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DECEMBER 7, 2015



Fiat Chrysler lines up its "Storm Troopers" for a new series of "Star Wars" TV commercials.

The Force is with FCA's Latest Commercial

There's a little bit of the "Star Force Awakens' once again pro-Wars" epic in each of us - from "Great, kid. Don't get cocky" to "Do. Or not do. There is no try."

So with that in mind, Fiat Chrysler spokesman Mike Driehorst said the company has created "Star Wars" commercials connecting the five core brands -Chrysler, Dodge, Jeep, Ram, Fiat.

Each commercial will express its inner "Star Wars" in a series of co-branded videos, available at YouTube, and as TV ads throughout December, Driehorst said. In all, there will be seven co-branded TV spots.

"Collaborating with Disney and

vides the opportunity to deliver the unexpected - relevant, entertaining and immediately noticed end-of-the-year commercials true to the individuality of each of our brands and featuring the Star Wars music and sound design known around the world." said FCA Global chief marketing officer Olivier Francois.

In addition to each brand's themed spot, Driehorst said Dodge will display a Star Warsthemed car at the Dec. 14 Los Angeles premiere of "Star Wars: The Force Awakens.

Fiat Chrysler's "Star Wars" Lucasfilm on 'Star Wars: The promotion has been going for

a while, Dreihorst said.

"If you'll recall, earlier this year, Mattel's Hot Wheels offered Uber riders in New York the once-in-a-lifetime chance to catch a free ride in a customwrapped Dodge Charger uniquely styled after a "Star Wars: The Force Awakens" Stormtrooper," Driehorst said. "Last month at the LA Auto Show, Fiat brand showed off its own Fiat 500e, inspired by the armor of the First Order Legion."
Chrysler's "First Time" spot is

meant to celebrate the awe one feels when experiencing truly

CONTINUED ON PAGE 3

David Buick's Family Crest Inspired Buick Insignia

Buick's lineup isn't the only thing that's being refreshed

Buick's tri-shield insignia, one of the most recognizable in the global auto industry, said Buick spokeswoman Crystal Wilson, is receiving a makeover that "advances the brand's identity while retaining Buick's instantly identifiable symbol."

Featuring wing-shaped ele-ments and the return of threecolor shields - red, silver and



CONTINUED ON PAGE 2 Buick's new tri-colored logo.

GM Engine Designer Builds Engines for Racing Dragsters

by Jim Stickford

When GM engine designer Dom Lester goes home after spending a hard day working on creating new engines at the Pontiac Powertrain facility, he relaxes by working on engines at his own shop.

Lester is something of an amateur drag racer and owns and maintains a 10.4-liter big block Chevy engine-powered dragster. The engine is built by Oxfordbased L&L Racing Engines, of

which Lester is co-owner.

"I've owned my current racer since 2008," Lester said. "It's my second and this one is a Top Dragster competitor in the National Hot Rod Association's (NHRA) Top Dragster category."

Top Dragster, Lester said, is an eliminator for racers who like to go fast." Unlike Super Comp, where racers compete on a common 8.90-second index, Top Dragster is essentially a

'Black Friday'

Promos Push

Auto Sales Up

DETROIT (AP) - November

Black Friday promotions -

some of which began well before

used to be a slow month for U.S.

by DEE-ANN DURBIN

car sales. Not anymore.

AP Auto Writer

CONTINUED ON PAGE 3

GM Crossovers Lead Charge As November Sales Climb

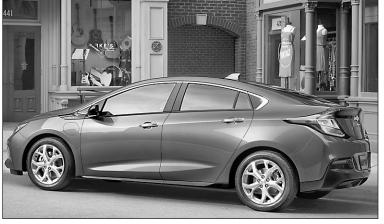
General Motors' Chevrolet. Buick, GMC and Cadillac brands sold 229,296 vehicles in the United States in November, up 2 percent year over year, with two fewer selling days and sales incentives below the industry average.

selling-day-adjusted basis, GM's total sales were up 10 percent, said GM spokesman Jim Cain.

Sales of Chevrolet trucks rose 10 percent for the 20th consecutive monthly increase. Chevrolet crossovers were up 35 percent for the 12th consecutive monthly increase, Cain said.

Crossover deliveries were also robust at Buick, where Encore sales, up 12 percent year over year, have now increased for 23

CONTINUED ON PAGE 8



2016 Chevrolet Volt

2016 Dodge Journey

FCA's Jeep Brand Sees Best November Sales in 15 Years

Fiat Chrysler reported U.S. compared with the same month sales of 175,974 units, a 3 percent a year ago. increase compared with sales in November 2014 (170,839 units), and the group's best November sales since 2000, said Fiat Chrysler spokesman Ralph

The Jeep and Ram Truck brands each posted year-overyear sales gains in November

The Jeep brand's 20 percent increase was the largest sales gain of any Fiat Chrysler brand during the month, Kisiel said.

