



L-r, Jim Danahy, GM director Engineering - Chassis; Guttilla; Multimatic CEO Peter Czapka; and Kiefer.

## GM Celebrates its Top Suppliers

General Motors recognized 118 of its best global suppliers during its 25th annual Supplier of the Year awards ceremony on March 31 in Orlando, Fla.

GM recognized more suppliers this year than in any year since the first Supplier of the Year event, said GM spokesman Nick Richards.

Automotive suppliers from 15 countries received GM's Supplier of the Year award for going above and beyond GM's requirements, providing customers with the most innovative technologies and the industry's highest-quality vehicles.

More than half of the suppliers were repeat winners from 2015, including global filter supplier Mann+Hummel, which received the exclusive Silver Anniversary Award for consistent performance. It has been named a Suppli-

## GM Boasts of Strong March Vehicle Sales

March was a good month for General Motors, saleswise.

GM, which grew its retail sales faster than any other full-line automaker in 2016, outpaced the industry once again in March. The company also gained retail share in the first quarter of 2017, said GM spokesman Jim Cain.

"The economy is strong and we see more growth ahead for our brands," said Kurt McNeil, U.S. vice president of sales operations. "More people are working, consumer confidence is at a 16-year high, fuel prices are low and Chevrolet, Buick, GMC and Cadillac have a wave of new crossovers to compete in the industry's biggest and hottest segments."

At Buick, crossovers are expected to account for more than 75 percent of retail deliveries in 2017, up from 66 percent in 2016, driven by the Encore, Envision and Enclave, Cain said.

GMC, which has the highest average transaction prices (ATPs) of any non-luxury brand, will launch the all-new 2018 Terrain in late summer, complementing the

er of the Year 22 times in the program's 25-year history, Richards said.

"We have the privilege to work with and recognize the industry's most capable suppliers," said Steve Kiefer, GM vice president, Global Purchasing and Supply Chain. "Through their valued partnership, we will continue to deliver the products, services

and experiences our customers deserve."

In addition to naming its top suppliers, GM recognized AGM Automotive, LLC; Comau, LLC; LG Chem; LG Electronics, Inc.; Magna Exteriors; Means Industries; Multimatic; and Sam Shin Chemical Co. with the Innovation

CONTINUED ON PAGE 4

## New Technologies Make Better Seating Possible

When people think about what they want in their cars, nice seats tend not to be the first thing they think of, but when a seat is uncomfortable, people really notice.

Bonny Thomas is a seat comfort engineer for Fiat Chrysler and she spoke about the importance of car seats at last week's 2017 Society of Automotive Engineers (SAE) World Congress at Cobo Center.

"Cars today have all kinds of technology that do all sort of things, but at the end of the day they still have to have comfortable seats," Thomas said. "Don't think for a second that the OEMs take seats for granted. They have invested time and money and energy making sure that our seats have a broad appeal to people with a variety of different body types."

Thomas said that in the 1950s even the front seats of vehicles were bench seats. Now they are always bucket seats. Another change from the 1950s is the shape of the average American.

"Body shapes have changed in the past few decades," Thomas said. "In the 1980s we took a lot of data about body shapes, and even since then body shapes have changed. That data doesn't



Jennifer Badgley

reflect how people are right now. Keeping up with that is a challenge."

Another challenge OEMs face, Thomas said, is what people expect from seats. The standard of comfort people demand from even the less expensive vehicles is much higher than in the past. So cost becomes a factor.

While seat adjustment technology has come a long way, OEMs have to be careful that they don't make systems too complicated.

"You want to be able to finely tailor to an individual's personal

CONTINUED ON PAGE 3



Mascarenas, Bahash, Goldstein, Weinert, Holland and Kotagiri talk about developing innovative corporate cultures at an SAE panel discussion.

## Developing Innovative Strategies Key to Auto Success

by Jim Stickford

The auto industry is changing and it's innovate or die. And that was one of the major topics of discussion at 2017 Society of Automotive Engineers (SAE) World Congress held in Cobo Center last week.

At a panel discussion titled "Establishing a Culture of Innovation" experts from several large auto companies and auto suppliers talked about new processes of innovation.

The panel was chaired by Paul Mascarenas, a special venture partner at Fontinalis Partners. The panelists were Jim Holland, vice president, Vehicle Component and Systems Engineering for Ford; Lisa Bahash, senior vice president, Automotive and Transportation at Jabil Engineering Solutions; Viv Goldstein, director of Innovation Acceleration at GE; Mike Weinert, vice presi-

dent of Advanced Technology & Engineering for Deere and Company; and Swamy Kotagiri, president of Manga Electronics, and executive vice-president and chief technology officer for Magna International.

Mascarenas started off the discussion by asking the question what exactly is a corporate culture of innovation. Goldstein said that at GE it's about creating things that are both new and valuable. That requires a corporate culture dedicated to supporting innovation. And that isn't easy.

"You can't say to people now you can wear jeans, be more innovative," Goldstein said. "To drive innovation we look at two things, mind set and the mechanics."

Mind set deals with how they bring together people in an environment that is creative and where it's safe to fail. Mechanics deals with the process of turning

new ideas in viable commercial products. GE is still a business, Goldstein said.

Kotagiri agreed with Goldstein that letting people know it's OK to fail is important. But it's also important to fail fast and cheap.

"You have to be able to move fast when an idea works," Kotagiri said. "We create islands of innovation within the large corporate structure. And when a creative idea is being brought to fruition, we provide the people with the help they need. That could be legal, or financial or logistical."

Holland said that experimentation is important. And so is being able to move an idea through the development cycle quickly. That's not always easy at Ford.

Mascarenas said it's important not to have one group that's considered the innovators and another group that just slogs through doing their jobs. How

does a company be inclusive in generation new ideas.

Bahash said that's an interesting area of conversation because she's seen a lot of situations where R&D have come up with ideas where they then have to try to sell those ideas to the corporate suits.

She said it's important to think about what is driving change within the industry and develop products along that line. What a company wants to avoid is trying to adapt products to a changing markets. That can be hard when a company has financial requirements - coming up with something new while still meeting the current needs of clients.

Weinert said it all comes down to leadership. The bosses need to understand that innovation requires risk and people that will put themselves out there.

CONTINUED ON PAGE 6



## Tech Center News®

31201 Chicago Road South  
Warren, Michigan 48093

586-939-6800

Contact us:  
Info@TechCenterNews.com

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

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

Tech Center News is a registered  
trademark of Springer Publishing Co.

www.TechCenterNews.com

## TARDEC Working On Ways to Test Technology

AM General and the U.S. Tank Automotive Research Development and Engineering Center (TARDEC) have entered into a new partnership to develop and demonstrate an autonomous driving vehicle that may revolutionize how soldiers, sailors, airmen and Marines, along with equipment and supplies, are transported inside U.S. military facilities, said AM General spokesman Jeff Adams.

