

GM to Improve Profits, Lose Market Share in Europe Deal



Tavares and Barra complete GM's sale of Opel to the PSA Group.

by Angela Charlton and Tom Krisher
Associated Press

PARIS (AP) – General Motors is selling its unprofitable European car business to the French maker of Peugeot, marking the American company's retreat from a major market and raising concerns of job cuts in the region.

With the 2.2 billion euro (\$2.33 billion) deal announced March 6, GM is giving up brands – Opel in Germany and Vauxhall in Britain – that have given it a foothold in the world's third-largest auto market since the 1920s. The brands, however, have lost \$20 billion since

last making a full-year profit in 1999.

For PSA Group, which makes Peugeot and Citroen cars, the acquisition will turn it into Europe's No. 2 automaker after Volkswagen and caps a remarkable turnaround after it was bailed out just three years ago.

The deal is "a game-changer for PSA," said its CEO, Carlos Tavares.

GM Chairman and CEO Mary

Barra told analysts that the sale may not be GM's last. She said the company has work to do on some international businesses and could make a similar deal for them if they can't be fixed.

She told reporters in Paris that the decision to all but exit Europe "was a difficult decision for General Motors but we are united in belief that it is the right one."

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Sergio Leaves Door Open For Joining with an OEM

The sale of GM brands Opel and Vauxhall to the PSA Group in Europe have not dimmed Fiat Chrysler CEO Sergio Marchionne's desire to have the company join forces with other OEMs, according to media reports.

In an interview with *Bloomberg News* Marchionne said he was interested in exploring the possibility of some kind of new relationship with Volkswagen.

"I have no doubt that at the relevant time VW may show up to have a chat," Marchionne said.

When speaking with the cable network CNBC Marchionne said that he never closes any doors.

"I may shamelessly try knocking on the GM door again, or any door, if I thought it was a good thing to do for the business," Marchionne said. "Without even blinking, I could."

In the interview, Marchionne



Sergio Marchionne

said that there was no doubt that GM CEO Mary Barra and her team are focusing on improving the profitability of the house and

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Opel Sale Makes Sense for GM, PSA Group

by Jim Stickford

GM's sale of its European brands Opel and Vauxhall could have an effect on GM's global platforms.

Stephanie Brinley, a senior analyst for IHS Markit, said GM is in process of developing six new vehicle architecture sets due to underpin most production in the next decade. With the sale of Opel-Vauxhall, GM will have to some degree less production on these Vehicle Set Strategy (VSS) platforms. Opel/Vauxhall had been scheduled to see products on only three of the six planned architecture sets.

Based on the current IHS Markit production forecast, Brinley said the sale of Opel/Vauxhall will shift about 1.0-million units of production in 2024, as Opel/Vauxhall products move to PSA platforms rather than to GM's new vehicle set strategy (VSS) series of platforms.

GM will lose some anticipated production output for its upcoming vehicle set strategy platforms, which may impact the ability to stretch costs across more units, Brinley said. However, GM will also be able to reallocate research and development, engineering, manufacturing, and

marketing investment once required for Opel to brands and regions that offer more potential for profit.

At the same time, the company retains the opportunity to sell what it lumps together as transformative technology – encompassing mobility services, self-driving or autonomous capability, and electrification – to the new PSA/Opel-Vauxhall organization. For PSA, this option can speed access to new technology and, for GM, it can help cushion some of the R&D costs.

While the reduction in volume on the future versions of GM's global architecture will have an impact on revenues, GM maintains that profitability will increase, Brinley said.

Largely, production and final development of Opel products has been separated from the rest of GM brands; Opel/Vauxhall products are built in plants that focus on those brands.

Production of shared platform products for other brands is outside of Europe. Buick and Opel have seen concurrent design and platform development for some key products, including Regal and Encore.

However, production of the Buick-branded versions of these

products has been independent of Opel-branded production. As a result, the development of GM's remaining stable of brands is not expected to be notably impacted by the divestiture of the Opel brand.

"GM production and product development is done worldwide nowadays," Brinley said. "Projects got input from Korea and China as well as Opel and such a network can function well without Opel. Now there will be some loss of institutional knowledge. There always is in situations like this. But GM people are smart and they understand that going in."

Brinley said the deal between GM and PSA Group was put together relatively quickly, which shows that both sides wanted it to happen.

"When I first heard about the possibility of the sale a few weeks ago, I was a bit surprised because I didn't think GM was in the market to sell Opel," Brinley said. "I knew they were looking at ways to network with PSA Group. They just came to the conclusion that a sale was a good idea. But I don't believe that GM started working with PSA Group with the

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Dow's Vorafuse Helps Make Cars Lighter

by Jim Stickford

It's a proud moment when one can talk about the fruits of years of labor before peers. It's even better when one can do it in Paris.

That's what Allan James will be doing. He's the North American Marketing Manager for Composites at Dow Automotive. He and his team will be giving a demonstration of Dow's Vorafuse P-6300 composite material via an application on a Ford GT at the 2017 JEC Show in Paris on March 16.

The exhibition is the largest composites show in the world that covers the whole composites value chain from raw material to processors and final products, James said.

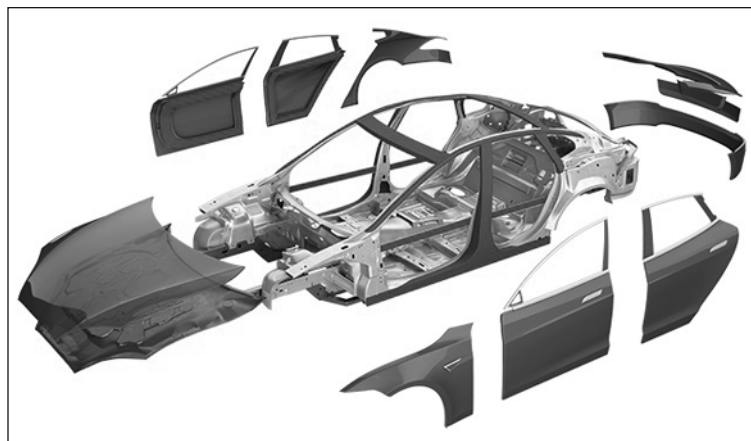
"It has a storied history," James said. "Everybody in the business knows about JEC. But we were wondering exactly just what JEC stands for, and we tried looking it up. The show's

been around so long, that every source we checked just listed it as JEC."

Vorafuse was developed by Dow Automotive in Michigan over the past several years, James said, in conjunction with Ford, with the goal of lightweighting vehicles, something all automakers want to do.

Vorafuse enables tack-free, room temperature, shelf stable pre-preg, which can be handled, cut, stacked and pre-formed robotically, James said. In the final compression molding step, the pre-preg is cured in approximately two minutes, leaving the

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Dow has found a way to use carbon fiber throughout a car's body.



Vella, left, and Underwood

Ford Fund Jumps in to Help Ease U.S. Military Vets Back into Civilian Life

Ford Motor Company Fund and NBC's GIVE television program joined forces to assist two nonprofits in the nation's capital that are helping improve the lives of U.S. military veterans.

During a veteran-themed episode that aired on March 4, Ford Fund – the philanthropic arm of Ford Motor Company – surprised the Armed Services Arts Partnership (ASAP) with \$15,000 and Bunker Labs DC with \$10,000, said Ford spokesman Todd Nissen.

The two small nonprofits are making a big impact easing men and women back into civilian life from military service. GIVE host Blair Underwood consulted with Ford Fund President Jim Vella on how to split the investment between the two deserving organizations.

It's the type of decision Vella makes all the time, Nissen said.

"Most important is community need – you always want to meet the greatest need," Vella told Underwood during the show. "You make some of the decision with your head and some with your heart."

The two nonprofits receiving the Ford Fund investments provide unique support to military veterans, Nissen said. The organizations are having an important, positive impact on people's lives and they are doing it in different ways.

Armed Services Arts Partnership (ASAP) helps veterans, service members and military families reintegrate into their communities through the arts. ASAP promotes expression, skill-building and camaraderie through classes in stand-up comedy, storytelling and creative

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Ford Fund, NBC Helps Veterans Be Leaders

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writing, providing participants with life skills, a renewed sense of purpose and healing.

Bunker Labs is a national not-for-profit organization built by military veteran entrepreneurs to empower other military veterans to become leaders in innovation. Bunker Labs provides educational programming mentors, events, and local networks to help military veterans start and grow businesses.

“This is incredibly humbling,” said Sam Pressler, founder, ASAP. “We will be able to take this check and empower hundreds of veterans to come home and find a voice and purpose in the community. It’s incredible. We’re so grateful.”

“You’ve all had the opportunity to serve our country and this is a way that our employees can serve you for a change,” Vella told veterans at Bunker Labs as the surprise was revealed during the show.

The Ford Fund grant will be used to create an app that will connect members around the country, Nissen said.

“We’re all going to use it,” said Todd Connor, founder, Bunker Labs. “This will bring our whole community together.”

Ford Motor Company has been supporting military veterans for more than 95 years, Nissen said.

GM’s Opel Sale to PSA Group Makes Sense for Both

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idea that it would result in a sale of assets.”

In the end, the deal seems to make sense for both parties, Brinley said. PSA Group gets expanded capacity and market share and GM no longer has to put resources into a market that’s been losing money for years.

“Comments made by the U.S. automaker’s senior executives, showed a decreasing rationale for its involvement in Europe,” Brinley said.

“During the press conference, GM’s president Dan Ammann noted the divergence in its product lineup with the rest of the world, and which would ultimately see only 20 percent of synergies with its global business over the coming years.”

This situation is said not to have been helped by the regulatory environment in the region in terms of emissions, as well as consumer demands for vehicles, which are advanced yet relatively compact.

This is something where PSA is heavily involved, Brinley said.

This should save GM some time and money in the development process, Brinley said, because the company no longer has to factor in the cost of making vehicles comply with European regulations.

