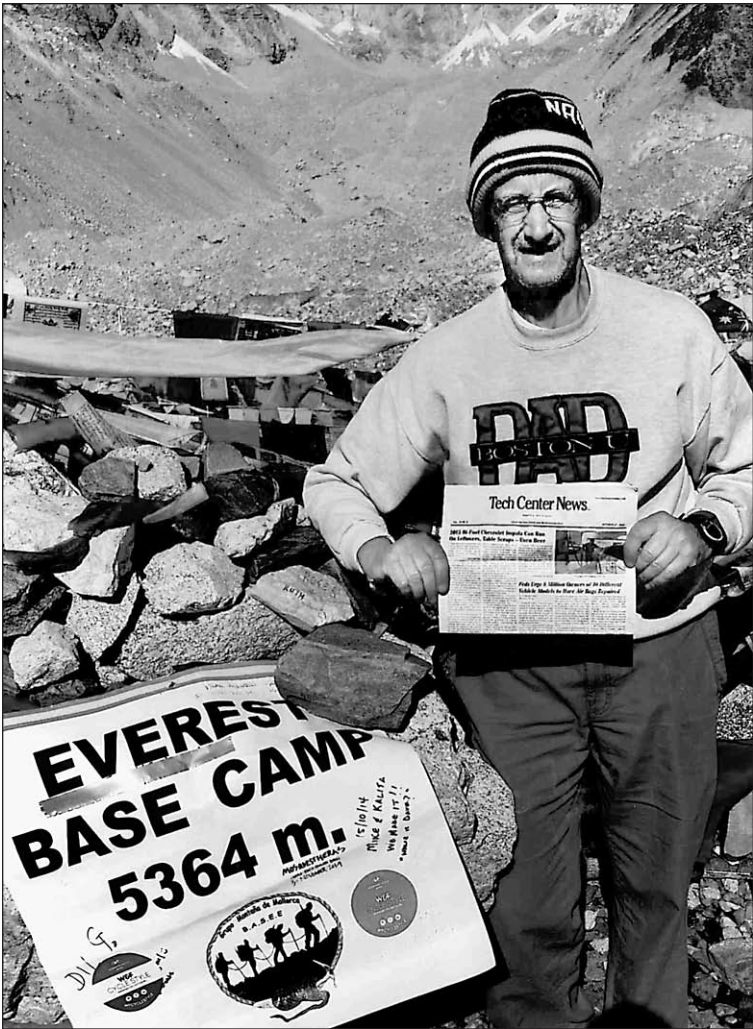
In the 1950s, Chevrolet had a promotion where two Chevy trucks climbed to the top of Pike's Peak in Colorado. It all began in early 1955. Chevrolet public relations began developing ideas aimed at publicizing the performance of their new small-block V8 engine. Entering a 1956 Chevrolet in the annual Pikes Peak Hill Climb was near the top of the list of possibilities. Their goal was to set a sedan class record. One of the PR managers real-

### Master Gardener Will Visit Warren Library

The Warren Public Library is holding a talk on growing and using herbs for nutrition and health at the Civic Center branch on Thursday, April 9, beginning at 6 p.m. "Troy Huffaker is an Advanced Master Gardener, a Master Composter and the owner of DTL Herbs LTD," said Warren librarian Kathleen Faba. "He has been with us several times to talk about gardening. This time, he will show us how growing and using herbs can be healthy and fun. Call 586-574-4564 for a spot."

ized that record-setting Pikes Peak climber Zora Duntov would be an ideal person to drive in the event. He had international racing credentials and he was a genuine Chevrolet engineer. Duntov agreed and in 1955 drove a 1956 Chevrolet sedan up the course. Reaching the top in 17 minutes, 24.05 seconds, Duntov had set a new sedan class record by more than 2 minutes. Taking a leaf from that book, Warren-based accountant Joseph Chlebnik decided to go one step further. So – last year – he and a friend climbed to the base camp mountain that climbers use to climb Mount Everest, and he took a copy of the *Tech Center News* with him. "I visited Nepal with a friend last October," Chlebnik said. "I had walked the Inca Trail in Peru back in 2009 and decided this time to tackle Mount Everest." Chlebnik said that he didn't actually climb the mountain, but rather hiked with his friend, Ray Jones of Beverly Hills, Mich., to the base camp where real mountain climbers begin their ascent of the mountain. "That hike doesn't sound that impressive until you understand that the base camp is located

17,500 feet above sea level," Chlebnik said. "At that height, the oxygen content of the air you're breathing is half of the air at sea level." Chlebnik said he prepared for this atmosphere by taking special medication. But even with these precautions, he still could get out of breath by climbing 10 or 15 steps uphill. "The trip was awesome," Chlebnik said. "I encountered people from 20 different countries during this hike. There are lodges along the path to the base camp where hikers stay. The view was magnificent." Getting to Nepal took time. He flew to Philadelphia, transferred to a plane that took him to Qatar, and from there got on another plane that took him to Katmandu, the capital of Nepal. Then the hard part of the trip started. Chlebnik said he got the idea of carrying a copy of the *Tech Center News* from pictures he had seen in other newspapers where vacationing Detroiters would visit exotic sites from around the world and take a picture of themselves in front of a foreign location holding their local newspaper. "It was an exciting trip and I'm glad I went," Chlebnik said.



