



GM will give a clearer view of the 2016 CT6 at the New York auto show.

## New Cadillac CT6 Built with 'Rocket Science' Techniques

When it comes to the Cadillac CT6, quality is more than skin deep.

That's how Cadillac spokesman David Caldwell describes the results of the brand's advanced mixed-material approach for the lightweight body structure of the upcoming CT6 "range-topping" sedan.

The structure is aluminum-intensive, he said, but the new Cadillac also includes 13 different materials customized for each area of the car to simultaneously advance driving dynamics, fuel economy and cabin quietness.

The CT6 will debut March 31 at the New York International Auto Show and go into production late this year at General Motors' Detroit-Hamtramck assembly plant.

"This is the rocket science of automobile construction and manufacturing today," said Cadillac president Johan de Nysschen.

"With the CT6, we used high-strength aluminum and high-strength steels, lightweight chassis components. We integrate aluminum and steel where it makes sense. We eliminate every

CONTINUED ON PAGE 5

## Dodge Can't Keep Up with Hellcat Orders

by Jim Stickford

It's a good problem to have.

Fiat Chrysler's new Hellcat versions of the Dodge Charger and the Dodge Challenger have proved to be so popular with the buying public that the company has stopped taking new orders for the vehicles until it can fill the orders that are already on record.

This information first hit the public on March 13. In a statement to the media issued on March 16, Chrysler declared, "Due to unprecedented demand for the 2015 Dodge Charger and Challenger SRT Hellcats, we are temporarily restricting orders while we validate current orders that are in the system."

Dan Reid, manager of SRT, Powertrain and Engineering Communications for Fiat Chrysler, said that indeed demand for both the Charger and Challenger Hellcats has been very strong.

"There's not much to say about this situation," Reid said. "There is a lot of demand for Hellcats. We've received a lot of orders for them. The Challenger version went on sale in the fourth quarter of last year and the Charger went on sale the first quarter of this year.

"About 2,200 Hellcats have been delivered to customers

with 9,000 orders taken."

Reid said that they thought the Hellcat would prove to be a hit with customers, but not this big of a hit.

Jessica Story, Business Development manager for Milosch's Chrysler Dodge Jeep Ram in Lake Orion, said that what she's read in the newspapers matches what she's seen at the dealership.

"Every day we take multiple requests from people asking if we have a Hellcat to sell them," Story said. "The requests include both the Hellcat Charger and

Challenger. The requests come from people in the area and from dealers and fans from all over the country."

Because of the Hellcat's popularity, Story said, people have been checking around beyond their local dealers to see if they can get one.

"There is a mad dash to try and snag a Hellcat," Story said. "There is more demand for the vehicle than there are Hellcats out there.

CONTINUED ON PAGE 5



Trostle with 2015 SRT Hellcat Charger

## Buick Ranks Tops in Satisfaction Survey

As the percentage of all dealer service visits related to automotive recalls reaches 16 percent – surpassing the recent peak of 15 percent in 2011 – satisfaction among recall customers continues to improve, according to the J.D. Power 2015 U.S. Customer Service Index (CSI) StudySM released last week.

The study measures customer satisfaction with service at a franchised dealer facility for maintenance or repair work among owners and lessees of 1- to 5-year-old vehicles, said J.D. Power spokesman John Tews.

The study finds that the overall CSI among customers who take their vehicle to a dealer for recall-related work improved to 789 on a 1,000-point scale, up from 777 in 2014.

This increase, combined with a slight decline in overall satisfaction, reduced the negative satisfaction gap between recall visits and overall CSI, Tews said.

There is an 11-point gap in satisfaction between customers with a recall visit and those with a non-recall visit, compared with a gap of 27 points in 2014 and 21 points in 2013.



Cars like this 2015 LaCrosse put Buick at the top of the J.D. Power list.

Furthermore, satisfaction is 8 points higher among customers with a recall visit than among those with a repair visit (781).

"Even though recalls can create a large influx of customers into the service department and really strain capacity, automakers are better prepared to handle recalls than they were a few years ago," said Chris Sutton, vice president, U.S. automotive retail practice at J.D. Power.

"Manufacturers have shown that it is possible to turn a potential negative into a positive when it comes to recalls if they're done

in a way that doesn't inconvenience the customer."

Jaguar ranks highest in satisfaction with dealer service among luxury brands, with a score of 877. Following Jaguar in the luxury ranking are Lexus (870), Audi (865), Lincoln (861) and Cadillac (858).

With a CSI score of 836, Buick ranks highest among mass market brands for a second consecutive year, Tews said.

"Superior reliability, quality and customer service is core to

CONTINUED ON PAGE 7

## GM Says 'Nyet' to Russia, Will Opt Out by December

MOSCOW (AP) – General Motors will slash production in Russia and pull its mass-market Opel brand completely in the face of plummeting sales in the economically troubled country.

Mainstream GM brands have been among the biggest losers as Russia's auto market shrinks, with sales of Chevrolet down 74 percent year-on-year in February and those of Opel plunging 86 percent.

Opel will leave the Russian market by December, with Chevrolet production cut back significantly to focus on top-end products such as the Corvette sports car and Tahoe SUV, which are imported into Russia from the U.S.

The move is likely to result in around \$600 million in one-off losses, around a third of which will be non-cash expenses, GM said last week.

"This change in our business model in Russia is part of our global strategy to ensure long-term sustainability in markets where we operate," GM presi-

dent Dan Ammann said in a statement.

"This decision avoids significant investment into a market that has very challenging long-term prospects."

GM's factory in St. Petersburg will halt production by the middle of 2015.

"There may be severance" for the 1,000 employees, and there is no current plan to restart production in the future, GM spokesman Dave Roman said.

The St. Petersburg assembly plant is GM's only fully owned production facility in Russia and opened in late 2008 amid much fanfare at a time when foreign automakers were crowding into a booming market. The plant cost \$300 million and has a capacity of 70,000 cars a year.

Production of Chevrolets under license by Russian firm GAZ will also end this year, while GM's joint venture with Russia's AvtoVAZ producing the Chevrolet Niva basic SUV will continue.

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## Red, Black Most Popular for 'Stang Owners

The new Mustang is an international vehicle, but color tastes vary according to the part of the world where it's purchased.

Red and black clinch the top spots as the most popular exterior paint colors for the first global Mustang, according to initial consumer data.

Mustang demand has been high, with the car reaching dealer lots in the United States late last year and China in early 2015.

It's set to go on sale in Europe midyear, with nearly 1.1 million pony cars configured on Ford's European websites just a month after ordering banks opened.

Passion for the car is universal, said Ford spokeswoman Kristina Adamski, but trends are beginning to surface based on customer data that provide an early glimpse into regional similarities and differences among Mustang enthusiasts worldwide.

In China and Europe, Race Red clinches the top spot for exterior paint color choice, with Absolute Black in a tie for first in Europe, according to customer data. Nearly 35 percent of Mustang orders in China are for Race Red, while black is the No. 1 color in the United States.

Some regional highlights to note:

CONTINUED ON PAGE 9



2015 Mustang in its most popular color in China and Europe – red



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## Car Sales Should Rebound in March Due to Weather

U.S. total new-vehicle sales in March 2015 are bouncing back from last month and are expected to reach their highest levels for the month in a decade, according to a monthly sales forecast from J.D. Power and LMC Automotive.

After winter storms stymied sales in February, total new light-vehicle sales in March 2015 are expected to reach 1,539,600 units, a 4 percent increase on a selling-day adjusted basis compared with March 2014 and their highest levels for the month since March 2005 when 1,572,909 new vehicles were sold, J.D. Power reported.

New-vehicle retail sales in March 2015 are projected to reach 1,234,700 units, a 4 percent increase on a selling-day adjusted basis compared with March 2014 and the highest retail sales volume for the month since March 2007 when sales hit 1,244,656.