“By not continuing to focus investment on these markets,” GM’s CEO Mary Barra has said, “we are reshaping our company and delivering consistent, record results for our owners through disciplined capital allocation to our higher-return investments in our core automotive business and in new technologies that are enabling us to lead the future of personal mobility.

“Personal mobility is a field into which GM is already moving with the likes of Maven and Lyft. It has also mentioned improving returns to shareholders by accelerating share repurchases.”

This will all be achieved by the immediate improvement in adjusted earnings before interest and tax (EBIT)-adjusted, ad-

justed EBIT margins and adjusted automotive free cash flow and de-risking the balance sheet, that will enable it to lower its cash balance requirement under its capital allocation framework by \$2 billion, Brinley said.

Ultimately, PSA Group wants Opel to succeed as its own brand, Brinley said.

“The presentation of the deal is to have the Opel brand succeed under the PSA umbrella,”

Brinley said. “It doesn’t appear that Opel will be turned into a French automobile brand.”

And that’s good, Brinley said, because Opel and PSA Group fit well.

Where Opel is strong, PSA tends to be weak and where PSA is strong Opel is weaker.

As for Vauxhall, Brinley said that there’s really no meaningful difference between Opel and Vauxhall. That’s been true for a long time.



Under GM, Opel sold 1.7 million Kadett Cs between 1973 and 1979.

Dow’s Vorafuse Composite Helps Make Vehicles Lighter

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remaining cycle time for tool movement, part ejection, and reloading the next pre-form – without requiring post-cure.

In addition, ultra-fast cure Vorafuse for Resin Transfer Molding (RTM) and wet compression processes and wet compression applications will be featured, enabling molding cycle times of less one minute. Dow will put a special focus on related joining technologies such as BETAMATE and BETAFORCE structural adhesives, rounding off the industry’s only integrated portfolio of resins, fibers and adhesives for mass reduction in mass production.

“The goal was to develop a material that could be used to replace metal in vehicles,” James said. “That makes cars and trucks lighter, which improves fuel mileage and reduces emissions.”

Vorafuse is a composite material consisting of carbon fiber and epoxy resin, James said. The trick was developing a process that made it possible to produce Vorafuse on the scale needed for automobile production.

Vorafuse can be used to replace materials like steel and aluminum, James said. It can be used for parts like roof rails and T-pillars, which are highly engineered structural applications. Dow began working on the project with Ford back in 2012.

“I came to the project after it got its start,” James said. “We have a joint venture with a Turkish company called Aksa. They make the fibers and we developed a formulation to add the resin for high-volume production of the final product, with Ford as our development partner on the OEM side.”

All in all, James said, it was a collaborative process that has

brought this brand new product to market. It’s a product that has to meet high performance requirements and be able to be produced in large quantities for the automotive market.

Dow has experience making composites for the aerospace industry, but there’s a big difference between making parts for 1,000 jet planes for Boeing and making parts for a million vehicles for Ford.

The demonstration vehicle that will be shown off at JEC Paris 2017 is a Ford GT, James said. Vorafuse will be used as the material for the car’s nose-bottom, which joins two aluminum castings across the front of the vehicle.

Developing new materials for vehicles is part of a larger effort that Dow is doing to lightweight cars, James said.

The company is also working on new adhesives that can join composite materials together in a mass assembly process. It’s

critical that there are efficient ways to join parts together in multimaterial vehicles.

New, strong adhesives just make sense as a way to go, James said. Being also to join steel and aluminum together with adhesives makes meeting fuel and emissions goals easier.

James said that it will probably take a couple of years to have Vorafuse hit the market in a big way. It’s new technology and manufacturers have to learn how to use it and to install the right equipment.

Dow is looking for new applications for Vorafuse.

“Maybe there are people out there who can think of ways to use this material that we haven’t,” James said.

James said he has given speeches before, but never at a venue as prestigious as the JEC Paris show.

“I usually speak in North America,” James said. “This is something new.”

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Feds Might Alter Fuel Economy Standards

WASHINGTON (AP) – The Trump administration is moving to roll back federal fuel-economy requirements that would have forced automakers to increase significantly the efficiency of new cars and trucks, a key part of former President Barack Obama’s strategy to combat global warming.

The Environmental Protection Agency is close to an announcement reversing a decision made in the waning days of the Obama administration to lock in strict gas mileage requirements for cars and light trucks through 2025.

Automakers asked EPA Administrator Scott Pruitt to discard a Jan. 13 decision that requires the fleet of new cars to average a real-world figure of 36 miles per gallon.

The automakers said the Obama rules could add thousands of dollars to the price of new cars and cost more than a million jobs. Lawmakers, industry groups and environmentalists say the administration has signaled it plans to take this step. An announcement could come any time.

A decision to review the Obama rule sets up a potential legal battle with California and other states that have adopted tough tailpipe standards for drivers. California has received a waiver allowing the state to enforce its standards, which have also been

adopted by 12 other states, including New York and Massachusetts.

The White House and the EPA declined to comment.

“Attacking the California waiver is a recipe for chaos,” said Sen. Edward Markey, D-Mass., who has pushed for higher fuel standards. California and other states that have adopted its standard will almost certainly file a legal challenge if pushed by the EPA, Markey said. “The auto companies don’t want 50 state standards.”

The Alliance of Automobile Manufacturers, which represents a dozen major car manufacturers, including General Motors, Ford and Toyota, declined to comment.

But in a Feb. 21 letter to Pruitt, the group said the EPA’s Jan. 13 decision on fuel economy “may be the single most important decision that EPA has made in recent history.”

The alliance urged Pruitt to reconsider the plan, which it said could “depress an industry that can ill-afford spiraling regulatory costs.”

Markey and other Democratic senators criticized the EPA review before it has even been issued.

“President Trump is waging a war on the environment, and he wants EPA Administrator Scott Pruitt to make our strong fuel economy emissions standards

his latest victim,” Markey said at a news conference March 7. “Undoing the fuel efficiency standards would harm consumers, weaken our energy security and increase global warming pollution.”

Trump and Pruitt “want to pump the brakes on fuel efficiency standards, throw us into reverse and recklessly roll back down the road we just came from,” said Sen. Jeff Merkley, D-Ore. “It’s bad for our economy, it’s bad for the environment and it’s bad for middle-class families.”

The fuel-economy regulations for model years 2017-2025 were imposed in 2012 as one of Obama’s major initiatives to reduce global warming.

Seven days before Obama left office, the EPA decided to keep the requirements for model years 2022 to 2025 after completing a legally required review. The standards are flexible and automakers can meet them with existing technology, the agency said, adding that its review was thorough.

But the industry contends the decision was rushed to beat the change in administrations, noting that the original timeline called for a review by early 2018. Trump, a billionaire businessman who has vowed to roll back a host of regulations, is considered to be more favorable to the industry than Obama.

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Britain's vote to leave the European Union, which caused a plunge in the pound, weighed on the decision, Barra said.

With Britain's exit from the European Union and stricter pollution regulations coming in Europe that will require massive investments in electric vehicles, the risks of staying in Europe outweighed the benefits, GM President Dan Ammann told analysts.

Increased regulatory costs "will continue to be a burden for the foreseeable future" that would be a drain on capital, Ammann said, adding that GM wants to focus its finite resources on places where it is more strongly positioned.

PSA will join with French bank BNP Paribas to run GM's European financial business. PSA also will take over 12 manufacturing facilities that employ about 40,000 people, according to a joint statement by the companies.

Executives insisted that no job cuts are currently foreseen, but analysts say they're inevitable over the long term.

GM will keep its manufacturing center in Turin, Italy. GM and PSA will continue to collaborate on electric car technologies and maintain existing supply agreements on some Buick models.

GM can still offer ride-hailing and other new mobility services in Europe, and it will continue to sell some high-performance Chevrolets and Cadillacs there in low volumes. PSA will be able to sell cars in the U.S. if it wants, after Opel and Vauxhall models move to PSA-designed underpinnings.

For GM, the agreement indicates that Barra decided to focus on profits over market share.

Asked whether the arrival of the Trump administration played

a role in GM's decision to sell, Barra said GM looked at "the changing landscape from a regulatory, a geopolitical and customer preference standpoint" before making a decision.

GM will take proceeds from the sale and accelerate its stock buy-back program. The move also frees about \$1 billion in capital spending which could go toward development of autonomous cars and ride-hailing services, as well as pension obligations.

Opel and Vauxhall last year sold just under 1.2 million vehicles, amounting to only 5.6 percent of the market, according to GM. GM has recently shown a willingness to pull out of unprofitable regions – it abandoned Russia in 2015.

"Unloading Opel-Vauxhall and the European part of the financing greatly improves GM's balance sheet, allowing investments in growing markets such as China and India," said Rebecca Lindland of *Kelley Blue Book*.

The deal marks a major recovery for PSA, rescued out just three years ago by Chinese investors and the French state. CEO Tavares, recalling PSA's "near-death experience," said he hopes to parlay his success to similar savings at Opel, cutting costs through scale and better use of factory capacity. Amid uncertainty over Brexit, Vauxhall – and its 4,500 jobs – appears most vulnerable to any future cuts.

The leader of the Unite union

in Britain said it will focus on persuading new management that it makes sense to continue "building in Britain."

In a sign of the importance of the deal to Britain's government, both Barra and Tavares discussed it with British Prime Minister Theresa May, who insisted on the importance of keeping Vauxhall jobs.

Factory closures are a concern in Germany as well, especially in an election year.

German Economy Minister Brigitte Zypries and the governors of three German states said in a statement that PSA made commitments regarding "locations, employment and investments." PSA executives also held

talks with unions before finalizing the deal.

However, Christian Stadler of Warwick Business School warned: "I would expect job cuts. PSA has done it before and there is no other way to realistically achieve the cost savings they have in mind."

"The U.K. is definitely in a bad position as Brexit makes it less competitive than Germany and the unions are stronger in Germany," he said.

GM is picking up most of its \$6.5 billion in underfunded pensions in Europe. It may take a 4.5 billion euro writedown on the deal.