"Despite having two less selling days this November, FCA US still recorded its best November

CONTINUED ON PAGE 4



2016 Lincoln MKZ

Thanksgiving – pushed last month's sales to a 14-year high of 1.3 million, just short of a record for the month. Sales were up 1.4 percent from last November, according to Autodata Corp. General Motors' sales rose 1.5 percent, while Fiat Chrysler saw

3 percent sales gains. Ford's sales were flat. Honda's sales fell 5 percent,

hurt by lower CR-V sales. But the biggest sales decline was at Volkswagen. VW's U.S. sales plummeted almost 25 percent, hurt by the company's admission that its diesel vehicles cheated on emissions tests.

November was a notoriously slow sales month until about five years ago, when car dealers joined other retailers in promoting Black Friday, according to Edmunds analyst Jessica Caldwell. Now, like Amazon, Wal-Mart and others, dealers start advertising Black Friday deals as early as Halloween. Jeep offered zero percent financing for up to 75

GM teased savings of up to 20 percent off for its Buick, Chevrolet and GMC brands. Hyundai offered an extra \$500 on the Sonata sedan between Nov. 20 and Nov. 30.

Ford's U.S. sales chief Mark La-Neve said sales got progressively

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Ford November Sales Rise Slightly, Vans Up 59 Percent

ber U.S. sales totaled 187,794 vehicles, up slightly at 0.4 percent compared with a year ago.

Through November, overall Ford sales are up 5 percent versus the 11-month period a year

ing and strong model series mix in November boosted average

Ford Motor Company Novem- transaction prices \$3,800 versus year-ago levels – the largest gain among any major automaker, said Ford spokesman Erich Merkle. Ford cars, SUVs and trucks all delivered higher transaction prices, he said.

"We saw strong customer de-Ford's lower incentive spend- mand for our cars and SUVs with

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Trucks Help Ford To Sales Records For November

CONTINUED FROM PAGE 1

the latest technology and sold a very rich mix in November," said Mark LaNeve, Ford vice president, U.S. Marketing, Sales and Service.

"F-Series and commercial vans also were very strong, with an 18 percent gain for the month and our best November sales performance for Ford Trucks in eight years."

F-Series sales totaled 65,192 trucks in November, with retail sales increasing 16 percent and a 10 percent total F-Series gain, Merkle said.

Ford commercial van sales increased 59 percent, with 17,815 vehicles sold last month. November's van performance marked Ford's best November sales month since 1984, Merkle said. Sales of the new Transit totaled 9,584, almost doubling year-ago figures. Transit Connect sales of 4,237 vans reached best-ever November numbers, a 94 percent increase.

Overall, Merkle said, truck sales increased by 18.3 percent.

The new Edge delivered a 6 percent increase versus a year ago, with 8,137 vehicles sold. Sales of Ford's new Explorer gained 1 percent last month, with 15,141 SUVs sold, marking its best November since 2004.

Fiesta sales remained pretty much the same when compared with November of 2014 – 3,422 in 2015 versus 3,436 in 2014.

Sales for the Focus, on the other hand, saw a 24.7 percent decline, going from 14,862 to 11,186, Merkle said. Fusion sales stayed fairly steady – 20,263 in 2014, 19,451 in 2015. Taurus sales saw a 9.1 percent decline, going from 2,733 to 2,485.

Even the popular Mustang declined 16.5 percent, going from 8,728 to 7,286, Merkle said.

Lincoln sales also saw a slight decline in November. Overall, sales went from 8,113 in 2014 to 7,918 in 2015, a drop of 2.4 percent.

The MKZ was a bright spot with sales going from 2,096 to 2,325, an increase of 10.9 percent, but the low 2014 sales number of 449 meant that the 10.9 percent increase translated into 2015 sales of 520.

The MKS experienced a sales bump of 11.8 percent.

MKC sales dropped 16.1 percent from November to November, Merkle said, going from 2,152 to 1,805. The Navigator also saw a 33 percent sales drop, going from 1,433 to 960.

Classic Cars 1930-1985 Kelly Cell 248.338.0852 - Private Party -

Buick Insignia Evolved from David Buick's Family Crest

CONTINUED FROM PAGE 1

blue – the new insignia debuts on the 2017 LaCrosse. It's part of a new grille design inspired by the award-winning Avenir concept, which sets the new chrome insignia against darkened waterfall grille bars.

All Buick models will adopt the new insignia by 2018.

"The new tri-shield insignia represents the next chapter in Buick's storied design history and introduces a new face for the brand," said Duncan Aldred, vice president of Global Buick.

"It's a progressive, contemporary design reflective of Buick's newest vehicles and cognitive of the brand's heritage."

Introduced more than 55 years ago, the tri-shield design has its roots in company founder David Dunbar Buick's ancestral heraldry, Wilson said. It has evolved over the decades, but honors the proportions and historical origins of the original, Wilson said.

When Buick was formed in 1903, the company didn't incorporate a shield logo for about the first 35 years, Wilson said. Instead, the earliest models featured a bold Buick script on the grille. Later, a number of stylized emblems appeared, featuring Buick on the prominent radiator grille shrouds that characterized practically all motorcars of the time.

As legend has it, a designer researching the Buick family history at the Detroit Public Library in the 1930s found a description of the ancestral coat of arms in an approximately 80-year-old book of heraldry, Wilson said. Buick's familial roots were in Scotland and while the book didn't have an illustration of the crest, it described a red shield with a contrasting, checkered line bisecting it from the upper-left to the low-



Buick logos through the years

er-right corners. The description also included a stag's head in the upper right of the shield and a gold cross in the lower left.