The retail seasonally adjusted annualized selling rate (SAAR) in March is expected to be 13.6 million units, 449,000 units stronger than in March 2014 and the highest retail SAAR for the month since March 2002 (14.8 million).

"Inclement weather in February caused many consumers to delay their new-vehicle purchase until March," said John Humphrey, senior v.p. of the global automotive practice, J.D. Power.

# Texas Like What They See with Fiat Chrysler Cars, Trucks

The 2015 Chrysler 300 took the highest award as the Car of Texas at the Texas Auto Roundup hosted by the Texas Auto Writers Association (TAWA).

In addition to Chrysler, Dodge, Jeep and Alfa Romeo brands also won accolades at this year's awards ceremony.

After a day of demanding driving at the Texas Motor Speedway in Fort Worth, Texas, journalists then voted for their favorite vehicles and Fiat Chrysler secured eight of the possible 20 awards, the most of any manufacturer that had vehicles at the event, said Fiat Chrysler spokesman Rick Deneau.

"FCA US brought an amazing array of vehicles this year," said Michael Marrs, President of TAWA. It was truly an all-star lineup.

"Our members were especially impressed with the 2015 Chrysler 300 and the Dodge Hellcats. In fact, the 2015 Dodge Challenger SRT Hellcat was the most driven car for the entire day."

Besides the 300's Car of Texas award, these Fiat Chrysler vehicles received awards:

- Mid-size Sedan of Texas: 2015 Chrysler 200;
- Full-size Sedan of Texas: 2015 Dodge Charger R/T Scat Pack;
- Performance Coupe of Texas: 2015 Dodge Challenger SRT Hellcat;
- Performance Sedan of Texas: 2015 Dodge Charger SRT Hellcat;
- Best New Feature: Dodge SRT Hellcat 6.2-liter Supercharged Hemi V8 Engine;
- Performance Utility Vehicle of Texas: 2015 Jeep Grand Cherokee SRT;
- Best Value: 2015 Alfa Romeo 4C Coupe.

TAWA members gather every spring to evaluate all that's new in passenger cars, minivans and performance SUVs, Deneau said.

The event gives 52 Texas automotive journalists the opportunity to drive nearly every new car – this year, 54 vehicles – on the market, ranging from subcompact vehicles to supercars (more than 450 horsepower).

"It's always nice to do well in things like this," Deneau said. "But it's especially nice to be

honored by the Texas Auto Writers Association.

"I wouldn't say it was a surprise that the Chrysler 300 won the top car award, but it was special. There were something like 55 vehicles that were judged, and many of them were cars, so the 300 winning was great."

Deneau said that Fiat Chrysler has done well in the past at TAWA contests with the performance its SUVs and pickups, but not its cars.

"It's especially nice that the Alfa Romeo 4C Coupe won the 'Best Value' award," Deneau said. "It's just coming to the American market and costs between \$55,000 and \$70,000."

While that sounds like an expensive vehicle to win the best value award, Deneau said, it's a performance car that makes great use of carbon fiber in the chassis.

"Normally, when you talk about a carbon fiber chassis in a per-

formance car, you're talking about a supercar that might cost in the hundreds of thousands of dollars," Deneau said.

"But the Alfa Romeo 4C provides the tech and the performance at a fraction of that cost. It was great to see that value honored."

Deneau also said that TAWA also recognized just what Fiat Chrysler has done with its Hellcat cars.

"We put a lot of new tech in the Hellcat engines," Deneau said. "TAWA writers saw what we did and honored it. That's just exciting."



2015 Chrysler 300

## Manufacturing Group to Gather Locally

The Michigan Manufacturers Association (MMA) is holding a meeting on Wednesday, April 15, in Sterling Heights to explore the current state of manufacturing in Michigan.

The event is being co-sponsored by the Sterling Heights Regional Chamber of Commerce and will be held in the Sterling Inn located at 34911 Van Dyke in Sterling Heights & Industry from noon to 1 p.m.

The cost is \$25 for MMA members and \$50 for non-members.

Those attending will receive information and learn about:

- Legislative advocacy for a competitive advantage around the world;
- Opportunities to connect with legislators, agency representatives, issue experts, local

leaders and manufacturing peers;

- Significant cost-savings on the issues affecting the bottom line of manufacturing businesses.

In addition to networking with manufacturing peers, getting answers to pressing questions and building connections for continued success, MMA will share information with attendees on the following:

- An analysis on the current state of manufacturing in Michigan from MMA's Executive and Government Affairs team;
- Results from the 2015 Annual Michigan Manufacturing Survey including manufacturers' top priority issues and projections for the future of manufacturing;
- A breakdown of MMA's Competitiveness Plan for Michigan

Manufacturing, a two-year agenda for improving the state's legislative and regulatory landscape.

"Michigan is as strong as its manufacturing industry and, with key local and statewide associations at your side, you can lead it forward," said Chuck Hadden president and CEO of MMA.

Speakers include Hadden and Bill Griffith, Business Resource Alliance Group administrator (BRAG) for the Sterling Heights Regional Chamber of Commerce & Industry.

For registration assistance, contact MMA's Sarah Pytel at pytel@mimfg.org, by phone at 517-487-8521. Online registration is at mimfg.org. For more information contact LeAnn Hicks at hicks@mimfg.org.



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Jessica Moreno with son Mateo, 1, and daughter Gabriela, 6

## Leading Ladies Talk About GM's Future

General Motors CEO Mary Barra says the automotive industry will experience more dramatic change in the next decade than it has in the past 50 years.

In a male-dominated industry, women engineers are leading the way in some of the technological advances that could make Barra's prediction true, said GM spokeswoman Rebecca White.

"Electrified vehicles, infotainment and software development, and vehicle-to-vehicle communication are critical to changing the way we drive," White said.

Three of the women driving those advances are Trista Schieffer, Lead Development engineer for GM Battery Electric Vehicles; Rebecca Roth, GM Infotainment Product Owner; and Jessica Moreno, Program manager, GM V2V Security Credential Management.

"While gasoline-powered cars remain the top sellers, electric vehicles are becoming mainstream," Schieffer said. "At GM, the Chevrolet Volt, Spark EV, Cadillac ELR and the forthcoming battery-powered car based on the Chevy Bolt concept are part of GM's commitment to manufacture 500,000 vehicles a year globally with some form of electrification in 2017. In addition to extended-range electric and pure EV, technologies include start-stop, eAssist and hybrid."

Schieffer is responsible for making sure everything works together to meet the customer expectations of an electric vehicle.

"I love problem-solving," said

Schieffer. "I collaborate with people to deliver efficient solutions to solve ride, handling, noise, vibration, comfort, storage, heating, cooling, safety, energy efficiency – all aspects of a vehicle. Together, we make sure the parts and systems are integrated so the vehicle performs in the manner our customers anticipate. As vehicles rely less and less on traditional fuel systems – or, in certain cases, not at all – we face new challenges."

A key part of the connected car is infotainment that allows occupants to do practically anything on wheels they can do on solid ground. Roth helps develop the software to safely integrate drivers' lives into the ride.

Part of this work includes helping develop software for the Smart Grid, an intelligent system that allows two-way communication between the electric company and the homeowner for their electric vehicles – picking charging times from right now to off-hours when electricity use is low-

er and costs less.

"We're developing software to make everything simpler and greener," said Roth. "As a coder, I love it when software can make a person's life easier and make the world a better place."

Moreno, in talking about her role, said, "In the not-too-distant future, our cars will be able to talk to each other, helping to avoid crashes and traffic jams."

"The 2017 Cadillac CTS is expected to be the first vehicle in the U.S. to implement vehicle-to-vehicle, or V2V, technology."