Under the Applied Robotics for Installations and Base Operations initiative (ARIBO), AM General and TARDEC are currently developing an autonomous vehicle, with demonstrations expected to begin this Spring at the U.S. Military Academy, West Point, Adams said.

The ARIBO program allows current civilian robotics technology to be examined in vehicles in a semi-controlled environment such as military bases like West Point which have restricted roads, predefined routes and restrictive operations for favorable conditions.

The program's aim is to advance the state of military robotics while simultaneously addressing U.S. military base needs by creating reliable military robotic technology and reducing operational and personnel costs, Adams said.

"The American-made AM General vehicle is ideally suited for this initiative which will demonstrate the ability to augment the Academy's existing transportation system, which consists of a 24/7 shuttle service transporting cadets and other military personnel to/or from the Academy hospital," said AM General Executive Vice President, Kevin Rahrig.

"Imagine what having a fully autonomous wheelchair accessible vehicle would mean to individuals with disabilities. This partnership with the Army could be the first step in transforming transportation for millions of people."

During testing, the autonomous program at West Point will examine:

- Vehicle safety, performance and reliability;
- Acceptance of robotic technologies by government users and non-users;
- Time and money savings;
- Energy efficiency;
- Navigation and mapping ability.

"The West Point demonstration uses AM General's vehicle to not only demonstrate an autonomy kit, but to highlight the idea of robotics for military and civilian use," said Alex Jimenez, project leader for TARDEC's ARIBO program.

"The best robotic systems in the world will not find traction until users are comfortable with the systems. West Point is a prime location to address the acceptance aspect of robotics by having future Army leaders see and experience these robotics first hand."



Students and faculty advisers from eight selected AutoDrive Challenge universities pose alongside a Chevrolet Bolt EV they will work on.

## GM Works with Business, Academia on Autonomous Tech

Business and academia got together at the 2017 Society of Automotive Engineers (SAE) World Congress meeting last week at the Cobo Center.

SAE International and General Motors revealed the eight North American universities who will compete in the upcoming AutoDrive Challenge.

This new autonomous vehicle design competition is a three-year challenge to develop and demonstrate a fully autonomous passenger vehicle. The competition's technical goal is navigating an urban driving course in an automated driving mode as described by SAE Standard (J3016) level 4 definition by Year 3, said GM spokesman Chris Bonelli.

The universities are:

- Kettering University;
- Michigan State University;
- Michigan Tech;
- North Carolina A&T University;
- Texas A&M University;
- University of Toronto;
- University of Waterloo;
- Virginia Tech.

"SAE International is excited to expand our partnership with GM to build the future STEM workforce through the AutoDrive Challenge," said Chris Ciuca, director of Pre-Professional Programs at SAE International. "Building on our success through programs like Formula SAE, the AutoDrive Challenge launches a

new platform to engage industry and academia in working towards a common goal of preparing the brightest young minds for the future of autonomous technologies."

Throughout the three-year competition, students will focus on autonomous technologies and allow for modification and testing, Bonelli said. They will work with real-world applications of sensing technologies, computing platforms, software design implementation and advanced computation methods such as computer vision, pattern recognition, machine learning, artificial intelligence, sensor fusion and autonomous vehicle controls.

"GM is very excited to work closely with these eight universities over the next three years," said Ken Kelzer, GM vice president of Global Vehicle Components and Subsystems. "The stu-

dents and faculty at these schools bring deep knowledge and technical skills to the competition. We are proud to help offer these students the hands-on experience necessary for them to make an immediate impact on the automotive world when they graduate."

GM will provide each team with a Chevrolet Bolt EV as the vehicle platform, Bonelli said. Strategic partners and suppliers will aid the students in their technology development by providing vehicle parts and software. Throughout the AutoDrive Challenge competition cycle, students and faculty will be invited to attend technology-specific workshops to help them in their concept refinement and overall autonomous technical understanding.

Beginning in fall 2017, Year 1 will focus on concept selection for university teams by having

them become familiar with sensing and computation software. They will be tasked with completion of a concept design written paper as well as simple missions for on-site evaluation, Bonelli said.

These simple missions can include straight roadway driving and object avoidance/detection. The Year 1 final competition will be hosted at GM's Desert Proving Ground in Yuma, Arizona.

In Year 2 the teams will refine their concept selections into solid system developments and will have more challenging dynamic events for testing on-site, including dynamic object detection and multiple lane changing.

Year 3 will culminate with final validation of design and concept refinement. They will navigate complex objectives of on-site testing, including higher speeds, turnabouts and moving object detection.

Banquet Facility

# Royalty House

Proudly Family Owned for 40 Years

Seating Accommodations for 80-1200

"Experience the Elegance with Royalty"

**(586) 264-8400**

www.royaltyhouse.com • royalty@royaltyhouse.com

## GARY THE PLUMBER

**SERVICE REPAIRS REPLACEMENT HOME • BUSINESS**

**COMPLETE DRAIN CLEANING**

**24/7 EMERGENCY SERVICE AVAILABLE**

**586.775.4324**

**EMER. 586.524.4832**

**N O W   S H O W I N G**

# How To Maximize Your Retirement Readiness

Learn How To Get The Most From Your Retirement Savings

**COMPLIMENTARY RETIREMENT READINESS KIT**

**RETIRE SMARTER**

Visit [KaydanWealthPresents.com](http://KaydanWealthPresents.com) to download your Retirement Kit today!

**KAYDAN**  
WEALTH MANAGEMENT

329 W. Silver Lake Road, Fenton MI 48430 | 810-593-1624 | [KaydanWealthManagement.com](http://KaydanWealthManagement.com)

Kaydan Wealth Management, Inc. is not a registered broker/dealer, and is independent of Raymond James Financial Services. Securities are offered through Raymond James Financial Services, Inc. Member FINRA/SIPC. Investment Advisory Services are offered through Raymond James Financial Services Advisors, Inc. and Kaydan Wealth Management, Inc.



## Tech Center Employees Preparing for Kids' Day

The children of Tech Center employees will have the opportunity to see just what it is that their parents do.

April 27 is Kids/Earth Day at the Tech Center, said Katie Murphy, an Engineering Group manager who works out of the Tech Center.

"Kids/Earth Day are celebrated at different GM sites annually," Murphy said. "At the Tech Center we will be hosting different events around the campus. They will educate the kids about the environment and let us show our children just what we do."

There will be different STEM events that are designed to encourage children to consider STEM careers, Murphy said. There will be vehicles on display around the campus.