The crest's description was interpreted for a new, single-shield insignia that debuted on 1937 Buick models.

It evolved over the next couple of decades, growing wider and, at times, taking on additional flourishes, but the shield crest adorned and identified Buick models through 1959 – although its prominence admittedly diminished during the 1950s.

The tri-shield insignia with distinctive, diagonally arranged red, white and blue shields, was widely introduced in 1960 and was featured front-and-center in the grilles of the LeSabre, Electra and Invicta models, Wilson said.

The three-model lineup inspired the three shields in the new design. Each carried over the stag head and gold cross cues from the previous single-shield design.

As with the original shield design, the tri-shield design evolved. By the early 1970s, a ring motif surrounded the shields and the white color of one of the shields changed to silver.

By the late 1970s, Wilson said, the tri-shield was used primarily on hood ornaments on some models, while the symbol of a hawk on the Buick name was used as the official logo, particularly in print and television advertising.

DECEMBER 7, 2015

The hawk logo carried through the 1980s, but the tri-shield didn't disappear entirely, Wilson said. It was still used on hood ornaments and on other identifying features, including, ironically, the front fascia on the two generations of Skyhawk models – the car that inspired the hawk logo.









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"FIRST IN THE HEART OF DETROIT SINCE 1933" **DECEMBER 7, 2015** PAGE 3

The Force is with Chrysler's Latest TV Commercials

CONTINUED FROM PAGE 1

momentous occasions in life, Driehorst said.

"From the first viewing of 'Star Wars' in 1977, to your first love, through marriage and parenthood, to sharing 'Star Wars' with the next generation, Chrysler is there to help enable those experiences," Driehorst said. "As the spot states, few things feel like the first time you saw 'Star

For Dodge, Driehorst said, its commercial, titled, "The Force Gathers," pays homage to the iconic image of Darth Vader and his army of Stormtroopers.

An armada of white Dodge Chargers, Challengers and Durangos, all led by a sinister black Dodge Viper, march toward some nervous valets at the redcarpet opening of the newest Star Wars film.

This is all set against the famous "Imperial March" music, Driehorst said.

For Jeep, Driehorst said, Industrial Light & Magic made a commercial called, "Shooting

It contains custom content for the ad featuring an epic space battle between the Rebel Alliance and the Imperial forces. A TIE fighter explodes, which appears like a shooting star to our Jeep passengers admiring the starry sky many galaxies away. The spot concludes with a voiceover that says, "Enjoy the freedom to go far, far away" implying that only a Jeep can take you to a place where you have an expansive view of the galaxy, Driehorst said.

The Ram "Family" spot uses sound design and music from the movie trailer and features the voice of actor Mark Hamill (Luke Skywalker), Driehorst said. First opening on a blurry image far off in the distance of a barren desert landscape, Ram vehicles power through the desert, revealing a Ram 3500, 2500, 1500 and the new Rebel, as Hamill says, "There exists an allpowerful force in the universe. It surrounds us. Gives us strength. Turns fear into hope. And to those who seek to harness such power ... This is what you've been looking for..."

The spot closes promoting the year-end Ram sales event and Star Wars: The Force Awakens."

The Fiat commercial - "Awakening" – is meant to embody the classic Star Wars theme of balance between good and evil with black and white Fiat 500 Abarths dueling it out on what looks like a landscape from a galaxy far, far a mechanical aptitude. And away, Driehorst said.



GM engine designer Dom Lester shows off his weekend car in the lobby of Building B in the Pontiac Powertrain complex.

GM Engine Designer Builds Engines for Racing Dragsters

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bracket race for fast dragsters.

The dial-in and breakout rules are enforced, and the quickest 32 drivers during qualifying are eligible to return for final eliminations. The quickest allowable dial-in is 6.00 seconds while the slowest is 7.70 seconds.

Lester said Top Dragster competitors have few restrictions. Engine size is unlimited and superchargers, turbochargers and nitrous oxide are permitted. Some racers use Pro Stock-style technology and others simply use large displacement engines that can often be 700 cubic inches or larger.

"I use a 2008 Spitzer frame car," Lester said. "I built the engine myself. It's a 632-cubic-inch big block Chevy 10.4-liter, naturally aspirated engine. It gives me a little more than 1,300 horsepower.

"My best speed was doing a quarter-mile in 6.5 seconds, reaching a top speed of 207 mph."

Lester said he uses a customized engine design. The cam shafts, the pistons and the cylinder heads are all built by him at his shop in Oxford, which includes its own test facilities.

"I'm co-owner of L&L Racing," Lester said. "It's a working shop and its income helps pay for the

"I also have a sponsor - Vibra-Tite, which is based in Troy and manufactures thread sealants and thread lock materials for the aftermarket.

"A lot of people confuse the company with Lock-Tite. They're in the same business, but are different companies.'

Lester said he's always had while growing up in Maryland,

his step-father owned a car shop.

"I grew up building engines and my stepfather and I would go to drag strips back East. I built my first engine when I was 12 – a small-block Chevy engine. So I would spend my Friday nights at the racetracks near where I

Lester received his undergraduate degree in mechanical engineering at Lafayette College in Pennsylvania. He received his masters in mechanical engineering from Oakland University.