Moreno and her team are working so that, when that day arrives, only the necessary information is shared.

"The software that we're developing helps certify that a vehicle is a trusted and reliable source of information, thereby allowing it to communicate with other vehicles on the road," she said.

"I have two small children and vehicle safety is extremely important to me."

## Auburn Hills Company Sees Seat Business Expanding

AUBURN HILLS, Mich. (AP) – A new era of performance cars from Cadillac, Chevrolet, Ford and others has one of the world's top performance-seat manufacturers turning out more seats than ever in Michigan.

Recaro North America, headquartered in Auburn Hills, has grown exponentially in recent years, as its specialty seats become must-have options – sometimes adding thousands to the sticker prices – for many American performance cars.

Recaro – a name synonymous with racing seats – works with each automaker to make unique seats. But the company says it makes sure all have the "Recaro DNA" of quality, styling and performance.

"This is going to be a growing market for us," Recaro North America general manager Emil Kreycik told *The Detroit News*. "It's a growing market for the (automakers)."

The company is expected to continue growing as automakers like General Motors Co. and Ford Motor Co. bring more new performance cars to market.

Business from automakers represents roughly 60 percent of Recaro North America's seating business. The other 40 percent is for aftermarket sales to racers

and customizers, and seats for commercial and military vehicles.

The company produced about 68,000 seats in 2014, Kreycik said, but it would not provide an outlook for 2015. Globally, Recaro Automotive Seating recorded sales of \$207 million in 2014.

Its Auburn Hills facility has grown from producing seats for just one vehicle in 2009 – the Cadillac CTS-V – to a handful this year, said during a tour of the facility. "We can add lines very easily and increase capacity."

The increase is pushing the Metro Detroit facility to produce the most products since the more than 100,000-square-foot facility opened in 2007.

"We're looking to optimize," Michael Murto, Recaro North America engineering director, said during a tour of the facility. "We can add lines very easily and increase capacity."

The facility isn't an average manufacturing plant: Seats are made primarily by human hands, not automated machines. And production lines don't use traditional conveyor belts; instead, employees move seats on rolling stands from station to station. During production, every seat is carefully sewn and examined.

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## Capps Steers R/T Funny Car to 3rd Straight Victory

Ron Capps proved it again: his 2015 Mopar Dodge Charger R/T NHRA Funny Car is a winning machine.

Capps raced the new body to its third consecutive victory during eliminations on March 15 at the 46th Annual NHRA Gatornationals, marking the Don Schumacher Racing (DSR) driver's third career win at Gainesville Raceway.

Mopar also scored in the Sportsman ranks, with Kevin Helms seizing the overall Stock Eliminator Wally in his 426 Race HEMI Mopar Dodge Challenger Drag Pak. Including Matt Hagan's victories at the NHRA Pomona and Phoenix events, the new 2015 Mopar Dodge Charger R/T is three-for-three in competition this season.

Counting Hagan's 2014 NHRA Finals win, Mopar-powered Dodge Funny Car drivers have also won the last four events, and the final marks the second all-Mopar Dodge money round matchup this season (Hagan defeated Capps at Pomona).

Five Mopar Dodge Charger R/T Funny Cars advanced to the quarterfinals at Gainesville Raceway, with a trio earning three of four spots in the semifinals.

"All of us at Mopar are very proud to see the new 2015 Mopar Dodge Charger R/T Funny Car in the winner's circle for a third consecutive event with this big win by Ron Capps at the Gatornationals," said Pietro Gorreri, president and CEO of Mopar Brand Service, Parts and Customer Care. "The new Mopar-powered Funny Car package looks strong this year, and we look forward to seeing the Don Schumacher Racing drivers contend for more wins and another championship this season."

"The Dodge people worked real hard on this new car," Capps said, "and I was happy for my teammate Matt (Hagan) when he won at Pomona and Phoenix."

## Stevens Anxious To Partner Up with Johnson Again

Mopar fans will see another Dodge Dart hit the drag strip this season in the National Hot Rod Association (NHRA) Pro Stock class, as driver Ritchie Stevens Jr. prepares to take the wheel of his Mopar for at least 10 events as a teammate to 2012 NHRA Pro Stock World Champion Allen Johnson.

The New Orleans native will field a new Dodge Dart chassis prepared by Jerry Haas and a Hemi engine tuned by Roy Johnson of Johnson & Johnson Racing, to mark his return to Pro Stock competition this April at the NHRA SpringNationals in Houston.

"I'm really excited and just can't wait because my best times on track were racing with Allen as a teammate, and I'm really happy to get back to that," said Stevens, whose last full season of NHRA competition was with Don Schumacher Racing in 2007 aboard a Dodge Stratus with Johnson as his Mopar teammate.

Johnson & Johnson Racing's Adam Hornberger will perform double-duty as crew chief for both Johnson and Stevens, while Tom Pierson will take on duties as car chief for the additional Dodge Dart entry.

"The last couple of years have been up and down racing-wise but I'm really looking forward to working with Allen again and with (crew chief) Adam, who is talented and just as laid back as I am," Stevens said.

"The cars will be the same, but we'll try different things."

Picture may not reflect actual vehicle. \* The Chrysler Group LLC Employee Advantage Purchase program sale prices and lease payments quoted. Just add tax, title, doc fee and destination charge. Security deposit: is waived on all lease payments. Lease payments are 10,000 miles per year. 20 cents per mile thru July or 25 cents thru Chrysler Capital for excess mileage. Customer must qualify for 1 or S tier credit approval. Payments subject to change due to lower approved credit tier. Banks may require to prove income and residency for credit approval. Customer is responsible for excess wear and tear. Retail dealer price is the sum of the purchase price, plus doc fee, plate fee, sales tax, and accrued finance charges over the term of the lease. All vehicles and program money assigned back to dealer. All prices and lease payments are based on Chrysler Group LLC incentives thru the Great Lakes Business Center. Related to retail customer cash, lease cash, lease loyalty, military, trade assist cash, finance bonus cash and all other Great Lakes offers will be applied. The dealer invoice amount is not a net factory price to dealer. Customers may not qualify for all offers, incentives, discounts or financing offers. See dealer for qualifications and complete details. Exclusive Huvaere new car cash coupon has been applied to all sale and lease payments in this ad. † Chrysler Group LLC Employee Advantage 84 month buy at 3.49% A.P.R. with approved credit at tier 1. Vehicle sale prices include Chrysler Capital bonus cash-must finance thru Chrysler Capital. 2015 lease payment includes mid-size segment conquest cash. \*Sale prices include lessee loyalty retail bonus cash, customer must qualify.



# New Cadillac CT6 Built with ‘Rocket Science’ Techniques

CONTINUED FROM PAGE 1

gram of mass possible, while achieving world-class performance.”

Weight reduction helps improve fuel efficiency, contributes to desirable vehicle dynamics and aids in creating a more resilient passenger cell, said Travis Hester, Cadillac CT6 executive chief engineer.

Sixty-four percent of the CT6 body structure is aluminum, including all exterior body panels – and the mixed material approach saved 198 pounds compared with a predominantly steel construction.

Thirteen complex high-pressure die cast components make up the lower structure of the CT6 body, along with aluminum sheets and extrusions, Hester said.