"We have something called the 'Makers Fest,'" Murphy said. "People bring things they've made outside of work and show the children what they've done. Last year we had a bicycle, guitar and flying drone. The makers sit and explain to the children how they made the various items. It gives parents a chance to be cool."

Murphy is also a member of Club GM, and that organization will be raffling off about 60 gift bags that contain various items, including Nerf guns, Barbies and model cars.

"We at the club go around to

local businesses and seek donations of items," Murphy said. "We then raffle off the bags. All the money raised from our different efforts throughout the year go to charity. In this case, the money raised from the raffle goes to the Clinton River Watershed Council."

Visiting children will also be educated about environmental issues, Murphy said.

There will be special displays informing children about the various different plants around the Tech Center Campus, Murphy said.

"We will also have bee hives set up and the children will be told about the role bees play in the life cycle of plants," Murphy said. "We'll even let the kids try on the bee suits beekeepers use. The kids will wear the suits, but we will keep them away from the hives."

"I'm allergic to bee stings, so I've never had the urge to try on a suit, but I understand that kids do."

Club GM will also be selling the 2017 Earth Day t-shirts.

"Every year we seek out Earth Day design submissions from children," Murphy said.

"We have a bunch of people get together and judge the designs. The one picked is turned into a t-shirt and it's that shirt that Club GM sells on Kids/Earth day."



Chevrolet and baseball have returned to downtown Detroit this spring.

## Chevy Steps Up to Plate at Comerica Park

It's spring and that means baseball and Chevrolet are returning to Comerica Park.

They are celebrating Opening Day of the Major League Baseball (MLB) season by placing this year's showcase vehicles a top the fountain at Comerica Park, said GM spokeswoman Afaf Farah. A new 2018 Equinox and a 2018 Silverado 2500HD will sit high above the Chevrolet Fountain behind center field for the coming baseball season.

"Chevrolet is proud to help kick off the 2017 MLB season by continuing the tradition of show-

casing our vehicles in the center field fountain at the home of the Detroit Tigers," said Paul Edwards, U.S. vice president, Chevy Marketing. "This year, we have chosen to display the all-new Equinox and the HD Silverado because they are among the most versatile, durable and capable vehicles in the Chevrolet lineup and we know that they are tough enough to withstand the unpredictable Michigan weather."

Chevrolet has sponsored the fountain, which features an array of water displays and the sound of a tiger growling after each De-

troit home run, for the last eight seasons, Farah said. The brand displays vehicles from its lineup each year.

"We greatly value our partnership with Chevrolet," said Tigers V.P. of Corporate Partnerships, Steve Harms. "The Chevrolet Fountain is a symbol of our community, and a representation of its hard working people. The Chevrolet Fountain is an iconic focal point within Comerica Park, and is truly one of the most unique branding locations of any ballpark in Major League Baseball."

## Seating Foundation of Vehicle Designing

CONTINUED FROM PAGE 1

preferences," Thomas said. "But if you make a system too complicated, people will just quit in frustration because there are so many buttons and switches they will have to use. When that happens, nobody wins. Not the customer and not the OEM."

Seat technology has gone from the electric in the 1990s to the electronic today, Thomas said. And that creates its own problems. This technology has a physical presence that has to be taken into account. A seat has to fit properly into a car, and the seat technology has to properly fit into the seat.

That requires great effort on the part of both seat designers and seat engineers.

And, Thomas said, there are changes in consumer preferences. In the past, softer seats were more popular, but it seems that consumers are now preferring stiffer seats.

But with the addition of better engineering and new technology, OEMs have been able to expand

the range of adjustments possible for a seat and thus more people can enjoy the comfort.

"As late as the 1970s, women and shorter men used to have to put a pillow behind their backs so that they could reach a car's pedals," Thomas said. "That's changed."

Jennifer Badgley, a comfort release engineer who works out of the GM Tech Center, spoke on the same panel as Thomas. She said that seat engineers must also work with body engineers and designers because of outside factors.

"Lightweighting is very important," Badgley said. "One of the ways to make a vehicle lighter is to make it narrower, thus reducing the overall size of the vehicle. That means seats have to be smaller at a time when people aren't getting less wide."

Part of Badgley's job is to work with vehicle designers in the early design process of new models to make sure that the seats fit the vehicle.

And part of that job means finding out what kind of niche

the vehicle is aimed at. A Cadillac has different requirements than a Cruze.

"When talking about seats, you're talking about design, engineering and marketing," Badgley said. "When people don't like a seat they will use every line available on a survey form to let you know."

Fortunately, Badgley said, Computer Aided Engineering (CAE) technology makes it possible to develop a variety of different seating systems in a computer. So technology makes it possible to design seats with the latest seating technology.

### CJ'S BBQ

#### DELI & CATERING

*Our chefs create something exciting every day...*

**From Party Trays to Full Buffets - WE DO IT ALL!**

Deli Sandwiches & Hot Bar Available All Day  
Homemade Soups  
Fresh Baked Bread

*"Catering For Your Event... At Your Place Or Ours"*  
seating up to 75

**6177 Chicago Road • WARREN (West of Van Dyke)**  
**586-825-0067**  
[www.cjscompanystore.com](http://www.cjscompanystore.com)  
HOURS: M-Sat. 10-3 • Closed Sun.

**FIRST CHOICE**

**DELUXE OIL CHANGE SPECIAL**  
Up To 5 Qts. Of Oil Lube & Filter  
No Disposal Fee  
**\$23<sup>36</sup>**  
Valvoline  
Includes topping off fluids 4-30-17

**MUFFLER & BRAKE SERVICE**  
23252 VAN DYKE  
3 Blocks North of 9 Mile  
HOURS: Mon.-Fri. 7:30am-5pm; Sat.-Closed

**WARREN • 586-757-7203**

**RADIATOR POWER FLUSH & FILL COOLANT SYSTEM**  
Extended Life Coolant & G05 Extra  
**\$79<sup>95</sup>**  
Most F.W.D. U.S. Cars • In-store offer ends 4-30-17

**BRAKE SPECIAL**  
**\$229<sup>95</sup>** • Front Premium Disc Brake Pads • 2 New Front Rotors • Labor Included  
Most F.W.D. U.S. Cars • In-store offer ends 4-30-17

**Check Our Price on Tune Ups, Water Pumps, Heater Cores & Other Repairs**

**MAKE US YOUR FIRST CHOICE**

## Chicken Shack

CHICKEN SHACK REWARDS PROGRAM!

10% Off Every Order!!

Plus

**EARN REWARDS**

FREE BROWNIE on your next visit just for signing up.  
5% SPEND LIKE CASH Rewards on every dollar spent.  
Get a Special Reward on your BIRTHDAY.

