

## FCA's Concept Portal is a Millennial Breed

Sometimes you have to reinvent the (steering) wheel to prepare for the future.

And when it came to thinking about the future of family transit, Chrysler called upon the people who will own and live with such a vehicle – millennials working inside the company's design and engineering functions – to collaborate on ideas to create the concept vehicle called the Portal – a hybrid that also can be autonomous.

Four Fiat Chrysler designers and engineers from the millennial generation – Ashley Edgar, an en-

gineer; Cindy Juetter, who worked on the interior; Emelio Feliciano, the user experience designer; and Matt Dunford, an interior designer – talked about the thinking behind the choices they made for the Portal.

Armed with research on what the millennial generation values and desires, the team created a forward-thinking interpretation of the "fifth generation" of family transportation – the Chrysler Portal concept, which was created by millennials for millennials, Edgar said.

Some of the concepts adopted

include a steering wheel that isn't a steering wheel, but rather a control device that can be tucked under the dashboard when the Portal's autonomous tech is in operation.

"The Chrysler Portal concept is backed by significant research on the millennial generation," said Tim Kuniskis, head of Passenger Car Brands – Dodge, SRT, Chrysler and Fiat, FCA – North America.

"Millennials have clearly defined that they want a vehicle



FCA's hybrid-sometimes-autonomous concept vehicle, Chrysler Portal.

CONTINUED ON PAGE 5

## Drivers Offered a Cadillac du jour

It's now possible to have access to a Cadillac anytime you want without having to own or lease one.

Cadillac is continuing to push the boundaries of the driving experience with a first-of-its kind luxury vehicle subscription service, BOOK by Cadillac, said GM spokesman Eneuri Acosta.

For a flat monthly fee, BOOK by Cadillac gives members access to popular Cadillac vehicles without the commitment of leasing, financing or buying.

"BOOK by Cadillac is an innovative new option targeted at a growing class of luxury drivers searching for access to various cars over time, dependent on their individual needs, coupled with a hassle-free, white-glove exchange," said Uwe Ellinghaus, Cadillac chief marketing officer.

BOOK by Cadillac members will have app-enabled on-demand access to the latest premium trim Cadillac models to keep in their possession, Ellinghaus said. The vehicles will be delivered via white-glove concierge to members' requested locations and exchanged at their leisure or as their needs change.

"Members can just as easily



2017 Cadillac Escalade

take to the winding roads in a performance V Series and enjoy a back-mountain winter ski trip in an Escalade in the same week," Ellinghaus said.

"Alternatively, they can keep an SUV during the winter months and switch to a performance sedan during the summer, with each vehicle picked up and delivered to their doorstep.

"With maintenance, insurance and detailing of the vehicle handled by Cadillac, members are

freed from the baggage that comes with traditional vehicle ownership and given the freedom and flexibility to fit their lifestyle."

BOOK by Cadillac will launch first in the New York metro area, with plans to debut in other markets as time goes on, Acosta said.

"A flat monthly fee of \$1,500 eliminates the hassles of car ownership so members can experience uninhibited driving," Ellinghaus said.



Fields publicly announces Ford's EV plans at Flat Rock plant Jan. 3.

## Ford Reveals Plans to Debut 13 Global EVs in Five Years

Ford's recently announced global plans call for a lot of work to be done in Michigan.

Ford President and CEO Mark Fields on Jan. 3 detailed seven of the 13 new global electrified vehicles it plans to introduce in the next five years, including hybrid versions of the F-150 pickup and Mustang in the U.S., a plug-in hybrid Transit Custom van in Europe and a fully electric SUV with an expected range of at least 300 miles for customers globally.

"The era of the electric vehicle is dawning," Fields said. "And we at Ford plan to be a leader in this exciting future."

"Leading in connectivity, autonomy and electrification are critical as we expand to be both an auto and a mobility company. They are part of a remarkable opportunity for Ford to extend our legacy of both innovation and progress."

Fields said changing tastes and trends around the world are changing consumer behavior at a time when consumer acceptance of electric vehicles is growing while EV prices are becoming more affordable for the average car buyer.

This improved affordability is coming from higher economies of scale in terms for EV production and the fact that internal combustion engines will be more expensive in order to meet new fuel and emissions regulations, Fields said. The result is that Ford predicts global EV offerings will exceed ICE offerings within the next 15 years.

"And Ford intends to lead the way," Fields said. "Electric cars are no longer an untested concept. They've been driven millions of miles and saved con-

sumers millions of dollars in the cost of fuel."

Fields said that thanks to improvements in EV technology, these vehicles can now not only save consumers fuel costs, but also give them better performance. So Ford is investing \$4.5 billion in 13 new electric vehi-

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2017 Jeep Renegade



2016 Chevrolet Trax



2016 Ford Edge

## CHEVY, JEEP, LINCOLN LEAD DECEMBER SALES

### Ram, Jeep Record Sales Gains Over December 2015

Fiat Chrysler reported U.S. sales of 192,519 units in December, a 10 percent decrease compared with sales in December 2015 (213,923 units), said Fiat Chrysler spokesman Ralph Kiesel.

For the full year, the Ram Truck and Jeep brands each recorded year-over-year sales gains versus sales in 2015.

CONTINUED ON PAGE 4

### GM Sales Went Up, Up, Up

Sales went well for GM in December and in 2016.

General Motors sold 249,983 vehicles in December to individual or "retail" customers in the U.S., up more than 3 percent from last year, said GM spokesman Dan Flores.

Based on initial estimates, GM was the fastest-growing full-line automaker in December and in 2016, led by strong retail sales gains at Chevrolet. GM turned in its best U.S. December retail sales performance since 2007.

Chevrolet's December retail

sales jumped by 8 percent, keeping Chevrolet the industry's fastest-growing brand. Chevrolet posted its best December retail sales performance since 2005 and its best calendar year retail performance since 2006.