He said that his wife Danielle, a lawyer at Fiat Chrysler, supports his hobby under certain condi-

"She said I could go to the races," Lester said, "but we would have to travel there in style and comfort. So I bought a 40-foot Fleetwood Motor Coach. I have a daughter, Allison, and another one due in March. We call the motor coach the 'big stroller.' So when I race, she gets to watch satellite TV. But that's OK, because I get to play with my toys.'

Lester drives the car himself, partner, his LeCompte, also drives.

"He's an engineer at 'another company," Lester said. "We go out and race about 12 or 15 times

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a year - mostly between April and September, mostly in the Midwest. We've gone as far south as Bowling Green, Ky., and as far east as Maryland.

"It's a great sport," Lester said. "You can still take a street car and drive it."

GM spokesman Tom Read said GM likes to show what its employees can do with their cars. So, this month, Lester's dragster will be on display in the lobby of Building B in the Pontiac Powertrain complex.

'We've been displaying differ- wait and see what it is."

ent employee vehicles for the past few months," Read said. "It's a way to highlight our employees' automotive extracurricular activities. We try to put a variety of cars with different engineering features that might be of general interest on display. I think Dom's car is pretty interesting."

Lester said he's now working on a new engine for GM as a development and validation system

When asked what engine system, he said, "we'll just have to

BorgWarner Tech Picked for Volvo

draulically actuated all-wheel drive coupling was picked for the new XC90 luxury SUV from Volvo Cars based on the new scalable product architecture.

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BorgWarner's GenV electro-hy-raulically actuated all-wheel new XC90 SUV," said Dr. Stefan Demmerle, president, BorgWarner PowerDrive Systems. "Borg-Warner's reliable AWD coupling contributes to enhanced traction, stability and handling, enabling a fun-to-drive experience with maximum performance as well as improved fuel economy.







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Jeep's November **Sales Are Best Since 2000**

CONTINUED FROM PAGE 1

sales since 2000 and our 68th consecutive month of year-overyear sales increases," said Reid Bigland, head of U.S. Sales.

'The favorable I.O.U. environment of low interest rates, oil prices, and unemployment, coupled with our strongest product lineup ever, continues to be a significant driver of FCA sales."

Seven Fiat Chrysler vehicles set records in the month of November, Kisiel said, including four Jeep brand vehicles.

The Jeep Cherokee (17,426 compared with 16,945), Jeep Compass (4,886 versus 4,099), Jeep Patriot (8,348 compared with 7,546) and Jeep Wrangler (13,847 compared with 13,592) each recorded their best November sales ever.

The Chrysler Town & Country minivan posted a 20 percent sales gain (9,689 in 2015 compared with 8,055 in 2014), the largest percentage year-overyear increase of any Fiat Chrysler vehicle in the month, Kisiel said. The news for the Chrysler brand wasn't all good, though. Chrysler brand sales, overall, were down 12 percent, compared with the same month a year ago.

Sales of the Chrysler 300 were 3,932 this year in November compared with 4,871 last year during the same time. The 200 also saw a sales decline - 10,332 this year versus 14,317 last year.

Five Dodge brand vehicles posted sales gains, including the Dodge Challenger and Dodge Journey, which had their best November sales ever. It was the Challenger's 10th sales record this year, Kisiel said. The Dodge Charger (6,685 versus 6,569), Dodge Durango (5,780 compared with 5,413) and Dodge Viper (50 compared with 45) all posted year-over-year sales gains in November.

The Dodge Challenger(4,263 compared with 4,157), Dodge Journey (7,798 versus 7,539) and Ram pickup truck (36,407 this year, 35,865 last year) also turned in their best November sales ever.

Fiat Chrysler finished the month of November with an 86day supply of inventory (659,063 units), Kisiel said.

Right now, Kisiel said, U.S. industry sales figures for November are internally projected at an estimated 18.4 million units Seasonally Adjusted Annual Rate (SAAR).

State Report Says More Education Will Aid Employers

LANSING, Mich. (AP) – A report says Michigan needs 779,000 more residents with a post-secondary degree or certificate within 10 years to meet employer needs and join the ranks of best-educated states, a sizable increase from current levels.

Forty-six percent of citizens have degrees or certificates now. The report issued Dec. 1 recommends 60 percent have a college degree, graduate degree or technical certificate by 2025.

The report comes from a workgroup of university leaders, business executives, lawmakers and Gov. Rick Snyder's office.

Recommendations having a marketing campaign and hiring more high school and college advisers. Other suggestions include tripling the number of high school students in early college and career technical education courses, increasing needbased financial aid and streamlining credit transfers from community colleges.



General Motors Signs UN's **Global Rights Compact**

General Motors has become a mental friendly technologies. signatory of the United Nations Global Compact, the world's largest corporate responsibility initiative.

Under the conditions of the agreement, GM spokeswoman Sharon Basel said that GM pledges to support and promote the compact's 10 principles in the areas of human rights, labor, the environment and anti-corrup-

The principles, as listed on the United Nations' site unglobalcompact.org are:

Human Rights —

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights;
- Principle 2: Businesses should make sure that they are not complicit in human rights abuses.

