



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 4

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, technolo-

gies 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 peo-

ple 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

CONTINUED ON PAGE 2



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

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.

CONTINUED ON PAGE 6

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:

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

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Leading Ladies Talk about GM's Tech Future

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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 that safely integrates drivers' digital lives into the vehicles they drive.

Part of this work includes helping develop the appropriate software that connects vehicles to the Smart Grid.

This is 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 lower and costs less.

This saves the electric vehicle owner money when charging the vehicle at home.

"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 in the development of the technology, 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, and not private, information is shared between vehicles.

"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."



2015 Chevrolet
Camaro Z-28

Camaro Keeps Going Strong

Talk about a big family: Chevrolet expects to deliver the 500,000th fifth-generation Camaro in the United States sometime this month.

The fifth-generation Camaro has been a runaway success for Chevrolet since it went on sale in August 2009. Camaro passed Mustang in 2010, to become America's best-selling performance car – a title Camaro has retained for five consecutive years.

In the process, the Camaro has helped build the Chevrolet family – with 63 percent of retail buyers new to GM, said GM spokesman Monte Doran.

"The fifth-generation Camaro has clearly resonated with both long-time Camaro fans, and first time performance-car buyers," said Todd Christensen, Camaro marketing manager. "That sets the bar high for the next chapter of the car's history."

Remarkably, the Camaro continues to gain momentum, even as the fifth-generation Camaro nears the end of production this year, Christensen said.

In 2014, Camaro total sales increased 7.1 percent for its second-best year of sales since its introduction. For the first two months of 2015, total sales are up 3.6 percent over 2014:

- August through December 2009 – 61,648;
- 2010 calendar year – 81,299;
- 2011 calendar year – 88,249;
- 2012 calendar year – 84,391;
- 2013 calendar year – 80,567;
- 2014 calendar year – 86,297;
- January through February 2015 – 11,364.

All these sales figures total 493,815.

In its final year for the fifth generation Camaro, Doran said, and the 2015 Camaro lineup offers a broad range of models that balance style, performance and efficiency:

- The 323-horsepower V6-powered LS coupe and LT coupe and convertible – including the 2LS with an EPA-rated 30 mpg on the highway.
- The Camaro SS coupe and convertible, with a 6.2L V8 delivering up to 426 horsepower.
- The road-racing-inspired Camaro 1LE performance package with unique gearing, suspension tuning and tires that make the model capable of more than 1 g of lateral acceleration.
- The 580-horsepower supercharged Camaro ZL1 coupe and convertible – the most powerful Camaro in history.
- The track-capable Camaro Z/28 (coupe only), which was named *Motor Trend's* 2014 Best Driver's Car. The Z/28 was the first American-brand car to receive the award, Doran said.

Dodge Halts Hellcat Orders; Can't Keep Up with Demand

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 2014. 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. 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."

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GM Researches Best Colors, Fonts for Head-Up Displays

In the days of wearable technology that connects you to the world around you, the automotive head-up display, or HUD, is a seasoned veteran.

General Motors pioneered the system decades ago, yet its design teams continue to refine both appearance and functionality to help reduce driver distraction, said Jeff Boyer, vice president of GM Global Vehicle Safety.

“We know that keeping eyes on the road is critical to safe driving – and recent studies back this up,” Boyer said. “Head-up displays can play an important role in maximizing ‘eyes-on-the-road’ time, and that’s what we’re striving for.”

The Virginia Tech Transportation Institute’s 100-car Naturalist study showed that the odds of a crash or near-crash more than doubled when a driver’s eyes were off the road ahead for more than two seconds, said General Motors spokeswoman Rebecca White.

In 2013, the National Highway Traffic Safety Administration released a study that concluded that visual and manual distractions – such as dialing or texting on a handheld phone – increased between two and three times the risk of getting into a crash.

By projecting pertinent information onto the windshield and into the driver’s line of sight, head-up display systems allow drivers to keep their eyes on the road ahead instead of glancing at gauge clusters, infotainment screens and other devices, Boyer said.

General Motors research shows drivers can spend 134 milliseconds shifting their gaze to a gauge cluster and back to the road. At 70 mph, a vehicle can travel 13 feet in that time, roughly the average length of a passenger car.

There’s far more work involved

with developing HUD systems than just creating hardware, Boyer said. There’s careful attention paid to how the display looks and how it interacts with both the driver and other systems within the car.

“We have to make smart decisions about what content goes into the HUD,” said John Weiss, an interaction designer for HUD systems, “and how we can then present it to the driver in a manner that’s easy to read and intuitive to use.”

Today’s head-up displays, offered on more than 30 percent of GM vehicles sold in North America, Weiss said, can provide far more information than the first production system introduced on the 1988 Oldsmobile Cutlass Supreme. To reduce clutter, drivers can select from screens that focus on navigation, audio information, a tachometer, or simply a speedometer.