Based on initial estimates, GM's December U.S. retail market share rose 0.3 points to 17.6 percent. GM has gained retail market share in 18 of the past 21 months. For the year, GM gained 0.5 points of retail market share,

CONTINUED ON PAGE 7

### F-Series, SUVs Top Sales Charts In 2016, December

Ford's sales in December held their own, while its 2016 sales overall were the best in 10 years. The company's total December U.S. sales of 239,854 vehicles were up 0.3 percent. Retail sales increased 5 percent last month, with 183,454 vehicles sold – the company's best December retail performance since 2004, said Ford spokesman Erich Merkle.

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Deadline: Thursday 5:00 p.m.  
for the next edition of Monday

William Springer II, publisher  
Lisa A. Torretta, operations  
Jim Stickford, news

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## Air Bag Troubles Force Mercedes To Recall SUVs

DETROIT (AP) – Mercedes-Benz is recalling nearly 48,000 SUVs in the U.S. to fix a sensor problem that could stop the front passenger air bag from inflating in a crash.

The recall covers certain GL, GLE and GLS models from the 2016 and 2017 model years.

Mercedes says in documents posted by U.S. safety regulators that a sensor in the front passenger seat may be calibrated incorrectly. It can classify passengers as child seats and deactivate the air bag.

It was unclear from the documents if the problem had caused any injuries.

A Mercedes spokesman says he's seeking information on the recall.

Mercedes said in a statment to the media that the company will notify owners and dealers will update the sensor software for free.

The recall is expected to get its start later in the month of January.

# Ford Plans to Debut 13 Global EVs in Next Five Years

CONTINUED FROM PAGE 1

cles within the next five years.

To help make all this possible, Fields said that Ford plans to invest \$700 million to expand its Flat Rock Assembly Plant in Michigan into a factory that will build high-tech autonomous and electric vehicles along with the Mustang and Lincoln Continental. The expansion will create 700 direct new jobs.

So by 2020, Ford will be offering customers greater fuel efficiency, capability and power across Ford's global vehicle lineup, Fields said. The plans are part of the company's expansion to be an auto and a mobility company, including leading in electrified and autonomous vehicles and providing new mobility solutions. "As more and more consumers around the world become interested in electrified vehicles, Ford is committed to being a leader in providing consumers with a broad range of electrified vehicles, services and solutions that make people's lives better," said Fields.

"Our investments and expanding lineup reflect our view that global offerings of electrified vehicles will exceed gasoline-powered vehicles within the next 15 years."

Ford is focusing its EV plan on its areas of strength, electrifying its most popular, high-volume commercial vehicles, trucks, SUVs and performance vehicles to make them even more capable, productive and fun to drive, Fields said. He released information on seven of the 13 vehicles that will be built in the next few years.

The seven global electrified vehicles he announced include:

- A new fully electric small SUV, coming by 2020, engineered to deliver an estimated range of

at least 300 miles, to be built at the Flat Rock plant and sold in North America, Europe and Asia.

- A high-volume autonomous vehicle designed for commercial ride-hailing or ride-sharing, starting in North America. The hybrid vehicle will debut in 2021 and will be built at the Flat Rock plant.

- A hybrid version of the best-selling F-150 pickup available by 2020 and sold in North America and the Middle East. The F-150 Hybrid, built at Ford's Dearborn Truck Plant, will offer powerful towing and payload capacity and operate as a mobile generator.

- A hybrid version of the Mustang that will deliver V8 power and even more low-end torque. The Mustang Hybrid, built at the Flat Rock Plant, debuts in 2020 and will be available in the North America to start.

- A Transit Custom plug-in hybrid – available in 2019 in Europe – engineered to help reduce operating costs in even the most congested streets.

- Two new, pursuit-rated hybrid police vehicles. One of the two new hybrid police vehicles will be built in Chicago, and both will be upfitted with their police gear at Ford's dedicated police vehicle modification center in Chicago.

The company also plans to be as aggressive in developing global electrified vehicle services and solutions, Fields said. These include EV fleet management, route planning and telematics solutions.

To support the new era of vehicles, Ford is adding 700 direct new U.S. jobs and investing \$700 million during the next four years, creating the new Manufacturing Innovation Center at its Flat Rock Assembly Plant, Fields said. Employees there will build the new small utility vehicle with

extended battery range as well as the fully autonomous vehicle for ride-hailing or ride-sharing – along with the Mustang and Lincoln Continental.

"I am thrilled that we have been able to secure additional UAW-Ford jobs for American workers," said Jimmy Settles, UAW vice president, National Ford Department. "The men and women of Flat Rock Assembly have shown a great commitment to manufacturing quality products, and we look forward to their continued success with a new generation of high-tech vehicles."

**"I am thrilled  
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**– Jimmy Settles,  
UAW VP**

This incremental investment in Flat Rock Assembly Plant comes from \$1.6 billion the company previously had planned to invest in a new plant in Mexico.

Fields said Ford is cancelling plans for the new plant in San Luis Potosi, Mexico. But to improve company profitability and ensure the financial as well as commercial success of this vehicle, the next-generation Focus will be built at an existing plant in Hermosillo, Mexico. This will make way for two new products at Michigan Assembly Plant in Wayne, where the Focus is manufactured today – safeguarding approximately 3,500 U.S. jobs.

"Ford's global EV strategy is to build on our strengths," said Raj Nair, executive vice president, Product Development, and chief technical officer.

"While some others seem to be focused on marketing claims and numbers, we're focused on providing customers even more of what they love about their Ford vehicles. This means more capa-

bility for trucks, more productivity for commercial vehicles and more performance for sports cars – plus improved fuel economy."

This year, Ford begins testing its new generation of EV technology. In Europe, Ford will put the Transit Custom plug-in hybrid on the road later this year, along with a new set of mobility services, telematics and connectivity solutions, Nair said.

In addition, in New York and several major U.S. cities, Ford is testing a fleet of 20 Transit Connect hybrid taxi and van prototypes in some of the world's most demanding traffic conditions.