**SIGN UP OPTIONS**

1. Ask for a Rewards Card and TEXT "JTCSHACK" to 55678 with your smartphone to Register.  
OR  
2. Ask for a Rewards Card and Register your card ONLINE at [www.CMSLoyalty.com](http://www.CMSLoyalty.com) (Web address is on the back of the card as well).

Check your Rewards Balances, Transactions, and Update Your Profile at [www.CMSLoyalty.com](http://www.CMSLoyalty.com).

**SPECIAL PROGRAMS FOR:**  
Union Members and Local Business Groups. (Ask Your Server)

### WEEKDAY SPECIALS

- Monday - Buy One Chicken Dinner Get One 50% OFF\*
- Tuesday - Buy One Combo Dinner Get One 50% OFF\*
- Wednesday - Buy One Rib Dinner Get One 50% OFF\*
- Thursday - Buy One Tender Dinner Get One 50% OFF\*
- Friday - Buy One Wing Dinner Get One 50% OFF\*

**CHICKEN SHACK STERLING HEIGHTS**  
**16 Mile & Van Dyke**  
37010 Van Dyke • [www.chickenshack.com](http://www.chickenshack.com)  
Located in the Crossroads Shopping Center in front of Home Depot  
**586-276-0788**  
\*One Discount Per Order. Good Until 5.5.17. Valid at 16 Mile & Van Dyke Location Only.



# buff whelan chevrolet, where the CUSTOMER IS NUMBER 1

OVER 1,000  
New Chevrolets  
in Stock!



CALL  
JEFF CAUL  
586-274-0396

## 2017 CHEVY CRUZE LT

**\$88+ TAX WITH \$0 DOWN**  
24 MTH LEASE  
10,000 MILES

WITH LEASE CONQUEST • NO SECURITY DEPOSIT REQUIRED  
Equiped with Power Locks, Power Windows, Power Mirrors, Keyless Entry, Back-Up Camera, Bluetooth and More...



## 2017 CHEVY SILVERADO LT

**\$232+ TAX WITH \$0 DOWN**  
24 MTH LEASE  
10,000 MILES

WITH LEASE CONQUEST • NO SECURITY DEPOSIT REQUIRED  
Equiped with Power Locks, Power Windows, Remote Start, Power Seats, Back-Up Camera, Hitch, Locking differential, XM Radio, OnStar and More...

## 2017 CHEVY EQUINOX LS

**\$78+ TAX WITH \$0 DOWN**  
24 MTH LEASE  
10,000 MILES

WITH LEASE CONQUEST • NO SECURITY DEPOSIT REQUIRED  
Equiped with Power Locks, Power Windows, Power Mirrors, Keyless Entry, Back-Up Camera, Bluetooth, OnStar, XM Radio & More...



## 2017 CHEVY TRAVERSE LS

**\$118+ TAX WITH \$0 DOWN**  
24 MTH LEASE  
10,000 MILES

WITH LEASE CONQUEST • NO SECURITY DEPOSIT REQUIRED  
Equiped 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!

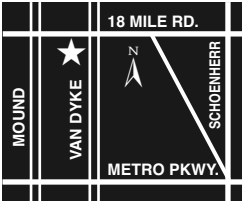
Van Dyke • South of 18 Mile • Sterling Heights



**Jeff Caul**  
**586-274-0396**



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 lease assume that you qualify for 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. Due to advertising deadlines prices and programs subject to change. All deals expire 05/01/2017

# GM Holds Special Dinner Honoring Top Suppliers

CONTINUED FROM PAGE 1

Award for the following reasons:

- AGM Automotive, LLC of Troy – implementing a hands-free liftgate with integrated logo lamp, featured on the 2018 Chevrolet Traverse.
  - Comau, LLC – creating a flexible robotic body assembly framing system for Pre-Production Operations, improving future vehicle launch quality.
  - LG Chem and LG Electronics, Inc. – integrating a 60-kWh lithium-ion battery pack in the award-winning Chevrolet Bolt EV.
  - Magna Exteriors — developing a multiaxial laser cutting and welding process on painted thermoplastic, enabling lighter weight design of the 2017 Chevrolet Camaro ZL1 fascia.
  - Means Industries of Saginaw – creating a selectable one-way clutch, resulting in more efficient packaging of the new Hydra-Matic nine-speed front-wheel-drive transmission.
  - Multimatic has its U.S. sales and engineering headquarters are in Southfield – enhancing the DSSV position sensitive spool valve damping technology for the first-ever application in an off-road truck, in the Chevrolet Colorado ZR2.
  - Sam Shin Chemical Co. – developing an innovative material layering process with its 3-D fantastic grille on the Chevrolet Bolt EV.
- Michael Guttilla, global vice

president of sales for Multimatic, said this has been one of the most rewarding projects Multimatic has done with GM because of the collaboartive nature of the work, from purchasing through engineering.

“It required us to break down barriers and work together in a new way, which made it very easy to bring our best technology to the table,” Guttilla said. “It started with an idea from GM engineers – take Multimatic Formula One suspension technology and apply it to an ‘off-roadable’ performance pickup truck. In this case the Chevy Colorado ZR2. When this truck hits the market, it’s going to absolutely be a killer in the segment.”

GM also honored three companies – Aisin AW Co., Ltd.; ConForm; and Kautex – with its Overdrive Award. The award, first given in 2012, recognizes supply partners for extraordinary leadership in cultural change and commitment initiatives that drive exceptional business results for GM.

The Supplier of the Year Overdrive and Innovation award winners were chosen by a global team of GM purchasing, engineering, quality, manufacturing, and logistics executives, Richards said. Winners were selected based on performance criteria in Product Purchasing, Indirect Purchasing, Logistics, Customer Care and Aftersales.

# GM Has Strong March Sales

CONTINUED FROM PAGE 1

redesigned Acadia that went on sale in late summer 2016.

Cadillac will benefit from a full year of production of the new XT5 crossover, which is now the second best-selling vehicle in its segment.

Chevrolet, which grew retail market share in 2015 and was the industry’s fastest-growing brand in 2016, is particularly well positioned. Chevrolet had its best March and first quarter retail sales since 2007.

“Chevrolet will have the industry’s broadest and freshest lineup of utility vehicles led by the all-new 2018 Equinox and Traverse, plus we have a unique three-truck pickup strategy and a dominant position in large SUVs,” McNeil said.

“We also have a first-mover advantage in many segments. It will be years before key competitors are able to launch rivals to the Chevrolet Bolt EV, Colorado and Trax.”