The vehicle underbody uses steel close-out panels on the lower structure to create a bank vault-quiet cabin without the

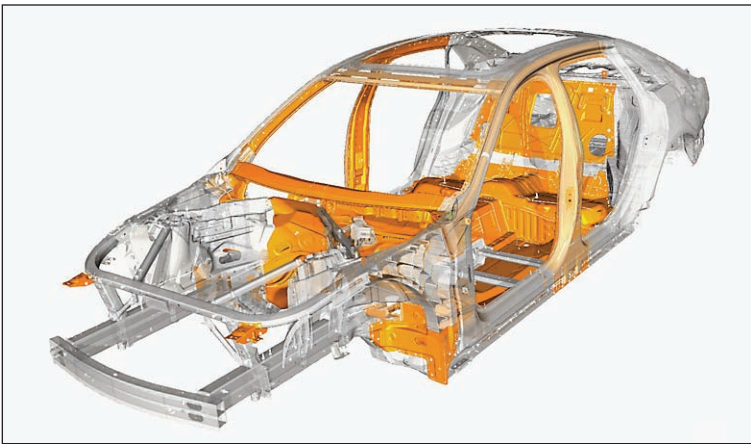
added weight of extensive sound-deadening material, often used to compensate for aluminum panels in the occupant compartment.

“The structure of the CT6 is one of the most-advanced body systems we’ve ever produced,” said Hester. “The innovation surrounding our joining techniques have enabled us to create a vehicle structure with the highest torsional rigidity of any Cadillac while achieving one of the most mass-efficient vehicles in the segment.”

Cadillac in January revealed a series of high-technology material-joining techniques that create a new methodology for assembling the CT6.

These enabled engineers to design a completely new structure for which 21 patents are pending, Caldwell said.

“This new construction approach,” said Hester, “has enabled us to produce a world-class vehicle that is larger in size



Gray is aluminum and orange is steel in this CT6 Cadillac frame.

and includes more standard equipment while achieving lower overall mass.”

High-strength steel is used strategically to reinforce the body structure, and is also used in conjunction with high-strength aluminum to create a safety cage surrounding the occupants, Hester said.

The structural portion of the B-pillar is constructed completely of high-strength steel, which was chosen to aid vehicle ingress, egress and visibility, in addition to mass savings and added cabin quietness.

A high-strength aluminum impact bar was added to the rear of the vehicle, and a combination of high-strength aluminum and steel was used for front and side impact zones to further increase passenger safety in the event of collisions, Hester said.

A combination of aluminum spot welds, steel spot welds, flow drill screws, self-piercing rivets, laser welding, aluminum arc welding and hundreds of feet of structural adhesive are all used in assembling the body of the CT6.

# Dodge Can’t Keep Up With Demand For Hellcats

CONTINUED FROM PAGE 1

“The orders just can’t be filled right now.”

Reid said the Hellcats are made at Fiat Chrysler’s Brampton, Ontario, facility. The Challenger and Charger are built on Fiat Chrysler’s LC platform. Both versions of the Hellcat have 707 horsepower.

At the time of the Hellcat Charger’s introduction last December, Tim Kiniskis, president and CEO – Dodge and SRT Brands said, “The new 2015 Dodge Charger SRT Hellcat is a multidimensional phenomenon. It is the quickest, fastest, most-powerful sedan ever produced – the world’s only four-door muscle car.

“Factor in its affordable price and 22-mpg highway fuel-economy rating and it’s clear that the Charger SRT Hellcat competes in a class all by itself.”

He said the 2015 Dodge Charger Hellcat has posted an 11-second quarter-mile on street tires.

# Supplier Working to Expand Number of Plug-in Chargers

In addition to the two plug-in electric vehicle (PEV) charging stations already located at its headquarters, Freudenberg-NOK Sealing Technologies will be installing four more as part of the Workplace Charging Challenge Pledge created by the U.S. Department of Energy (DOE).

The Pledge, which employers can join as Partners, signals a company’s commitment to provide PEV charging access for its employees, but Freudenberg-NOK will also make the stations available to the public, said Freudenberg spokeswoman Cheryl Eberwein.

“We’re proud to support the development of electric vehicles, and it’s something important to many of our employees,” said Ted Duclos, president, Freudenberg-NOK.

“Partnering with the DOE aligns with our company’s and customers’ sustainability goals. We produce seals that are designed to reduce friction, which ultimately reduces emissions.”

With long-term orientation being one its guiding principles, the Pledge is a natural fit for the company, Eberwein said.

Freudenberg-NOK has developed a variety of emission-reducing seals, which include its Low-

Emission Sealing Solutions (LESS) portfolio of products.

In addition, the company developed the Levitex crankshaft seal, which creates an air cushion that seals the engine compartment with virtually no friction. Levitex can thus reduce the CO2 emissions of vehicles by 0.5 to 1 gram per kilometer.

On the first generation Chevrolet Volt alone, more than 600 of the company’s seals are used, including many gaskets for the vehicle’s battery case.

“Our company is fully committed to making electric vehicles a more practical option,” said Duclos. “By taking these steps, we hope to increase public awareness of the benefits and capabilities of electric vehicles. The technology is here, but there is an opportunity for infrastructure development to expand the use of PEVs.”

The additional charging stations, which will now allow for a total of six vehicles to be charged at one time, will be installed in April.

As part of the Challenge, the DOE says it hopes to increase the number of U.S. employers offering workplace charging by tenfold in the next five years.

# Ford Goes Green with Recycled Parts

What if we could redirect plastics from landfill and use them to create innovative materials, and then put them in the all-new Ford F-150, part of Ford F-Series?

Since 2012, Ford Motor Company has worked with Unifi to bring, high-performance, recycled REPREE fiber to many Ford vehicles. Now, this innovative fiber is available in the in the new F-150. By substituting with this recycled material, Ford will divert more than five million plastic bottles from landfills this year.

Ford is the only automaker to use REPREE, made from 100 percent recycled materials including plastic bottles, in its vehicles. Ford now uses REPREE in five vehicles around the world, making it a global material, and it represents Ford’s commitment to reduce and recycle as part of the company’s global sustainability strategy to lessen its environmental footprint.

“By using REPREE in the all-new Ford F-150, we are reconfirming our commitment to using renewable and recyclable materials in our vehicles,” said Carol Kordich, lead designer, global

sustainability materials strategy development. “We are always looking for ways to incorporate more innovative and sustainable materials into our vehicles.”

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LENDER



# Ford’s Test Tracks Stretch Back More than 60 Years

by Jim Stickford

When it comes to proving grounds, Ford Motor Company was “late” to the game.

Ford’s Michigan Proving Ground near Romeo wasn’t built until 1954, company historian Robert Kreipke said. But that wasn’t Ford’s first test location.

The first site was the Ford Dearborn Proving Grounds (now known as the Dearborn Development Center) on Oakwood Boulevard.

Since then, of course, the Dearborn automaker has operated several proving grounds worldwide, including ones in Arizona, Minnesota, Florida, Brazil, England, Belgium, Australia, Manitoba and Mexico.

The facility in Dearborn, Kreipke said, got its start in the 1940s, just after the end of World War II.

“The Ford airport in Dearborn ceased operation in 1947,” Kreipke said. “At that point, Ford engineers tested vehicles on local roads.

“Because styling was becoming so important, it was decided that more security was needed and demand for a closed test facility was warranted.

“The old airport was selected as a location for a test track. The runways became test roads and the hangar became a service garage.”

In 1951, a serpentine wall was erected around a large portion of the track, Kreipke said. The wall was believed to be the largest serpentine wall in the world – only one brick thick.

“The wall has strength but it crumbles if hit by a vehicle,” Kreipke said. “The track has a low-speed track and a high-speed track, plus miles of special surface roads.

“Two hills are also utilized, plus a wind tunnel, cold room and a product review center. Competitive vehicles are tested extensively along with Ford products.

“In any given year, the test drivers will travel more than six million miles. Dearborn track is on a 360-acre piece of property.”

According to Kreipke, Ford began construction of its Michigan Proving Ground on what was considered a cattle ranch.

“In 1928, automotive executive at GM, Edward F. Fisher established a farm near Romeo, which he called Hi-Point, because the largest point of land in southeast Michigan was there,” Kreipke said.