"Innovative services can be as important to customers as the electrified vehicles themselves," said Hau Thai-Tang, group vice president of Purchasing and Ford's EV champion. "We are investing in solutions to help private customers as well as commercial fleet owners seamlessly incorporate these new vehicles and technologies into their lives."

In studying 33,000 Ford EV owners that have made 58 million unique trips, Fields said Ford has learned:

- 88 percent of customers' habitual daily driving distance is 60 miles or less. For plug-in hybrids, the average refueling distance is 680 miles, making gas station trips rare.

- Customers want as much electric range as possible, but range anxiety drops over time as they become more comfortable and familiar with the new technology.

- 80 percent of Ford EV customers charge once a day; 60 percent during evenings.

- Ford EV customers collectively have plugged in their vehicles a total of 9.4 million nights.

An overwhelming majority of Ford EV owners expect to replace their current EV with a new one, additional Ford research shows. Specifically:

- 92 percent of battery electric car customers say they will purchase another battery electric vehicle as their next purchase.

- 87 percent of plug-in hybrid customers want another plug-in for their next vehicle.



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## Ram Engineer Buys, Repairs Old Tractors – Just For Fun

by Jim Stickford

Rod Romain is the chief engineer for Ram Heavy Duty trucks, and he has a hobby that depends on the trucks he helps design.

"I collect old tractors," Romain said. "I find them, fix them up and when I finish with one, I find another one to fix up."

Romain has worked for Fiat Chrysler for 20 years, the last 18 at Ram.

"Loved trucks?" Romain said. "I grew up on a farm in Saginaw County. When I was 13, I took over the running of the farm after my dad got a job at one of the local plants. I had a license from the state of Michigan that allowed me to drive on public roads before I reached the age of 16."

Romain said his father didn't want to lose the income from the farm, so they grew cash crops.

"I spent my summers in trucks, hauling crops and parts," Romain said. "Then fall would come and I'd be hauling grain. Trucks and tractors were just a part of the life."

"One of the things we did was buy old tractors. It was financially equitable to buy worn-out tractors, get them in good shape, use them on the farm and sell them. We were then able to hire two farmhands."

While Romain appreciates the value and importance of farming, when it came time to go to college at Michigan Tech, he decided to pursue an academic career that would result in an easier life.

It was at Michigan Tech where his career path was set.

"I remember as a freshman taking Engineering 101 and seeing some Chrysler engineers come to the campus with a new Ram 2500," Romain said.

"They were no doubt looking for engineering talent, so they gave us the rundown of the truck. It was beautiful. People went crazy."

Romain said that Ram 2500 was the best-looking pickup he'd ever seen, so when he got an offer to work for Chrysler after he finished school, he took it.

"I got a job at an engine plant, and then spent a little time with the Viper," Romain said. "From there I moved to Ram, and have been with them for 18 years."

When asked why he started collecting tractors, Romain said the answer was simple.

"You can never really take the farmer out of the kid," Romain said. "So I started collecting antique tractors."

Romain says he specializes in a particular brand of tractor – Oliver. The company made tractors for decades before it was absorbed by a larger company in 1974.

"Most of the tractors I own come from the 1950s," Romain said. "I bought my wife Cori a 1951 Oliver Model 66. She likes tractors to a certain extent, so she goes along with my hobby. She's even been in a few tractor pulls herself. This is a good way to get her involved."

Romain said his ultimate goal is to get the most complete collection of Oliver tractors possible.

"The thing is, when you collect tractors, you have to have a vehicle that can haul the trailer that carries the tractor," Romain said. "That's where the heavy duty trucks that Ram makes come in."

The result of being able to haul heavy tractors with his heavy duty Ram trucks is what Romain calls an upward spiral. A heavy duty truck allows him to haul a heavy trailer, which allows him to transport a heavy tractor. He then gets a heavier duty truck, which allows him to haul a heavier trailer, which allows him to get a heavier tractor.

"It's really a vicious circle when you think about it," Romain said. "I own eight tractors right now. I have two boys. My oldest is Rodney who's 12. He has a twin sister Faith, and my youngest is Roman who is 11."

He said he started his three kids working on his tractor collection while they were still young.

"The boys would scrape old grease off the tractor using a putty knife," Romain said. "When they would go in the house all dirty, they felt like kings for helping me."

His daughter Faith likes tractors well enough, but she doesn't quite have her brothers' enthusiasm for them, Romain said, but she goes along with the family to events where their tractors are used.

"I am more of a collector with tractors," Romain said. "Now I keep them. When I get one and restore it, I keep it, get another and so on. I've ended up with a lot of tractors that have to be



Tractor lover Romain uses the very Ram trucks he designs to haul around his collection of tractors.

surgically placed in my storage building."

Romain lives in Algonac, which is about an hour away from where he works at Fiat Chrysler's headquarters in Auburn Hills.

"The commute gives me plenty of time to think about Ram trucks and tractors."

Getting parts isn't always easy, Romain said.

He checks out the Internet sites that specialize in tractor parts and he goes to junkyards looking for old tractors. But sometimes that is not enough and he just has to make the part himself.

"Fortunately, the tractors I collect are fairly simple machines," Romain said.

"They're older models. Today's tractors are very sophisticated. Some come with GPS and other technology."

Romain said he makes sure his tractors run and said that they are not just for show.



Fiat Chrysler engineer Rod Romain with daughter Faith on a tractor.

As a result of his care and attention, they can be seen in parades hauling floats or in local tractor pulls.

Just as you can't take the farmer out of the kid, Romain said you can't pull the tractor out of the collector. He has no plans

to stop collecting tractors any time soon.

"I've found my tractors all over," Romain said. "One I got in St. Louis, one from southern Ohio and one from the Upper Peninsula. I'm always on the lookout for another tractor."