Joseph Chlebnik holding Tech Center News in Nepal

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## Social Media Swarm Boosts SUV as Trax Takes Tour of Toddlin' Town

Chevrolet has introduced the 2015 Trax through an innovative marketing campaign called Hidden Gems, created with help from social media influencers.

Twenty social media influencers created a "social swarm," using a mix of paid media, social media and unique experiences – conveying the versatile personality and capabilities of the new Trax in Chicago and New York, said GM spokesman Craig Daitch.

Following personalized itineraries, each participant was tasked with sharing their city discoveries one may not otherwise find, Daitch said, including venues and activities like live music in a small club, trampoline training, a butchery demo and a distillery tour.

"Trax is the perfect small SUV for urban discovery," said Steve Majoros, Chevrolet director of

marketing for cars and crossovers. "With its car-like maneuverability and SUV capability, in addition to OnStar 4G LTE with a built-in Wi-Fi hotspot, Trax gives you the tools to discover and share what the city has to offer."

Influencers posted live content to their social networks on Instagram and Twitter throughout the one-night experience, Daitch said. Beyond influencer followers, content will be aggregated to a Hidden Gems in the City online hub in partnership with Complex Media.

In addition to live curated content from participating social influencers, a series of three long-form videos focusing on secrets in Los Angeles, New York and Chicago will be created as well, with in-depth looks into restaurants, cafés, nightlife, and experi-

ences of which even locals may be unaware.

Lifestyle and fashion blogger Megan Collins, known as the Style Girlfriend, will host meet-and-greets with top city influencers, experiencing the city through local eyes.

"GM has had a long-standing relationship with social influencers," Daitch said. "But I would say that this is pretty close to being a first for GM. We got to expose social influencers to new things. We even took a group to a trapeze location where they literally got to swing from the rafters."

Each social influencer, Daitch said, got to invite two friends along to the activities. They traveled in a Trax and had the chance to see how its 4G LTE system provided wi-fi to their tablets and smartphones.



2015 Chevrolet Trax

And, Daitch said, they also had the chance to see how the Trax, despite its experience, didn't seem cramped.

"And it didn't hurt that the participants got to see how the Trax performed on tight Chicago streets during winter weather," Daitch said. "They saw firsthand that the vehicle is maneuverable and easy to park."

The promotion was aimed at "Millennials who are living in city environments," Daitch said.

The promotion was developed by GM's marketing department

with the help of Complex, a New York-based lifestyle media company known for its lifestyle content aimed at people between 18 and 34, Daitch said.

"We just launched the Trax, so this is a kind of coming-out party," Daitch said. "This campaign allowed us to show off just what the Trax can do."

"The effort, according to our tracking of social media, was successful in Chicago. We did it for a weekend. We will be doing something similar later this year in New York City."

## No Chill to Chrysler Sales

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of February and its 17th consecutive month of year-over-year sales gains. The Jeep brand has set a sales record in each month dating back to November 2013.

Sales of the Jeep Patriot were up 59 percent in February, the compact SUV's best sales month ever and largest percentage increase of any Jeep brand model. The Jeep Cherokee, Wrangler, and Compass each recorded their best-ever sales in the month of February. Sales of the Jeep Grand Cherokee were up 8 percent for its best February sales in nine years.

Chrysler brand sales increased 13 percent, the brand's best February sales since 2008 and its eighth consecutive month of year-over-year sales gains. Sales of the Chrysler 200 were up 31 percent, the mid-size sedan's best-ever sales in the month of February.

Sales of the Ram pickup truck were up 7 percent in February. That is its 58th consecutive month of year-over-year sales gains. It was the pickup truck's best February sales since 2004.

Sales of the Fiat 500L were up 19 percent last month, its best sales ever in the month of February. Sales of the 500L have been up year-over-year for four consecutive months.

Fiat brand sales, which include the Fiat 500 and 500L, were down slightly in February compared with the same month a year ago.

The Fiat brand is coming off of a record year in 2014. The FIAT brand's full-year sales were up 7 percent in 2014, compared with sales in 2013. It was the FIAT brand's best annual sales since the brand was reintroduced in the U.S. in 2011.

Sales of the Dart were up 52 percent, the largest percentage sales gain of any Dodge brand vehicle during the month.



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# GM Sales Increase 4 Percent

CONTINUED FROM PAGE 1

day it arrives on the showroom floor.

PIN also estimates that the Chevrolet Silverado's retail market share in the full-size pickup segment was 27.2 percent in February, up 1.5 percentage points from a year ago, Cain said.

