

Harley Earl's 1938 Buick 'Y-Job' Earns Historic Status

This car was truly a car of the future.

The 1938 Buick "Y-Job" was announced to the public as such in early 1940. And, sure enough, many of its design features were

adopted over the next several decades.

The car, considered to be the world's first concept car, was created as an extremely modern experimental car by the General

Motors Styling Section and Buick engineers.

The Historic Vehicle Association (HVA) last week named the Buick Y-Job as the 14th vehicle recognized on the National His-

toric Vehicle Register. The recognition was approved by the U.S. Department of the Interior, Historic American Engineering Record and archives of the Library of Congress.

The Buick Y-Job was created under the direction of GM's legendary design chief, Harley J. Earl.

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Visitors enjoyed seeing Fiats from all eras at the annual Fiat FreakOut at the Walter P. Chrysler Museum.

Historical Fiats Showcased at 'FreakOut'

From a deep heritage in Italy to a now-deep heritage in America.

Fiat's history began in Italy in 1899 and continued in the United States in 1908. Two world wars interrupted the U.S. production, but it returned in the 1950s, left in the early '80s and returned again as a partner with Chrysler in 2009. Those facts were celebrated at the 33rd annual Fiat FreakOut 2016.

The celebration took place July 27-31 in Auburn Hills. Fans of the Fiat brand were able to get together and show off the vehicles they love.

Those who attended the car show at the Walter P. Chrysler Museum on July 29 were able to see the new 2017 Fiat Spider 124, which is returning to the U.S. after being gone for many years.

"This event is a great opportunity to not only showcase our products to enthusiasts," said Bob Broderdorf, director of Fiat Brand North America - Fiat Chrysler, "but to bring in new people who maybe aren't familiar with Fiat and don't understand that this thing is bigger than just the last five years. This brand goes back to a deep her-

itage in Italy and that heritage extends all the way to the United States."

While there was a number of historical displays to see on the inside of the museum, more than 100 classic Fiats - along with new 2017 Fiat 124 Spiders parked in the lot - were the main attractions for attendees, said Fiat Chrysler spokesman Edward Cardenas.

"Every year, this is a little like family reunion for people," said Fiat Club America vice president

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Transit Van Leads Ford July Sales, Up 41 Percent

Ford Motor Company's total truck sales, including pickups and vans, grew 5 percent in July versus a year ago with 87,104 sold. Overall company U.S. sales were down 3 percent, with 216,479 total vehicles sold, said Ford spokesman Erich Merkle.

"We start in the second half getting into some very difficult year-over-year comparisons," Merkle said. "So we estimate that the industry was flat in July, but for the remainder of the year, we continue to see retail and industry sales strong, but down versus record 2015 levels and not as strong as we previously expected."

Fleet sales - sales to large companies, government customers and rental car companies - were up 6 percent, with 55,321 sold. Retail sales were down 6 percent, with 161,158 sold.

Van sales reached their best July sales since 1978, with 20,236 sold. F-Series pickups posted a 1 percent decline, with 65,657

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2016 Buick Regal

Jeep, Ram Were Hot Sellers

Fiat Chrysler reported U.S. sales of 180,727 units, up 0.3 percent compared with sales in July 2015 (180,124 units), said Fiat Chrysler spokesman Ralph Kisiel.

Fiat Chrysler retail sales of 155,885 were down 2 percent in July, while fleet sales of 24,842 were up 22 percent year-over-year, Kisiel said.

Both the Jeep and Ram Truck brands were up 5 percent in July compared with the same month a year ago.

The Jeep Renegade, Jeep

Grand Cherokee, Jeep Compass and Jeep Patriot posted sales gains in July versus July 2015, as did the Ram pickup truck and the Ram ProMaster and Ram ProMaster City vans, Kisiel said. Two Dodge brand models - the Dodge Grand Caravan and the Dodge Challenger - also turned in year-over-year sales gains in July. Sales of the Fiat 500X were up year-over-year as well.

Jeep brand sales were up 5 percent in July versus the same

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GM Retirees, College Interns Aid High School Students

GM retirees have decades of experience that can be of great use to the youth of metro Detroit. And it's that experience that has been tapped for General Motors' Student Corps program.