The deal, subject to regulatory approval, is expected to be completed at the end of this year.

State Helps Housing Group

DETROIT (AP) – More than \$23 million in funding has been approved for redevelopment of a former housing project site on Detroit's west side.

The Michigan State Housing Development Authority says 67 of the 97 townhomes coming to Gardenvue Estates will be reserved for families with incomes up to 60 percent of the area median income.

The remaining homes will be for families whose incomes don't exceed 50 percent of the area median, a spokesman for the Michigan State

Housing Development Authority reported to the media.

More than 300 rental homes already have been completed at Gardenvue Estates, which sits on land once occupied by the expansive Herman Gardens public housing project. The land sat empty for years after the old buildings were razed.

The Michigan State Housing Development Authority Board provides financial and technical assistance through public and private partnerships with the goal of creating affordable housing for those in need.

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Supplier Inteva Will Lay Off 200 From Adrian Plant

ADRIAN, Mich. (AP) – A Michigan auto supplier said it plans to lay off nearly 200 people from its Adrian factory, despite the announcement of a more than \$23 million expansion plan just six months ago.

Troy-based Inteva Products, formerly known as Delphi Interiors, has planned the layoffs to last for at least six months starting in May, *MLive* reported on March 8.

Human Resources manager Ken Smith said the layoffs "are necessitated by the cancellation of our agreement with one of our largest customers and the loss of business associated with the cancellation of that agreement."

New business was cited as the reason Inteva received a nearly \$1.3 million incentive from the Michigan Strategic Fund last August. At the time, the company planned to invest \$23.3 million in new equipment and expected to increase its workforce with 127 new jobs by 2019.

The company employed 474 people at the 980,000-square-foot Adrian plant when the expansion was announced last August. Overall, Inteva employs approximately 15,000 people worldwide. The reason for the announced expansion was to build components for the popular Chevy Silverado and GMC Sierra pickup trucks manufactured by General Motors.

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Mercedes Issues Million-Car Recall For Possible Fires

DETROIT (AP) – Mercedes is recalling about 1 million cars and SUVs worldwide because a starter part can overheat and cause fires.

The recall covers certain C-Class, E-Class and CLA cars and GLA and GLC SUVs, all from 2015 through 2017, including nearly 308,000 in the U.S.

The German automaker reported 51 fires worldwide, with about 30 in the United States. The company has no reports of any injuries.

Mercedes said in U.S. government documents released March 3 that if for some reason the engine and transmission won't turn over, a current limiter in the starter motor can overheat from repeated attempts to start the vehicles.

That can cause the current limiter to overheat and melt nearby parts.

Mercedes began investigating the problem last June after getting field reports of "thermally damaged" current limiters.

Owners will be notified this month and again when replacement parts are available in July. It will take about an hour for dealers to install another fuse to prevent the problem. The repair will be done free of charge.

Mercedes-Benz makes available to customers a way to learn more about which of its vehicles are affected by recalls.

Owners just have to enter their 17-digit U.S.-based Vehicle Identification Number (VIN) at www.mbusa.com/mercedes/recall to get the most complete and up-to-date information available on current or previous recalls. This tool will not work for non-U.S. VINs, a Mercedes spokesman said.



These are just some of the Dodge vehicles that will be seen in "The Fate of the Furious," the latest movie in the Fast & Furious series.

Upcoming Movie Teams Dodge Cars and Vin Diesel Again

Hollywood and the Motor City have combined forces for the latest Fast & Furious movie.

Dodge, which has been a part of the Fast & Furious franchise since its inception, has announced a promotional partnership with Universal Pictures for "The Fate of the Furious," in which Vin Diesel is joined by a returning all-star cast, said Fiat Chrysler spokeswoman Eileen Wunderlich. "The Fate of the Furious" arrives in theaters April 14.

In support of "The Fate of the Furious," Dodge is launching a multi-tier marketing campaign, including television ads, social media and digital extensions, and licensed products.

The co-branded campaign promotes the blockbuster Fast & Furious franchise and Dodge/SRT, the mainstream and ultimate performance brands of FCA US. Dodge and SRT Chargers and Challengers, are prominently featured in the upcoming movie.

"Fast Dodge cars, adrenaline-filled action and family have fueled the Fast & Furious franchise from the beginning," said Tim Kuniskis, head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA-North America.

"For more than 15 years, the Fast & Furious series has showcased some of the world's most iconic and significant performance vehicles, and 'The Fate of the Furious' will continue this tradition."

"The Fast & Furious franchise provides a natural extension for showcasing Dodge's most powerful performance vehicles to movie and car enthusiasts everywhere," said Olivier Francois, chief Marketing officer, FCA - Global.

"The best co-branded promotional spots are those in which the world of the Fast & Furious films and our world merge perfectly to create a unique piece of creative that resonates and

connects with 'The Fate of the Furious' and Dodge fans alike."

"The world of Fast & Furious is inextricably linked to our partners at Dodge," added David O'Connor, executive vice president of Global Franchise Management and Brand Strategy, Universal Pictures.

"Time and again, they have proven their commitment to ensuring that the cars are just as beloved characters as the family members who form the heart of the series."

Dodge created new television commercials to promote "The Fate of the Furious," including national, dealer and multicultural spots.

All ads feature clips from the movie, seamlessly blended with new scenes of Dodge's and SRT's

ultimate performance vehicles. The first ads began airing Friday, March 3.

The 30-second national "Muscle Heaven" spot primarily features the 2017 Dodge Challenger. Dealer versions of the ads include one spot for the Dodge Charger and Challenger, and another for the Dodge Durango and Journey.

The spots will air on network programming, including prime-time, late-night, morning news, sports, and NASCAR, as well as cable entertainment and sports programs. They were created in partnership with Austin, Texas-based GSD&M.

A Spanish-language co-branded "Muscle Heaven" spot has also been created and will run in key Hispanic markets.

Chrysler Black Farmer Scholarship Program Looking For Applicants

The National Black Farmers Association (NBFA) Scholarship Program is now accepting applications for the 2017-18 academic year.

In its third year, the NBFA Scholarship Program will award scholarships of up to \$5,000 to African-American farmers or dependents of African-American farmers who plan to enroll or who are enrolled in agriculture-related study at an accredited two-year or four-year college, university or vocational-technical school, said Fiat Chrysler spokesman Kevin Frazier.

Funded by the FCA Foundation, the charitable arm of North American automaker Fiat Chrysler, the NBFA Scholarship Program will award up to \$100,000 in scholarships this year, Frazier said.

"Higher education provides essential tools, knowledge and resources that allow people to pursue and achieve their goals," said Lesley Slavitt, head of Civic Engagement, CEO of the FCA Foundation.

"It is a privilege for the FCA Foundation to be a partner with the National Black Farmers Association and these remarkable students to ensure that the next generation of African-American farmers receive the training and skills that will enable them to thrive."

NBFA scholarships are awarded based upon several criteria, including academic performance, demonstrated leadership, participation in agricultural and community activities, and career goals and objectives, Frazier said.

Applications will be accepted at www.scholarsapply.org/blackfarmersassociation through April 28, 2017, or until 100 applications have been received, whichever comes first.

"My father taught me very early on that land is the most important tool that a person can possess. And he taught me if I treat the land good, the land will take

care of me," said John Boyd, Jr., president of the National Black Farmers Association.

"Educating aspiring African-American farmers provides an opportunity to increase and advance agricultural technology, which will be passed on as a vital part of our rich farming legacy to future generations."

Since 2015, the NBFA Scholarship Program has made 40 scholarships and provided \$187,500 in educational support to students participating in a diverse range of agricultural-related studies, including agribusiness, food sciences, biology, holistic nutrition, urban farming and veterinary science, Frazier said.

The National Black Farmers Association is a nonprofit organization representing African-American farmers and their families in the United States. As an association, it serves tens of thousands of members nationwide.

NBFA's education and advocacy efforts have been focused on civil rights, land retention, access to public and private loans, education and agricultural training and rural economic development for black and other small farmers.

The FCA Foundation is committed to rebalancing inequalities to promote the full realization of every human being, Frazier said. It seeks to support outcomes in our communities that ensure people can enjoy equality and dignity. The FCA Foundation directs its resources toward the following areas of focus:

- Youth Development – helping young people develop the leadership qualities and resiliency necessary to succeed in school, at work, and in life.
- Education – building the skills and competencies that lead to achievement and support educational access and success.
- Military/Veterans – ensuring veterans successfully transition to civilian life and that the needs of military service members and their families are supported.

Sergio Leaves Door Open for Merger with OEM

CONTINUED FROM PAGE 1

this is seen as a quick fix to a problem which has been sitting inside GM for a long time.

"I understand that they (GM) want to get out just to get rid of the problem, but you may have thrown out the baby with the bathwater," Marchionne said in the CNBC interview.

He also told the network that his preferred partner would be GM.

Reuters reported that VW CEO Matthias Mueller was quick to rebuff the possibility of some kind of merger because the company had enough on its plate with the diesel emissions scandal.

"We are not ready for talks about anything ... we have other problems," he told Reuters on the fringes of the Geneva auto show on March 8. "I haven't seen Marchionne for months."

Reuters also quoted Marchionne in Geneva on March 7 why a merger or partnership was important.

"You need to achieve scale or we will end up delivering an incredibly poor return and margins on this business. We need to fix this," Marchionne said, referring to the wider auto industry.

Reuters further wrote that the PSA-Opel deal leaves FCA in an increasingly difficult position in Europe. The indebted group has a European market share of only about 7 percent, its operating margin of 2.5 percent lags most rivals, as does its spending on cleaner and more autonomous cars.

New Dodge Demon Gives Its Driver Updated Info

The 2018 Dodge Challenger SRT Demon arms the driver with real-time information, as demonstrated in the newest teaser video, "Performance Pages," unlocked on March 9, said Fiat Chrysler spokesman Dan Reid.