Labor -

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective
- Principle 4: The elimination of all forms of forced and compulsory labor;
- Principle 5: The effective abolition of child labor;
- Principle 6: The elimination of discrimination in respect of employment and occupation.

Environment —

- Principle 7: Businesses should support a precautionary approach to environmental challenges:
- Principle 8: Businesses should undertake initiatives to promote greater environmental responsibility;
- Principle Businesses should encourage the development and diffusion of environ-

Anti-corruption -

• Principle 10: Businesses should work against corruption in all its forms, inlcuding extortion and bribery.

GM analyzed its current policies, processes and practices and found close alignment with the U.N. Global Compact's principles, Basel said.

The company will maintain these principles throughout its global operations and seek opportunities to collaborate through the U.N. network to advance broader initiatives such as the Sustainable Development

Firefighters Save Historic GM Papers in Blaze

FLINT, Mich. (AP) - A firefighter has saved papers documenting the genesis of General Motors from a fire that damaged a historic museum in Flint.

The Flint Journal reports that a firefighter carried the book out of the Whaley House Historic Museum after the building caught fire around 2:30 p.m. Nov.

The book details a loan Robert Whaley gave to company founder Billy Durant to purchase the Dort Carriage Company.

Workers from a restoration company began taking other items out of the house the evening of Nov. 30. A specialist was called in to determine what can be preserved.

Linens from the second floor and books and furniture from the third floor may be permanently damaged.





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Consumer Group Worries About Automated Cars

Self-driving robot cars are not ready for public use and the National Highway Traffic Safety Administration (NHTSA) must not rush to implement regulations covering the vehicles as it updates its policy on automated vehicle technologies, Consumer Watchdog said Dec. 3 in a letter to the federal agency.

Consumer Watchdog's Privacy Project Director John M. Simpson, in the letter to Department of Transportation Secretary Anthony Foxx and NHTSA Administrator Mark Rosekind, also called for formal rulemakings to set enforceable standards for automated technologies that enhance safety.

"Automated technologies – some of which are already being deployed, such as automatic emergency braking - can clearly improve auto safety," wrote Simpson. "Consumer Watchdog is concerned that success with such automated features could prompt NHTSA to prematurely recommend approval of the general public use of fully autonomous self-driving robot

In late November, Foxx ordered NHTSA to update its more than two-year-old "Preliminary Statement of Policy Concerning Automated Vehicles." Updating the policy makes sense, Consumer Watchdog said, but is imperative that any updates continue to put safety ahead of all other considerations.

NHTSA's current policy on selfdriving robot cars urges the states allow them only to be used on public roads for testing purposes. Moreover, the policy says, "NHTSA strongly recommends that states require that a properly licensed driver be seated in the driver's seat and ready to take control of the vehicle while the vehicle is operating in self-driving mode on public roads."

State Offering Tax Breaks to Data Centers

LANSING, Mich. (AP) - State lawmakers on Dec. 2 took an initial step toward enacting tax breaks to ensure that a major data developer chooses Michigan as the site of its first megacampus in the eastern U.S.

The fast-tracked bills, approved 8-5 by the House Tax Policy Committee, would exempt data centers from sales taxes, use taxes and property taxes owed on business equipment. The legislation is needed to finalize Las Vegas-based Switch's plan to locate a facility near Grand Rapids, but it drew concerns from Gov. Rick Snyder and business interests such as the Michigan Chamber of Commerce worried about the budget implications and a lack of job-creation guarantees

The company provides security, power and cooling for stacks of thousands of servers owned by more than 1,000 clients including eBay, Google and Ama-

Supporters say the tax breaks are essential to keep Michigan competitive with at least 22 other states offering incentives to a growing sector that functions as the brains of the Internet and cloud computing. Switch estimates that the company and its clients will employ 1,000 workers and spend \$5 billion at the Michigan "supernap" campus over 10 years.

"We bring companies to our environs. When they come, they bring their employees," said Jason Mendenhall, a Switch executive vice president.





See us for your GM employee purchases.

26125 VAN DYKE AT 10 1/2 MILE ROAD

*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 S Tier credit. Vehicles shown are \$999 down. Must have lease loyally and/or conquest. Must currently own or lease a Chevrotet Volt.. Must have closing competitive lease. 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. Must be remetly leasing or own a Volt. \$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: 1/4/2016.

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ALL 2015/2016

BUICK/GMC MODELS!

0% UP TO 60 MONTHS FINANCING

Available on

All 2015 Buick and

2015/2016 GMC Yukon

PAGE 7

GM Awards Grants to Women For Auto Retailing Tuition

General Motors' Women's Re- enrolled in fixed operations tail Network awarded a record 10 women a total of \$29,000 in tuition assistance in 2015 to pursue careers in automotive retail-

The move was made to celebrate the fifth anniversary of the Network's Drive to Succeed Scholarship Program, said GM spokeswoman Ryndee Carney.