“Mr. Fisher built a large mansion and raised one of the world’s most famous herds of Hereford Cattle. The estate was sold in 1954 and Ford began construction on the largest privately financed earth-moving project in Michigan history.”

Kreipke said four million cubic yards of earth were rearranged on the 3,880-acre site to build the Michigan Proving Ground near Romeo. By 1956, the grounds were ready. The high-speed track required 200,000 square yards of nine-inch-thick concrete, which is 60 feet wide by five miles long.

He said the curves are banked to a maximum of 60 percent grade with a rise up to more than 11-1/2 feet on the outside from the inside.

Durability roads were also installed. Buildings were constructed for operation and garages were built, Kreipke said.

The curves on the high-speed track were designed to handle 140 mph to 180 mph, unlike public road testing.

Another important point, said Kreipke, is that the Michigan Proving Ground is able to give engineers the same surface road conditions each time a test is made.

Gasoline supply stations also are on the premises, he said, and the track has the latest safety equipment available. The project was completed in 1957.

In 1964, Ford began construction of what would become known as the Lommel Proving Ground in Lommel, Belgium.

According to the official Ford history of the site, “The main purpose of a proving ground is to move the vehicle testing from the public roads to a controlled and safe testing environment. In that respect, the proving ground needs to simulate a wide range of road types and events, all correlated with the customers’ usage of the vehicle.

“From 1965 to date, all vehicles developed by Ford of Europe have been tested and validated at Ford Lommel Proving Ground (LPG).”

Construction of Ford Lommel Proving Ground (LPG) started in 1964. In September 1965, the site became operational. In 1970, the start signal was given for the construction of the second phase of Ford LPG. More land was bought to extend the site and new major tracks were built.

From 1975 till 1998, gradually more facilities were added, driv-



This Ford 1955 Test Track Thunderbird Mercury photograph was taken at the Dearborn Proving Grounds.



This overhead view of Ford Michigan Proving Ground was taken in 1957.

en by changing traffic and road conditions, the introduction of new vehicle technologies triggers and new market and legal requirements.

Since the year 1999, 23 million Euro were invested in additional state-of-the-art testing facilities for the Lommel facility. A lot of focus was put on the priorities of

the Ford brand.

Currently, Ford LPG contains 80 kilometers of test tracks supplemented by additional modern test rigs.

## GM Settles Lawsuit in Nurse’s 2010 Death

DETROIT (AP) – Despite the settlement of one high-profile case against General Motors, other cases are moving forward and company executives could still be questioned about their role in the deadly ignition switch recall, a plaintiffs’ attorney said last week.

The parents of crash victim Brooke Melton, whose 2011 lawsuit in Georgia helped expose the ignition switch defect, reached a second settlement with GM in early March. Attorney Lance Cooper wouldn’t say how much GM paid Melton’s

family, but said “you could assume” it was more than the \$5 million the family won in its first settlement in 2013. Melton’s family returned the \$5 million and refiled its lawsuit last May after new documents indicated the company might have covered up evidence. That case was scheduled to go to trial early next year. But on March 10 – the fifth anniversary of their daughter’s death – the Meltons settled with GM.

“They were emotionally exhausted,” Cooper said. Cooper praised Melton’s fami-

ly, saying their lawsuits helped attorneys get access to millions of documents from GM. Planned depositions of GM executives, including the 15 people the company let go as a result of an internal investigation, will proceed as part of other lawsuits against the company in state and federal courts, he said.

A GM spokesman said the company doesn’t comment on settlements or pending litigation.

Melton, a 29-year-old pediatric nurse, is one of at least 67 people killed in crashes caused by defective ignition switches whose survivors will get compensation from the company. Attorney Kenneth Feinberg, who was hired by GM to compensate victims and reached the settlement with the Meltons, updated the total March 16. It was up from 64 the prior week. An additional 113 injured people also are eligible for compensation. The fund received 4,342 claims by the Jan. 31 deadline. Of those, 1,492 are under review and 820 were deemed ineligible. Feinberg says the rest lacked documentation or were deficient.

GM knew about problem switches in Chevrolet Cobalts and other small cars for more than a decade but recalled them only last year. They can slip out of the “on” position, which cuts off the engine, knocks out power steering and turns off air bags.

The National Highway Traffic Safety Administration fined GM \$35 million for failing to disclose the problem, and the U.S. Justice Department is investigating the case for possible criminal charges. GM’s internal investigation blamed the debacle on engineering ignorance and bureaucratic dithering, not a deliberate cover-up.

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# Buick Ranks Tops in Satisfaction Survey

CONTINUED FROM PAGE 1

every model we bring to market,” said Duncan Aldred, vice president of Buick.

“Leading the market in service satisfaction demonstrates that we and our dealers continue to deliver on that commitment.”

Rounding out the top five mass market brands in the ranking are MINI (834), Volkswagen (818), GMC (811) and Chevrolet (807).

Overall customer satisfaction with dealer service averages 852 among luxury brands and 792 among mass market brands.

Dealers that offer some type of express lane for customers who do not schedule service appointments substantially outperform those that do not offer this option (819 vs. 764, respectively), Tews said.

Among customers servicing at

a dealership with an express lane, 52 percent indicate speaking to a service advisor immediately, compared with 38 percent of those servicing at a non-express lane dealer.

Despite widespread availability of Internet service appointment scheduling, only 9 percent of customers book appointments via the Internet, compared with 73 percent who call for an appointment.

Forty-five percent of customers say they are unaware that Internet scheduling is available to them.

Satisfaction is substantially higher among customers who work with the same service advisor they worked with in the past than among those who work with a new advisor – 824 vs. 769, respectively. Nearly two-thirds – 63 percent – of customers indicate

having worked with the same service advisor in the past.

While 29 percent of customers say that the service advisor recommended additional work, the success rate of those recommendations – or the proportion of customers who agree to have the work performed – is at 47 percent.

The average dollar total service spend for customers who have the additional recommended work done at the dealership is \$277, compared with \$171 for those who do not have the additional recommended work done.

The 2015 U.S. CSI Study is based on responses from more than 70,000 owners and lessees of 2010 to 2014 model-year vehicles.

The study was fielded between November and December of last year.

## Ford Ratchets Up Production of F-150 Pickup

CLAYCOMO, Mo. (AP) – After years of preparation and more than \$1 billion in upgrades, Ford Motor Co.’s plant in Claycomo has begun producing the new F-150 pickup truck.

The *Kansas City Star* reports that production on the vehicle began March 13. Joe Hinrichs, Ford’s president of the Americas, and Missouri Gov. Jay Nixon, were on site to tour the plant and ceremonially mark the first F-150 to roll off the line.

“With production starting (here), we are better poised to start meeting growing customer demand for our pickup,” Hinrichs said in prepared remarks.

Jimmy Settles, a United Auto Workers (UAW) vice president and director of its national Ford department, congratulated members of the local chapter for their contributions leading up to the launch.

He also said that the plant “provides tremendous stability to the Kansas City community, for which the entire UAW-Ford family can be proud.”

Gov. Nixon said the ground-work for investments at Claycomo began during the recent recession, when Missouri committed to helping the then-struggling automaker.

According to Ford, the plant has a total of 7,485 employees. Officials added 900 workers earlier this year to create a third truck line shift for the new production.

The plant in Claycomo, along with the one in Dearborn, will produce more than 700,000 F-150s per year.

## Delphi’s Car Driver Says, ‘Look, Ma, No Hands’

AUBURN HILLS (AP) – Call it a preview of the cross-country road trip of the future.

An autonomous car developed by Michigan-based auto supplier Delphi Automotive will make a 3,500-mile journey across the U.S. The journey started March 22 in San Francisco and is supposed to end in New York a little more than a week later.