Highlights (vs. 2016) First Quarter Overview:

- GM’s retail sales were 546,838 units, up 1.9 percent, and retail market share was up 0.2 percentage points to an estimated 16.8 percent. The gains were primarily driven by crossovers, which were up 21 percent. Truck deliveries were up half a percentage point.
  - Commercial deliveries were up 4 percent, and daily rental deliveries were down 8 percent, or about 6,000 units. Total fleet sales were down 3 percent.
  - Total sales were 689,521 units, up 1 percent, and market share was up an estimated 0.3 percentage points to an estimated 16.7 percent.
  - Average transaction prices were approximately \$34,000, in line with last year’s first quarter.
- March Overview:
- Retail sales were 203,113 units, up 5 percent, and market share was up 0.6 percentage points to an estimated 16.1 percent.
  - Total sales were 256,224 units, up 2 percent, and market share was up an estimated 0.4

percentage points to 15.9 percent.

- Commercial deliveries were up 3 percent driven by a 67 percent increase in Malibu deliveries and strong pickup and large van sales. Daily rental sales down 18 percent, or more than 5,100 units. Fleet sales were down 9 percent.

Brand Highlights (vs. 2016):

- Chevrolet crossovers on a retail basis in March, the Trax was up 51 percent, the Equinox was up 26 percent and the Traverse was up 24 percent.
- For the quarter, Trax retail sales were up 54 percent, the Equinox was up 16 percent and the Traverse was up 7 percent.
- Bolt EV sales in the quarter were 3,092 units, with limited availability. The days to turn is exceptionally low at 14 days.
- Cadillac XT5 retail sales in March were 22 percent higher than the outgoing SRX, and ATPs were about 9 percent higher.

# Baltimore Latest City to Receive Maven Service

BALTIMORE (AP) – General Motors is launching its Maven car-sharing service in Baltimore.

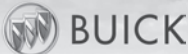
The Baltimore Sun reports that starting March 5, a fleet of 40 Chevrolets and GMCs can be rented at 20 locations across the city.

The service, already available in cities like Washington and New York, uses a mobile application to display the make, model and pricing of the available cars at lots around the city. Users submit their credit card and driver’s license information, and the app uses Bluetooth to let them unlock and start the reserved cars.

Vehicles may be rented by the hour or day. There are no membership or application fees, and gas and insurance are included.

Maven spokesman Scott Hall says Baltimore’s growing population and notorious lack of parking make it a prime market for the service.

# VYLETEL



EXPERIENCE THE NEW BUICK

ALL NEW 2017  
BUICK ENCLAVE  
FWD • CONVENIENCE  
**\$179\***  
24 MONTH/  
10K PER YEAR  
LEASE  
FOR ONLY



STK# 5564-17 • DEAL# 67002  
GMS pricing plus tax, title, lic. & doc. fee.  
Must have lease conquest rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2017  
BUICK REGAL  
SPORT • NAVIGATION  
**\$229\***  
39 MONTH/  
10K PER YEAR  
LEASE  
FOR ONLY



STK# 5564-17 • DEAL# 67038  
GMS pricing plus tax, title, lic. & doc. fee.  
Must have lease conquest rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2017  
BUICK ENVISION  
FWD • PREFERRED  
**\$256\***  
36 MONTH/  
10K PER YEAR  
LEASE  
FOR ONLY



STK# 5347-17 • DEAL# 67002  
GMS pricing plus tax, title, lic. & doc. fee.  
Must have lease conquest rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2017  
BUICK ENCORE  
PREFERRED  
**\$69\***  
24 MONTH/  
10K PER YEAR  
LEASE  
FOR ONLY



STK# 5619-17 • DEAL# 67001  
GMS pricing plus tax, title, lic. & doc. fee.  
Must have lease conquest rebate.  
NO SECURITY DEPOSIT REQUIRED!

2016 BUICK REGAL  
FWD • PREMIUM II GROUP

**\$22,699\***  
NOW

WAS \$32,885  
STK# 4922-16  
GMS pricing plus tax, title, lic. & doc. fee.  
Must have lease conquest rebate.



SAVE OVER  
\$10,000 OFF LIST



WE ARE PROFESSIONAL GRADE

2016 GMC  
SIERRA  
1500 • 4WD • DOUBLE CAB • SLE  
**\$33,999\***  
WAS \$48,210



NAVIGATION, 20" RIMS, 6.3L V8, SPRAY ON BEDLINER, NICE TRUCK!  
WOW SAVE \$14,211!  
STK# 9376-16 • DEAL# 67039  
GM pricing plus tax, title, lic. & doc. fee.  
Must have lease conquest rebate.

ALL NEW 2017 GMC  
ACADIA  
FWD • SLE-1 • NEXT GENERATION  
**\$209\***  
36 MONTH/  
LEASE  
FOR ONLY  
10K PER YEAR



STK# 9737-17 • DEAL# 68955  
GM pricing plus tax, title, lic. & doc. fee.  
Must have lease conquest rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2017 GMC  
TERRAIN  
FWD • SLE-1  
**\$79\***  
24 MONTH/  
LEASE  
FOR ONLY  
10K PER YEAR



STK# 7218-17 • DEAL# 68994  
GM pricing plus tax, title, lic. & doc. fee.  
Must have lease conquest rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2017 GMC  
YUKON  
4WD • SLE  
**\$379\***  
36 MONTH/  
LEASE  
FOR ONLY  
10K PER YEAR



22" RIMS, CONVENIENCE PKG, MAX TRAILERING  
STK# 7277-17 • DEAL# 67000  
GM pricing plus tax, title, lic. & doc. fee.  
Must have lease conquest rebate.  
NO SECURITY DEPOSIT REQUIRED!

ALL NEW 2017 GMC  
SIERRA  
1500 • 4WD • DOUBLE CAB  
**\$296\***  
36 MONTH/  
LEASE  
FOR ONLY  
10K PER YEAR



STK# 9942-17 • DEAL# 67039  
GM pricing plus tax, title, lic. & doc. fee.  
Must have lease conquest rebate. \$1,999 down.  
NO SECURITY DEPOSIT REQUIRED!

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

40755 Van Dyke • Sterling Heights • 586.977.2800

WWW.VYLETEL.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

\*Lease figured with \$1500 Dealer INC. Certificates Program subject to change while INC. 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. \*Buick/GMC lease loyalty rebate applies to customers who have a current Buick/GMC lease in household. INC. certificates may apply to liability/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 \$69, 2017 Lacrosse \$249, 2017 Regal \$229, 2017 Envision \$256, 2017 Traverse \$279, 2017 Acadia SLE-1 \$209, 2017 Terrain SLE-1 \$79, 2017 Sierra Double Cab \$2,295, 2017 Yukon \$2,378 \*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 4/30/17.