“The HUD screens are tailored to the driver,” said graphic designer William Thompson. “We do lots of prototyping, where we mock up different arrangements or graphics and get feedback from users.”

Compared to a gauge cluster or infotainment touchscreen, Thompson said the head-up display space is constrained, forcing designers to work within a limited space.

Designers inherently “think small,” he said, but legibility restricts how far elements can be downsized. Icons are simplified, and lines must be at least four pixels wide. Fonts typically considered as “grotesque,” – meaning letters are distinct and discrete from one another – are used.

The use of a full-color screen allows designers more flexibility in selecting what colors to project, Thompson said. Each hue in the display is carefully selected

to ensure it projects well and appeals to the driver.

Real-world testing helped the design team finalize color selections. White – the brightest color in the liquid crystal display, or LCD – is used for most fonts and displays, Thompson said.

Winter testing helped find a hue that didn’t disappear against a snowy background.

“We’ve done quite a bit of legwork to see what colors work best on the road,” said Weiss. “Some colors might look good when viewed on a computer screen but appear quite different

when projected on a windshield.”

Although the head-up display duplicates information shown elsewhere on the instrument panel, it doesn’t require a second set of controls.

“You might have an incoming call notification pop up on both the gauge cluster’s driver information center and the head-up display,” says Weiss, “but you don’t have to dismiss each one separately. We make sure the control interface on the steering wheel can interact with both displays.”

In order to further reduce com-



A GM HUD in action.

plication, HUD-specific controls largely focus on adjusting the screen’s height and brightness to the driver’s liking, Weiss said.

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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Compact SUVs Are Growing in Popularity

by David McHugh
AP Business Writer

FRANKFURT, Germany (AP) – In Europe, SUV now stands for: Shrinking Utility Vehicle.

An array of ever-smaller sport utility vehicles and SUV car-like crossovers went on display earlier this month at the Geneva International Motor Show. Automakers are piling into the segment as one of the best hopes for growth in a still-weak European market.

Consumers like the higher seating, easier entry and perceived greater freight-carrying capacity. Automakers like the fact that they can build an SUV body on the same mechanical platforms and modules they use for compact cars, saving money on development costs.

The key in Europe has turned

out to be putting the vehicles on platforms originally built for compact or small mid-sized cars. They're generally less than 4.5 meters or 177 inches long, or smaller than a Honda Civic, which measures 179.4 inches.

Compact SUVs have gained in popularity globally, but they're really getting attention now in Europe. The smaller size helps with narrow streets and tight parking in European cities that made full-size SUVs less practical for many people, and a little politically incorrect as well for the more environmentally-conscious.

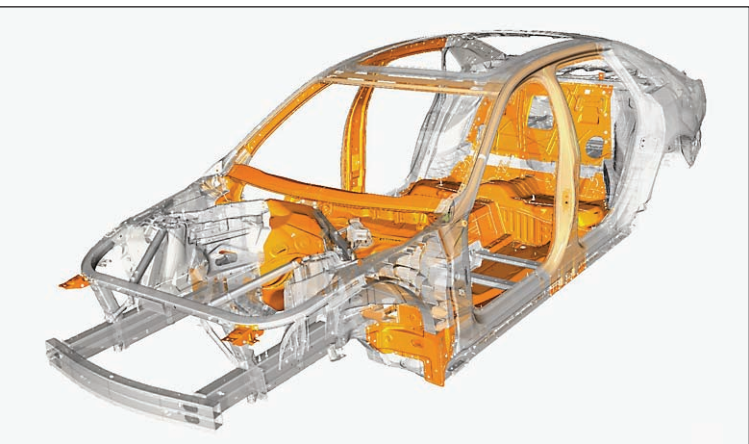
The recently lower price of gasoline will not hurt, although gas remains painfully expensive in Europe compared with the United States due to high taxes.

Analyst Tim Urquhart at IHS Automotive say these new mod-

els are further evidence that European car buyers are shifting away from classic sedans and hatchbacks in favor of SUV body styles.

"It's signaling a bit of a sea change which has been happening in the European market for the better part of a decade now, a gradual shift from passenger car-style body types, your conventional sedans and hatchbacks, and more toward these SUV and crossover sort of vehicles, Urquhart said.

"They use existing powertrain technology and existing passenger platform architecture. You raise the ride height a bit, use some funky SUV styling cues, and you've just created a different genre of vehicle. You're extending your range in a cost-effective manner, in a way that's exciting to consumers."



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

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 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.

Model Car Show Set for MCC Venue Sunday, March 29

The Detroit Area Auto Modelers Club is holding its 50th show on Sunday, March 29, at the Macomb Community College Sports & Expo Center.

Club member Jim Herbold said the club has been around for a couple of decades and he joined a few years ago.