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• Spray-in Bedliner  
• Hitch

LEASE FOR  
**\$123\*\***  
24 Mos.  
\$1095 due

**\$2500  
HUVARE CASH**

D7-12056

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AUTO SHOW MONTH IS THE TIME TO LEASE A RAM!**

**2017 1500 CREW CAB 4X4 BIG HORN**

LEASE FOR  
**\$107\*\***  
24 Mos.  
\$1395 due

• Big Horn  
• Spray-in Bedliner  
• Heated Seats  
• Alpine Speakers  
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**#1 RAM STORE  
2013, 2014,  
2015, 2016**

D7-12103

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**2017 1500 CREW CAB 4X4 BIG HORN**

LEASE FOR  
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\$1695 due

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• Big Horn  
• Spray-in Bedliner  
• 26S Package  
• Premium Interior  
• And So Much More

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**2017 RAM 1500 CREW CAB 4X4 REBEL**

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2015, 2016**

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**\$199\*\***  
24 Mos.  
\$1995 due

**\$2500  
HUVARE CASH**

D7-12397

**2017 RAM CREW CAB 4X4 LARAMIE**

LEASE FOR  
**\$239\*\***  
24 Mos.  
\$1995 due

**\$2500  
HUVARE CASH**

D7-12153

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300 S C5-30269**

**SALE PRICE**  
**\$25,384\***

• Navigation  
• Dual Pane Sunroof

**2015 Chrysler  
300 S C5-30307**

**SALE PRICE**  
**\$28,167\***

**2017 Chrysler  
300 S AWD**

LEASE FOR  
**\$129\*\***  
24 Mos.  
\$1245 due

C7-31056

**2017 Chrysler  
300 S AWD  
Premium Group**

LEASE FOR  
**\$132\*\***  
24 Mos.  
\$1245 due

C7-31034

### ALL NEW 2017 CHRYSLER PACIFICA

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**\$21,908\*** or **\$153\*\***  
24 Mos.  
\$1895 due

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### ALL NEW 2017 CHRYSLER PACIFICA TOURING L

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LEASE FOR  
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\$1995 due  
C7-41333

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**Touring L Plus  
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\$195\*\***  
24 Mos.  
\$1995 due  
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### ALL NEW 2017 CHRYSLER PACIFICA LIMITED

**SALE PRICE**  
**\$32,646\*** or **\$215\*\***  
24 Mos.  
\$1995 due  
C7-41190

**\$2000  
HUVARE CASH!**

## Jeep

### 2017 Patriot High Altitude

**4x2  
LEASE FOR  
\$69\*\***  
36 Mos.  
\$1745 due

**24 Mo 1 PAY  
LEASE  
\$2788\*\***  
J7-60116

• Leather  
• Sunroof  
• Power Driver's Seat  
225 AVAILABLE

**4x4  
LEASE FOR  
\$77\*\***  
36 Mos.  
\$1995 due

**24 Mo 1 PAY  
LEASE  
\$3332\*\***  
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**\$21,999\***

J6-70636

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LATITUDE 4X4**

**SALE PRICE**  
**\$16,872\***

J5-80094

**2016 JEEP  
RENEGADE  
LATITUDE**

**SALE PRICE**  
**\$16,930\***

J6-80028

**2017 JEEP  
RENEGADE  
LATITUDE 4X4**

**SALE PRICE**  
**\$19,895\***

J7-80004

**2017 JEEP  
GRAND CHEROKEE  
LAREDO 4X4**

**LEASE FOR  
\$123\*\***  
24 Mos.  
\$1295 due  
J7-20092

**2017 JEEP  
GRAND CHEROKEE  
LIMITED 4X4**

**LEASE FOR  
\$169\*\***  
24 Mos.  
\$1995 due  
J7-20028

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WRANGLER  
UNLIMITED 4X4**

**SALE PRICE**  
**\$26,999\***  
J7-30059

**2017 JEEP  
WRANGLER  
UNLIMITED 4X4**

**SALE PRICE**  
**\$32,258\***  
J7-30057

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## Ram, Jeep Record Sales Gains Over December 2015

CONTINUED FROM PAGE 1

But overall, Fiat Chrysler full-year sales were flat in 2016 compared with sales in 2015, Kiesel said.

In December, fleet sales of 36,532 units were down 34 percent year over year as Fiat Chrysler continues its strategy of reducing its sales to the daily rental segment.

Fleet sales represented 19 percent of total Fiat Chrysler sales in the month. Fiat Chrysler retail sales of 155,987 units were down 2 percent year over year in December, and represented 81 percent of total sales for the month, Kiesel said.

Some brands did better than others. Ram Truck brand sales were up 10 percent in December as the Ram pickup truck and the Ram ProMaster van posted year-over-year increases, Kiesel said.

And four Jeep brand models recorded increases in December, led by a 39 percent increase in Jeep Renegade sales. With its 13 percent increase, the Jeep Grand Cherokee turned in its best sales month of the year. The new 2017 Chrysler Pacifica minivan posted an 18 percent sales gain compared with the previous month of November.

Ram Truck brand sales, which include the Ram pickup, Ram ProMaster and Ram ProMaster City, were up 10 percent in December versus the same month in 2015. The pickup truck posted a 15 percent year-over-year sales gain while the ProMaster recorded a 13 percent increase in December, the large van's second best sales month of 2016.

For the full year, Ram Truck brand sales were up 11 percent compared with sales in 2015, Kiesel said.

The pickup truck turned in a 9 percent year-over-year increase in 2016, while the ProMaster and ProMaster City vans each posted a 45 percent increase in 2016 versus 2015.

## F-Series, SUVs Top Sales Charts In 2016, December

CONTINUED FROM PAGE 1

F-Series sales totaled 87,512 trucks in December, up 3 percent. Strong retail demand for F-150 and the all-new Super Duty contributed to the best overall sales month for F-Series in 11 years, Merkle said. Ford van sales gained 3 percent in December, totaling 22,302 vehicles, for the company's best-ever December van performance.

December retail sales of Ford brand SUVs were up 6 percent, driving a 5 percent gain in overall SUV sales, with 68,685 vehicles sold.

