



2018 Chevrolet Equinox

GM's Equinox Sheds Unwanted Weight, Creating More Efficiency, Says Engineer

Crossovers become more agile when they drop some weight. For the redesigned 2018 Equinox, shedding nearly 400 pounds – approximately 10 percent of its mass – pays dividends in a nimble, more responsive and more refined driving experience, said GM spokeswoman Tara Kuhnen. Combined with this weight loss, the all-new body was designed and optimized for top safety ratings, she said. “Think of it as core strength training,” said Jill Dennis, lead development engineer. “The new

Equinox’s structure is leaner yet stronger, resulting in efficient performance that inspires confidence while also creating a more fun, safe and comfortable driving experience.” A new, mass-efficient body structure is at the center of the Equinox’s trimmer curb weight and helps make the most of the available turbo engine options, Dennis said. The 1.5L turbo engine offers a great balance of fuel efficiency and performance. For those looking for more power, the 2.0L turbo engine offers 252

horsepower and can click off 0-to-60-mph sprints in an estimated 7.2 seconds. That’s the quickest among Equinox’s three engine choices, Dennis said. The 1.5L turbo engine option is available in dealers now, while the 2.0L turbo engine option hits dealer lots later this month. “From accelerating to turning corners, the 2018 Equinox drives ‘lighter,’ which correlates with a greater feeling of precision,” said Dennis. “It’s a dynamic, agile

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Warren Holding a Memorial Day Garage Sale

The city of Warren is holding its “Greatest Garage Sale” at the Warren City Square Parking Garage on May 29, from 10 a.m. to 5 p.m. A \$1 admission fee will be charged. Those attending will have the opportunity to purchase previously owned jewelry, furniture, household items, toys and clothing, plus great deals on antiques and collectibles. Companies like Scentsy, Tupperware and Avon will be present, too.



Jim Jacobs at MCC's Mission Macomb scholarship drive kickoff

MCC's Public Drive Begins For Student Scholarships

The Macomb Community College Foundation kicked off the public phase of Mission Macomb: Creating Opportunities & Changing Lives, the college’s first comprehensive fundraising campaign, during an event on May 23 at the college’s Center Campus in Clinton Township. More than \$8 million of the \$10 million goal has been raised during the silent phase of the campaign, which began in 2013, said MCC spokesman Sean Patrick.

“The strength of Macomb Community College comes from the strength of the Macomb County community,” said James Jacobs, president, Macomb Community College. “The passion of Macomb’s supporters to work together to ensure the college has the resources necessary to connect our students and community with their potential is gratifying.”

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Ford Shakes Up Leadership – Jim Hackett Named New CEO

DEARBORN, Michigan (AP) – The job of Ford’s new CEO won’t be easy: He will have to shore up the 114-year-old company’s traditional auto business, but also invest in self-driving cars and other projects that could one day make that business obsolete. Ford thinks Jim Hackett is up to the task. The 62-year-old former chief executive of office furniture maker Steelcase was named to the post May 22, just three days after former CEO Mark Fields told the company he wanted to retire. Ford Executive Chairman Bill Ford, the great-grandson of company founder Henry Ford, said Hackett is a visionary who can help Ford modernize and become more nimble. He served on Ford’s board from 2013 to 2016 and became the head of Ford’s mobility unit in March of last year.

Hackett led Steelcase for 20 years. He is credited with transforming the company, in part, by predicting the shift away from cubicles and into open office plans. In the process, he cut thousands of jobs and moved furniture production from the U.S. to Mexico. Hackett also served as the interim athletic director at the University of Michigan from 2014 to 2016. In that role, he lured star football coach Jim Harbaugh and negotiated a \$174 million deal with Nike. Bill Ford said those two jobs showed Hackett can be successful in different environments. “He’s really a proven transfor-

mational thinker,” Ford said. “He’s not just a futurist. He’s a very good operational leader.” Erik Gordon, a law and business professor at the University of Michigan, questions whether Hackett’s past experience will be enough to steer Ford through a volatile global auto market. Steelcase earned \$3 billion in revenue in its latest fiscal year. Ford earned \$152 billion. “I think he’s going to have to prove himself,” Gordon said. “The fact that he was probably the most successful CEO in the office furniture business doesn’t mean he is automatically going

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Hackett, left, with Bill Ford at the announcement of his appointment.