Since 2013, more than 500 high school students have earned a paycheck while learning real-world work skills and giving back to their communities via the GM Student Corps, GM spokeswoman Maria Raynal said.

This year's Student Corps includes 129 students from 13 high schools in metro Detroit, Flint and Pontiac.

The program pairs teams of 10 high school interns with retired GM executives and college interns to plan and complete community service projects, primarily at neighborhood schools and parks.

This summer 60 GM retirees and 13 college interns are working with students to develop teamwork, leadership skills and a community service mindset, Raynal said.

The teams work as small start-ups and manage all aspects of their restoration, repair and clean-up projects, from budgeting, planning and problem-solving to execution.

When high school students Sadeeqe Mohamed and Tiera Wade joined the inaugural GM Student Corps in 2013 as paid interns, they never expected to return to GM and their alma maters

to mentor the 2016 Student Corps members.

Wade, a Wayne State University student who graduated from River Rouge High School, credits the program for her decision to enter social work and launch a nonprofit organization. Mohamed, a computer science major at University of Michigan Ann Arbor, is a Hamtramck High School graduate.

"Student Corps is a life-changing experience, which is why I joined again this year as a college intern," Mohamed said. "I wanted to give back to Hamtramck and the program, which helped me immensely. I also wanted to help mentor high school students from my community and provide students with guidance and support."

As a high schooler with an entrepreneurial spirit, Mohamed opened his own computer and phone repair company with the money he earned during his GM Student Corps internship.

"Student Corps was not a typical internship or job. It was truly a leadership factory," said Mohamed. "It taught me to be a business-minded person. I was earning good money that helped me and my family, and was able to successfully manage my business until I started my freshman year of college."

Students also attend a finan-

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GM July Sales Up 5 Percent

GM had a hot July, saleswise, improving its market share. The company sold 236,235 vehicles to individual or "retail" customers in July, up 5 percent year-over-year, driven by across-the-board increases at Chevrolet, GMC, Buick and Cadillac.

GM's brands collectively had their best July retail sales performance since 2007, said GM spokesman Dan Flores.

Based on initial estimates, GM's retail market share rose 1

percentage point in July to 17.9 percent, GM's highest monthly retail market share since December 2011, Flores said. GM has gained retail market share in 14 of the past 15 months, dating to April 2015. From a retail share perspective, Chevrolet, GMC and Buick gained 0.4 percentage points, 0.3 percentage points and 0.2 percentage points in July, respectively. Less profitable daily

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2016 Jeep Renegade

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Transit Van Leads Ford July Sales, Up 41 Percent

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sold. Merkle called these sales a bright spot for Ford in the month of July.

"When you look at the bright spot within our sales for the month, Ford vans were up 26 percent, and a lot of that was driven by the success of Transit, which was up 41 percent," Merkle said.

"So we continue to do very well on the van side of our business, but we continue to caution people about the industry and that it'll likely be down just a little bit here as we move through the second half of the year."

"Trucks and vans continue to be market strengths for Ford," said Mark LaNeve, Ford vice president, U.S. Marketing, Sales and Service. "Van customers rewarded us with another strong year-over-year gain, and F-Series had its best retail sales this year."

"So we were down one percent, which is pretty comparable to what we had last year, however if we take a look at the retail portion of F-Series you would actually find that, retail we had our best July in a decade and it was our best retail sales performance for F-Series so far this year," Merkle said.

Ford's overall transaction pricing also grew \$1,600 in July versus a year ago – more than double the industry average – driven by the continued higher mix shift to trucks and Sport Utility Vehicles.

On the success of its newest products, Merkle said that Lincoln brand retail sales rose 2 percent in July.

The Lincoln MKZ sales were up 12 percent, Merkle said, while the Lincoln MKX was up 5 percent.

"Lincoln's retail sales were up 2 percent," Merkle said. "So given where the segment is running right now, Lincoln is really holding up very well, and a lot of that positive strength for Lincoln is coming from MKZ, where the sales were up 12 percent and that's driven primarily by the new Lincoln MKZ that's now out on dealer lots, and also the Lincoln MKX, which was up 5 percent."

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The car was described at the time as a "convertible coupe," hand-built on a custom Buick chassis and powered by a Buick Series 50 engine with special experimental features.