December was Ford's best SUV sales month since the year 2002, with gains coming from Edge, Explorer and Expedition, Merkle said.

Overall, Lincoln sales were up 18 percent for the month, with 12,791 vehicles sold. Strong performance from the new Lincoln Continental, with 1,845 cars sold, contributed to a 28 percent increase in December car sales for Lincoln versus a year ago.

"December marked Ford's best retail performance since 2004, with average transaction prices increasing \$1,600 for the month — \$1,000 more than the industry average," said Mark LaNeve, Ford vice president, U.S. Marketing, Sales and Service. "Thanks to strong customer demand for F-Series, Transit and a new line-up of heavy trucks, Ford capped 2016 as America's best-selling truck brand."

# Chrysler's Portal Concept Vehicle Breaks New Ground

CONTINUED FROM PAGE 1

that will grow with them as they experience life changes.

“FCA is a leader in family transportation and it was essential that we fully explored the idea of what a vehicle could look like for this emerging generation.”

Fiat Chrysler has been studying the millennial generation for more than 20 years, using ethnographic research to gain insight into current and emerging wants and needs, Edgar said.

Millennials have become the largest demographic, Edgar said. In the next 10-plus years, most will be at a point in their life where they will begin to start or will have started a family; 75 percent of all children will have a millennial parent and there will be 4 million more children than today. The millennial generation is defined as people born between 1982 and 2001.

The four modes of family transportation have been defined as station wagons, minivans, SUVs and crossovers; millennials will seek their own version of a family vehicle. Based on internal research, they will want a vehicle that is reflective of their personality, offers value and flexibility, integrates advanced technology and is socially responsible.

Millennials are seeking practical and functional products that provide both capability and a sense of personal style, Juette said. They also need affordability and look to own vehicles long-term. As a result, they want a vehicle that can be upgraded as their lives change, and they expect seamless integration of technology in and out of the vehicle, including to home and other devices.

While millennials are a broad group of consumers at varying



The Portal dashboard has a retractable steering column.

life stages, the Chrysler Portal concept is designed and engineered with all life stages and lifestyles in mind, including active/adventure, single, married/partnered, those with newborns and older children.

The Chrysler Portal concept explores the possibility of what a family transportation vehicle could look like for the millennial generation as their lifestyles evolve, Juette said. The flexibility, adaptability and technology features also make it ideal for business and commercial applications, such as ride-hailing, car-sharing and delivery services.

Designed from the inside out, the interior of the Chrysler Portal concept offers the driver and passengers a “third space” – an open and serene atmosphere that provides an alternative environment between work and home, Juette said.

Premium seating is standard for all occupants with thin-design seats that fold flat, fold up and slide fore/aft on a track system for ultimate flexibility. The seats mount to tracks embedded in the floor. This enables the seats to move the full length of the vehicle

and, if needed, to be removed easily from the rear of the vehicle.

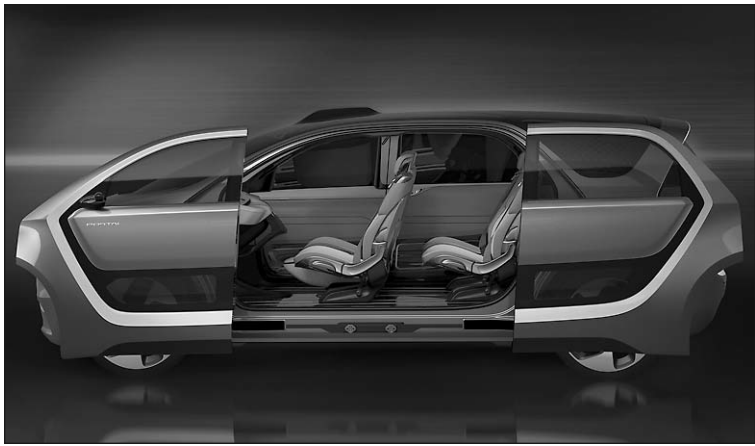
Battery-electric vehicle technology contributes to cabin spaciousness with a minimized engine compartment and a low, flat-load floor atop the battery pack that is ideal for transporting people and equipment for an active lifestyle, Edgar said.

Up to eight docking stations, located in the instrument panel and seats, can be used for charging and securing mobile phones and tablet devices.

Featuring a mono-volume form that “shrink wraps” the battery-electric vehicle (BEV) powertrain and interior packaging, the Portal’s exterior design is anchored by illuminated, portal-shaped side openings with articulating front and rear doors for easy loading and unloading of people and cargo.

The lighting on the Chrysler Portal concept is an interactive experience, as well as a communication tool.

The vehicle is equipped with full-color, changing LED lighting on the front, side portals and rear. Not only can the light take



The Portal’s doors were designed to open to create a portal effect.

on different colors, it can have a swiping or animated appearance. Interactive ground projection and portal lighting are available in infinite colors that can be tailored for personal, business or drive settings, such as when the vehicle is parked, locked/unlocked or in autonomous mode.

The headlamps and taillamps feature next-generation Thin Lens LED technology with an adaptive driving beam to provide increased safety through improved visibility.

A full-length clear polycarbonate roof panel visually expands the vehicle’s interior space and admits natural light to all occupants, Dunford said.

An all-electric vehicle, the Chrysler Portal concept is propelled by a single electric motor driving the front wheels. A lithium-ion battery pack, rated at around 100 kWh, is integrated into the vehicle underbody, which increases structural rigidity and provides a low center of gravity, which enhances handling and ride comfort. The Chrysler Portal concept is estimated to have more than 250 miles of range on a full charge.

The integrated charging port, located at the front of the vehicle, uses the industry-accepted Combined Charging System (CCS) plug for energy and communication between the vehicle and charging equipment. DC Fast Charging at 350 kW enables the battery pack to be recharged for 150 miles of range in less than 20 minutes.

The Chrysler winged badge on the front fascia serves as a charging indicator light.