The SRT Performance Pages are a key part of the driver-oriented Uconnect system and its 8.4-inch touchscreen in the center of the instrument panel, Reid said.

Unique capabilities of the Performance Pages for the Challenger SRT Demon include:

- Real-time graphic display of engine horsepower and torque with gear changes plotted.
- The power levels can be data recorded to track performance gains from changes, such as use of the Direct Connection Performance Parts.
- Real-time display of the supercharger intercooler coolant temperature.
- The Challenger SRT Demon sports the first-ever factory production car After-Run Chiller, which keeps the cooling fan and intercooler pump running after engine shutdown until a targeted temperature is reached.
- Driver-selectable line-lock, rpm-adjustable launch control and individual gear-adjustable shift light in the instrument cluster.
- Timers for reaction time; 0-60 mph, 0-100 mph, eighth-mile and quarter-mile elapsed time and vehicle speed.
- Display of instantaneous and peak lateral and longitudinal g-forces.
- Gauge read-outs for engine oil pressure and temperature, coolant temperature, transmission fluid temperature, intake air temperature, air-fuel ratio, intercooler coolant temperature, boost pressure and battery voltage.
- Gauge read-outs can be displayed as real-time graphs.

DICK HUYAERE'S SPECTACULAR MONDAY 1 DAY SELL-A-THON!

HUGE MONDAY SALE
DON'T MISS THIS SALE!
HUGE MARCH SALE!
MONDAY
8:30AM-9:00PM
ONLY 1 DAY

WE WILL REMAIN OPEN UNTIL THE LAST CUSTOMER IS SOLD & DELIVERED!

CLIP THESE EXCLUSIVE HUYAERE MARCH 2017 COUPONS!
CAN SAVE YOU UP TO \$100 A MONTH ON A 24-MONTH LEASE

EXCLUSIVE HUYAERE
2017 1500 CREW CAB
MARCH 2017 CASH
\$2500

EXCLUSIVE HUYAERE
MARCH 2017
TRADE-IN BONUS CASH
\$2000

EXCLUSIVE HUYAERE
MARCH 2017
BONUS CASH
\$2000

2017 HUYAERE LEASE SPECIAL! GREAT SELECTION TO CHOOSE FROM!

2017 DODGE JOURNEY GT • All Wheel Drive • Leather
LEASE FOR 24 MO. **\$115**** \$95 DUE #D7-00293

2017 HUYAERE MARCH SPECIAL
2017 JEEP PATRIOT HIGH ALTITUDE
HUGE SELECTION FOR IMMEDIATE DELIVERY!
4x2 LEASE FOR \$102** 36 Mos. \$895 due
4x4 LEASE FOR \$92** 36 Mos. \$1395 due
24 Mo. 1 PAY LEASE \$2796** J7-60112
24 Mo. 1 PAY LEASE \$3687** J7-60023
• Leather • Sunroof • Power Driver's Seat
141 AVAILABLE

2017 HUYAERE MARCH SPECIAL
2017 JEEP COMPASS HIGH ALTITUDE 4x4
J7-50138
Lease For **\$95**** 36 Mo. \$895 Due
HUGE INVENTORY FOR IMMEDIATE DELIVERY!
• Leather Seats • Power Sunroof • Power Driver's Seat • Bright Side Roof Rails • High Altitude Package
220 2017 COMPASS AVAILABLE!

2017 HUYAERE MARCH SPECIAL
2017 DODGE GRAND CARAVAN
SXT GT
D7-40564 D7-40749
Lease For **\$116**** 24 Mo. \$1095 Due
Lease For **\$108**** 24 Mo. \$395 Due
Incredible Huyaree March Special

CHRYSLER MARCH BUY SPECIALS
New 2015 Chrysler 300 S C5-30269
SALE PRICE \$25,384*
• Navigation • Dual Pane Sunroof
New 2015 Chrysler 300 S C5-30307
SALE PRICE \$28,167*
2017 Chrysler 300 S AWD
LEASE FOR \$113** 24 Mos. \$595 due C7-31052
2017 Chrysler 300 S AWD S Appearance Group
LEASE FOR \$117** 24 Mos. \$1095 due C7-31062

ALL NEW 2017 CHRYSLER PACIFICA
SALE PRICE \$21,908* LEASE FOR **\$146**** 36 Mos. \$1995 due
\$2000 HUYAERE CASH! C7-41230

ALL NEW 2017 CHRYSLER PACIFICA TOURING L
Touring L LEASE FOR \$169** 24 Mos. \$1995 due C7-41367
Your Choice! Great Lease Payments!
Touring L Plus LEASE FOR \$198** 24 Mos. \$1995 due C7-41286

ALL NEW 2017 CHRYSLER PACIFICA LIMITED
SALE PRICE \$34,134* LEASE FOR **\$215**** 24 Mos. \$1995 due
\$2000 HUYAERE CASH! C7-41284

2017 MARCH LEASE SPECIAL
2017 Jeep Compass High Altitude
J7-50433
Lease For **\$109**** 24 Mo. \$195 DUE
2.4L DOHC, 6 Speed Auto. Trans, Leather Seats, Power Sunroof.
HUGE INVENTORY FOR IMMEDIATE DELIVERY!
220 2017 COMPASS AVAILABLE!

2017 HUYAERE SPECIAL BUY
2016 Jeep Cherokee Limited 4x4 High Altitude Edition
11 in Stock
• Leather • 18" Black Aluminum Wheels
• Don't Wait! Won't Last Long!
SALE PRICE \$21,999* J6-70636

NEW 2015 JEEP RENEGADE LATITUDE 4x4
J5-80094
SALE PRICE \$16,872*
2017 JEEP RENEGADE LATITUDE
J6-80011
SALE PRICE \$15,930*
2017 JEEP RENEGADE LATITUDE 4x4
J7-80028
LEASE FOR \$111* 36 Mos. \$1195 due

2017 JEEP GRAND CHEROKEE LAREDO 4x4
J7-20092
LEASE FOR \$124** 24 Mos. \$1395 due
2017 JEEP GRAND CHEROKEE LIMITED 4x4
J7-20259
LEASE FOR \$169** 24 Mos. \$1995 due

2017 JEEP WRANGLER UNLIMITED 4x4
J6-30059
LEASE FOR \$138** 36 Mos. \$1495 due
2017 JEEP WRANGLER UNLIMITED 4x4
J6-30087
LEASE FOR \$199** 36 Mos. \$1995 due

DICK HUYAERE'S RICHMOND

67567 S. Main St. Richmond

866-610-0090
Online at: DriveEnvy.com
SPECIAL SALE HOURS:
Monday thru Thursday 8:30-9:00
Friday 8:30-6:00
Saturday 9:00-4:00

TRUCK MONTH
SPRING CLEARANCE EVENT

OUR PLEDGE TO YOU

- Absolute Best Sale Prices/Lease Payments
- Incredible Sales Experience!
- 2,500 New Vehicles to Choose From
- 3 Exclusive Huyaree Coupons
- Deliver Your New Vehicle to Your Home or Work
- We Will Remain Open Until the Last Customer Is Sold and Delivered So Everyone Has A Chance to Take Advantage of Dick Huyaree's New Car Deals!

#1 RAM STORE 2013/2014/2015/2016
JAN 2017/FEB 2017

RAM
• March is officially Truck Month at Dick Huyaree's
• Special 24 Month Huyaree Leases
• Monthly or 1 Pay Specials!

2017 RAM 1500 CREW CAB 4X4
March Is TRUCK MONTH!
LEASE FOR \$119** 24 Mos. \$295 due
\$2500 HUYAERE CASH
D7-12655

2017 RAM 1500 CREW CAB 4X4
• Hitch • 20" Wheels • Side Steps • Backup Camera
LEASE FOR \$123** 24 Mos. \$1095 due
\$2500 HUYAERE CASH
D7-12573

DICK HUYAERE'S IS YOUR RAM STORE
MARCH IS THE TIME TO LEASE A RAM!
2017 1500 CREW CAB 4X4 BIG HORN
LEASE FOR \$109** 24 Mos. \$895 due
• Big Horn • Spray-in Bedliner • Heated Seats • Alpine Speakers
#1 RAM STORE 2013, 2014, 2015, 2016
D7-12173

MARCH IS A GREAT TIME TO LEASE A RAM!
2017 1500 CREW CAB 4X4 BIG HORN
LEASE FOR \$111** 24 Mos. \$1995 due
• 5.7 Hemi • Big Horn • Heated Seats • Wheel Group • 26S Package • Premium Interior • And So Much More
ABSOLUTE BEST RAM DEALS ARE AT DICK HUYAERE'S
D7-12592

2017 RAM 1500 CREW CAB 4X4 LARAMIE
#1 RAM STORE 2013, 2014, 2015, 2016
LEASE FOR \$184** 24 Mos. \$1995 due
\$2500 HUYAERE CASH
D7-12448

DODGE MARCH LEASE SPECIAL!
2017 Dodge Journey GT AWD
D7-00293
• Leather Interior → **LEASE FOR \$115**** 24 Mos. \$95 due
363 Available
• All Wheel Drive → **Great Selection!**

2016 DODGE CHALLENGER HELLCAT SRT
AUTO. TRANS. **SALE PRICE \$59,225*** D6-50082
EMPLOYEE/FRIENDS DISCOUNT AVAILABLE!
HELLCAT LEASE SPECIALS!
LEASE FOR \$399** 36 Mos. \$1995 due
MANUAL TRANS. **SALE PRICE \$56,691*** D6-50004
LEASE FOR \$416** 36 Mos. \$1995 due

NEW 2015 DODGE CHALLENGER SXT PLUS
SALE PRICE \$32,899* D5-50052
\$2000 HUYAERE CASH On All Challengers In Stock!
NEW 2015 DODGE CHALLENGER SXT PLUS
SALE PRICE \$32,995* D5-50064