The low and wider design eliminated the need for running boards and improved stability. And the car also incorporated 13-inch wheels and brakes, along with features used on airplanes at the time, such as finned brake drums and turbine-vented hubcaps.

"What's amazing about this car," said GM Heritage Center Manager Greg Wallace, "is how ahead of its time it was.

"It has hidden headlights and things like push-button door openers."

The body was streamlined – more aerodynamic – extending the front fenders into the doors. The rear of the car featured a fully concealed convertible top, boat tail design, and the hint of the tailfins that became iconic design elements of cars in the 1950s.

The grille was far lower and wider than what was typical of the period and included novel retractable headlamps. The hood was described as "alligator-type" of one piece that was a departure from the two-piece hoods of the era.

"Harley Earl and the Buick Y-Job expanded the boundaries of car design and drew the blueprint for concept vehicle design and execution," said GM Global Design Vice President Michael Simcoe.

"We thank the HVA for ensuring the world's first concept car is documented and preserved for future generations."

The Buick Y-Job was documented during the grand opening of the HVA National Laboratory in Allentown, Pa.

The laboratory is a pristine, purpose-built, state-of-the-art facility for automotive photography, photogrammetry, 3D scanning, videography and the HVA's growing physical and digital archives. The laboratory was built to standardize and streamline the expansion of the National Historic Vehicle Register program.

The laboratory environment includes a large 40-foot-by-40-foot white room with infinity walls on all sides and turntable integrated into the floor to efficiently rotate historic automobiles during photography.

The lab is believed to be the only facility of its kind in the world. The work done there will provide current and future generations a highly detailed, accurate and consistent record of some of the nation's most significant automotive classics.

"The Buick Y-Job is a true American design treasure and an incredibly appropriate vehicle to document during our National Laboratory grand opening," said HVA President Mark Gessler.

The HVA National Laboratory is located adjacent to the 27-acre NB Center for American Automotive Heritage that includes a half-mile circular track, conference facilities and full-time staff dedicated to automotive restoration, preservation and collection curation.

The HVA recently used the track facility to record movement and sounds of the first Camaro built and the Thomas Flyer that won the New York to Paris Round the World Race in 1908.

The design, development, construction and ongoing maintenance of the HVA National Laboratory have been underwritten by the NB Center for American Automotive Heritage.

The documentation of the Buick Y-Job on the National Historic Vehicle Register is being organized by the Historic Vehicle Association and underwritten by the GM Design Center, Hagerty (the classic car insurer), and Shell (including their Pennzoil and Quaker State brands), said Steve Keyes, spokesman for the HVA.



The famed Buick Y-Job concept car

Jeep's July Sales Continue to Shine for Fiat Chrysler

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month in 2015. The Jeep Renegade's 57 percent increase was the largest percentage increase of any Jeep brand model in July. In addition, the Jeep Grand Cherokee, Jeep Compass and the Jeep Patriot each logged a year-over-year sales gain.

Last month, Kisiel said, the Jeep Grand Cherokee won AutoPacific's Ideal Vehicle Award for the Mid-Size SUV segment for the sixth consecutive year.

The news for the Ram brand was good as well, Kisiel said. Ram Truck brand sales, which include the Ram pickup, Ram ProMaster and Ram ProMaster City, were up 5 percent in July

versus the same month a year ago.

The increase was driven in part by double-digit percentage increases by the Ram ProMaster and the Ram ProMaster City vans. In addition, sales of the Ram pickup truck were up 2 percent compared with the same month a year ago.

As a result of such strong sales, Fiat Chrysler announced in July that the company will invest \$1.48 billion in its Sterling Heights Assembly Plant to retool it to build the next-generation Ram 1500 and support the future growth of the Ram Truck brand.

While Chrysler brand sales were down 4 percent in July compared with the same month a

year ago, Kisiel said, the new 2017 Chrysler Pacifica continues to build momentum in the marketplace. Sales of the Chrysler 200 dropped 43 percent compared to July 2015, when they sold 9,526. Sales of the 300 also dropped 38 percent going from 3,820 in July 2015 to 2,369.

Sales of the Pacifica were up 1 percent in July compared with the previous month of June, Kisiel said. July was the minivan's fourth month in the marketplace.