“There is lots of tech out there,” Feliciano said. “The real trick is to find ways to use that technology to make life better for everyone in and out of the car.”

Infotainment, sensor and software systems are designed to provide a good user experience, including facial recognition and voice biometrics that recognize the user and are able to customize individual or family feature settings.

This feature provides a unique drive experience based on preferred features, such as exterior and interior lighting, favorite music, enhanced audio settings, favored destinations and more, Edgar said.


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### 2017 Buick Encore

FWD Lease Offer MSRP: \$25,685

**\$179** per month


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24 months

10,000 miles year

**\$518** total due at signing (includes first month payment)



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### 2017 Buick Enclave

CONVENIENCE FWD Lease Offer MSRP: \$40,455

**\$269** per month


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10,000 miles year

**\$689** total due at signing (includes first month payment)



BUICK

### 2017 GMC Terrain

SLE1 FWD Lease Offer MSRP: \$28,225

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# GM Sales Went Up, Up, Up In December and in 2016

CONTINUED FROM PAGE 1

pushing it to 16.8 percent. For 2016, GM was the U.S. retail industry's fastest-growing manufacturer. Chevrolet gained an estimated 0.7 points of U.S. retail market share in December to 11.5 percent.

GM's total U.S. sales in December were 319,108, up 10 percent from last year. In December, GM's total U.S. market share was up 1.5 points to 18.8 percent. GM's December U.S. commercial sales were up more than 1 percent to the highest levels since 2007, reflecting a growing U.S. economy.

"We finished 2016 with a strong December, reflecting the continued strength of GM's U.S. retail and commercial businesses," said Kurt McNeil, GM's vice president of U.S. Sales Operations.

"We begin 2017 well-positioned to continue growing our U.S. retail business, driven by all-new products like the Chevrolet Equinox and Traverse being launched into key, growing U.S. market segments."

For 2016, GM's U.S. retail sales were up nearly 2 percent, compared to last year. GM gained 0.5 points of U.S. retail market share, the largest retail share gain of any automaker.

For the year, Chevrolet U.S. retail sales were up more than 3 percent and the brand's retail share has grown 0.5 points to 11.2 percent.

Chevrolet continues to be the U.S. automotive industry's fastest-growing brand, gaining nearly 1 point of retail market share in the past two years, said McNeil.

Buick's U.S. retail sales grew by nearly 5 percent in 2016,

led by the brand's crossovers, the Encore and Envision.

In 2016, Buick gained 0.1 points of U.S. retail share. GM continues to benefit from the ongoing strength of the U.S. economy and growing U.S. retail demand for its products.

"Key economic indicators, especially consumer confidence, continue to reflect optimism about the U.S. economy and strong customer demand continues to drive a very healthy U.S. auto industry," said Mustafa Mohatarem, GM's chief economist.

"We believe the U.S. auto industry remains well-positioned for sales to continue at or near record levels in 2017."

December 2016 retail sales and business highlights vs. December 2015 (except as noted):

- Chevrolet Colorado was up 20 percent.
- Trax, Equinox and Traverse were up 43 percent, 38 percent and 22 percent, respectively.
- Spark, Impala, Volt, Sonic, Corvette and Malibu were up 210 percent, 95 percent, 76 percent, 50 percent, 10 percent and 6 percent, respectively.
- Volt had its best month and year ever.
- Malibu had its best calendar year sales since 1980.
- Impala had its best December since 2008.
- Equinox had its best month ever.
- Traverse had its best December and year ever.

GMC's December ATPs reached a December record of \$45,209 and a calendar year record of \$43,088, Flores said.

Acadia, Yukon and Yukon XL were up 31 percent, 2 percent and 2 percent, respectively.

# VYLETTEL

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## YEAR END INVENTORY CLEARANCE

2017 GMC ACADIA NAMED A 2017 IIHS TOP SAFETY PICK

### SELECT BONUS CASH ON YUKON UP TO \$6250<sup>00</sup>

### GMC

WE ARE PROFESSIONAL GRADE

ALL NEW 2017 GMC SIERRA

1500 • 4WD • DOUBLE CAB

36 MONTH LEASE FOR ONLY

\$279\*

LOADED! 20" BLACK ACCENT WHEEL

10K PER YEAR



Stock #9870-17 • Deal #65360  
\$1844 total due at signing. MSRP: \$42,955  
GM pricing plus tax, title, lic. & doc fees.  
Lease figured with Buick/GMC lease loyalty rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2017 GMC ACADIA

LIMITED • FWD

36 MONTH LEASE FOR ONLY

\$325\*

LOADED! W/OPTIONS: CHROME WHEELS, COOLED SEATS, DUAL MOON ROOF, 7 PASSENGER

10K PER YEAR



Stock #9459-17 • Deal #63680  
\$2943 total due at signing.  
GM pricing plus tax, title, lic. & doc fees.  
Lease figured with Buick/GMC lease loyalty rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2017 GMC TERRAIN

FWD • SLE-1

24 MONTH LEASE FOR ONLY

\$119\*

10K PER YEAR



Stock #9478-17 • Deal #63132  
\$1575 total due at signing.  
GM pricing plus tax, title, lic. & doc fees.  
Lease figured with Buick/GMC lease loyalty rebate.  
NO SECURITY DEPOSIT REQUIRED!