2017 GRAND CARAVAN SXT
LEASE FOR \$116** 24 Mos. \$1095 due D7-40564
2017 GRAND CARAVAN SE
SALE PRICE \$17,876* D7-40504
2017 GRAND CARAVAN GT
LEASE FOR \$108** 24 Mos. \$1195 due D7-40749

2017 DODGE DURANGO SXT AWD
LEASE FOR \$114** 24 Mos. \$1195 due D7-30055
2017 DODGE DURANGO CITADEL
LEASE FOR \$216** 24 Mos. \$1195 due D7-30070

Picture may not reflect actual vehicle. * The FCA US LLC (Formerly Chrysler Group) Employee Advantage Purchase program sale prices and lease payments quoted. Just add tax, title, doc fee and destination charge. ** 24, 27, 30, 36 month FCA US LLC employee leases. The amount due on all leases requires amount due plus monthly tax, cap cost reduction tax, first payment, title, plate, doc fee and destination charge. Security deposit is waived on all lease payments. Lease payments are 10,000 miles per year. 20 cents per mile thru July or 25 cents thru Chrysler Capital for excess mileage. Customer must qualify for 1 or 5 day credit approval. Payments subject to change due to lower approved credit tier. Banks may require to prove income and residency for credit approval. Customer is responsible for excess wear and tear. Total deferred price is the sum of the purchase price, plus doc fee, plate fee, sales tax, and accrued finance charges over the term of the lease. All rebates and program monies assigned back to dealer. All prices and lease payments are based on FCA US LLC incentives thru the Great Lakes Business Center. Rebates as retail consumer cash, lease cash, lease loyalty, military, trade assist cash, finance bonus cash and all other Great Lakes offers will be applied. The dealer invoice amount is not a net factory price to dealer. Customers may not qualify for all offers, incentives, discounts or financing offers. See dealer for qualifications and complete details. Exclusive Huyaree new car cash coupon has been applied to all sale and lease payments in this ad. Vehicle sale prices include Chrysler Capital bonus cash must finance thru Chrysler Capital. Ram leases include Great Lakes Truck Conquest Bonus cash. *Sale prices include lessee loyalty retail bonus cash, customer must qualify. 1.84 month buy, 2.99% APR with approved credit.



Suheb Haq



Tomomi Kosaka

General Motors, Honda Name Team Leaders on Hydrogen Cell Project

General Motors Co. and Honda on March 7 unveiled the executive structure for their recently established joint venture company, Fuel Cell System Manufacturing, LLC (FCSM).

Suheb Haq of GM will serve as the first president of FCSM, and Tomomi Kosaka of Honda will be the new company's vice president, said GM spokesman Alan Adler.

Haq and Kosaka will be responsible for operations, overseeing the start-up of the JV and ongoing manufacturing operations. GM and Honda plan to rotate the positions of president and vice president every two years.

Haq most recently was director of GM Operational Excellence. Kosaka was president and CEO of Honda of America Mfg., responsible for manufacturing operations of three auto plants and an engine plant in Ohio.

Further, FCSM will include a board of directors consisting of three executives from each company that will include a rotating chairperson.

Representing Honda on the FCSM board of directors are:

- Takashi Sekiguchi, managing officer and director/chief operating officer, Automobile Operations, Honda Motor Co., Ltd.

- Mitsugu Matsukawa, operating officer/chief operating officer, IT Operations/head of Production Planning Supervisory Unit, Production Operations, Honda Motor Co., Ltd.

- Rick Schostek, executive vice president, Honda North America, Inc.

Sekiguchi will serve as the first chairperson of the FCSM board of directors.

Representing GM on the FCSM board of directors are:

- Charles Freese, executive director, Global Fuel Cell Business.

- David Maday, executive director, Corporate Development.

- Robert Portuguese, executive director, Manufacturing Engineering.

FCSM was established with equal investments from Honda and GM totaling \$85 million, creating the auto industry's first manufacturing joint venture to mass-produce an advanced hydrogen fuel cell system that will be used in future products from each company.

EyesOn Design Unveils Its 2017 Poster

At a celebration at the John Varvatos store in Detroit, the commemorative poster artwork for the 30th annual EyesOn Design Automotive Design Exhibition was revealed last month.

EyesOn Design spokeswoman Kathy Lightbody said the selection was made as a nod to the universality of design across many professions.

The poster artwork was created by the renowned visual futurist Syd Mead, who was challenged to create artwork for the show as he envisions it 30 years in the future, Lightbody said. Mead will sign copies of the poster at the EyesOn Design car show this summer when he will be in Detroit to accept the EyesOn Design Lifetime Design Achievement Award.

Besides his illustrations of cars, Lightbody said Mead is renowned for his conceptual contributions to such movies as "Blade Runner," "Aliens," "Star Trek: The Motion Picture," "Time Cop," "Elysium" and "Tomorrowland."

The poster shows an image set in a multi-level park with an enormous sculpture as a backdrop. Mead's illustration showcases the imagined vehicles of the future while paying homage to the classic cars of the past.

In the foreground sit the featured vehicles of 2047. Both have sliding roofs for an "open air" feel that recalls a luxury car body style from the early 1900s called a "landaulet."

Similar to vehicles of that early period, they have their wheels at the end of their chassis. But by 2047, Mead envisions these as two large hub-less wheels in front and a large "power ball" drive wheel in the rear, suspended magnetically in the curved retainer bay. Thirty years from now, these vehicles, like all oth-

ers, would be autonomously self-driven and equipped with the latest anti-gravity suspension.

Other future vehicles pictured include a floating car with a transparent bubble body shell in the middle background, near an outdoor restaurant called the Dorado. Across from that on the right are pictured two more-traditional vehicles from the classic car era of the 1930s.

In the far background, two enormous space liners are lifting off while a faint image of an early acetylene gas lamp

floats in the sky in a tribute to cars of the pre-1915 brass era.

This is the third EyesOn Design poster created by Mead, Lightbody said. The others were done in 1991 and 2011. A limited quantity of the prior year posters, as well as the 2017 poster, will be available for sale at the car show.

Recognized as one of the Top Five car shows in the country by *U.S.A. Today*, the EyesOn Design car show will take place Father's Day – Sunday, June 18, 2017 – at the Edsel and Eleanor Ford House in Grosse Pointe Shores, Lightbody said.



The EyesOn Design poster for 2017

State Fights Invasion of the Carp

LANSING, Mich. (AP) – Faced with the threat that Asian carp could enter the Great Lakes, Michigan is turning to the public for new ideas and plans to offer a prize to whoever comes up with a way to stop the voracious fish.

Michigan's global search challenge comes after the U.S. government and others have spent hundreds of millions searching for a solution to stop the carp from entering the world's largest freshwater system.

If they aren't stopped, officials fear the aggressive fish will crowd out prize native fish and

hamper recreational boating in large sections of the lakes.

Michigan alone has a \$38 billion tourism industry, much of it focused on the outdoors, and the Great Lakes region has a \$7 billion fishing industry. Asian carp have been spotted 45 miles from Lake Michigan.

Details on how much prize money will be offered are still being worked out. Officials also haven't determined how many winners might be chosen.

If the fish make it into that lake, they could make their way into the other Great Lakes.

TRANSPARENT PRICING

No games. No gimmicks.

- No old school, hidden-fee pricing.
- The price you see should be the price you pay.
- **PLUS** we only include rebates you would actually qualify for.

2017 Buick Encore

FWD Lease Offer MSRP: \$25,290

\$171

per month

TRANSPARENT PRICING

INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT

INCENTIVES INCLUDED: GM Employee Pricing, GM Lease Loyalty + Select Model

expires: 3.31.2017

BUICK

24 months

10,000 miles year

\$494 total due at signing (includes first month payment)

2017 Buick Enclave

CONVENIENCE FWD Lease Offer MSRP: \$40,060

\$246

per month

TRANSPARENT PRICING

INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT

INCENTIVES INCLUDED: GM Employee Pricing, GM Lease Loyalty + Select Model

expires: 3.31.2017

BUICK

24 months

10,000 miles year

\$693 total due at signing (includes first month payment)

2017 GMC Terrain

SLE1 FWD Lease Offer MSRP: \$28,360

\$169

per month

TRANSPARENT PRICING

INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT

INCENTIVES INCLUDED: GM Employee Pricing, GM Lease Loyalty + Select Model

expires: 3.31.2017

GMC

WE ARE PROFESSIONAL GRADE

24 months

10,000 miles year

\$529 total due at signing (includes first month payment)

2017 GMC Acadia

SLE1 FWD Lease Offer MSRP: \$33,770

\$255

per month

TRANSPARENT PRICING

INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT

INCENTIVES INCLUDED: GM Employee Pricing, GM Lease Loyalty + Select Model

expires: 3.31.2017

GMC

WE ARE PROFESSIONAL GRADE

24 months

10,000 miles year

\$477 total due at signing (includes first month payment)

Offers include: Tax, Title, Plate, Transfer, CVR, Doc Fee, GM Employee Pricing, GM Lease Loyalty (must have a 1999 or newer GM lease in household), Select Model and 1st Month's Payment. No security deposit required. See dealer for details.

SP66488



MARCH MANIA!

SCORE BIG SAVINGS All Month Long on EVERY New Buick or GMC in Stock!

2017 BUICK ENCORE "PREFERRED"



- 1.4L TURBO DOHC ENGINE!
- PUSH BUTTON START!
- INTELLINK RADIO w/8" DIAGONAL COLOR TOUCH SCREEN!
- 18" ULTRA BRIGHT ALUMINUM WHEELS!
- REMOTE KEYLESS ENTRY!
- REAR VISION CAMERA!
- BLUETOOTH FOR PHONE!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG273

Was \$25,825
Sale Price \$21,699*

NO EMPLOYEE DISCOUNT REQUIRED!

The Best Price... PERIOD!