# ED RINKE

100  
YEARS  
IN BUSINESS





WE ARE PROFESSIONAL GRADE

2016 GMC DEALER OF THE YEAR • 2016 GMC DEALER OF THE YEAR • 2016 GMC DEALER OF THE YEAR

2017 GMC SIERRA 1500 4WD DBL CAB SLE ELEVATION EDITION

PURCHASE FOR  
**\$31,995\***

STOCK #VDDPBN



LEASE FOR  
**\$169\*** PER MONTH

24 MONTHS

**\$999** DOWN

2017 GMC ACADIA SLE-1

PURCHASE FOR  
**\$27,979\***

STOCK #VDFF03



LEASE FOR  
**\$95\*** PER MONTH

24 MONTHS

**\$999** DOWN

2017 GMC SIERRA DENALI 1500 4WD CREW CAB

PURCHASE FOR  
**\$48,179\***

STOCK #VBP02H



LEASE FOR  
**\$369\*** PER MONTH

36 MONTHS

**\$999** DOWN

2017 GMC YUKON SLE 4WD

PURCHASE FOR  
**\$49,499\***

STOCK #G572355



LEASE FOR  
**\$289\*** PER MONTH

36 MONTHS

**\$1999** DOWN

2017 GMC TERRAIN SLE-1

PURCHASE FOR  
**\$22,549\***


STOCK #VCGSNS



LEASE FOR  
**\$59\*** PER MONTH

24 MONTHS

**\$0** DOWN



BUICK

2016 BUICK DEALER OF THE YEAR • 2016 BUICK DEALER OF THE YEAR • 2016 BUICK DEALER OF THE YEAR

2017 BUICK ENCORE PREFERRED

PURCHASE FOR  
**\$19,479\***

STOCK #B571925



LEASE FOR  
**\$59\*** PER MONTH

24 MONTHS

**\$0** DOWN

2017 BUICK VERANO 1SH - SPORT TOURING

PURCHASE FOR  
**\$21,099\***

STOCK #B470037



LEASE FOR  
**\$139\*** PER MONTH

24 MONTHS

**\$999** DOWN

2017 BUICK LACROSSE PREFERRED FWD

PURCHASE FOR  
**\$30,369\***

STOCK #B470762



LEASE FOR  
**\$219\*** PER MONTH

24 MONTHS

**\$999** DOWN

2017 BUICK ENCLAVE CONVENIENCE GROUP

PURCHASE FOR  
**\$30,449\***

STOCK #B573707



LEASE FOR  
**\$99\*** PER MONTH

24 MONTHS

**\$0** DOWN

2017 BUICK REGAL SPORT TOURING

PURCHASE FOR  
**\$23,439\***

STOCK #B470197



LEASE FOR  
**\$129\*** PER MONTH

24 MONTHS

**\$999** DOWN

SHOWROOM HOURS:  
MON. & THURS. 8:30AM-9PM  
TUES., WED. & FRI. 8:30AM-6PM  
VISIT OUR WEBSITE: [edrinke.com](http://edrinke.com)

We'll give you a \$3,500 minimum for your 2003 or newer trade in. See us for your GM Employee purchases.

**1-866-452-1300**

26125 VAN DYKE AT 10 1/2 MILE ROAD

Now looking for experienced salespeople to join our team!



Paul Makowski  
[pmakowski@edrinke.com](mailto:pmakowski@edrinke.com)



Dennis Thacker  
[dthacker@edrinke.com](mailto:dthacker@edrinke.com)

All prices and payments include GM rebates. Pictures may not represent actual vehicle. Pricing subject to change per GM incentives. Prices and payments are inclusive of active GM employee discount (unless otherwise stated). All leases are 10,000 miles per year with approved S Tier credit. Enclave, Terrain, Encore, Envision, Lacrosse, Acadia, Sierra, Verano, Regal are 24 month leases. Yukon and Cascada are 36 month leases. All Vehicles shown are \$999 down except for the Yukon which is \$1999 down and the Enclave, Terrain, Encore, which are zero down. Disposition Fee may be required at vehicle turn in. Must have lease loyalty and/or closing competitive lease depending on vehicle model. Prices and payments are plus tax, title, plate fee w/ acquisition fee up front, refundable security deposit required on certain vehicles - to be determined by lender. All leases are priced significantly below supplier pricing which makes them also below GMS pricing with approved credit through GM financial. Purchase pricing is gm employee discount plus title, taxes and fees. Pricing is subject to select model vehicles- while supplies last. \*\*\$3,500 trade in is valid on 2003 or newer vehicles w/ under 115k miles in drivable condition, no branded titles, reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. \*\* Exp date: 4/30/2017.



# ED RINKE

CHEVROLET

100  
YEARS  
IN BUSINESS

2016 CHEVROLET DEALER OF THE YEAR • 2016 CHEVROLET DEALER OF THE YEAR

**WE'LL GIVE YOU A \$3,500 MINIMUM FOR YOUR 2003 OR NEWER TRADE IN**

2017 CHEVY SILVERADO CUSTOM EDITION

LEASE FOR  
**\$99\*** PER MONTH

24 MONTHS

**\$999** DOWN

PURCHASE FOR  
**\$31,379\***

STOCK #570806

2017 CHEVY VOLT LT

LEASE FOR  
**\$239\*** PER MONTH

36 MONTHS

**\$999** DOWN

PURCHASE FOR  
**\$31,169\***

STOCK #471089

2017 CHEVY CRUZE LT

LEASE FOR  
**\$49\*** PER MONTH

24 MONTHS

**\$0** DOWN

PURCHASE FOR  
**\$16,969\***

STOCK #470376

2017 CHEVY EQUINOX LT

LEASE FOR  
**\$59\*** PER MONTH

24 MONTHS

**\$0** DOWN

PURCHASE FOR  
**\$21,729\***

STOCK #573485

2017 CHEVY MALIBU LT

LEASE FOR  
**\$59\*** PER MONTH

24 MONTHS

**\$0** DOWN

PURCHASE FOR  
**\$22,899\***

STOCK #470317

2017 CHEVY CAMARO 1LT

LEASE FOR  
**\$239\*** PER MONTH

36 MONTHS

**\$999** DOWN

PURCHASE FOR  
**\$23,899\***

STOCK #4702507

2017 CHEVY TRAX LS

LEASE FOR  
**\$49\*** PER MONTH

24 MONTHS

**\$0** DOWN

PURCHASE FOR  
**\$17,599\***

STOCK #572578

2017 CHEVY TRAVERSE LS

LEASE FOR  
**\$59\*** PER MONTH

24 MONTHS

**\$999** DOWN

PURCHASE FOR  
**\$23,969\***

STOCK #574301

**— NO APPOINTMENTS NECESSARY FOR OIL CHANGES —**

**ED RINKE**



Certified Service

**GM SERVICE CENTER**

MICHIGAN'S LARGEST • SERVICE DEPT. • PARTS • BODY SHOP

**866-452-1547**

26125 Van Dyke @ 10 1/2 Mile • Center Line, MI 48015

SERVICE HOURS: Monday & Thursday 6:30am-9:00pm; Tuesday, Wednesday & Friday 6:30am-6:00pm • Shuttle at 6:30am - Pick-up Both Ways • All Day starting at 6:30am.