Average transaction prices rose by almost \$1,700 per unit from a year ago.

In addition, strong truck and crossover sales drove the GMC brand to its best February since 2002.

Highlights (vs. 2014, except as noted):

- Chevrolet had its best February since 2008.

- The new Trax small crossover, which began arriving in showrooms in December 2014, saw deliveries of 3,821 units.

- The Camaro, Corvette and Spark were up 3 percent, 7 percent and 4 percent, respectively.

- Tahoe sales were up 49 percent, Suburban sales more than doubled and the Traverse was up 28 percent for its best-ever February.

The Equinox also had its best-ever February sales, with deliveries up 1 percent.

- The Silverado was up 24 percent for its best February since 2007.

- The GMC Yukon and Yukon XL were up 43 and 85 percent, respectively.

- The Sierra, which has the highest average transaction prices of any pickup line in the industry, was up 6 percent.

- GMC dealers delivered more than 2,500 Canyons, *AutoWeek* magazine's "Best of the Best/Truck" for 2015. It was the vehicle's best-ever February sales.

- The Acadia was up 4 percent and Terrain was up 17 percent for its best-ever February.

- The Denali series vehicles are now 21 percent of all GMC vehicles, up from 18 percent.

- Buick Encore deliveries rose 60 percent for its best February ever. It remains the best-selling vehicle in the small crossover segment.

- Demand for the new Cadillac Escalade continues to grow. Sales were up 86 percent for the vehicle's best February since 2008.

GM's Average Transaction Prices (ATPs) were \$34,700, according to PIN estimates through Feb. 22, up \$2,700 per unit compared with a year ago, Cain said.

Additionally, incentives spending as a percentage of ATPs was 9.7 percent in February, down 0.9 percentage points month over month, according to PIN estimates, while industry average spending was 9.9 percent of ATPs, up 0.1 points.

Cain said strong pickup, large SUV and crossover sales drive a 35 percent increase in commercial deliveries, the 16th consecutive monthly year-over-year increase.

Strong pickup and SUV sales drove a 25 percent increase in government deliveries.

Cain said GM estimates that the seasonally adjusted annual selling rate (SAAR) for light vehicles in February was 16.5 million units.

Trucks, including pickups, SUVs and vans, accounted for 17.3 percent of the retail industry, according to PIN estimates, up 1.6 percentage points.

Crossovers represented 39.2 percent of the market, up 1.2 percentage points, and cars represented 43.5 percent, down 2.8 percentage points.

## 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

NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!

**Sale Price \$21,056\***

**24 Month Lease: \$157\***

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### 2015 CRUZE "LT"

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- ECOTEC 1.4L "Turbo" DOHC VVT Engine! • Automatic Transmission!
- OnStar w/4G LTE w/built-in Wi-Fi hotspot! • AM/FM/XM Radio w/CD!
- 16" Aluminum Wheels! • Remote Keyless Entry!
- Tilt and Telescopic Steering Column!
- 38 MPG on the Highway!

Stock#F20943 Was \$20,920

NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!

**Sale Price \$17,790\*** +0% APR Up to 72 Months!

**36 Month Lease: \$169\***

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### 2015 MALIBU "LT"

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- Remote Vehicle Start/Entry!
- Power Driver's Seat!
- Aluminum Wheels!
- 36 MPG on the Highway!

Stock#F22289 Was \$24,560

NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!

**Sale Price \$20,879\*** +0% APR Up to 72 Months!

**36 Month Lease: \$189\***

SO DOWN!

The Best Price... PERIOD!

### 2015 TRAVERSE "LS"

- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
- 3.6L SIDI V6 Engine! • 6.5" Color Touch Screen Radio!
- Bluetooth for Phone! • Power Driver's Seat!
- 8 Passenger Seating!
- Remote Keyless Entry!
- 17" Wheels!
- 24 MPG on the Highway!

Stock# F20725 Was \$32,420

NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATE FEES EXTRA!

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24 MO. LEASE • 10K MILES PER YEAR  
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\*GM Pricing plus tax, title, lic. Lease figured with Buick/GMC Lease Loyalty Rebate.

**LEASE THIS 2015 TERRAIN FOR ONLY \$129\*/MO**

NO SECURITY DEPOSIT REQUIRED

**GREAT VALUE FOR ONE LOW PAYMENT!**

### 2015 GMC CANYON 4X4 EXT CAB

LEASE FOR ONLY **\$239\*/MO**

36 MO. LEASE  
10K MILES PER YEAR  
STK #7940-15 • DEAL #53281

\*GM Pricing plus tax, title, lic. Lease figured with Buick/GMC Lease Loyalty Rebate. \$2788 Total Due at Signing.

NO SECURITY DEPOSIT REQUIRED

All season 16" Spare Tire, Tow/Haul Mode, Remote Keyless Entry, Rear Window Defroster, Cruise Control, EZ Lift and Lower Tailgate, Content Theft Alarm, Trailering Equipment Package and more!