The Pacifica has proven to be popular with both the public and the media, Kisiel said. The vehicle earned an Editor's Choice pick in July from "Roadshow by CNET", in part for the "nicest in-

terior and smart, family-minded technology."

Dodge brand sales were down 10 percent in July compared with the same month a year ago. The Dodge Grand Caravan and the Dodge Challenger each posted year-over-year increases in July versus the same month a year ago.

Sales of the Grand Caravan were up 28 percent, while sales of the Challenger muscle car increased 7 percent in July. For the fourth year, the Challenger won AutoPacific's Ideal Vehicle Award in the Sporty Car segment, having the "Most Ideal Sporty Car" in its segment. Sales of the Dart, on the other hand, declined 42 percent over July of 2015, going from 5,797 to 3,341.

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GM Student Corps workers volunteered their time to clean up Osborn High School in Detroit.

GM Retirees, College Interns Aid High School Students

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cial planning seminar and engage in life skills sessions on topics such as decision making, relationship building and resume writing. They tour GM facilities and the University of Detroit Mercy for exposure to career and educational opportunities.

Participating high schools select students based on their leadership potential, dedication, determination and academics. The college interns come from University of Detroit Mercy, the University of Michigan Flint and Ann Arbor, and Wayne State University.

"Each summer, the students perform important and valuable work at schools and parks in their communities, but just as important are the lasting relationships between our retirees and students," said Heidi Magyar, director of GM Community Outreach and Student Corps. "We're thrilled to have Sadeeque and Tiera return to the program this summer to mentor our Student Corps members."

The program runs through mid-August and concludes with a formal presentation to program champion Mark Reuss, executive vice president of GM Global Product Development, and his leadership team, Raynal said.

The 2016 GM Student Corps schools are Central Collegiate

Academy, Detroit Public Schools' Cody and Osborn campuses, East Detroit High School, Flint Southwestern Academy, Hamtramck High School, Harper Woods High School, Henry Ford High School, Madison High School, Melvindale High School, Pontiac High School, River Rouge High School and Van Dyke Lincoln High School.

Last summer, the GM Student Corps renovated 11 schools and eight parks, spreading nearly 1,000 yards of mulch, applying 246 gallons of paint, planting 700 flowers and trees, and laying 46 yards of stone.

Guardian Glass Museum Worthy

The double-sided, anti-reflective glass made by Guardian Industry of Auburn Hills will be used in the display cases of a special British Museum exhibition featuring artifacts discovered in the Mediterranean.

The underwater objects come from the site of two lost Egyptian cities submerged several meters beneath the seabed at the mouth of the Canopic branch of the River Nile for more than a thousand years, said Guardian spokeswoman Amy Hennes. The exhibit, titled, "Sunken Cities: Egypt's Lost Worlds," runs through November of this year.

Lost Car History of Detroit Heads to Warren

by Jim Stickford

The history of the Detroit auto industry stretches beyond Ford, Chrysler and GM.

And it's that largely forgotten history that Alan Naldrett will speak about at a special presentation to be held at the Warren public library's Miller branch on Tuesday, Aug. 23, at 6:30 p.m.

Naldrett describes himself as an historian and archivist. He has a degree from Wayne State University in archival science as well as a Wayne State degree in library science. He has worked as a librarian at Baker College and he and his wife Lynn researched and wrote the book, "The Lost Towns of Eastern Michigan."

"It was researching that book that gave us the idea that ultimately became 'The Lost Car Companies of Detroit,'" Naldrett said. "We were doing research on these communities that have become ghost towns and we kept coming across old car factories of companies that are no longer around."

For example, Naldrett said, the plant built by Alexander Malcomson, a coal merchant that supported Henry Ford, is still there.

"Malcomson was constantly giving Henry Ford 'advice,'" Naldrett said. "Well, Ford finally had enough and suggested that if Malcomson was so smart why didn't he start his own car company?"

Which he did, Naldrett said. The factory, located at Mack and Beaubien in Detroit, survived after Malcomson's company went out of business. It was taken over by the Hudson car company, which in turn merged with Nash-Kelvinator Corporation to become American Motors in the 1950s. AMC was then bought up

by Chrysler a couple of decades later.