2016 GMC YUKON

XL • 4WD • SLT

39 MONTH LEASE FOR ONLY

\$645\*

LOADED SLT

10K PER YEAR



Stock #9141-16 • Deal #65362  
\$3100 total due at signing.  
GM pricing plus tax, title, lic. & doc fees.  
Lease figured with Buick/GMC lease loyalty rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2017 GMC CANYON

4WD • DENALI • CREW LONG BOX

24 MONTH LEASE FOR ONLY

\$349\*

ALL NEW DENALI

10K PER YEAR



Stock #9885-17 • Deal #65359  
\$1675 total due at signing.  
GM pricing plus tax, title, lic. & doc fees.  
Lease figured with Buick/GMC lease loyalty rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2017 BUICK ENCLAVE

FWD • CONVENIENCE

24 MONTH/10K PER YEAR LEASE FOR ONLY

\$199\*

\$2,036 DUE AT SIGNING



Stock #H254410 • Deal #62606  
GM pricing plus tax, title, lic. & doc fees.  
Lease figured with Buick/GMC lease loyalty rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2016 BUICK LACROSSE

LEATHER • 1SL

NOW WAS \$37,220

\$27,995\*

16% OFF SALE \$70 TO CHOOSE FROM



ALL NEW 2017 BUICK ENVISION

FWD • PREFERRED

36 MONTH/10K PER YEAR LEASE FOR ONLY

\$299\*

\$1,974 DUE AT SIGNING



Not Too Small...Not To Big!  
Stock #5347-17 • Deal #63678  
GM pricing plus tax, title, lic. & doc fees.  
Lease figured with Buick/GMC lease loyalty rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2016 BUICK ENCORE

AWD • SPORT TOURING

24 MONTH/10K PER YEAR LEASE FOR ONLY

\$159\*

\$1,582 DUE AT SIGNING



Stock #5026-16 • Deal #65358  
GM pricing plus tax, title, lic. & doc fees.  
Lease figured with Buick/GMC lease loyalty rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2016 BUICK CASCADA

PREMIUM • 1SP

10 TO CHOOSE FROM GREAT SELECTION AT WWW.VYLETTEL.NET

DON'T WAIT! GREAT LEASE DEAL

24 MONTH/10K PER YEAR LEASE FOR ONLY

\$299\*

\$2,019 DUE AT SIGNING



Stk. #5021-16 • Deal# 65361  
GM pricing plus tax, title, lic. & doc fees  
figured with lease conquest rebate.  
GM pricing must have Non GM in household  
set to expire 365 days from delivery.

VISIT OUR WEBSITE TO SEARCH FOR MORE VEHICLE SELECTIONS AT WWW.VYLETTEL.NET

40755 Van Dyke • Sterling Heights • 586.977.2800

WWW.VYLETTEL.NET

SALES: Sun CLOSED; M, TH 8:30am-9pm; T, W, F 8:30am-6pm; SAT 10am-3pm  
SERVICE: Sun CLOSED; M, TH 7am-8pm; T, W, F 7am-6pm; Sat 8am-1pm

\*All lease/purchase examples are figured with GM employee pricing, lease conquest rebate qualifies to customers who have a non GM lease in household set to expire within 365 days of new lease/purchase delivery date. \*Buick/GMC lease loyalty rebate applies to customers who have a current Buick/GMC lease in house hold. IVC certificates may apply to lease/ purchase examples and are good while dealer supply last. Expires 1/31/17

# JANUARY

IS AUTO SHOW MONTH  
AND THE LEASE DEALS  
COULD NEVER  
BE BETTER.  
THE EQUINOX'S REMAIN  
XTRA LOW  
AND THE  
CRUZES  
ARE ALSO AT RECORD LOW  
PAYMENTS  
AND IF YOU WANT  
SOMETHING LARGER THE  
TRAVERESES  
ARE ALSO VERY LOW.  
PLEASE CALL FOR DETAILS  
AND "BEST" SELECTION



Please call with the vehicle you desire  
and you will be delighted with the payment.

CALL  
**BRUCE LITVIN**  
- 24/7 & 365 -  
40 YEARS  
OF QUALITY SERVICE

CELL # 1-586-405-5175  
blitvin@lunghamer.com

## 1-888-665-5438

# Joe Lunghamer

CHEVY

Drive Beautiful!

BUICK

WE ARE PROFESSIONAL GRADE!

475 SUMMIT DRIVE • 248-292-2502 • 5825 HIGHLAND RD. (M59) • WATERFORD

## BRING THE NEW YEAR IN WITH A NEW buff whelan chevrolet

OVER 1,000  
New Chevrolets  
in Stock!



CALL  
**JEFF CAUL**  
586-274-0396

2017 CHEVY CRUZE LT

\$79+ TAX WITH \$0 DOWN

24 MTH LEASE  
10,000 MILES

NO SECURITY DEPOSIT REQUIRED • Stk #  
NO FIRST PAYMENT REQUIRED Equipped with Power Locks, Power Windows,  
Power Mirrors, Keyless Entry, Back-Up Camera, Bluetooth and More...



2017 CHEVY TRAX LS

\$108+ TAX WITH \$0 DOWN

24 MTH LEASE  
10,000 MILES

NO SECURITY DEPOSIT REQUIRED • Stk #  
Equipped with Power Locks, Power Windows, Power Mirrors, Back-Up Camera, Keyless Entry,  
Bluetooth, OnStar and More...



2017 CHEVY EQUINOX 1LT

\$132+ TAX WITH \$0 DOWN

24 MTH LEASE  
10,000 MILES

NO SECURITY DEPOSIT REQUIRED • Stk #  
NO FIRST PAYMENT REQUIRED Equipped with Power Locks, Power Windows,  
Power Mirrors, Keyless Entry, Back-Up Camera, Bluetooth, OnStar, XM Radio and More...



2017 CHEVY TRAVERSE LS

\$175+ TAX WITH \$0 DOWN

24 MTH LEASE  
10,000 MILES

NO SECURITY DEPOSIT REQUIRED • Stk #  
Equipped with Power Locks, Power Windows, Power Mirrors, Keyless Entry, Bluetooth, OnStar,  
XM Radio and More...



Free shuttle service to home, office or shopping.

## buff whelan chevrolet

WHERE THE DEALS MAKE THE DIFFERENCE, EVERY DAY SINCE 1970!