### 2015 BUICK ENCORE FWD

LEASE FOR ONLY **\$139\*/MO**

24 MO. LEASE  
10K MILES PER YEAR  
STK #4210-15 • DEAL #49782

\*GM Pricing plus tax, title, lic. Lease figured with Buick/GMC Lease Loyalty Rebate. Dealer removed All Weather Floor Mats. \$1416 Total Due at Signing.

NO SECURITY DEPOSIT REQUIRED

**24 MONTH BUICK EXPERIENCE LEASE**  
FREE Maintenance • FREE XM Radio! • FREE OnStar

### 2015 GMC SIERRA SLE 4X4 DBL. CAB

LEASE THIS WELL EQUIPPED 4X4 FOR ONLY **\$249\*/MO**

24 MO. LEASE  
10K MILES PER YEAR  
STK #7827-15 • DEAL #52863

\*GM Pricing plus tax, title, lic. Lease figured with Buick/GMC Lease Loyalty Rebate. \$1805 Total Due at Signing.

NO SECURITY DEPOSIT REQUIRED

**LOADED FOR LESS**

8" Diagonal Color touch with Navigation & IntelliLink, 5.3L V8 ECOTEC3, Trailering Equip, Pig. Driver Power Seat, Remote Start, Front fog lamps, Rear Defrost, 110Volt power outlet, Universal home remote, Dual Climate Control A/C, Z71 Off Road Pig.

### 2015 BUICK VERANO 1SD

LEASE FOR ONLY **\$169\*/MO**

24 MO. LEASE  
10K MILES PER YEAR  
STK #6944-15 • DEAL #53282

\*GM Pricing plus tax, title, lic. Lease figured with Buick/GMC Lease Loyalty Rebate. \$1577 Total Due at Signing.

NO SECURITY DEPOSIT REQUIRED

**24 MONTH BUICK EXPERIENCE LEASE**  
FREE Maintenance • FREE XM Radio! • FREE OnStar

### 2015 BUICK REGAL FWD

LEASE FOR ONLY **\$239\*/MO**

24 MO. LEASE  
10K MILES PER YEAR  
STK #6987-15 • DEAL #52861

\*GM Pricing plus tax, title, lic. Lease figured with Buick/GMC Lease Loyalty Rebate. \$1838 Total Due at Signing.

NO SECURITY DEPOSIT REQUIRED

**24 MONTH BUICK EXPERIENCE LEASE**  
FREE Maintenance • FREE XM Radio! • FREE OnStar

### 2015 BUICK LACROSSE

LEASE FOR ONLY **\$239\*/MO**

36 MO. LEASE • 10K MILES PER YEAR  
**\$249\*/MO**

STK #6869-15 • DEAL #52858

\*GM Pricing plus tax, title, lic. Lease figured with Buick/GMC Lease Loyalty Rebate. \$1765 Total Due at Signing.

NO SECURITY DEPOSIT REQUIRED

### 2015 BUICK ENCLAVE FWD CONVENIENCE GROUP

LEASE FOR ONLY **\$239\*/MO**

36 MO. LEASE • 10K MILES PER YEAR  
**\$249\*/MO**

24 MO. LEASE • 10K MILES PER YEAR  
STK #6915-15 • DEAL #498058

\*GM Pricing plus tax, title, lic. Lease figured with Buick/GMC Lease Loyalty Rebate. \$1775 Total Due at Signing.

NO SECURITY DEPOSIT REQUIRED

### 2015 GMC ACADIA FWD SLE-1

LEASE FOR ONLY **\$198\*/MO**

24 MO. LEASE  
10K MILES PER YEAR  
STK #7737-15 • DEAL #51286

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\*GM Employee Pricing Plus Tax, Title, Lic. and Doc. No Security Deposit Required. Lease Conquest Rebate Must Have Non GM Lease In Household To Expire Within 90 Days Of Delivery Of New Purchase Or Lease. 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 3/31/15.



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# Dow Introduces Three New Bonding Agents for OEMs

Lightweighting is one of the keys to having automobiles meet federal fuel standards coming down the pike.

And this creates opportunities for automotive suppliers.

Any company that can help OEMs meet these requirements will not want for business, said Chris Swart, spokeswoman and global communications manager for Dow Automotive Systems.

To that end, Swart said, Dow has just introduced three new adhesives that provide environmental and cost benefits when bonding elastomeric materials to metal, engineering plastics or other elastomers.

MEGUM 5386, THIXON P-21 and THIXON 526 bonding agents are used in a wide variety of

transportation and industrial applications, including belts, hoses, mounts, bushings and seals.

Swart said that Dow developed these three new adhesives because, in the case of lightweighting, pretty much “all the low-hanging fruit had been picked” and the next step was creating new substances.

The MEGUM and THIXON portfolio of bonding agents includes low-viscosity, organic, solvent-based solutions and/or dispersions of polymers and other reactive chemicals, Swart said.