Another interesting fact is that the Hudson car company was financed by J.L. Hudson, the department store magnate, Naldrett said. He didn't run the company but served as chairman of the board and acted more as a silent partner.

"I would estimate that there were at least 200 car companies that were based in and around Detroit," Naldrett said. "Now, many of these companies only did things like create blueprints of potential cars. And many of them didn't even get that far."

But, Naldrett said, the thing people today have to remember that 100 years ago everybody wanted to have their own car company. It was the technology of the future.

Naldrett said he did research for about a year, citing the automotive archives kept by the Detroit Public Library.

"They're very protective of their records," Naldrett said. "You have to call ahead and ask them for information on particular topics. But that didn't bother me. I understand why they do that. They have to protect their records."

Naldrett said the archives maintained by Ford, often referred to as the "Benson" archives after Benson Ford, were also very helpful.

"A lot of this history has been forgotten," Naldrett said. "People might know that there was once a car company called Hudson because of the movie, 'Cars,' which had a character who was a Hudson. But not many people still remember these old companies, and I enjoy having the chance to inform them."

Naldrett said his book has

been published by The History Press. It's for sale at local book stores, including area Barnes & Noble stores, and for order on Amazon.

"I'd say sales are doing well for a book of this kind," Naldrett said. "That's encouraging. Also, whenever I give a lecture, I have copies that people who attend can buy. I'll be coming to the Warren public library's Miller branch soon, and I have been busy gathering materials that deal directly with Warren's car history."

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Dodge's New Commercial Tagline Pushes Power

It might be only a matter of a couple of syllables, but Dodge believes there's a big difference between a vehicle being domestic and domesticated.

Dodge and SRT, Fiat Chrysler's performance brand, have launched a new tagline that is meant to capture the passion, attitude and spirit of the entire brand, said Fiat Chrysler spokeswoman Eileen Wunderlich.

"Domestic. Not Domesticated." was rolled out the weekend of July 30-31, and the campaign is integrated into all of Dodge and SRT brand communications across multiple platforms and consumer touch points, including television, print, digital, web, social and experiential, Wunderlich said.

"Warning," the first TV spot with the new tagline debuted July 31 on "Comedy Central Roast." The commercial features the Dodge Charger SRT Hellcat, Challenger SRT Hellcat and Durango R/T.

The tagline is also integrated in a new "Dodge Challenger SRT Hellcat - Unleashed (Episode One)" video that debuted July 29 on the brand's YouTube channel, Wunderlich said.

"Every brand has its own DNA and Dodge's bloodline is built on performance, passion and attitude," said Olivier Francois, chief Marketing Officer, FCA - Global.

"Domestic. Not Domesticated." embodies what Dodge stands for as a proud American performance brand. Our cars show off some very American traits - big, fast, powerful, fun to drive - all while being a completely valid choice as a safe and reliable family vehicle. Simply put, when you drive a Dodge, you don't have to compromise. You can grow up without giving up."

"Performance is as much an attitude as it is a measurement," said Tim Kuniskis, head of Passenger Cars - Dodge, SRT, Chrysler and FIAT, FCA - North America. "We not only build performance cars, we challenge the mundane and champion the un-boring. 'Domestic. Not Domesticated.' is as much a state of mind

as it is about the performance of our vehicles. It perfectly captures the spirit of Dodge and SRT."

The "Domestic. Not Domesticated." tagline was created in partnership with Austin, Texas-based GSD&M, the new Dodge brand agency-of-record, Wunderlich said.

The tagline first appeared in a Dodge print ad appearing in *ESPN The Magazine's* 2016 "Body Issue," released in July.

With the exception of the "Born Dodge" tagline used in the brand's 100th anniversary communications, including recent Dodge Brothers advertising campaigns, Dodge has not had an overall brand tagline in many years, Wunderlich said. Individual campaigns for specific vehicles had their own taglines, such as "New Rules" and "Don't Touch My Dart" for two different Dodge Dart ad campaigns.

One of the commercials is titled, "Warning," Wunderlich said. It was created in both 60-second and 30-second versions.

"Warning" is in keeping with the Dodge brand tradition of creating edgy, humorous commercials to showcase the brand's attributes in unique ways, Wunderlich said. In this spot, created in partnership with the San Francisco-based agency ARGONAUT, a deadpan announcer delivers humorous disclaimers that Dodge drivers need to know.