Award winners are:

- Janette Aguilar, Tyler, Texas;
- Mollie Arnold, Lowell, Ind.;
- Sandra Giron, Downey, Calif.; Sarah Goudy, Ajax, Ontario, Canada;
- Madelyn Hamilton, Manchester, Mich.;
- LeeAnn Loyd, Rushville, Ill.;
- Tara Rodgers, Belleville, Ill.;
- Christina Salmon, Brighton, Mich.:
- Randigale Smith, Dunlap, Ill.; Bethany Toups, Lincoln Park. Mich

GM and its dealers continue as the only manufacturing/retail partnership to offer scholarships to women pursuing academic degrees in automotive management and technical fields, said Carney. Since 2011, the program has provided 37 individual scholarships totaling \$104,500 to students in the U.S. and Canada representing a variety of sales regions, ethnicities and cultural backgrounds.

Karen Miskimins, the Women's Retail Network Scholarship Chair and member of the GM Women's Dealer Advisory Council, said the program has grown each year to become more inclusive.

Today, participants represent every walk of life: traditional students, military veterans, working mothers, dealership employees and women changing careers, Miskimins said.

Additionally, more women are and overall profitability.

courses, which is especially important as dealers brace for high levels of technician attrition in the near future, Carney said.

As the owner of Hardin Chevrolet in Hardin, Mont., Miskimins said she understands the importance of women as customers and employees in retail.

"With women now the No. 1 consumer of automotive sales and service, it is paramount that we deliver an experience focused on their needs," Miskimins said.

"This includes a representative, diverse dealer body that is attentive, knowledgeable and committed to excellence. The Women's Retail Network scholarship program provides a path for women to achieve their automotive career goals and fill the retail pipeline with qualified female employees.'

Celeste Briggs, GM Women's Retail Network director, said the program's success can be credited to grassroots implementation by dealers. Each year, dealers promote the program with students and educators, nominate high-potential candidates and contribute financially to the scholarship fund.

Briggs said the program demonstrates the value GM and its dealers place on women and their importance to the company's overall success.

"With every scholarship we award, we are investing in our future, as well as helping make a dream come true," Briggs said. "Our dealers are already benefitting from the skills that scholarship winners are bringing to the workplace.

"Exceptional female employees increase customer loyalty



TERRAIN

YEAR END SAVINGS

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L NEW 2016 BUICK ENCLAVE



24 MONTH BUICK EXPERIENCE LEASE

NO SECURITY DEPOSIT REQUIRED

ALL NEW 2016 BUICK VERANO



24 MONTH BUICK EXPERIENCE LEASE

FOR LIMITED TIME ONLY HURRY WHILE OFFER LAST

ALL NEW 2016 BUICK REGAL



24 MONTH BUICK EXPERIENCE LEASE

Stock #4498.16 • Deal #57956 \$1499 total due. GM pricing plus tax, title & lic. Must have Non GM lease in household set to expire 365 days from delivery. NO SECURITY DEPOSIT REQUIRED!

2015

BUICK ENCORE



24 MONTH BUICK EXPERIENCE LEASE

aintenance • FREE XM Radio • FREE Stock #4283-15 • Deal #57906 GM pricing plus tax, title & lic. Must have Non GM in household et to expire 365 days from deliver NO SECURITY DEPOSIT REQUIRED

VISIT OUR WEBSITE TO SEARCH FOR MORE VEHICLES & GREAT DEALS ON NEW BUICK'S OR GMC'S AT WWW.VYLETEL.NET 40755 Van Dyke • Sterling Heights

SALES: Sun CLOSED; M, TH 8:30am-9pm; T, W, F 8:30am-6pm; SAT 10am-3pm *GM Employee Pricing Plus Tax, Title, Lic. and Doc. No Security Deposit Required. Programs subject to change. Photos may not represent to change without notice. See dealer for details. Expires 12/31/15.





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2016 EQUINOX "LT"

• Chevrolet Complete Care INCLUDED!

2.4L DOHC Engine! • 7" Color Touch Screen MyLink Radio! • Remote Vehicle Entry! • Rear Vision Camera! OnStar w/4G LTE w/built-in Wi-Fi hotspot!

17" Aluminum Wheels!

32 MPG on the Highway!

• Tilt and Telescopic Steering Column! Was \$27,480 Sale Price \$20,835 PERIOD! DEPOSIT REQUIRED.

24 MONTH LEASE:

24 MONTH LEASE:

\$169*

\$169*

\$169*

\$169*

\$169*

 Chevrolet Complete Care INCLUDED! • 2.5L DOHC WT Engine! • Remote Keyless Entry! OnStar w/4G LTE w/built-in Wi-Fi hotspot!
 Aluminum Wheels. Power Vertical Driver's Seat Adjuster! • Tilt and Telescopic Steering Column!

SALES EVENT

 7" Color Touch Screen MyLink Radio! 36 MPG on the Highway! Was \$24,710 Sale Price 18,499 PERIOD!

OR SECURITY
DEPOSIT REQUIRED.
TAX, TITLE AND
PLATE FEES EXTRA! 24 MONTH LEASE:

Chevy Lease Pull-Ahead... Waiving Up to 3 YOUR Remaining Payments!*

ZUIB GNUZE • Chevrolet Complete Care INCLUDED!

• ECOTEC "Turbo" 1.4L DOHC WT Engine! • Automatic Transmission! • OnStar with 4G LTE with Built-in WiFi hotspot! AM/FM/XM Radio w/CD! ● Remote Keyless Entry!