They’re used as one-coat bonding agents or two-coat primer and cover-cement systems. Some products within the range are clear, non-pigmented solutions and others are water-based.

“The addition of these three new products to our strong adhesives portfolio targets the growing customer need for versatile and sustainable solutions that enable optimization of the manufacturing process,” said Frank Billotto, Dow Specialty Adhesives business manager.

“Dow Automotive Systems is formulating more sustainable products at every opportunity, which helps customers meet compliance regulations.

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**PURCHASE A 1LS FOR \$15,988\***

**NEW SILVERADO** 2015  
DBL. CAB 2WD

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**NEW MALIBU** 2015

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**PURCHASE A LS FOR \$17,996\***

**NEW EQUINOX** 2015

**LEASE LT 24 MONTHS \$79\***  
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**PURCHASE A LS FOR \$20,267\***

**NEW TRAVERSE** 2015  
LS

**LEASE FOR 24 MONTHS \$149\***  
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**PURCHASE FOR \$26,978\***

**NEW IMPALA** 2015  
1LS

**LEASE FOR 39 MONTHS \$209\***  
\$999 DOWN

**PURCHASE FOR \$23,993\***

**NEW CAMARO** 2015  
1LS

**LEASE FOR 39 MONTHS \$179\***  
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**PURCHASE FOR \$20,553\***

**NEW ENCORE** 2015

**LEASE FOR 24 MONTHS \$96\***  
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**NEW VERANO** 2015

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**NEW REGAL** 2015

**LEASE FOR 39 MONTHS \$189\***  
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**NEW LACROSSE** 2015

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**PURCHASE A FOR \$27,223\***

**NEW ENCLAVE** 2015

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**PURCHASE A FOR \$33,297\***

**NEW TERRAIN** 2015

**LEASE FOR 24 MONTHS \$99\***  
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**PURCHASE FOR \$22,963\***

**NEW ACADIA** 2015

**LEASE FOR 24 MONTHS \$179\***  
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**PURCHASE FOR \$29,126\***

**NEW SIERRA** 2015  
DBL. CAB 2WD

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\$999 DOWN

**PURCHASE A 2WD REGULAR CAB FOR \$21,858\***

**0% UP TO 72 MONTHS ON CRUZE AND MALIBU**

“Improving mileage is creating openings for Dow.”  
– Chris Swart, Dow

“These new MEGUM and THIXON adhesives can also allow customers to consolidate the number of products used and can reduce annual adhesive costs as part of their production process.”

MEGUM 5386 is a new, high-performance cover coat adhesive suited for bonding soft and difficult-to-bond elastomers, Swart said. Bonds using MEGUM 5386 are extremely resistant in high-temperature applications, boiling water, salt fog and various hydraulic fluids.

“It also has excellent resistance to glycol and has a higher reactivity at lower dry film thickness, so customers can use less product than competitive materials to achieve comparable performance, which also reduces volatile organic compounds.”

The new THIXON P-21 and THIXON 526 next-generation primer and cover coat system provides outstanding performance at competitive cost, said Swart. The primer and cover products can be used together or separately, she said.

THIXON P-21 primer enables primer standardization and consolidation, and meets industry performance requirements. It offers low viscosity and needs less solvent for spraying, said Swart.

THIXON 526 cover coat offers well-balanced performance, she said, and enables cover standardization and consolidation with good boiling water, heat and pre-bake resistance.

Swart said better adhesives allow different, lighter materials to be used in cars of the future.

“Improving mileage is creating openings for Dow,” Swart said.

“Our resources in chemistry allow us to understand these new materials and we can work hand-in-hand with our customers to meet their needs.

“We call this bench-to-bench service, and the suppliers that can best do this will thrive.”

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# Female Executive Roles Up At GM, Other ‘Top’ Companies

CONTINUED FROM PAGE 1

are responding to the competition,” said NAFE president Betty Spence.

“The 2015 NAFE Top Companies demonstrate their understanding that having women in top executive posts increases the bottom line.”

The full list of this year’s winners is posted on workingmother.com and nafe.com, said GM spokeswoman Lesley Warnke.

Compared with last year’s list, Warnke said, findings for the 2015 NAFE Top 50 Companies reveal:

- The percentage of women who hold board seats at the 2015 NAFE Top Companies grew to 29 percent from 27 percent last year. Forty percent of top earners on the NAFE list are women, up from 35 percent last year.
  - Half of the winning companies now have four or more women board directors; at the NAFE Top 50, 29 percent of board members are women, compared with just 19 percent among companies that make up the S&P 500. The GM Board of Directors has five women composing 38 percent of its members.
  - Fifty-eight percent of the 2015 NAFE Top Companies now offer sponsorship programs, compared with 42 percent in 2013; 98 percent offer job rotations, up from 80 percent two years ago.
  - Female representation at the CEO level held steady at 10 percent over the last four years at NAFE Top Companies – twice the percentage at Fortune 500 companies.
- The 2015 NAFE Top Companies’ application includes more than 200 questions on female

representation at all levels, Warnke said, especially the corporate officer and profit-and-loss ranks.