EdRinke.com

VISIT OUR WEBSITE:  
[edrinke.com](http://edrinke.com)

Quick Oil Change

**EXPRESS LANE**

LUBE OIL FILTER

**\$23.95** Up to 5 qts.



We use Genuine GM Oil & Filter  
No additional or hidden charges. Out the door pricing.  
**Open Mondays & Thursdays until 8:30pm**  
Excludes synthetic, Diesel & Med. Duty Trucks.  
Most GM cars & trucks. One coupon per customer.  
Must present coupon with order. Plus tax. Expires 4-30-17.

**BODY SHOP**

586-754-7000 ext 1231

INSURANCE  
WRECK AMENDED  
TRANSPORTATION  
AVAILABLE

During Scheduled Repairs

**FREE OIL CHANGE With Each Major Repair**

**WE REPAIR ALL MAKE & MODELS**



Certified Service

See us for your GM Employee purchases. Now looking for experienced salespeople to join our team!

**1-877-451-7707**

26125 VAN DYKE AT 10 1/2 MILE ROAD



Nicole Dodge  
[nhuminski@edrinke.com](mailto:nhuminski@edrinke.com)



Jim Pfeiffe  
[jpfleife@edrinke.com](mailto:jpfleife@edrinke.com)

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

All applicable rebates including lease loyalty, Chevrolet lease loyalty or lease conquest offers have been deducted from sale price/payment. Malibu, Traverse, Trax, Silverado, Cruze, and Equinox are 24 month leases. Tahoe, Camaro and Volt are 36 month leases. Pricing is subject to select model vehicles, while supplies last. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of active GM Employee Discount (unless otherwise stated). Pricing is subject to select model vehicles while supplies last. All leases are 10k miles per year w/ approved S Tier credit w/ \$999 due at signing unless otherwise stated. Cruze, Equinox, Trax and Malibu are \$0 down. Prices & payments are plus tax, title, and plate fees with acquisition fee up front. All leases are priced significantly below supplier pricing which makes them also below GMS pricing with approved credit through GM financial. Purchase pricing is gm employee discount, plus title, taxes and fees must have closing competitive lease or lease loyalty depending on model. Disposition Fee may be required at vehicle turn in. Refundable security deposit required on certain vehicles -to be determined by lender. \*\*\$3500 trade-in is valid on 2003 or newer vehicles with under 115k miles in drivable condition, no branded titles, less reconditioning determined by appraiser. Certain restrictions may apply, see dealer for complete details. \*\* Expiration Date - 4/30/17.



APRIL  
IS HERE  
AND WE  
HAVE SOME  
FABULOUS  
LEASE  
PROGRAMS

AND  
GREAT DEALS ALSO  
FOR THOSE WHO  
WANT TO PURCHASE!



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

GMC

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

# True Diversity Helps Create Innovation

CONTINUED FROM PAGE 1

“If you want innovation, leadership must own it,” Weinert said.

Holland agreed, saying it starts at the top but everyone needs to feel that it’s OK to innovate, “not just the cool kids.”

Goldstein also agreed, saying that in order to create an inclusive culture where everyone is involved from the top down to the bottom up.

“That can be uncomfortable for leaders,” Goldstein said. “We get to where we are because we know the answers to questions. Now we must be the people asking the questions. What do our customers needs? At GE we have a lot of great technology and it’s easy to put that technology first and not ask what do our customers need.”

Bahash said it’s also important to understand that innovation requires a practical side to things.

“It’s great to be fast in terms of coming up with new ideas,” Bahash said. “But You also need people who know how to execute, who know how to commercialize ideas.”

Kotagiri said innovation doesn’t always have to be a huge new idea. Sometimes small improvements really pay off. Holland said management needs to get out of the “not invented here” mind set. Leadership must be receptive to outside ideas.

“The ability to outsource and the ability to open source innovation is important,” Goldstein said. “And that can be very difficult for management. Let me give you an example. In one of our jet engines we have a bracket that was designed by a teenager. He had no aeronautics experience but he had an idea. And it was this lack of experience that allowed him to think outside the

box and look at a problem in a new way.”

When the question of the pace of innovation came up, Bahash said regulations can often be a catalyst for innovation. New requirements in terms of mileage and emissions have forced companies to come up with creative solutions. The result of regulations has been great improvements to the internal combustion engine.

“If you want innovation, leadership must own it.”

– Mike Weinert, Deere and Co.

Kotogiri said that the democratization of information, the ability of technology to disperse ideas to a wide variety of people is something that’s only happened in the past few years. But this has had a huge impact on development of new ideas.

Goldstein agreed, saying that start-ups use this new technology to their advantage. They are nimble and they are focused. They have limited resources, so they work hard to get value for every dollar spent.

“A few years ago when start-ups began nipping at our heels, we started looking at how they operate,” Goldstein said. “One thing we saw was that they weren’t afraid to fail and when they failed they failed fast and cheap. We larger organizations have much to learn from that mindset.”

Bahash said companies have

also be willing to disrupt their own business – come up with a new idea that will replace the old way of doing things.

Weinert said it’s also important to have a timeline. Discipline is still important. A company has to have its ideas worked out before implementation.

“Making it up as you go along gets to be very expensive,” Weinert said. “So we look at improving programs on a smaller basis before we start. It’s all about speed. You want to stay fast, but also stay small. When you look at India and China, they can move very quickly because they have small groups dedicated to making improvements.”

Goldstein agreed, saying GE has found it best to have small teams dedicated to one task. They have focus. When they would bring in 30 people to a project, these people would have other pulls on their time and would only dedicate 10 percent of their efforts to the project. It is better to have five or six people dedicated to a project when they can devote all their time to it.

The question of diversity came up. All the panelists agreed that having people with different perspectives and different ways of thinking really pays off. But diversity must be real.

“Good diversity isn’t ‘hey these people look different from me, but they think like me, I love diversity.’” Weinert said. “Companies need to practice tolerance and openness. I travel a lot see engaging new ways to look at things. If a company can embrace that, they will succeed.”

Holland said an advantage to being a large multinational is that they can work with people from all over the world and get all kinds of different perspectives. Size can be an advantage.