24 MONTH LEASE

\$89* PER MONTH

\$499 DOWN

NO SECURITY DEPOSIT REQUIRED

2017 BUICK ENCLAVE "CONVENIENCE"



- 3.6L VARIABLE VALVE TIMING V6 ENGINE!
- INTELLINK RADIO w/8" DIAGONAL COLOR TOUCH SCREEN!
- REMOTE START AND ENTRY!
- 7 PASSENGER "CAPTAIN CHAIR" SEATING!
- TRI-ZONE CLIMATE CONTROL!
- POWER UPGATE!
- 19" ALUMINUM WHEELS!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG746

Was \$40,140
Sale Price \$33,699*

The Best Price... PERIOD!

24 MONTH LEASE

\$119* PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

2017 BUICK REGAL "SPORT TOURING"



- 2.0 TURBO DOHC 4 CYL. SIDI ENGINE!
- INTELLINK RADIO w/8" DIAGONAL COLOR TOUCH SCREEN!
- REAR SPOILER!
- REMOTE KEYLESS ENTRY!
- 18" ALUMINUM WHEELS!
- REAR VISION CAMERA!
- BLUETOOTH FOR PHONE!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG145

Was \$29,540
Sale Price \$23,999*

The Best Price... PERIOD!

24 MONTH LEASE

\$149* PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

2017 BUICK LaCROSSE "PREFERRED"



- 3.6L V6, DI, VVT ENGINE!
- INTELLINK RADIO w/8" DIAGONAL COLOR TOUCH SCREEN!
- PUSH BUTTON START!
- REMOTE KEYLESS ENTRY AND START!
- 18" ULTRA-BRIGHT MACHINED-FACED ALUMINUM WHEELS!
- REAR VISION CAMERA!
- BLUETOOTH FOR PHONE!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG227

Was \$37,130
Sale Price \$27,999*

The Best Price... PERIOD!

36 MONTH LEASE

\$249* PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

EXPERIENCE  THE NEW BUICK

2017 GMC TERRAIN "SLE 1"



- 2.4L DOHC VVT ENGINE!
- INTELLINK RADIO w/7" DIAGONAL COLOR TOUCH SCREEN!
- REMOTE KEYLESS ENTRY!
- REAR VISION CAMERA!
- ALUMINUM WHEELS!
- HEATED MIRRORS!
- BLUETOOTH FOR PHONE!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG685

Was \$28,360
Sale Price \$20,499*

The Best Price... PERIOD!

24 MONTH LEASE

\$89* PER MONTH

ONLY \$89 DOWN!

NO SECURITY DEPOSIT REQUIRED

2017 "ALL NEW" GMC ACADIA "SLE 1"



- 2.5L DOHC SIDI VVT ENGINE!
- INTELLINK RADIO w/7" DIAGONAL COLOR TOUCH SCREEN!
- KEYLESS OPEN AND START!
- REAR VISION CAMERA!
- 7 PASSENGER SEATING!
- ALUMINUM WHEELS!
- BLUETOOTH FOR PHONE!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG646

Was \$33,375
Sale Price \$27,699*

The Best Price... PERIOD!

24 MONTH LEASE

\$142* PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

2017 GMC SIERRA DOUBLE CAB 4x4



- ELEVATION EDITION!
- 5.3L V8 ECOTEC3 ENGINE!
- INTELLINK RADIO w/7" DIAGONAL COLOR TOUCH SCREEN!
- REAR VISION CAMERA!
- TRAILERING PACKAGE!
- REMOTE KEYLESS ENTRY!
- 20" ALUMINUM WHEELS!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG352

Was \$41,900
Sale Price \$34,769*

The Best Price... PERIOD!

36 MONTH LEASE

\$254* PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

2017 GMC SIERRA DENALI 4x4 CREW CAB



- 5.3L V8 ECOTEC3 ENGINE!
- INTELLINK RADIO w/7" DIAGONAL COLOR TOUCH SCREEN!
- ENHANCED DRIVER ALERT PACKAGE!
- REMOTE START AND ENTRY!
- FULL-FEATURE LEATHER-APPOINTED HEATED BUCKET SEATS!
- 6" RECTANGULAR CHROMED TUBULAR ASSIST STEPS!
- 20" ULTRA BRIGHT MACHINED ALUMINUM WHEELS!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# 65025

Was \$56,750
Sale Price \$48,271*

The Best Price... PERIOD!

36 MONTH LEASE

\$387* PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

GMC WE ARE PROFESSIONAL GRADE

We NEED your Trade... Get \$1000 OVER Kelley Blue Book... GUARANTEED!*



SHOWROOM HOURS:

Monday 8:00 AM - 9:00 PM
Tuesday 8:00 AM - 6:00 PM
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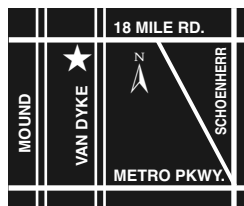
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Anthony Receives Honor

Showcasing the accomplishments of female manufacturing leaders, Novi-based Cooper Standard's Brigit R. Anthony, vice president, engineering and technology, North America, was recently recognized by The Manufacturing Institute as one of its 2017 STEP Ahead Award Honorees and by *Profiles in Diversity Journal*, which named her a winner of the 2017 Women Worth Watching in STEM Award.

"The entire Cooper Standard team is proud of Brigit's recent honors and applauds her advocacy surrounding the importance of fostering the next generation of manufacturing leaders," said Bill Pumphrey, president, North America.

"With her dedicated promotion of science, technology, engineering and math opportunities, she has become a true ambassador of manufacturing education."

Through its STEP (Science, Technology, Engineering, and Production) Ahead awards, The Manufacturing Institute honors women who have demonstrated excellence and leadership in their careers and represent all levels of the manufacturing industry, from the factory-floor to the C-suite.

The STEP Ahead Awards are part of the larger STEP Ahead initiative, launched to examine and promote the role of women in the manufacturing industry through recognition, research and leadership for attracting, advancing and retaining strong female talent.

On April 20, The Manufacturing Institute will recognize and highlight Anthony's manufacturing leadership and accomplishments at an awards reception in Washington, D.C.

The Women Worth Watching in STEM Award recognizes leaders who are breaking barriers for



Brigit Anthony

women in STEM (science, technology, engineering and math) careers as part of a worldwide strategy to innovate, educate and build a more connected world, according to the publication.

Anthony will be profiled in a special STEM Women Worth Watching edition of Profiles in Diversity Journal aimed at celebrating and enhancing the visibility and reputations of the companies empowering, supporting and employing the winners.

In addition to leading Cooper Standard's North American team of over 300 engineers, scientists and technicians in Southeast Michigan, Anthony is involved in a number of initiatives working to engage the next generation of the manufacturing workforce.

Since her appointment as the North American champion for Cooper Standard's STEM Affinity Group in 2015, Anthony has helped establish the program that trains and coordinates the company's STEM Accelerator employee volunteers that offer tutoring, science demonstrations and career information to children.

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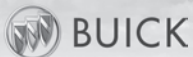
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FOR ONLY**

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10K PER YEAR
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FOR ONLY**

\$69*



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must have lease conquest rebate.
\$999 down with approved credit.
NO SECURITY DEPOSIT REQUIRED!

**ALL NEW 2017 GMC
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FWD • SLE-1**

**24 MONTH/
10K PER YEAR
LEASE
FOR ONLY**

\$69*



DEAL# 66408 • STK# 9483-17
GMS pricing plus tax, title, lic. & doc. fee.
with approved credit.
Plus tax, title, lic. & doc. fee. with approved credit.
NO SECURITY DEPOSIT REQUIRED!

**ALL NEW 2017 GMC
YUKON
4WD • SLE**

**39 MONTH/
10K PER YEAR
LEASE
FOR ONLY**

\$397*



STK# 9914-17
GMS pricing plus tax, title, lic. & doc. fee.
\$999 down with approved credit.
Must have lease conquest rebate.
NO SECURITY DEPOSIT REQUIRED!

2016 BUICK CASCADA

PREMIUM • 1SP

SAVE OVER
\$10,000 OFF LIST

\$20,995*

WAS \$33,885



STK# 4895-16
GMS pricing plus tax, title, lic. & doc. fees.

**ALL NEW 2017 GMC
SIERRA**

1500 • 4WD • DOUBLE CAB

**39 MONTH/
10K PER YEAR
LEASE
FOR ONLY**

\$299*



ELEVATION EDITION
LOADED! (20" RIMS, 5.3L V8, SPRAY ON BEDLINER, NICE TRUCK!)
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*Lease figured with \$1500 Dealer VC. Certificates Program subject to change while VC Supplies Last. *Lease example is Stock Specific. *GM Employee Pricing Plus Tax, Title, Lic. and Doc. No Security Deposit Required. *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. *Black/GMC lease loyalty rebate applies to customers who have a current Buick/GMC lease in household. NC certificates may apply to lease/purchase examples and are good while dealer supply lasts. Prices subject to change during the month of February 2017. *GM Employee Pricing Plus Tax, Title, Lic. and Doc. No Security Deposit Required. Total due at lease signing 2017 ENCORE \$1569, 2017 Lacrosse \$1599, 2017 Terrain \$1799, 2017 Acadia FWD \$219, 2017 Acadia Limited \$1699, 2017 Terrain SLE-1 \$69, 2017 Sierra Double Cab \$1629, 2017 Yukon \$1,699. *For GM Employee Purchase or Lease Conquest Rebate Customer Must Have Non GM Lease in Household To Expire Within 365 Days Of Delivery Of New Purchase or Lease. Programs subject to change. *Additional 2 payments of a max amount of \$400.00 total. Photos may not represent actual vehicle. Price is subject to change without notice. See dealer for details. Expires 3/31/17



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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# H36736

24 MONTH LEASE



\$69*



\$0 Down!

Was \$26,405 Sale Price: **\$18,599***

NO Security Deposit required. Tax, title and plate fees extra.

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!
- Convenience Package!
- Remote Start & Entry!
- Rear Vision Camera!
- Bluetooth for Phone!
- Chevrolet Complete Care INCLUDED!