"I'm a retired engineer from GM," Herbold said. "I worked at the Tech Center on exhaust and fuel systems. I retired in 2008 and enjoy being a part of the club. We build and collect plastic model kits of cars."

It's a lot of fun, Herbold said, taking some skills. Depending on the model, the builder might have to do painting and glue on the decals himself.

Cost of the 9 a.m.-3 p.m. show, Herbold said, is \$5. Vendors will be selling new and vintage model kits as well as building accessories. Die-cast models and other collectibles associated with the hobby will also be available.

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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 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

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- Power Driver's Seat! • Rear Vision Camera!
- Remote Vehicle Start and Entry!
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Stock #Q4592 Was \$25,860

Sale Price \$19,990*

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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.



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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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
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26125 Van Dyke at 10 1/2 Mile Rd.
Visit our website: **edrinke.com**
SHOWROOM HOURS:
Mon. & Thurs. 8:30am-9pm
Tues., Wed., & Fri. 8:30am-6pm
All applicable rebates including lease/conquest offers have been deducted from sale price/purchase price. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). Below GM Pricing only valid on certain models. Equinox and Traverse are 24 month lease. Cruze is a 36 month lease. Silverado, Acadia, Trax, Malibu and Camaro are 36 month lease. All leases are 10k miles per year w/ approved \$5 Tier credit w/ \$999 due at signing. Prices & payments are plus tax, title, and plate fees with acquisition fee up front. Refundable security deposit required on certain vehicles – to be determined by lender. For Silverado, must trade in '99 or newer model vehicle. GM Employee discount to everyone valid on certain models. **\$3500 trade-in is valid on 2003 or newer vehicles w/ under 115k miles in drivable condition, no branded titles, less reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. * Exp date: 3/31/15.

See us for your GM employee purchases.
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26125 Van Dyke at 10 1/2 Mile Rd.
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SHOWROOM HOURS: Mon. & Thurs. 8:30am-9:00pm; Tues., Wed., & Fri. 8:30am-6:00pm
All prices and payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM employee discount (unless otherwise stated). All leases are 10,000 miles per year with approved \$5 Tier credit w/ \$999 down (unless otherwise noted). Must have lease loyalty and/or conquest. Must have closing competitive lease. For Sierra, must trade in '99 or newer model vehicle. Prices and payments are plus tax, title, plate fee w/ acquisition fee up front, refundable security deposit required on certain vehicles – to be determined by lender. GM employee discount to everyone valid on certain models. **\$3,500 trade-in is valid on 2003 or newer vehicles w/ under 115k miles in drivable condition, no branded titles, reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. * Exp date: 3/31/15.
Now looking for experienced salespeople to join our team!


RAY LAETHEM
MOTOR VILLAGE




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




2015 Chrysler
200 S

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

Stk# FN47227

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




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




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	
24 MO. LEASE	PRICE
\$182*	\$24,019*
EVERYONE	
24 MO. LEASE	PRICE
\$192*	\$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	
24 MO. LEASE	PRICE
\$166*	\$19,874*
EVERYONE	
24 MO. LEASE	PRICE
\$166*	\$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

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




2015 Jeep Cherokee
Limited

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

Stk# FW531753

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




2015 Chrysler
Town & Country

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

Stk# FR699352

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






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

RAY LAETHEM
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*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 Laethem 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 Laethem during the month of March 2015 if University of Michigan or Michigan State University wins the 2015 NCAA basketball championship. Ray Laethem 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 LAETHEM
MOTOR VILLAGE



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

EMPLOYEE	
24 MO. LEASE	PRICE
\$73*	\$16,941*
EVERYONE	
24 MO. LEASE	PRICE
\$170*	\$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	
24 MO. LEASE	PRICE
\$144*	\$23,363*
EVERYONE	
24 MO. LEASE	PRICE
\$208*	\$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	
24 MO. LEASE	PRICE
\$214*	\$29,126*
EVERYONE	
24 MO. LEASE	PRICE
\$269*	\$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	
24 MO. LEASE	PRICE
\$131*	\$21,072*
EVERYONE	
24 MO. LEASE	PRICE
\$188*	\$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	
24 MO. LEASE	PRICE
\$118*	\$23,032*
EVERYONE	
39 MO. LEASE	PRICE
\$217*	\$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	
39 MO. LEASE	PRICE
\$289*	\$29,342*
EVERYONE	
39 MO. LEASE	PRICE
\$314*	\$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	
39 MO. LEASE	PRICE
\$490*	\$46,759*
EVERYONE	
39 MO. LEASE	PRICE
\$528*	\$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	
39 MO. LEASE	PRICE
\$227*	\$31,360*
EVERYONE	
39 MO. LEASE	PRICE
\$243*	\$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	
36 MO. LEASE	PRICE
\$282*	\$33,757*
EVERYONE	
36 MO. LEASE	PRICE
\$282*	\$33,757*


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MOTOR VILLAGE



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*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.