Van Dyke • South of 18 Mile • Sterling Heights

**Jeff Caul**  
586-274-0396

GM

OnStar

CHEVY

PEP QUOTES BY PHONE OR EMAIL: JEFF CAUL AT JCAUL@BUFFWHELAN.COM





CONVENIENT HOURS: MON. & THURS. 8:30AM-9PM / TUES., WED. & FRI. 8:30AM-6:30PM / FIND NEW ROADS

\*See dealer for details. All Rebates/Incentives have been deducted from sale price/payment and are subject to change by manufacturer without notice. GM Employee discount required unless otherwise noted. All leases include Chevy Lease Loyalty or Lease Conquest. To qualify for Lease Conquest you must have a NON-GM Lease in the household that terminates within 365 days. All lease payments are based on 10,000 miles per year. 1st payment, tax, title and plate fee due at signing on all leases unless otherwise noted. All deals expire 01/31/2017





# AUTO SHOW SALES EVENT!

**Use Your GM Card Earnings and Bonus Earnings to Save Even More!\***

## 2017 CRUZE "LT"



- 1.4L Turbo DOHC Engine!
- Automatic Transmission!
- 7" Color Touch Screen MyLink Radio!
- OnStar w/4G LTE w/built-in Wi-Fi Hotspot!
- Aluminum Wheels!
- Remote Keyless Entry!
- Rear Vision Camera!
- Bluetooth for Phone!
- Chevrolet Complete Care INCLUDED!

Stock# H33268

**NO 1<sup>ST</sup> PAYMENT REQUIRED!**

Was \$22,325

**Sale Price: \$16,299\***



**24 MONTH LEASE**  
**\$75\***

**The Best Price...  
PERIOD!™**

**ONLY \$99 Down!**

NQ Security Deposit required. Tax, title and plate fees extra.

## 2017 EQUINOX "LS"



- 2.4L DOHC Engine!
- 7" Color Touch Screen MyLink Radio!
- OnStar with 4G LTE w/built-in Wi-Fi Hotspot!
- Bluetooth for Phone!
- Remote Keyless Entry!
- Rear Vision Camera!
- Aluminum Wheels!
- Chevrolet Complete Care INCLUDED!

Stock# H35778

**NO 1<sup>ST</sup> PAYMENT REQUIRED!**

Was \$26,405 **Sale Price: \$19,860\***

**24 MONTH LEASE**



**\$69\***

**The Best Price...  
PERIOD!™**

**\$999 Down**

NQ Security Deposit required. Tax, title and plate fees extra.

## 2016 TRAX "LT"



- ECOTEC 1.4L Turbo DOHC VVT Engine!
- OnStar w/4G LTE w/built-in Wi-Fi Hotspot!
- 7" Color Touch Screen MyLink Radio!
- Remote Entry and Start!
- Bluetooth for Phone!
- Rear Camera!
- Aluminum Wheels!
- Chevrolet Complete Care INCLUDED!

Stock# G35514

Was \$23,540 **Sale Price: \$18,214\***

**24 MONTH LEASE**



**\$79\***

**The Best Price...  
PERIOD!™**

**\$999 Down**

NQ Security Deposit required. Tax, title and plate fees extra.

## 2017 TRAVERSE "LS"



- 3.6L SIDI V6 Engine!
- 6.5" Color Touch Screen Radio!
- 8 Passenger Seating!
- Rear Vision Camera!
- Remote Keyless Entry!
- Bluetooth for Phone!
- OnStar with 4G LTE w/built-in Wi-Fi Hotspot!
- Chevrolet Complete Care INCLUDED!

Stock# H35082

Was \$32,195 **Sale Price: \$24,390\***

**24 MONTH LEASE**



**\$129\***

**The Best Price...  
PERIOD!™**

**\$999 Down**

NQ Security Deposit required. Tax, title and plate fees extra.

## 2017 MALIBU "LT"



- 1.5L Turbo DOHC Engine!
- Convenience and Technology Package!
- 8" Color Touch Screen MyLink Radio!
- 8 Way Power Driver's Seat!
- Rear Vision Camera!
- OnStar w/4G LTE w/built-in Wi-Fi Hotspot!
- 17" Alloy Wheels!
- Remote Keyless Entry!
- Chevrolet Complete Care INCLUDED!

Stock# H33929

Was \$26,000 **Sale Price: \$21,730\***

**36 MONTH LEASE**



**\$169\***

**The Best Price...  
PERIOD!™**

**\$999 Down**

NQ Security Deposit required. Tax, title and plate fees extra.

## 2017 SILVERADO "LT" 4X4 DOUBLE CAB

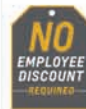


- ECOTEC 3.6L V6 Engine!
- Automatic Transmission!
- GM Bed Liner INCLUDED!
- 8" Color Screen MyLink Radio w/USB Ports!
- OnStar w/4G LTE w/built-in Wi-Fi Hotspot!
- Steering Wheel Radio Controls!
- Remote Keyless Entry!
- Aluminum Wheels!
- Chevrolet Complete Care INCLUDED!

Stock# H32543

Was \$41,060 **Sale Price: \$32,927\***

**24 MONTH LEASE**



**\$258\***

**The Best Price...  
PERIOD!™**

**\$999 Down**

NQ Security Deposit required. Tax, title and plate fees extra.

**We'll Give You \$3500 Minimum for YOUR Trade-In!... GUARANTEED!\***



**RICH MILNE**

[rmilne@moranautomotive.com](mailto:rmilne@moranautomotive.com)



**AUSTIN ELYA**

[aelya@moranautomotive.com](mailto:aelya@moranautomotive.com)

### SHOWROOM HOURS:

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

**(586) 791-1010**

**35500 S. Gratiot Avenue... North of 15 Mile / Clinton Township / FIND NEW ROADS™**

\*Pictures may not represent actual sale vehicle. Prices valid at time of printing. All applicable incentives including bonus tags, competitive lease, lease conquest and/or lease loyalty 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 and were valid at time of printing. Leases are 10,000 miles per year. Disposition fee may be required at lease turn in. \$3500 minimum trade-in guarantee is for 2006 or newer vehicles with 150,000 miles or less in drivable condition. No branded titles. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 1/17/2017 @ 6:00PM.