Stock# H32736

Was \$23,475 Sale Price: **\$17,399***

24 MONTH LEASE



\$69*



Only **\$69 Down!**

NO 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!
- Power Driver's Seat!
- Bluetooth for Phone!
- OnStar with 4G LTE w/built-in Wi-Fi Hotspot!
- Chevrolet Complete Care INCLUDED!

Stock# H35722

Was \$32,745 Sale Price: **\$22,785***

24 MONTH LEASE



\$99*



\$999 Down

NO Security Deposit required. Tax, title and plate fees extra.

2017 MALIBU "LT"



- 1.5L Turbo DOHC Engine!
- 6 Speed Transmission!
- 7" Color Touch Screen MyLink Radio!
- Bluetooth for Phone!
- Rear Vision Camera!
- OnStar w/4G LTE w/built-in Wi-Fi Hotspot!
- 17" Alloy Wheels!
- Remote Keyless Entry!
- Chevrolet Complete Care INCLUDED!

Stock# H32110

Was \$26,000 Sale Price: **\$19,730***

24 MONTH LEASE



\$115*



\$999 Down

NO 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# H34428

Was \$41,060 Sale Price: **\$31,517***

36 MONTH LEASE



\$207*



\$999 Down

NO Security Deposit required. Tax, title and plate fees extra.

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BUICK

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Warranty!

NEW 2017 BUICK ENCORE
PREFERRED PACKAGE

- 1.4L TURBO
- Power Seat
- Bluetooth
- 6 Spd Auto Trans
- Traction Ctrl
- StabiliTrak
- 18" Alum Wheels
- Keyless Open & Start
- 8" Color Touch Screen

Was \$25,685 Everyone Sale Price \$21,575*
\$69* WITH LEASE CONQUEST
\$109* WITH LEASE LOYALTY
\$999 DOWN • 24 MONTH LEASE • 10K
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

NEW 2017 BUICK ENCLAVE

- 3.6L V6
- Power Seat
- Power Rear Hatch
- 19" Aluminum Wheels
- 4G LTE Wi-Fi/OnStar
- Sirius/XM Radio
- 7 Passenger Seating
- Rear Park Assist
- Rear Camera

Was \$39,990 Sale Price \$33,591*
\$119* WITH LEASE CONQUEST
\$159* WITH LEASE LOYALTY
\$999 DOWN • 24 MONTH LEASE • 10K
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

NEW 2017 BUICK REGAL
SPORT TOURING

- 2.0 Turbo
- Power Heated Leather Seats
- Alum Wheels
- Fog Lamps
- Bluetooth
- Rear Back-Up Camera
- Keyless Entry
- StabiliTrak
- Dual Air Bags

Was \$29,540 Sale Price \$22,496*
0% APR FOR 72 MONTHS PLUS \$2000 AVAILABLE
\$159* WITH LEASE CONQUEST
\$199* WITH LEASE LOYALTY
\$999 DOWN • 24 MONTH LEASE • 10K
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

NEW 2017 BUICK LACROSSE ESSENCE

- 3.6 V6
- Dual Power Seats
- Heated Leather Seats
- Fog Lamps
- Apple Car Play

Was \$39,985 Sale Price \$29,953*
0% APR FOR 72 MONTHS PLUS \$2000 AVAILABLE
\$229* WITH LEASE LOYALTY OR LEASE CONQUEST
\$999 DOWN • 24 MONTH LEASE • 10K
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

NEW 2017 BUICK ENVISION
ESSENCE PACKAGE

- Heated Leather Front & Rear Seats
- Heated Wheel
- Power Rear Hatch
- Side Blind Alert
- Apple Car Play
- 4G LTE Wi-Fi

Was \$38,645 Everyone Sale Price \$31,525*
\$239* WITH LEASE CONQUEST
\$269* WITH LEASE LOYALTY
\$999 DOWN • 36 MONTH LEASE • 10K
NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

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TO EVERYONE
ON SELECT MODELS

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AVAILABLE ON SELECT MODELS
UP TO 17% OFF MSRP ON SELECT MODELS

NEW 2017 GMC TERRAIN SLE

- Power Windows/Locks
- Power Seat
- Cruise Control
- Rear Vision Camera
- 4G Wi-Fi/OnStar
- Premium Michelin Tires

Was \$28,225 Sale Price \$21,555*
\$69* 24 MONTH LEASE 10K
\$999 DOWN WITH LEASE CONQUEST. \$1999 DOWN WITH ANY GM LEASE. TAX, TITLE AND PLATES ARE EXTRA.

ALL NEW 2017 GMC ACADIA SLE

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

Was \$33,770 Sale Price \$29,588*
\$147* 24 MONTH LEASE 10K
\$999 DOWN WITH LEASE CONQUEST. \$1999 DOWN WITH ANY GM LEASE. NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

NEW 2017 GMC YUKON SLE 4X4

- Bose 9 Speaker Sound System
- 20" Chrome Wheels
- Power Lift Gate

Was \$53,995 Sale Price \$46,995*
\$359* 36 MONTH LEASE 10K
\$1995 DOWN WITH LEASE CONQUEST. \$2995 DOWN WITH ANY GM LEASE. NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

NEW 2017 GMC SIERRA 4X4
DOUBLE CAB
MIDNIGHT ELEVATION EDITION

- 20" Gloss Black Alum Wheels
- Pwr Windows/ Locks
- Deep Tinted Glass
- Blackout Grille and Trim
- Cruise

Was \$34,995 Sale Price \$29,995*
\$229* 36 MONTH LEASE 10K
\$999 DOWN WITH NON-GM LEASE IN HOUSEHOLD. \$1499 DOWN WITH GM LEASE IN HOUSEHOLD. NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA.

2017 GMC SAVANA
PASSENGER VAN

- Dual Heat & Air
- Dual 6 Way Power Seats
- Flexible 12 Pass. Seating
- HD Trailer Tow Pkg.
- Remote Start
- Rear Camera
- LT Trim
- Chrome Package

Was \$39,920 Sale Price \$35,377*
\$35,377* 6 To Choose From
WITH ANY LEASE IN HOUSEHOLD. TAX, TITLE AND PLATES ARE EXTRA.

NEW 2017 GMC SIERRA
DENALI CREW CAB 4X4

- Chrome Wheels
- Sunroof
- Heated/Cooled Leather Seats
- Bose Stereo System
- GM Spray In Bedliner
- Navigation System
- and Much More!

Was \$54,995 Sale Price \$49,995*
\$398* 36 MONTH LEASE 10K
\$999 DOWN WITH ANY LEASE IN HOUSEHOLD. NO SECURITY DEPOSIT REQUIRED. TAX, TITLE AND PLATES ARE EXTRA. BEDLINER INCLUDED.

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GM's Fleet Seeks Expansion Via New Alliance

General Motors Fleet is expanding its suite of industry-leading driver connectivity and fleet management solutions by adding Spireon to its telematics service provider roster, said GM spokesman Phil Colley.

Using the embedded OnStar 4G LTE hardware in the vehicles, Spireon will offer a customized version of its FleetLocate tool that will allow fleet operators to better manage their Chevrolet, Buick, GMC and Cadillac vehicles, beginning in May of 2017, Colley said.

Spireon's FleetLocate joins a roster of GM Fleet business solutions that includes a version of Telogis Fleet for GM and GM's own Commercial Link tool. Each solution is turnkey, scalable and can help provide cost savings by eliminating unnecessary hardware costs and limiting vehicle downtime.

"Connectivity is the future for fleets of all sizes because the opportunities to help improve safety and reduce operating costs are so great," said Ed Peper, U.S. vice president, GM Fleet. "With OnStar 4G LTE technology and sophisticated software – whether it's developed by us or by leading third-party providers – we can deliver innovative business solutions that work for any customer."

"Our customers want choices and no other automaker has the combination of services, experience and connectivity GM and OnStar offer," said Greg Ross, OnStar Business Development and Alliances director.

"The Spireon collaboration is the latest example of how we're well-positioned to adapt to our customers' ever-changing needs with both products and services."

Spireon's web-based fleet management solutions monitor vehicle and driver performance and give fleet operators insights to help them reduce fuel costs, idle time, labor, fleet mileage and maintenance-related downtime. They can also help provide insights into driver behavior, Colley said.

"FleetLocate connected by OnStar helps make it fast and easy for fleet managers to gain valuable vehicle and driver insights from their fleets wherever they are, with no installation downtime," said Kevin Weiss, CEO of Spireon. "We're excited to offer our GM customers a 'push-button' onboarding experience for FleetLocate, enhanced by exclusive diagnostics and data that only comes from OnStar."

River Rouge Looking to Create Art Community

RIVER ROUGE, Mich. (AP) – Officials in a Detroit industrial suburb are trying to lure artists and other new tenants to vacant properties across the city's central business district.

The *Detroit Free Press* reports that the effort is part of a new initiative in River Rouge to create a vibrant art community.

The area has seen its industrial base slowly erode and is still recovering from a three-year bridge closure that cut off vehicle traffic.

City officials are planning to offer a bus tour of River Rouge for the Russell Industrial Center's former tenants, who recently were left in limbo after Detroit ordered the center closed.

River Rouge officials are also compiling lease, tax, ownership and other information about available properties to make it easier for anyone to rent or buy in the city.

OPEL AND VAUXHALL: A RETROSPECTIVE

1899 – First Opel; 1929 – GM Becomes Major Shareholder

GM's sale of the Opel and Vauxhall brands to the French company PSA Group ends a long tradition of GM operating on the continent of Europe.

Here is a brief history of GM in Europe:

- 1862 – After years of employment as a journeyman metalworker, Adam Opel goes into business in his hometown of Rüsselsheim: he builds his first sewing machine, laying the foundation for the Opel company.
- 1886 – By entering the booming business of bicycle manufacture, Opel secures a second foothold for his company. In less than 40 years, Opel becomes the world's largest bicycle producer.
- 1895 – Adam Opel dies at the age of 58.