A person will sit behind the wheel at all times but won’t touch it unless there’s a situation the car can’t handle. The car will mainly stick to highways.

Delphi showed off one of several versions of the car – an Audi Q5 crossover outfitted with laser sensors, radar and multiple cameras – on March 21 at the South by Southwest festival in Austin, Texas.

Most experts say a true driverless vehicle is at least a decade away.

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# Auto Chiefs Still Devoted to EV Production

GENEVA (AP) – Top automakers are vowing not to give up on weak-selling electric vehicles – even as they unveil an array of powerful luxury cars with conventional engines aimed at a growing global automarket.

BMW AG CEO Norbert Reithofer said March 3 at the Geneva International Motor Show that his company cannot do without battery-powered vehicles such as its i3 urban compact.

“In the future, electric-drive vehicles will be in demand,” he said, adding that the Munich-based automaker could not meet its targets to reduce emissions without them.

Only about 75,000 of the 12.5 million vehicles sold last year in Europe were electrics or hybrids.

Still, auto companies have sunk billions into developing alternative propulsion vehicles over the long term due to government requirements to limit vehicle emissions and with an eye to restrictions on autos in China due to heavy air pollution.

Daimler CEO Dieter Zetsche said hybrids combining internal combustion and batteries were “truly attractive cars that represent the best of both worlds” and serve as a bridge to future no-emissions vehicles.

He cautions that the long-life batteries needed for electrics to

conquer the market are at least five years off.

Daimler introduced a rechargeable plug-in hybrid of its C-class sedan.

The calls to keep developing alternative-drive cars come even as high-end sports cars take pride of place at this year’s Geneva show.

“Electric-drive vehicles will be in demand.”

– N. Reithofer, BMW AG CEO

Lamborghini, Ferrari, Audi and McLaren all are unveiling high-speed machines costing hundreds of thousands of dollars, while Daimler has the Maybach Pullman stretch limousine, which will go on sale for north of 500,000 euros (\$561,000).

Volkswagen CEO Martin Winterkorn emphasized his company’s commitment to new technologies even as the company’s Lamborghini brand showed off its Aventador LP 750-4 Superveloce, a sleek beast of a sports car with an enormous 750 horsepower and a top speed of more than 217 mph.

Volkswagen also unveiled a concept sport coupe that’s hybrid-driven and can reach 150 mph.

Auto executives were cautiously optimistic for sales this year in China, the United States and Europe – three sales pillars for export-oriented German carmakers.

Expectations are tempered by worries over Russia’s conflict with Ukraine and economic difficulties in Brazil, another key market.

Analysts at IHS Automotive foresee global car market growth of 2.4 percent, held back by shrinking demand in Russia, which appears headed for recession after a plunge in the value of the ruble.

BMW’s Reithofer reported the company’s sales slid 17 percent there last year.

Auto sales grew last year in Europe by 5.6 percent, the first growth since 2007.

The emphasis at the show on luxury vehicles highlighted the split in the market between steady sales to the wealthy and shakier demand for moderately priced vehicles.

Fiat Chrysler Automobiles CEO Sergio Marchionne, whose vehicles are more in the mass-market end of the market, said that “we were scraping the bottom of the barrel, but now we’re seeing the beginning of recovery. It’s not phenomenal, but I’ll take it.”



Sam Miller-Christiansen with his 2014 Chevrolet Volt

## Whatever Volt Owners Want, Volt Owners Get, Say Execs

To Sam Miller-Christiansen, his 2014 Chevrolet Volt is the best car he has owned.

And he was willing to tell anyone, including the team developing the next-generation Volt.

“I said that if they could improve the overall EV range, it would make one of my favorite cars even better,” Miller-Christiansen said. “To my amazement, they’ve done it.”

It is just one example of how the 2016 Volt was engineered with input from the collective voices of loyal owners.

Shortly after launching the first-generation Volt, Chevrolet convened and met once a month with a customer advisory board of 12 owners from across the country to understand how consumers were operating their Volts.

“The Volt represented a completely new classification of electric vehicles, and we were unsure of how people would react or how this vehicle would fit in their daily lives,” said Darin Gesse, product manager of Electrified Vehicles.

“So, we began asking simple questions like how and when the owners plugged in their Volt, which directly impacted the development of the next generation.

“We talk about putting the customer at the center of everything we do, and we’ve literally done that with the 2016 Volt.”

The Volt team also wanted to know what Volt features owners liked and what features might need improvement. The team talked with Volt owners through social media, plug-in events and Internet panels.

Chevrolet spokeswoman Courtney Moats said that some of the answers they received from customers surprised them.

“What we found out was that the most satisfying attribute of the Volt, according to our customers, was how fun the vehicle is to drive,” Moats said.

“They talked about the quiet propulsion, the instant torque and how it all combined to make the Volt a very fun car to drive.”

The most surprising feedback that GM received, said Gesse, was that many Volt owners would drive the Volt with the transmission in “L” (or low gear) rather than in “D” (drive).

Owners wanted to maximize their regen braking efficiency by shifting into “L” to engage increased amount of regen braking when coasting as they approached slower traffic, Gesse said.

Consumers coined the term “one-pedal driving” to express how they could manipulate deceleration of the Volt without having to put their foot on the brake pedal.

“Both of these findings led the engineering team to develop Regen on Demand,” Gesse said. “This feature allows the driver to

engage regen braking without having to shift into ‘L’ or apply the brake pedal.

“It not only provides the ability to slow the vehicle down without touching the brakes, but also gives the driver more control, which makes the driving experience more engaging. It provides a more intuitive solution to what current owners are doing by shifting to ‘L’ while also making the vehicle more fun to drive.”

The owners’ constructive and candid feedback ultimately helped the engineering team decide in which direction to take the next-generation Volt, Moats said.

In addition to more EV range and improved fuel economy in extended range, customers also expressed a strong desire for a fifth seating position for short trips. The new Volt offers those features as well as increased space and available rear heated seats.

The 2016 Volt offers a GM-estimated 50 miles of EV range, and a total driving range of more than 400 miles between fill-ups. With regular charging, owners are expected to travel, on average, more than 1,000 miles between gas fill-ups, Moats said.

That range is based on GM-estimated fuel efficiency of 41 MPG and 102 MPGe, a measure of the average distance traveled per unit of energy consumed.

Chevrolet also learned customers wanted a more intuitive vehicle interface. So the 2016 Volt center stack is easier to use, with fewer icons, separate climate control knobs, and buttons below the center display designed to provide clear and convenient operation.

Moats said customers also influenced these features:

- Quieter engine at lower speeds;
- Light-emitting diode (LED) headlamps, providing a more visible, higher efficiency light;
- Reduced air dam scraping when entering or exiting drive-ways;
- Heated steering wheel;
- Regen on Demand – giving drivers more control over regenerative braking, which reclaims energy while the car slows;
- Customization of vehicle information depending on driver’s preference;
- Location-based charging selection, making vehicle charging at multiple locations easier to manage;
- More discrete charging notifications;
- Charge door open reminder;
- Illuminated charge port;
- Available spare tire.

The current Volt enjoys some of the highest customer loyalty and quality scores in the industry, Moats said.

In just four years, he said, Volt has earned more accolades and more “best buy” awards than any other electric vehicle.

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## Camaro to Introduce Sixth Generation on Belle Isle

It's been said that the muscle car was born in Detroit, so it only makes sense that the latest iteration of the Chevrolet Camaro makes its debut in this city.

Introduction of the sixth-generation – the 2016 – Camaro will cap a day-long celebration on Saturday, May 16, on Detroit's Belle Isle, the 982-acre island park that's home to the Chevrolet Detroit Belle Isle Grand Prix.

"This will be an event Camaro fans will not want to miss," said Todd Christensen, Camaro marketing manager.