The vetting process includes tracking access and usage of programs and policies that promote the advancement of women as well as the training and accountability of managers in relation to the number of women who advance.

In order to be eligible for the NAFE Top Companies survey, entrants must have a minimum of 1,000 employees, two women on the Board of Directors and be a public or private company.

NAFE also separately names the Top 10 companies in the non-profit sector, Warnke said.

## Cooper Standard Buys Huayu Share

Cooper-Standard Holdings, the parent company of Cooper-Standard Automotive Inc., completed its purchase of Huayu Automotive System Co.’s share in Huayu-Cooper Standard Sealing Systems Co., Ltd. on Feb. 27. Cooper Standard is now 95 percent equity owner of the business, said Cooper Standard spokeswoman Sharon Wenzl.

“The completion of this purchase further solidifies Cooper Standard’s role as the leading sealing systems supplier in the global automotive industry,” said Jeffrey Edwards, CEO at Cooper Standard. “Our expanded presence in China is a key element of our profitable growth strategy and allows the company to fully support our customers on global platforms and capitalize on growth opportunities in the region.”

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STANDARD COLLECTION



89 AVAILABLE

**EMPLOYEE PRICE \$319**

36 MONTH/10K PER YEAR

### 2015 ATS 2.0L TURBO AWD

COUPE – STANDARD COLLECTION



19 AVAILABLE

**EMPLOYEE PRICE \$319**

36 MONTH/10K PER YEAR

### 2015 CTS 2.0L TURBO

STANDARD COLLECTION



63 AVAILABLE

**EMPLOYEE PRICE \$399**

36 MONTH/10K PER YEAR

### 2015 XTS FWD

STANDARD COLLECTION



44 AVAILABLE

**EMPLOYEE PRICE \$419**

36 MONTH/10K PER YEAR

### 2015 ESCALADE AWD

LUXURY COLLECTION



11 AVAILABLE

**EMPLOYEE PRICE \$679**

36 MONTH/10K PER YEAR

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# Wally Edgar

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**\$117\*\*** PER MONTH  
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**2015 SILVERADO LT**  
**DOUBLE CAB**  
**\$229\*** PER MONTH  
24 MONTHS \$999 DOWN  
10K LEASE



**2015 CRUZE 1LT**  
**\$141\*** PER MONTH  
36 MONTHS \$999 DOWN  
10K LEASE



**2015 TRAVERSE 1LT**  
**\$186\*** PER MONTH  
36 MONTHS \$999 DOWN  
10K LEASE

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**SALES HOURS:**  
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SATURDAY 9 AM - 3 PM • SUNDAY CLOSED

All lease payment examples at GM Employee Discount Price plus, tax with zero security deposit. Traverse and Equinox first month payment and doc fees due at signing with all rebates including Competitive Lease Conquest Private Offer assigned to dealer. Silverado and Cruze first month payment and doc fees due at signing with all rebates including GM Lease loyalty private offer assigned to dealer. Lessee responsible for excess wear and tear as well as exceeded contracted mileage. Due to advertising deadlines, prices subject to change. See dealer for details.

# Prestige

## Cadillac

**Exclusive Service Offers and Coupons:**

**OPEN SATURDAY 9:00AM-2:00PM**

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**FREE**

**27 MULTI-POINT INSPECTION**

Expires 3-31-15

 **Certified Service**

 **dexos**

**OIL CHANGE**

**\$24.95\***

FREE 27 multi-point inspection  
Most GM cars & light trucks. Includes 5 Qts of Dexos 1 oil & AC Delco oil filter.  
\*Plus Tax. Expires 3-31-15

 **Certified Service**

**FREE**

**ALIGNMENT INSPECTION/ CHECK**

Expires 3-31-15

 **Certified Service**

- Convenient Customer Shuttle
- Early Bird Check-in
- Loaners available
- Convenient Business Hours
- Same Day Service
- Factory Trained Service Advisors

- ASE Certified Technicians
- Online Express Checkout
- Mobile App Service
- Complimentary Loaner Car
- GM Quality Parts

 **Certified Service**



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## 2015 Chrysler 200 S

Remote Start, Heated Seats, Rear Camera, Dual Zone Automatic Climate Control and Much More.

Stk# FN47227



EMPLOYEE		EVERYONE	
27 MO. LEASE	PRICE	27 MO. LEASE	PRICE
<b>\$105*</b>	<b>\$15,805*</b>	<b>\$105*</b>	<b>\$16,825*</b>

## 2015 Ram 1500 Express Crew Cab 4X4

5.7L HEMI V8, 4 WHEEL DRIVE, 20 INCH ALUMINUM WHEELS, SATELLITE RADIO WITH 1 YEAR SUBSCRIPTION, 8 SPEED AUTOMATIC TRANSMISSION AND MUCH MORE.