Fields Move Meant to Fix Its Balance Sheet, Says Analyst

by Jim Stickford



Mark Fields

On May 22, Mark Fields stepped down as the CEO of Ford Motor Company and former Steelcase CEO James Hackett was named as his successor. Fields was appointed head of Ford in 2014, making his leaving after only three years something of a surprise to many. But given Ford’s recent financial statements, it shouldn’t have been that big of a surprise, said Susan Beardslee, senior research analyst for ABI Research out of New York City. Beardslee said her company does forecasting and consulting in the business-to-business realm, as opposed to consumer sentiment. “I recently wrote a memo for clients about this,” Beardslee said. “I saw something coming. You can look at the financials and

how it compares to competition like GM, which has about a three-year lead on Ford with vehicles like the Chevy Bolt. That came out last year and Ford won’t have a similar car out until 2020.” And GM also seems to be lead-

ing the way with autonomous technology, which is the automotive arms race going on right now, Beardslee said. Additionally, Ford’s stock price has declined about 30 to 40 percent since Fields took over, Beardslee said. And profits are down at a time when OEMs have to invest vast amounts of money to develop the new technologies that manufacturers are betting their futures on. Beardslee said that this is the second time in the 21st century that Ford has gone outside itself to find a leader. In 2006, the company hired Alan Mulally, who had been CEO at Boeing. He led the company to a turnaround that resulted in billions of dollars in profits. When Mulally took over in 2006, the company was not in such strong financial strength. “Ford has bet big on the sale of

SUVs and trucks,” Beardslee said. “They are profitable, but what happens if the price of gas goes up again?” “The nature of car ownership is changing, consumer debt is a problem. These issues aren’t unique to Ford, but the company needs to get its ducks lined up to handle problems that the industry is facing.” Beardslee suggested that one way Ford could improve was by developing services that provide revenue. Beardslee said that people want the latest smartphone, but it’s the apps and services provided by companies like Verizon that make that phone valuable. “Ford has to start somewhere,” Beardslee said. “Right now, Ford is about one generation behind the competition in a lot of product development – a generation being two or three years.”

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31201 Chicago Road South
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586-939-6800

Contact us:
Info@TechCenterNews.com

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

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Ford is Spending
\$250 Million to
Update Local Site

Ford is investing \$350 million in its Livonia Transmission Plant, adding a new transmission to expand its lineup of fuel-efficient powertrains.

The company will create or retain 800 hourly jobs to support production of the new transmission, said Ford spokeswoman Kelli Felker. Ford expects to begin adding jobs late this year, with the majority coming next year and in 2019.

“We remain committed to American manufacturing and investing in our people and facilities,” said Joe Hinrichs, Ford president, The Americas.

“Even as the industry’s largest employer of hourly workers in the United States and biggest producer of American-made vehicles, we believe it is important to continue investing right here in our home market.”

In the past four months, Ford has announced more than \$2.25 billion in new investments in Michigan out of a total \$12 billion invested in its U.S. plants.

Ford Shakes Up Leadership – Hackett Named New CEO

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to be a successful CEO in an industry that requires technical knowledge.”

But Scott Cook, the founder and executive chairman of Intuit, who has known Hackett for a decade, said Hackett’s skills transfer to any industry. At Steelcase, he said, Hackett studied how people were using the furniture and designed new products based on his findings. The car industry needs that kind of thinking as it moves toward a world in which self-driving shuttles could replace personal automobiles.

“Lots of people can manufacture well, but manufacturing the same old products will get you the same old results,” Cook said. “You hire a Jim if you want to learn to manufacture what people will want next.”

Hackett and Bill Ford praised Fields, who was one of the architects of the company’s turnaround a decade ago. More re-

cently, he led Ford to a string of strong earnings, including a record pretax profit of \$10.8 billion in 2015.

Bill Ford insisted Fields was not fired. Hackett said the two have plans to go to a Michigan football game.