Bluetooth for Phone! • Rear Window Defrogger! • 38 MPG on the Highway! Stock#G27125



2016 I NAA

• Chevrolet Complete Care INCLUDED! • ECOTEC 1.4L "Turbo" DOHC WT Engine! • Remote Keyless Entry!

• USB Port and Auxiliary Input Jack! • Power Locks & Windows! OnStar with 4G LTE with built-in Wi-Fi hotspot! 7" Color Touch Screen Radio!



NO SECURITY

Steering Wheel Controls!

NO FIRST PAYMENT

24 MONTH LEASE:

\$1000 OVER Kelley Blue Book for Your Trade-In... GUARANTEED!





SHOWROOM HOURS:

8:00 AM - 9:00 PM 8:00 AM - 6:00 PM 8:00 AM - 6:00 PM 8:00 AM - 9:00 PM 8:00 AM - 6:00 PM Monday Tuesday Wednesday Thursday Friday

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35500 S. Gratiot Ave. / North of 15 Mile / Clinton Township / CHEVROLET COMPLETE / FIND NEW ROADS

*Pictures may not represent actual sale vehicle. All applicable incentives including conquest and/or toyalty offers have been deducted from Sale Prices/Payments and are subject to change by the manufacturer without notice and are plus title, tax, plate and CVR fees. Leases are 10,000 miles per year. Disposition fee may be required at lease turn in. GM Employee discount is required expect where noted. Lease pull ahead is for current Chevrolet lessees and will waive up to 3 remaining payments (\$1500 maximum). Must have 1999 or never non-GM lease for Competitive Brand offer. Amount depends on model. KBB Trade-In guarantee is on 2003 to 2013 model vehicles less reasonable reconditioning costs. No bad Cartax or branded titles. Certain restrictions apply, see dealer for compete details on all incentives/offers. Sale ends 12/31/2015 © 6:00PM.

im Causlev Lease **ON GRATIOT AT 16-1/2 MILE**



BUICK HOLIDAY EVENT



4 YR/50,000 Mile Bumper to Bumper Warranty! Sik. #B1167

Was \$25,005 Sale Price \$19,788 24 MONTH LEASE • 10K

\$0 DOWN W/LEASE CONQUEST OR \$1000 DOWN W/LEASE LOYALTY NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA

NEW 2015 BUICK ENCORE

LEATHER PACKAGE

- •1.4L TURBO •4G LTE WiFI Engine Onstar
 • Rear Back Up • Sirius/XM Radio
- Camera

 Power Heated
 Seat

 Remote Start
- Seat •10 Air Bags
- 6 Spd Auto Trans
- Stabilitrak
- •18" Alum Wheels •Intellink Radio

System



4 YR/50,000 Mile Bumper to Bumper Warranty!

Was \$28,875 Sale Price \$24,113

Heated Leather Seats

24 MONTH LEASE • 10K

\$0 DOWN W/LEASE CONQUEST OR \$1000 DOWN W/LEASE LOYALTY NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA

NEW 2016 BUICK REGAL TURBO

- •2.0 TURBO
 - PREMIUM 2 NAVIGATION Keyless Entry
 Push Button Dual Air Bags
 INTELLILINK
- · Alum Wheels

- •4G LTE WiFI/Onstar •Sirius/XM Radio•Bose ım Michelin Tires



24 MONTH LEASE • 10K

Was \$32,490 Sale Price \$26,715*

ODOWN W/LEASE CONQUEST OR \$1000 DOWN W/LEASE LOYALT

NEW 2016 BUICK LACROSSE

- LEATHER PACKAGE ·Sirius/XM Radio
- •18" Aluminum Wheels
- Rear Vision Camera



Was \$36,825

Sale Price \$29989* NO DISCOUNTS NEEDED

999 DOWN W/LEASE CONQUEST OR \$1999 DOWN W/LEASE LOYALTY

NEW 2016 BUICK ENCLAVE

- 3.6L V6 Power Seat
- Power Rear Hatch

- Rear Backup Camera
 19" Aluminum Wheels
 4G LTE WiFI/Onstar

GM Crossover

Vehicles Drive

Latest Sales

consecutive months. Total Buick

crossover sales were up 11 per-

At GMC, crossover deliveries rose 12 percent, driven by a 16

percent gain for the Terrain.

Cadillac's crossover, the SRX,

saw a 53 percent increase. Indus-

try-wide, crossovers now ac-

count for 40 percent of the retail

industry, up from 37 percent a

"The phenomenal growth of

crossovers in a record-setting

market is the biggest sales story

of 2015," said Kurt McNeil, GM's

U.S. vice president of Sales Oper-

ations. "Buick was one of the pio-

neers of the fast-growing small crossover segment with the En-

core. Chevrolet's crossover sales

growth is far outpacing the rest of the industry, thanks to the

Trax, Equinox and Traverse. And

the GMC Terrain is on track to

And, Cain said, the Volt had its

best November ever on both a

total and retail basis, selling

GM's retail sales were up 4 percent year over year. Adjusted for selling days, GM retail sales were up 14 percent. GM gained an estimated 1 point of retail market share to reach 16.5 percent during the month for the company's eighth consecutive