• 1899 – “Opel Patent Motor Car, System Lutzmann” is the name given to the first Opel automobile. It marks the beginning of production in Rüsselsheim, and forms the basis for building the first utility vehicles.

• 1901 – A contract is finalized with the French manufacturer Alexandre Darracq, authorizing Opel to produce Darracq automobiles under license. Opel builds its first motorcycle.

• 1902 – The first Darracq chassis are outfitted with Opel bodies in Rüsselsheim. The vehicles are marketed under the brand name Opel Darracq. The first model built entirely by Opel, with a newly developed 10/12 hp, two-cylinder engine, is completed in fall of the same year.

• 1903 – Opel develops its first four-cylinder engine, with 20/24 hp output.

• 1906 – The one-thousandth Opel automobile leaves the factory. Opel establishes a branch factory in Berlin.

• 1907 – Opel is awarded the Kaiser's Prize for the best German automobile and is designated purveyor to the court.

• 1909 – Opel introduces an affordable compact car. The 4 kW (8 hp) two-seater, designed for customers who place great importance on dependability, becomes known as the “Doktorwagen” (Doctor's Car).

• 1910 – A modular production system is implemented: prefabricated car bodies are combined with various chassis and engines.



The Opel Kadett family – driven from 1937 to 1991.

• 1911 – With a 6/16 hp model, Opel adopts the new “torpedo” body form. Sewing-machine production ends with the manufacture of the one-millionth unit.

• 1912 – Opel celebrates its fiftieth anniversary. The tenthousandth Opel motorcar rolls out of the plant. A new flagship model is introduced: a substantial 40/100 hp four-cylinder vehicle.

• 1916 – In a 18/50 hp model, Opel introduces its first six-cylinder engine, with a displacement of 4.7 liters.

• 1924 – Investing one million gold marks, Opel completely modernizes its automobile production. The Rüsselsheim plant is the first German manufacturer to introduce the high-volume production methods of the future, including assembly-line processes.

The first car to roll out of the updated plant: the legendary 4/12 hp model, best known as the “Laubfrosch” (Tree Frog), in reference to its green body paint and protruding headlamps.

• 1926 – Thanks to state-of-the-art production methods and strong demand, the price for the “Tree Frog” sinks from its original 4,500 marks to 2,980 marks, eventually dropping as low as 1,990 marks. This makes automobiles affordable for even broader sections of the public.

• 1928 – With a market share of 37.5 percent, Opel is by far the largest German carmaker. In preparation for an alliance with General Motors, the company is converted into a listed stock corporation.

A new flagship model is christened: the Regent Limousine, powered by a 24/110 hp, eight-cylinder engine.

• 1929 – General Motors acquires 80 percent of shares in the company Adam Opel AG for just under 26 million dollars, becoming majority stockholder.

• 1931 – The Rüsselsheim plant builds the first “people's automobile,” an affordable vehicle equipped with a 1.2-liter engine. Between 1931 and 1935, 100,000 units are built – a volume never before reached with a single model in Germany.

General Motors acquires the remaining 20 percent of shares in the Opel corporation.

• 1935 – Opel unveils the Olympia, Germany's first mass-produced car with an all-steel integral body and frame. Advantages: low weight, greater passive safety and improved aerodynamics.

Truck production facilities officially open in Brandenburg. The new plant, which began building trucks as early as November 1934, boasts an annual capacity of 25,000 Blitz models.

Opel becomes the first German carmaker to manufacture more than 100,000 vehicles per year.

With the P4, Opel introduces a compact car at an unbeatable price.

• 1937 – The company focuses on automobile manufacture, selling its bicycle production to NSU – after building 2.6 million bicycles. The Opel Admiral, the new flagship powered by a 3.6-liter six-cylinder engine, is unveiled.

• 1951 – Production of the third postwar generation of the Opel Olympia begins on the assembly lines in Rüsselsheim.

• 1956 – The two-millionth Opel, a Kapitän, leaves the plant.

• 1962 – Opel celebrates its one-hundredth anniversary. A plant opens in Bochum for production of the new Opel Kadett.

• 1966 – The Bochum plant celebrates a milestone: the one-millionth Kadett leaves the assembly lines. The Rekord C goes into production, and the legendary Rallye Kadett is introduced to the market.

• 1971 – The ten-millionth Opel rolls off the assembly line in the Rüsselsheim plant. The Rekord D goes into production, also in Rüsselsheim. The Commodore GS/E with electronic fuel injection goes into production.

• 1982 – A new plant is commissioned in Saragossa, Spain, for the production of the Opel

Corsa. The compact model rapidly advances to become the best-selling vehicle in its class.

• 1983 – Opel's 20-millionth vehicle, a Senator, leaves the Rüsselsheim production facilities.

1989 – The Opel Calibra is launched, with a world-best drag coefficient of 0.26. The 25-millionth Opel rolls off the production line in Rüsselsheim.

• 1991 – After years of outstanding performance on the road and in the market, Kadett production comes to an end. Its successor: the Astra. The company launches its first off-road vehicle, the Frontera, which becomes European market leader in its class within a year.

• 1994 – The off-road vehicle Opel Monterey and the light utility vehicle Campo Sports Cap are launched.

• 1996 – Production of the Cadillac Catera, based on the Omega, begins in Rüsselsheim.

• 1998 – Expansion continues in the commercial vehicle sector with the Movano. New Astra models go into production.

• 1999 – The 50-millionth Opel, an Omega, rolls off the assembly line in Rüsselsheim. With the Zafira, Opel launches a new class of compact vans, featuring the widely versatile interior concept Flex-7.

• 2009 – The global economic crisis affects GM and Opel.

Vauxhall and Its British Heritage

The sale of Vauxhall by GM to the French-based PSA Group is just the latest event in the company's long history.

Here are some of the historical highlights for Vauxhall:

• 1903 – The first-ever Vauxhall car was the 6HP with its slow-revving single cylinder engine and a chassis that was Forward Thinking – amalgamating the chassis and lower body into a composite steel-and-wood structure.

• 1908 – The A-type grew out of the Y-type prototype that beat Rolls Royce on a 200-mile speed test at the newly opened Brooklands track, laying more foundations for a dynasty of sporting Vauxhalls. The A-type sported a wide range of formal, touring and sporting coachwork.

• 1910 – The Prince Henry, with its distinctive pointed radiator was the most famous Edwardian Vauxhall of all.

• 1923 – With its overhead valve engine, the Vauxhall E-type 30-98 became the fastest catalogued car in Britain. Bodies included an elegant 4-seat Velox open tourer and a dramatic nautical-looking ‘boat-tailed’ Wensum with polished wood paneling.

• 1925 – General Motors buys

Vauxhall for \$2.5 million in a deal encouraged by GM President Alfred P. Sloan Jr. The first Vauxhall made under GM was a short-wheelbase 21HP model.

• 1930 – GM's policy of widening Vauxhall production took effect with the introduction of the Cadet at the 1930 Motor Show. It boasted leather trim, and a smooth 6-sylinder engine. Noting its American GM parentage, *Motor Sport* magazine said, “It is meant to be driven by lazy people with a long way to go.”

• 1938 – A notable milestone in automotive engineering, the Vauxhall Ten-Four was the first British car with unitary construction. It also came with torsion bar independent suspension and hydraulic brakes. Not surprisingly, it sold 10,000 units inside five months.

• 1939-1945 – Four years of work was compressed into one in the design and development of Vauxhall's war-time production tank – the Churchill Marks III.

• 1948 – The first proper postwar Vauxhalls were the 6-cylinder Velox and 4-cylinder Wyvern, sharing a common body shell with its ‘alligator’ bonnet-opening.

• 1963 – Vauxhall had never made anything so small, yet the

Viva's 1057cc engine found huge success. It was cheap to make, cheap to run, simple, reliable and strong. And of course, the early HA Viva gave way to HB and HC, which lasted until 1979 after a 640,000 production run.

• 1975 – The most important, and one of the most successful, Vauxhall cars ever launched, Cavalier started life in 1975, and quickly became one of Britain's best-selling and best-loved cars.

By the time Cavalier III bowed out in 1995, it had debuted ‘platform’ engineering, and SRI sporting models, 4x4 traction and the first V6 Vauxhall engine, and overseen the end of Opel/Vauxhall dual branding in the United Kingdom.

• 1980 – The all-new Astra, Vauxhall's first transverse-engined, front-wheel-drive car, made a quiet introduction, considering what a huge success it would later become. Only the 5-door models were launched at first and there was no Astra diesel until 1982. In 1988, the 16v Astra GTE debuted, a car with direct lineage to the Astra hot hatches of today.

• 1982 – Built in Zaragoza, Spain, the new Vauxhall Nova, was a long time coming (after a first design phase in 1976), yet



1980 Vauxhall Astra

Vauxhall produced almost 500,000 units before the Corsa came along some 11 years later.

• 1987 – The new 1987 Carlton II (Car of the Year) and the beautifully appointed Senator took Vauxhall into a new era of executive transport. In 1989, the Lotus Carlton raised more than a few eyebrows, not just with its \$48,000 price tag, but Lotus-developed suspension, 377hp twin-turbo straight-six and 176mp top end.

• 1993 – By 1993, the small car sector was ready for a mould-breaking new entrant, and the new Corsa brought features like power steering, anti-lock brakes and a car alarm – all available.

• 2005 – The launch of Vaux-

hall VXR and a list of Vauxhall cars that have all gained status with enthusiasts and press alike. In the same year, journalists name the 1.3 CDTi ECOTEC powerplant “Engine of the Year 2005.”

• 2008 – With its design and sophisticated technology, Insignia's launch led the way for a series of new cars that pushed Vauxhall brand values further than ever before.

• 2012 – In the gloomy European automotive market of 2012, Vauxhall introduced six new models – Zafira Tourer, Mokka, ADAM, Astra VXR, Combo Van and Ampera, the revolutionary extended-range electric vehicle (E-REV).



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