Stk# FS574644

EMPLOYEE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$72*</b>	<b>\$27,635*</b>	<b>\$93*</b>	<b>\$29,153*</b>

## 2015 Dodge Dart SXT

HEATED SEATS, REMOTE START, 8.4" UCONNECT RADIO, REAR CAMERA, RALLY PKG, 6 SPEED AUTOMATIC TRANSMISSION, SATELLITE RADIO AND MUCH MORE.



Stk# FD267179

EMPLOYEE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$74*</b>	<b>\$16,153*</b>	<b>\$74*</b>	<b>\$16,153*</b>

## 2015 JEEP Patriot Latitude

AUTOMATIC TRANSMISSION, HIGH ALTITUDE PACKAGE, HEATED LEATHER SEATS, UCONNECT RADIO, VOICE COMMAND WITH BLUETOOTH, REMOTE START AND MUCH MORE.



Stk# FD106761

EMPLOYEE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$127*</b>	<b>\$16,307*</b>	<b>\$127*</b>	<b>\$17,285*</b>

## 2015 DODGE Journey Crossroad

THIRD ROW SEAT, 3 ZONE AUTO TEMP CONTROL, HEATED SEATS, HEATED STEERING WHEEL, REMOTE START, 3.6L V6 ENGINE AND MUCH MORE.



Stk# FT577878

EMPLOYEE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$166*</b>	<b>\$19,874*</b>	<b>\$166*</b>	<b>\$20,995*</b>

## 2015 Jeep Cherokee Limited

HEATED LEATHER SEATS, HEATED STEERING WHEEL, REMOTE START, 8.4" UCONNECT RADIO, REAR CAMERA AND MUCH MORE.



Stk# FW531753

EMPLOYEE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$166*</b>	<b>\$21,092*</b>	<b>\$173*</b>	<b>\$22,229*</b>

## 2015 Chrysler Town & Country

HEATED LEATHER SEATS, REMOTE START, REAR DVD PLAYER, POWER SLIDING DOORS AND MUCH MORE.



Stk# FR699352

EMPLOYEE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$177*</b>	<b>\$23,459*</b>	<b>\$188*</b>	<b>\$24,717*</b>

## 2015 Chrysler 300 Limited

HEATED LEATHER SEATS, VOICE COMMAND WITH BLUETOOTH, UCONNECT RADIO, SATELLITE RADIO WITH 1 YEAR SUBSCRIPTION AND MUCH MORE.



Stk# FH742885

EMPLOYEE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$182*</b>	<b>\$24,019*</b>	<b>\$192*</b>	<b>\$25,279*</b>

## 2014 Dodge Charger R/T

HEMI 5.7L V8 ENGINE, 20" CHROME WHEELS, HEATED FRONT AND REAR LEATHER SEATS, BEATS PREMIUM AUDIO WITH 10 SPEAKERS, SUBWOOFER AND 552 WATT AMPLIFIER, REMOTE START AND MUCH MORE.



Stk# EH334471

EMPLOYEE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$197*</b>	<b>\$24,409*</b>	<b>\$212*</b>	<b>\$25,749*</b>

# RAY LAETHEM MOTOR VILLAGE



**GMC**

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HUGE FACTORY OBJECTIVES TO MEET  
BEST PROGRAMS OF THE YEAR**

## 2015 BUICK ENCORE

4G LTE WI-FI HOTSPOT, REAR CAMERA, POWER SEAT, INTELLILINK RADIO, BLUETOOTH, 10 AIR BAGS, ONSTAR WITH TURN BY TURN NAVIGATION, SATELLITE RADIO AND MUCH MORE.

Stk# FB086873



EMPLOYEE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$131*</b>	<b>\$21,072*</b>	<b>\$188*</b>	<b>\$21,897*</b>

## 2015 GMC Terrain

32 MPG (HIGHWAY), 4G LTE WI-FI HOTSPOT, REAR CAMERA, COLOR TOUCH-SCREEN RADIO, SATELLITE RADIO, BLUETOOTH, FOG LAMPS, REMOTE KEYLESS ENTRY, 17" ALLOY WHEELS AND MUCH MORE.



Stk# F6146530

EMPLOYEE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$144*</b>	<b>\$23,363*</b>	<b>\$208*</b>	<b>\$24,373*</b>

## 2015 Buick Verano

4G LTE WI-FI HOTSPOT, REAR CAMERA, REMOTE START, INTELLILINK RADIO, BLUETOOTH, SATELLITE RADIO, DUAL-ZONE AUTOMATIC CLIMATE CONTROL, 10 AIR BAGS, ONSTAR WITH TURN BY TURN NAVIGATION AND MUCH MORE.



Stk# F4159424

BELOW EMPLOYEE PRICE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$115*</b>	<b>\$17,941*</b>	<b>\$170*</b>	<b>\$19,231*</b>

## 2015 GMC Acadia

8 PASSENGER SEATING, REAR CAMERA, REAR PARK ASSIST, BLUETOOTH, COLOR TOUCH-SCREEN RADIO, ONSTAR WITH TURN BY TURN NAVIGATION, SATELLITE RADIO AND MUCH MORE.