"This is only the sixth time we have introduced an all-new Camaro.

"We wanted to share the moment with the customers and fans who have helped make Camaro both America's favorite performance car for the past five

years and a cultural icon since 1967."

Doran said that Chevrolet expects approximately 1,000 people to attend the Camaro reveal, which will also include:

- A "Camaro Museum" display of the most significant vehicles from the brand's history;
- Hot-lap rides in the 2015 Camaro Z/28 around the Belle Isle Grand Prix course;
- Meet-and-greet opportunities with Camaro designers and engineers;
- Camaro-only parking.

The event is free, but space is limited and registration is required. Attendance will be allocated with priority given to fans who agree to bring their Camaros to Belle Isle.

Go to [thecamarosix.com](http://thecamarosix.com) to learn more.

## U.S. Mustang: Color Me Black

CONTINUED FROM PAGE 1

• United States – With white the top color choice in the United States overall, Mustang bucks the trend; black remains the top Mustang color, followed by Magnetic Metallic and Ruby Red.

Mustang sales were up 32 percent in February, making it the best-selling sports car in America with the launch of the new model last fall.

• China – With Mustang now on sale, 35 percent of orders specify Race Red; Oxford White is the second-most popular color at 20 percent, followed by black at just under 20 percent.

More than 5 million consumers visited the Ford site to learn more about Mustang; more than 18,000 requests for Mustang test

drives were logged in China.

Awareness of Mustang is growing, said Adamski, and this has resulted in a powerful ripple effect on consumers' perception of Ford; one in 12 Chinese consumers are aware of Mustang, and of those who not yet are, nearly 40 percent are registering a more favorable opinion of Ford.

• Europe – One month after being made available to order, almost 1.1 million Mustangs have been configured on Ford's European websites.

The top colors are Race Red and Absolute Black – each accounting for 20 percent of models configured across Europe.

Red and Black occupy the No. 1 and No. 2 spots in each of the five biggest markets in Europe except for the United Kingdom.

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Stock #Q4748 Was \$21,600

**Sale Price \$17,490\***

**36 Month Lease: \$99\***

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- OnStar with 4G LTE with Built-in Wi-Fi hotspot!
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- Power Driver's Seat! • Rear Vision Camera!
- Remote Vehicle Start and Entry!
- 36 MPG on the Highway!

Stock #Q4592 Was \$25,860

**Sale Price \$19,990\***

**36 Month Lease: \$129\***

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Order #SJFWMC Was \$38,925

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**36 Month Lease/10,000 Miles**

**\$236\*** + Tax with \$0 Down

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 **Certified Service**

# GM Says ‘Nyet’ to Russia, Will Opt Out by December

CONTINUED FROM PAGE 1

The Russian pullback is designed to preserve GM’s strong cash position by avoiding another drain on its capital. The company made a \$2.8 billion net profit last year despite an expensive string of recalls and \$1.4 billion in pretax losses in its European unit.

At the end of the year, GM was sitting on \$25.2 billion in cash, but earlier this month the company agreed to a \$5 billion stock buyback.

It faces cash drains later this year, including a potential civil penalty from the U.S. Justice Department for concealing a deadly ignition switch problem and what could be an expensive contract settlement with the United Auto Workers union.

With Russia predicted to slide into recession this year on the back of low oil prices and international sanctions, the luxury car market has held up better than mass-market sales.

GM said it would focus on growing the Cadillac brand in Russia, whose sales are currently far behind those of premium European rivals such as BMW and Audi.

Just 72 Cadillacs were sold in Russia in January and February this year, according to Russia’s Association of European Businesses. That is less than half as many as a year before, and below 1 percent of the sales reported for Mercedes-Benz.

Russia’s central bank predicts the economy will contract by between 3.5 and 4 percent this year.

Car sales were down 38 percent in February year-on-year as Russian consumers shied away from regular price rises caused

by the weak ruble, which has lost almost half of its value against the dollar since the start of last year.

The weak ruble affects not only cars imported into Russia, but also those made there, since most use a large number of imported components.

GM’s American rival Ford has also seen Russian sales plummet, down 78 percent annually in February.


By contrast, Korean sister brands Hyundai and Kia have kept prices mostly stable, as a result avoiding large drops in sales and vastly increasing their share of the shrinking Russian market.

## European Car Sales Continue Upward Trend

MILAN (AP) – Double-digit car sales growth in Spain, Italy and Britain helped auto registrations rise in Europe for the 18th straight month.


Europe’s carmakers’ association, ACEA, said March 17 that car sales grew 7.3 percent annually in February to 924,440 units. Registrations rose by 26 percent in Spain, 13 percent in Italy and 12 percent in Britain, supporting smaller gains in the region’s two biggest markets, Germany and France.

Despite the European car market’s steady recovery, registrations have not yet returned to pre-crisis levels. By brand, Volkswagen saw sales rise 11 percent for a leading 25 percent market share. Mass-market competitors Fiat Chrysler and Renault also saw double-digit increases, while PSA Peugeot was flat.



# Wally Edgar


CHEVROLET



**2015 EQUINOX LT**

**\$117\*\*** PER MONTH


24 MONTHS \$999 DOWN  
10K LEASE



**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

FIND NEW ROADS / LOCATED RIGHT OFF I-75 ON M-24



## Wally Edgar

1-866-906-0279

3805 LAPEER RD., LAKE ORION

JAY CHAISER x117  
Fax: 248-391-0189  
Cell: 248-821-8026  
Email: jchaiser@wallyedgar.com

Located right off I-75 on M-24, 2 minutes N. of the Palace of Auburn Hills

**SALES HOURS:**  
MONDAY - THURSDAY 8 AM - 8 PM • FRIDAY 8 AM - 6 PM  
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.



# RAY LAETHEN

## MOTOR VILLAGE

# [BRACKET BUSTER]

## The event you'll want to win...and we hope to lose!

### WE'RE GIVING AWAY UP TO 40 DODGE DART OR CHRYSLER 200 LEASES IF UNIVERSITY OF MICHIGAN OR MICHIGAN STATE UNIVERSITY WINS THE 2015 NCAA COLLEGE BASKETBALL CHAMPIONSHIP.\*\*



### 2015 Dodge Dart SXT

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

Stk# FD267179

EMPLOYEE		PRICE	
24 MO. LEASE	\$74*	24 MO. LEASE	\$16,153*
EVERYONE		PRICE	
24 MO. LEASE	\$74*	24 MO. LEASE	\$16,153*

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

### 2015 Chrysler 200 S



Stk# FN47227

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

### 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		PRICE	
24 MO. LEASE	\$127*	24 MO. LEASE	\$16,307*
EVERYONE		PRICE	
24 MO. LEASE	\$127*	24 MO. LEASE	\$17,285*

## OPEN SATURDAYS 10AM-3PM

## MUST BRING AD IN 888-376-4495

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

### 2015 DODGE Journey Crossroad

THIRD ROW SEAT, 3 ZONE AUTO TEMP CONTROL, HEATED SEATS, HEATED STEERING WHEEL, REMOTE START, 8.4" UCONNECT RADIO, REAR CAMERA AND MUCH MORE.