As headlights flash behind a big, red warning sign, the announcer explains that "Dodge is a powerful vehicle that affects the chemicals in the brain, which may give you the feeling of immortality. You should not use Dodge if you are allergic to adrenaline, endorphins, burnouts or freedom."

The announcer goes on to say that "Dodge is highly addictive. Even one test drive of a Dodge may lead to irreversible changes in your life." Driving a Dodge might just "impair your ability to obey the rules and respect social conventions."

The 30-second "Warning" aired July 31 on "Comedy Central Roast."

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Historical Fiats Showcased at 33rd 'FreakOut'

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Thad Kirk. "It is really special this year for our members to come out here and see the (new) 124 Spider in the flesh."

The 33rd annual Fiat FreakOut attracted the old and the young from across the United States, Canada and even Europe.

Nearly 150 vehicles registered for the five-day celebration. In addition to the event at the museum on the Auburn Hills campus of the Fiat Chrysler Automobiles headquarters, there was a poker run and tours of Detroit, along with a display of cars at The Inn at St. John's and an awards banquet, Cardenas said.

This is the Fiat Club America's 33rd Fiat FreakOut. The event dates back to 1983 when a small group of Fiat owners met on the infield of the Pocono International Raceway for a one-day gathering, Cardenas said. It has grown to attract owners from across the country, and some international visitors.

This is the first time the event has been held in Metro Detroit since 2007.

"This event is a great opportunity for us to not only showcase our product to our enthusiasts, but bring in new people," said Broderdorf.

Mopar's NHRA Drag Racers Do Well at Sonoma

The 15th race of the 2016 season of NHRA's Mello Yello Drag Racing Series on July 31 also marked the second race of three in a row for the Mopar competitors, and while the weekend they brought home a trophy, on July 31, they came up just one win short.

In the final round of the 29th annual NHRA Sonoma Nationals at Sonoma Raceway, Don Schumacher Racing (DSR) Mopar Dodge Charger R/T Funny Car driver Ron Capps narrowly missed his fifth win of the season in a very close race with John Force as the two winningest drivers in the history of the class raced for the trophy.

Capps made four very good passes during eliminations, and in the closing moments of the Sonoma Nationals, Capps and Force were side-by-side as they raced down the track. At the top end, though, it was Force with a 3.948-second pass at 324.59 mph to halt Capps' 3.960/320.13.

"I'm so proud of Rahn Tobler [crew chief] and this team for what they were able to accomplish this weekend," said Capps, who was racing in his seventh final of the season and 97th of his Funny Car career.

"We had to take a couple steps back and make a last-second move with our clutch system that not only paid off today but will also help us when the Countdown begins after Labor Day," Capps said. "The car was so consistent, and the performance will get better. We lost a close race, but we didn't give it away. Force just got us at the finish line. It was a fun race. We'll just keep chugging away."

Capps, the incoming NHRA Funny Car points leader, qualified his Hemi-powered nitro Funny Car in the No. 5 position and began his charge toward the final with a first-round victory over Cruz Pedregon.

With his performance in Sonoma, Capps secured his position in NHRA's 2016 Countdown to the Championship, the six-race playoffs that begin in Charlotte after the U.S. Nationals in Indianapolis, which are scheduled to take place Aug. 31-Sept. 5.

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GM Boosts July Market Share

CONTINUED FROM PAGE 1

rental sales were down 10,160 vehicles, or 42 percent, in July as planned. GM's total sales in July were down less than 2 percent to 267,258 vehicles.

Through the first seven months of the year, GM retail sales are up 2 percent and retail share is up 0.6 percentage points, the largest retail share gain of any full-line automaker, Flores said.

Year to date, Chevrolet retail sales are up 3 percent and the brand's retail share has grown 0.5 percentage points. Chevrolet remains the fastest-growing full-line brand in the industry, Flores said.

Year to date, Buick retail deliveries have grown 6 percent and Buick has gained 0.1 percentage points of retail share. In addition, GMC's year-to-date retail sales are up slightly and GMC grew retail share by 0.1 percentage points.

GM continues to dominate the full-size pickup segment. The ongoing sales performance of the Chevrolet Silverado and GMC Sierra full-size pickups shows GM's product portfolio strength with retail customers, said Flores.