TRANSPARENT  
PRICING

No games. No gimmicks.

- Lease prices with taxes + fees included
- Zero Security Deposit required with easier down payments.
- Only Realistic Rebates
- An experience built upon complete transparency.

SELLERS

REPUTATION IS EVERYTHING

38000 Grand River Ave. | Farmington Hills, MI 48335

888-504-2960 | SellersBuickGMC.com

See Dealer for Details

2017 Buick Encore

FWD Lease Offer MSRP: \$25,360

\$179

per month

TRANSPARENT PRICING

INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT

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

24 months

10,000 miles year

\$502 total due at signing

(includes first month payment)





2017 Buick Enclave

Convenience FWD Lease Offer MSRP: \$40,060

\$223

per month

TRANSPARENT PRICING

INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT

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

24 months

10,000 miles year

\$671 total due at signing

(includes first month payment)





2017 GMC Terrain

SLE1 FWD Lease Offer MSRP: \$28,295

\$175

per month

TRANSPARENT PRICING

INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT


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


24 months

10,000 miles year

\$535 total due at signing

(includes first month payment)





2017 GMC Acadia

SLE1 FWD Lease Offer MSRP: \$33,445

\$259

per month

TRANSPARENT PRICING

INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT

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

24 months

10,000 miles year

\$481 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.

SP96488





Where You  
Always  
Get...

The Best Price...  
**PERIOD!**

**This Spring Get Great Deals on Every Buick & 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# BG939

24 MONTH LEASE

**\$59\*** PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

Was \$25,430  
Sale Price \$20,699\*

The Best Price...  
**PERIOD!**

### 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# BG1048

24 MONTH LEASE

**\$69\*** PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

Was \$28,755  
Sale Price \$21,799\*

The Best Price...  
**PERIOD!**

### 2017 BUICK ENCLAVE "CONVENIENCE"



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

STK# BG1009

24 MONTH LEASE

**\$119\*** PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

Was \$39,990  
Sale Price \$33,699\*

The Best Price...  
**PERIOD!**

### 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# BG1361

24 MONTH LEASE

**\$149\*** PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

Was \$33,770  
Sale Price \$27,699\*

The Best Price...  
**PERIOD!**

### 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# BG14

24 MONTH LEASE

**\$139\*** PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

Was \$30,005  
Sale Price \$23,999\*

The Best Price...  
**PERIOD!**

### 2017 GMC YUKON "SLE" 4x4



- 5.3L V8 ECOTEC3 ENGINE!
- INTELLINK RADIO w/8" DIAGONAL COLOR TOUCH SCREEN!
- REAR VISION CAMERA!
- TRAILERING PACKAGE!
- FRONT AND REAR PARK ASSIST!
- REMOTE START AND ENTRY!
- 18" BRIGHT ALUMINUM WHEELS!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG602

36 MONTH LEASE

**\$369\*** PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

Was \$52,725  
Sale Price \$47,499\*

The Best Price...  
**PERIOD!**

### 2017 BUICK ENVISION "PREFERRED"



- 2.5L DOHC VVT ENGINE!
- INTELLINK RADIO w/8" DIAGONAL COLOR TOUCH SCREEN!
- REMOTE KEYLESS ENTRY AND START!
- REAR VISION CAMERA!
- 18" ALUMINUM WHEELS!
- PUSH BUTTON START!
- BLUETOOTH FOR PHONE!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG215

36 MONTH LEASE

**\$159\*** PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

Was \$36,795  
Sale Price \$26,999\*

The Best Price...  
**PERIOD!**

### 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 CHROME TUBULAR ASSIST STEPS!
- 20" ULTRA BRIGHT MACHINED ALUMINUM WHEELS!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG1160

36 MONTH LEASE

**\$397\*** PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

Was \$56,750  
Sale Price \$48,269\*

The Best Price...  
**PERIOD!**

EXPERIENCE  THE NEW BUICK

**GMC** WE ARE PROFESSIONAL GRADE

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



Formerly Zubor Buick GMC



### 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 |

**(734) 946-8112**

**14000 TELEGRAPH ROAD, TAYLOR | moranbuickgmc.com**

\*Pictures may not represent actual sale vehicle. All applicable incentives including bonus cash, 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, doc and CVR fees and were valid at time of printing. GM Employee discount is required except where noted. Leases are 10,000 miles per year. Disposition fee may be required at lease turn in. \$1000 over KBB guarantee is on 2004 thru 2014 model year vehicles, less reasonable reconditioning. No branded titles. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 4/14/2017 @ 6:00PM.





Where You  
Always  
Get...

The Best Price...  
**PERIOD!**

**This Spring** Get Great Deals on Every Car, Truck & SUV In Stock!

### 2017 TRAX "LS"



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

Stock# H37179

Was \$21,895 Sale Price: **\$15,189\***  
**24 MONTH LEASE**



**\$59\***

**\$0 Down!**

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

The Best Price...  
**PERIOD!**

### 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# H36540

Was \$26,405 Sale Price: **\$18,249\***  
**24 MONTH LEASE**



**\$69\***

**\$0 Down!**

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

The Best Price...  
**PERIOD!**

### 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# H37423

Was \$22,325 Sale Price: **\$15,199\***  
**24 MONTH LEASE**



**\$69\***

**\$0 Down!**

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

The Best Price...  
**PERIOD!**

### 2017 MALIBU "LT"



- 1.5L Turbo DOHC Engine!
- 6 Speed Transmission!
- 8" 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 Entry and Start!
- Chevrolet Complete Care INCLUDED!

Stock# Q7402

Was \$26,895 Sale Price: **\$18,699\***  
**24 MONTH LEASE**



**\$79\***

**\$999 Down**

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

The Best Price...  
**PERIOD!**

### 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# H37292

Was \$32,195 Sale Price: **\$22,949\***  
**24 MONTH LEASE**



**\$99\***

**\$999 Down**

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

The Best Price...  
**PERIOD!**

### 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# H32595

Was \$41,060 Sale Price: **\$32,177\***  
**24 MONTH LEASE**



**\$179\***

**\$999 Down**

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

The Best Price...  
**PERIOD!**

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



**RICH MILNE**

rmilne@moranautomotive.com



**AUSTIN ELYA**

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. All applicable incentives including bonus cash, 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. GM Employee discount is required except where noted. Leases are 10,000 miles per year. Disposition fee may be required at lease turn in. Malibu is previous dealer courtesy vehicles with under 2350 miles. \$1000 over KBB guarantee is on 2004 thru 2014 model year vehicles, less reasonable reconditioning. No branded titles. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 4/14/2017 @ 6:00PM.