Stk# FT577878

### 2015 Jeep Cherokee Limited

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



Stk# FW531753

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

### 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		PRICE	
24 MO. LEASE	\$72*	24 MO. LEASE	\$27,635*
EVERYONE		PRICE	
24 MO. LEASE	\$93*	24 MO. LEASE	\$29,153*

### 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		PRICE	
24 MO. LEASE	\$182*	24 MO. LEASE	\$24,019*
EVERYONE		PRICE	
24 MO. LEASE	\$192*	24 MO. LEASE	\$25,279*

### 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		PRICE	
24 MO. LEASE	\$197*	24 MO. LEASE	\$24,409*
EVERYONE		PRICE	
24 MO. LEASE	\$212*	24 MO. LEASE	\$25,749*

### 2015 Chrysler Town & Country

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



Stk# FR699352

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

# RAY LAETHEN

## MOTOR VILLAGE

On Mack Ave. Between Cadieux & Moross

GROSSE POINTE, MI

OPEN SATURDAYS 10-3

888-376-4495

TRUCK MONTH

AWARD SEASON EVENT

www.raylaethen.com



\*Plus tax, title, plate, destination, CVR and doc fee. ACQUISITION FEE IS INCLUDED IN MONTHLY PAYMENTS. First payment also due up front on leases. Lease payments calculated with \$995 down payment and 10,000 miles per year. Prices and payments include military discount. Prices include lease loyalty. Everyone lease payments include conquest or returning lessee incentive (see dealer for eligibility requirements). All rebates to dealer. Must qualify for security deposit waiver. Pricing for Michigan residents only. Pricing subject to manufacturer program changes. Pictures may not represent actual vehicle. Vehicles subject to prior sale. Prices and payments are good through 03/31/2015. \*\*Ray Laethen Chrysler Dodge Jeep Ram is giving away a lease on a new Dodge Dart or Chrysler 200 to the first forty customers that lease a new Dodge Dart or Chrysler 200 from Ray Laethen during the month of March 2015 if University of Michigan or Michigan State University wins the 2015 NCAA basketball championship. Ray Laethen will reimburse customer's down payment as well as the total of the base monthly payments due under the lease. Customer is responsible for all taxes and state fees. Must present this ad to enter contest. Contest ends on March 31st, 2015.

# RAY LAETHEN

## MOTOR VILLAGE



## GMC

# SWEET 16 EVENT

## [\$3,000 BELOW EMPLOYEE PRICE ON NEW REGALS and VERANOS]

SAVE UP TO \$11,735 ON ENCLAVE • SAVE UP TO \$10,684 ON LACROSSE • SAVE UP TO \$7,805 ON REGAL • SAVE UP TO \$6,159 ON VERNANO

### 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

888-720-3321  
NO EMPLOYEE DISCOUNT,  
NO PROBLEM  
HUGE FACTORY OBJECTIVES  
TO MEET BEST PROGRAMS  
OF THE YEAR

EMPLOYEE		EVERYONE	
24 MO. LEASE	\$73*	24 MO. LEASE	\$170*
PRICE	\$16,941*	PRICE	\$19,231*

### 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	\$144*	24 MO. LEASE	\$208*
PRICE	\$23,363*	PRICE	\$24,373*

### 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	\$214*	24 MO. LEASE	\$269*
PRICE	\$29,126*	PRICE	\$29,917*

### 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

BELOW EMPLOYEE PRICE		EVERYONE	
24 MO. LEASE	\$131*	24 MO. LEASE	\$188*
PRICE	\$21,072*	PRICE	\$21,897*

### 2015 Buick Regal

4G LTE WI-FI HOTSPOT, HEATED LEATHER SEATS, 250 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	\$118*	39 MO. LEASE	\$217*
PRICE	\$23,032*	PRICE	\$25,461*

### 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	\$289*	39 MO. LEASE	\$314*
PRICE	\$29,342*	PRICE	\$29,396*

### 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	\$490*	39 MO. LEASE	\$528*
PRICE	\$46,759*	PRICE	\$48,212*

### 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	\$227*	39 MO. LEASE	\$243*
PRICE	\$31,360*	PRICE	\$31,897*

### 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	\$282*	36 MO. LEASE	\$282*
PRICE	\$33,757*	PRICE	\$33,757*

# RAY LAETHEN

## MOTOR VILLAGE

WWW.RAYLAETHEN.COM

OPEN SATURDAYS

888-720-3321

## See Our Entire New and Used Inventory.

FOR YOUR CONVENIENCE • SALES 10-3 • SERVICE 8-1



\*Purchase prices are plus tax, title, plate, CVR and doc fee. ACQUISITION FEE AND DESTINATION ARE INCLUDED IN PRICES AND PAYMENTS. Lease payments are plus tax. Amount due at lease signing includes \$995 down payment plus 6% tax on rebates and money down, 1st monthly payment, CVR, doc, 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 programs.



2015

AWARD SEASON EVENT

CHRYSLER DODGE Jeep

2015 JEEP RENEGADE

ALL  
NEW

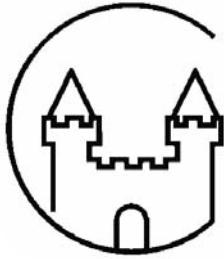


STARTING AT  
\$19,981\*

NOW AVAILABLE

ATTENTION!  
Chrysler Employees and  
Chrysler Contract Employees pricing  
\$1,000 Below Employee pricing\*

CHECK YOUR  
TRADE IN  
VALUE HERE



Milosch's  
PALACE

CHRYSLER DODGE Jeep RAM

YOUR OFFICIAL CHRYSLER JEEP • DODGE LEASE TURN-IN HEADQUARTERS

2015 CHRYSLER  
TOWN & COUNTRY  
TOURING  
L



27 MO. LEASE ONLY  
\$169\*  
mo.

EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$3987\*

2015 CHRYSLER  
300 S



27 MO. LEASE  
\$179\*  
mo.

EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$4385\*

2015 RAM  
CREW CAB 4X4  
BIG HORN



SALE PRICE  
\$29,388\*  
MSRP \$42,760

27 MO. LEASE ONLY  
\$149\*  
mo.

EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$3887\*

2015 CHRYSLER  
200 S



MSRP \$26,565

24 MO. LEASE ONLY  
\$109\*  
mo.

EMPLOYEE 1 PAY 24 MONTH  
LEASE STARTING FROM  
\$4987\*

2015 JEEP  
GRAND CHEROKEE  
LAREDO  
4X4



27 MO. LEASE ONLY  
\$259\*  
mo.

SALE PRICE  
\$27,760\*

ALL NEW 2015 JEEP  
CHEROKEE LATITUDE  
4X4



39 MO. LEASE ONLY  
\$195\*  
mo.

ALL NEW 2015  
DODGE JOURNEY  
RT AWD



24 MO. LEASE ONLY  
\$149\*  
mo.

EMPLOYEE 1 PAY 24 MONTH  
LEASE STARTING FROM  
\$3827\*

2014 DODGE  
CHARGER R/T



27 MO. LEASE ONLY  
\$105  
mo.

EMPLOYEE 1 PAY 27 MONTH  
LEASE STARTING FROM  
\$3188\*

\* We make car buying fun at Milosch's Palace. Please call to schedule an appointment for a demonstration drive. All rebates to dealer. Deals apply to stock units only. Must be a Chrysler employee. \$1995 down, plus destination, taxes, title, plates. Must be Chrysler Employee. \$500 Military and TDM included. Lease calculated at 10,000 miles per year. Vehicle shown not actual vehicle. WAC. See dealer for details. \*\*Lease and prepay examples are plus destination, taxes, title, plates, \$0 sec. deposit required. Includes Conquest Trade-in and must be Chrysler Employee. Programs subject to change. †On select models. See dealer for details. Expiration date is 3/31/15.

YOUR OFFICIAL CHRYSLER • JEEP • DODGE LEASE TURN-IN HEADQUARTERS



Milosch's  
PALACE

CHRYSLER DODGE Jeep RAM

3800 S. Lapeer Rd., LAKE ORION

Call Toll Free:

800-710-3857  
OPEN SATURDAY!

HOURS: Mon/Thurs 8:30am-8pm  
Tue/Wed/Fri 8:30am-6pm

New  
Saturday Hours:  
Sales 10am-3pm &  
Service 8am-2pm

SCAN  
ME