According to JD Power PIN estimates, combined retail sales of the Silverado and Sierra grew to more than 43 percent of the full-size pickup segment in July.

"Our retail-focused plan is working and as availability of our new cars, trucks and crossovers continues to grow, we expect to keep our retail sales momentum going and our strong margins intact," said Kurt McNeil, U.S. vice president of GM Sales Operations.

"We are growing our retail business while keeping inventories lean, incentive spend disci-

plined and growing our transaction prices faster than the industry average."

GM ended July with a 66 days supply of vehicles. GM's first and second quarters ended with 71 and 72 days supply of vehicles, respectively. Lean inventories reduce the pressure to use incentives to move product and positions the company well if the market begins to soften, McNeil said.

As part of its retail-focused strategy, Flores said GM continues to reduce daily rental deliveries, as planned.

Through July, General Motors' daily rental deliveries are down 38 percent from a year ago.

In addition, General Motors continues to take advantage of a strong, stable U.S. economy to grow its retail business.

"Low interest rates, full employment, stable fuel prices and increasing wages remain in place and these positive factors continue to point toward a strong second half of the year and another potential record year for the industry," said Mustafa Mohatarem, General Motors' chief economist.

Sales highlights for July 2016 include:

- Light-duty crew cab Silverado sales were the best ever for a July, and best ever for year to date.
- Canyon and Sierra were up 34 percent and 21 percent, respectively, compared with the same time in 2015.
- Regal was up 16 percent and Enclave and Encore were up 7 percent and 6 percent, respectively, compared with July 2015.
- ATS and Escalade were up 15 percent and 1 percent, respectively, compared with July 2015. Cadillac dealers delivered 4,844 XT5s with a "days to turn" at 25 days.

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Amount due includes 1st payment. Must take retail delivery by 8/31/16. See dealer for details.



2016 Chevrolet Volt

Volt Reaches 100,000 Sales

In an environment where the public is looking for the next big thing, a lot of GM customers have already found it, said GM spokesman Fred Ligouri.

The Chevrolet just completed the sale of 100,000 Volts, giving those owners "a no-compromise" electric driving experience with a plug-in vehicle offering an EPA-estimated 53 miles of electric vehicle range and a total range of 420 miles between gasoline fill-ups or full recharges, Ligouri said.

The EPA-estimated 53-mile EV range based on 106 mpg-e combined city/highway (electric) and 42 mpg combined city/highway (gas), Ligouri said. Actual range varies with conditions, he noted.

"The Chevrolet Volt delivers not just a fun driving experience behind the wheel, but has become the first vehicle with plug-in electrification technology to truly become mainstream," said Steve Majoros, director of marketing, Chevrolet Cars and Crossovers.

"Not only is the Volt a class-creator, it serves as the foundation of a Chevrolet electric family

that will soon add the first long-range, affordable EV available to customers across the U.S., the Chevrolet Bolt EV."

How much of an impact do 100,000 Volts out on the road make? As it turns out, quite a bit, Majoros said.

Since sales of the Chevrolet Volt began, owners have driven almost 1.5 billion miles in EV mode of a total 2.5 billion cumulative miles. Based on an average new car fuel economy of 25.3 miles per gallon, Volt drivers have saved nearly 58 million gallons of fuel. That is enough gasoline to fill more than 87 competition-size swimming pools.

The second-generation Volt improves on the pioneering work of the original, Majoros said, adding additional electric-only range, improved fuel economy of 106 mpg-e and 42 mpg, and a chassis that is lighter than the original.

The second-generation Volt is 220 pounds lighter than the first-generation and delivers 19 percent stronger 0-30 mph electric acceleration while providing 39 percent greater pure EV range.