Stk# FJ213007

EMPLOYEE		EVERYONE	
24 MO. LEASE	PRICE	24 MO. LEASE	PRICE
<b>\$214*</b>	<b>\$29,126*</b>	<b>\$269*</b>	<b>\$29,917*</b>

## 2015 Buick Regal

4G LTE WI-FI HOTSPOT, HEATED LEATHER SEATS, 259 HP TURBO ENGINE, REAR CAMERA, INTELLILINK RADIO, BLUETOOTH, SATELLITE RADIO, ONSTAR WITH TURN BY TURN NAVIGATION, 18" ALLOY WHEELS, POWER SEAT AND MUCH MORE.



Stk# F9181868

BELOW EMPLOYEE PRICE		EVERYONE	
24 MO. LEASE	PRICE	39 MO. LEASE	PRICE
<b>\$148*</b>	<b>\$23,732*</b>	<b>\$217*</b>	<b>\$25,461*</b>

## 2015 GMC Sierra SLE Double Cab

4G LTE WI-FI HOTSPOT, TRAILERING PKG, LOCKING REAR DIFFERENTIAL, INTELLILINK RADIO, BLUETOOTH, DUAL-ZONE AUTOMATIC CLIMATE CONTROL, REAR PARK ASSIST, POWER SLIDING REAR WINDOW, ONSTAR WITH TURN BY TURN NAVIGATION, POWER ADJUSTABLE PEDALS, REMOTE STARTER, REAR DEFROSTER AND MUCH MORE.



Stk# FZ213771

EMPLOYEE		EVERYONE	
39 MO. LEASE	PRICE	39 MO. LEASE	PRICE
<b>\$227*</b>	<b>\$31,360*</b>	<b>\$243*</b>	<b>\$31,897*</b>

## 2015 Buick Enclave

7 PASSENGER SEATING, REMOTE START, REAR CAMERA, REAR PARK ASSIST, POWER LIFTGATE, TRI-ZONE AUTOMATIC CLIMATE CONTROL, INTELLILINK RADIO, SATELLITE RADIO, BLUETOOTH, POWER SEATS, HEATED MIRRORS AND MUCH MORE.



Stk# FJ207059

EMPLOYEE		EVERYONE	
36 MO. LEASE	PRICE	36 MO. LEASE	PRICE
<b>\$282*</b>	<b>\$33,757*</b>	<b>\$282*</b>	<b>\$33,757*</b>

## 2015 Buick Lacrosse

4G LTE WI-FI HOTSPOT, REAR CAMERA, INTELLILINK RADIO, BLUETOOTH, USB PORT, ONSTAR WITH TURN BY TURN NAVIGATION, SATELLITE RADIO, POWER SEAT, DUAL ZONE AUTOMATIC CLIMATE CONTROL, UNIVERSAL HOME REMOTE, SATELLITE RADIO, 18" ALUMINUM WHEELS AND MUCH MORE.



Stk# FF117852

EMPLOYEE		EVERYONE	
39 MO. LEASE	PRICE	39 MO. LEASE	PRICE
<b>\$289*</b>	<b>\$29,342*</b>	<b>\$314*</b>	<b>\$29,396*</b>

## 2015 GMC Yukon SLE 4WD

4 WHEEL DRIVE, 4G LTE WI-FI HOTSPOT, 20" POLISHED WHEELS, POWER REAR LIFTGATE, POWER ADJUSTABLE PEDALS, AUTO-DIMMING REARVIEW MIRROR, UNIVERSAL HOME REMOTE, FRONT & REAR PARK ASSIST, REAR CAMERA, RAIN SENSING WIPERS, REMOTE START, BOSE PREMIUM SOUND SYSTEM, INTELLILINK RADIO, ONSTAR WITH TURN BY TURN NAVIGATION AND MUCH MORE.



Stk# FR571512

EMPLOYEE		EVERYONE	
39 MO. LEASE	PRICE	39 MO. LEASE	PRICE
<b>\$490*</b>	<b>\$46,759*</b>	<b>\$528*</b>	<b>\$48,212*</b>

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\*This site, title, plate, destination, CTR and doc fee. ACQUISITION FEE IS INCLUDED IN MONTHLY PAYMENTS. First payment also due up front on lease. Lease payments calculated with \$995 down payment and \$10,000 miles per year. Prices and payments include delivery and destination. Prices include taxes, title, license, plate and title fees. Leases include 10,000 miles per year. Advertised payments based on Tier 1 credit approval. Must qualify for security deposit waiver. Prices and payments include Buick/GMC lease loyalty (see dealer for eligibility requirements). Pricing for Michigan residents only. Pricing subject to GM program changes. Pictures may not represent actual vehicle. Vehicles subject to prior sale. Prices good through 03/31/2015 unless manufacturer changes program.