Deliveries to commercial cus-

tomers were up 6 percent year

over year and government deliv-

eries were up 2 percent. Rental

sales were down 16 percent per

plan, Cain said. Total fleet sales

SAAR is now estimated to be 17.9

million units. The industry's best

sales year ever was 2000, when

17.8 million light vehicles were

'Black Friday' **Promos Push**

Auto Sales Up

stronger in November, and the

last day of the month was one of

Deals can be dangerous for

the auto industry because they cut into profits and lower vehi-

cles' resale value. Incentives

have been creeping upward

since 2011; in November, they

rose an estimated \$172 over

last year to \$3,066 per vehicle, according to the car-buying site

But Eric Lyman, vice president for industry insights at TrueCar, says the gradual increase isn't a worrisome trend for the industry. For one thing, companies are making more profit per vehicle than they used to because

they're selling more expensive

The average sale price of a ve-

hicle last month was \$32,966, up

1 percent from the previous

Automakers are also trying to

capture as many sales as they

can in the boom years before

sales inevitably slow. Rising in-

terest rates, higher gas prices

and other factors are all expected to stall auto sales sometime

"It's kind of like, make hay while the sun shines," Lyman

in the next few years.

CONTINUED FROM PAGE 1

the best this year.

TrueCar.com.

SUVs and trucks.

month.

said.

The seasonally adjusted annual selling rate (SAAR) for light vehicles was an estimated 18.2 million units in November. The sixmonth moving average for the

have its best year ever."

year-over-year increase.

were down 9 percent.

1.980 units.

CONTINUED FROM PAGE 1

cent.

year ago.





24 MONTH LEASE . 10K

Was \$40.565 Sale Price \$34,680*

NO DISCOUNTS NEEDED

\$1499 DOWN W/LEASE CONQUEST OR \$2499 DOWN W/LEASE LOYALT NO SECURITY DEPOSIT REQUIRED. TAX. TITLE AND PLATES ARE EXTRA

NEW 2016 GMC TERRAIN SLE

- · Power Windows/Locks · Rear Vision Camera
- · Power Seat
- Cruise Control
- - Multi Flex Rear Seat
 - · Premium Michelin Tires

 - · 4G WiFi/OnStar



24 MONTH LEASE

\$999 DOWN W/LEASE CONQUEST OR \$1999 DOWN W/LEASE LOYALTY NO SECURITY DEPOSIT REQUIRED.
TAX, TITLE AND PLATES ARE EXTRA

NEW 2015 GMC TERRAIN SLE-2 · Rear Vision Camera

· Multi Flex Rear Seat

· Premium Michelin Tires

SAVE OVER

- Power Windows/Locks
- · Power Heated Seat · Cruise Control
- · Deep Tinted Glass



WAS \$29,535

NEW 2015 GMC SIERRA 4X4 MIDNIGHT ELEVATION EDITION

- · Blacked Out Trim Cruise
- 20" Black Alum Wheels HD Trailer Package
- Pwr Windows/ Locks Locking Differential
- · Deep Tinted Glass



24 MONTH LEASE

NO SECURITY DEPOSIT REQUIRED TAX, TITLE AND PLATES ARE EXTRA

NEW 2016 GMC ACADIA SLE

- · 8-Passenger Modular Seating · 18" Premium Aluminum
- Front/Rear Air & Heat
- · Rear Vision Camera Wheels · Cruise · Bluetooth



24 MONTH LEASE

\$1499 DOWN W/LEASE CONDUEST OR \$2499 DOWN W/LEASE LOYALTY NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA

NEW 2016 GMC CANYON

- **EXTENDED CAR 4X4**
- 300 HP V6
- · Power Windows/Locks/Seat



24 MONTH LEASE

\$999 DOWN NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA

NEW 2016 GMC YUKON 4X4

- Power Windows/Locks
 Power 10-Way Seating

- Bose Stereo System
- Trailer Package8 Passenger Seating · Remote Start • 4G WiFi w/Onstar



0% APR AVAILABLE 36 MONTH LEASE FOR 60 MONTHS

\$1999 DOWN NO SECURITY DEPOSIT REQUIRED TAX, TITLE AND PLATES ARE EXTRA

SATURDAY.

MON & THURS 8:00AM-9:00PM TUES, WED & FRI 8:00AM-6:00PM 10:00AM-3:00PM **OPEN LAST TWO SATURDAYS OF** THE MONTH

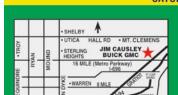
MON & THURS SATURDAY ..

7:00AM-7:00PM TUES, WED & FRI 7:00AM-6:00PM 8:00AM-12:00PM

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And the sun is certainly shining. Last week, sales forecasting firm LMC Automotive said sales are now likely to reach a record 17.5 million in 2015.

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Residential restrictions apply. Purchase prices & payments based on GM Employee & Family Pricing. All Buick & GMC payments are quoted with Buick/GMC lease loyalty or competitive lease in household, GM Employee Competitive Lease must expire within 365 days. Payments & prices subject to change per GM incentives. Pictures may not represent actual vehicle. Offer ends 12-11-15 at 9pm.