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<p>2016 GMC TERRAIN AWD • SLE-1</p> <p>\$119*</p> <p>24 MONTH LEASE FOR ONLY \$119* 10K PER YEAR</p> <p>Stock #9323-16 • Deal #62601 \$1586 total due at signing. GM pricing plus tax, title, lic. & doc fees. Lease figured with lease conquest rebate. NO SECURITY DEPOSIT REQUIRED!</p>	<p>2016 GMC SIERRA 1500 • 4WD • CREW CAB • SLE</p> <p>\$41,385*</p> <p>WAS \$52,870 DEMO SPECIAL SAVE OVER \$11,400 OFF LIST</p> <p>\$3,000 BELOW GM PRICING PLUS REBATES OF \$3,000 Stock #8938-16 GM pricing plus tax, title, lic. & doc fees</p>	<p>ALL NEW 2016 BUICK ENVISION AWD • PREMIUM II</p> <p>\$259*</p> <p>36 MONTH/10K PER YEAR LEASE FOR ONLY \$259* \$1,681 DUE AT SIGNING</p> <p>Stock #5143-16 • Deal #62597 GM pricing plus tax, title lic. & doc fees. GM pricing figured with lease conquest rebate. GM pricing must have Non GM in household set to expire 365 days from delivery. NO SECURITY DEPOSIT REQUIRED!</p>	<p>ALL NEW 2016 BUICK ENCORE FWD • CONVENIENCE</p> <p>\$159*</p> <p>39 MONTH/10K PER YEAR LEASE FOR ONLY \$159* \$1,648 DUE AT SIGNING</p> <p>Stock #4794-16 • Deal #62598 GM pricing plus tax, title lic. & doc fees. GM pricing figured with lease conquest rebate. GM pricing must have Non GM in household set to expire 365 days from delivery. NO SECURITY DEPOSIT REQUIRED!</p>
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Team Chevy Race Squad Wins First, Third at Pocono

Regan Smith led the way for Team Chevy with a third place finish in his No. 7 APC Chevrolet SS at the conclusion of the weather-shortened Pennsylvania 400 NASCAR Sprint Cup race at Pocono Raceway on Aug. 1.

Smith and his Tommy Baldwin Racing team played the perfect pit strategy, stretching fuel mileage and remaining on the race track while others came to pit road. The finish was the second top 10 in 11 races at Pocono for Smith.

"It's been a strange weekend really weather-wise," said Smith while waiting for the fog to clear. "I'm just proud of Tommy (Baldwin) and then the guys on the box for kind of realizing there was opportunity for a strategy play there. We have had a decent run today. We were a lot better than we were last time here. We have made a lot of gains with our race car and with our team. When you are a small team you've got to take those opportunities when you can. Fortunately, we were getting good enough fuel mileage to just keep trying to stretch it and have enough left for when the caution did come out."

Known as the Tricky Triangle, the three-turn, 2.5-mile track not only held up to its nickname during the competition, but also during inclement weather throughout the weekend. The race was postponed due to rain on July 31, and then plagued with fog and mist Aug. 1, forcing NASCAR to stop the race 22 laps short of its full 160-lap distance.

Teammates Kevin Harvick and Tony Stewart, driving the No. 4 and No. 14 Mobil 1 Chevrolets, finished fourth and fifth, respectively. Kyle Larson, who led the most laps (37) in his No. 42 Target Chevrolet, was sixth, giving Team Chevy four of the top six finishing spots. Rookie Chris Buescher (Ford) was declared the winner and Brad Keselowski (Ford) finished second, to complete the top 5.

Cadillac Racing Does Well at Pirelli Challenge

Cadillac Racing driver Michael Cooper won the second race of the Pirelli World Challenge GT Championship weekend run at the Mid-Ohio Sports Car Course on July 31.

Teammate Johnny O'Connell completed the podium with a third-place run.

Cooper (Syosset, N.Y.) took the green flag from the front row in second.

He was able to get a good jump on pole sitter Alvaro Parente (No. 9 McLaren) going into the first turn side-by-side on the outside. Keeping the No. 8 Cadillac ATS-V.R Coupe under him off-line he took the lead over the hill of the second turn.

Soon after, the Acura TLX of second-place finisher Ryan Everley appeared in his rearview camera. Cooper was able to hold off several passing attempts from the big horsepower Acura down the long backstretch to post his second win of the season (first was at Barber Motorsports Park).

Meanwhile O'Connell was in several battles of his own. As Parente held the final podium spot, he was forced off the track in traffic allowing O'Connell to take the final step on the podium giving Cadillac Racing a one-three finish on the day.

"I knew I had to be aggressive at the start and go for it," Cooper said. "It wasn't to the extent of all or nothing, just tempered aggression."