Fields resurrected Ford’s luxury Lincoln brand and grew sales in China. His bet on using aluminum for Ford trucks paid off in better fuel economy and strong sales. Fields opened a Silicon Valley office to hire talented young researchers and scout promising startups. He just announced that Ford would cut 1,400 white-collar jobs in the U.S. and Asia by September to trim costs.

But investors worried about Ford’s sliding U.S. market share and product decisions. While Fields was focused on a new performance division and the \$450,000 GT supercar, important bread-and-butter products like the Fusion sedan and Escape SUV grew dated. Ford has lagged

behind rivals in bringing long-range electric cars to the market.

And the company cannot pivot quickly. Subcompact SUV sales are booming in the U.S., and Ford sells them overseas, but Ford doesn’t plan to bring its subcompact EcoSport here until next year. And the much-anticipated new Bronco SUV won’t be out until 2020.

Fields also had trouble articulating the company’s vision of the future. Ford has invested \$1 billion in Argo AI, an artificial intelligence startup, and has said it wants to have an autonomous vehicle on the market by 2021. But those moves have been eclipsed by competitors such as Fiat Chrysler, which is making self-driving minivans with Waymo,

Google’s self-driving car division.

“We had a lot of internal turmoil,” said Richard Bazzzy, who runs a Ford dealership in Pittsburgh’s northern suburbs. “People weren’t sure what direction we were going.”

As a result, Ford’s stock price sagged. Electric car maker Tesla Inc. even passed Ford in market value earlier this year. The company’s stock price has fallen almost 40 percent since Fields became CEO in July 2014.

Morgan Stanley analyst Adam Jonas warned investors that the executive move could be a sign that Ford is facing further earnings risk. The company expects to earn a pretax profit of \$9 billion this year, down more than \$1 billion from 2016.

GT Finally Unleashed by Ford
As ‘The Ultimate Supercar’

(EDITOR’S NOTE: In the previous issue of Detroit Auto Scene, a portion of this story was published, but the story was not completed. We apologize for that miscue and are reprinting the story here in its entirety.)

In creating the new high-performance Ford GT, the creators behind the car designed it to not only win races but also to serve as a test bed for new technologies and ideas for future vehicles across Ford’s vehicle lineup.

“When we began work on the all-new Ford GT in 2013, the team had three goals,” said Raj Nair, Ford executive vice president of Product Development and chief technical officer.

“The first was to use the supercar as a training ground for our engineers as we develop future engine technology and stretch our understanding of aerodynamics.

“Then, to push the boundaries of advanced material usage, such as lightweight carbon fiber. Finally, we set out to win the Le Mans 24 Hours, referred to by many as the ultimate test of endurance and efficiency.”

At the same time the team was developing the GT, Ford combined several of its performance teams – Ford SVT, Team RS, Ford Racing, performance vehicle parts and merchandise licensing – into a single group called Ford Performance, said Ford spokesman Wes Sherwood.

“Without this kind of integrated teamwork and combined organization, it would have been impossible to deliver the all-new Ford GT in its current form,” said Dave Pericak, global director, Ford Performance.

“This kind of collaboration was critical to not only bringing Ford GT back to life but for experimenting with the kind of innovations needed to create the ultimate supercar.”

GT has proven power to in-

spire, said Pericak. The 2005 Ford GT, for instance, featured a lightweight aluminum alloy body that helped reduce weight to improve performance.

Nair said lessons learned from its production led to the innovative use of high-strength aluminum alloy in today’s Ford F-Series pickup trucks – shedding hundreds of pounds of weight, while also improving capability, performance and fuel efficiency.

While GT looks fast standing still, the team optimized every shape to make it as aerodynamic as possible, Pericak said. A key goal was to reduce drag and optimize downforce – which helps give the supercar stability and grip on the track while accelerating, cornering and braking.

The “supercar’s” deployable wing includes new Ford technology, said Pericak – a patent-pending design that changes the shape of the airfoil for maximum efficiency when fully deployed.

The unique design also includes a small gurney flap that, when combined with shape change, results in a 14 percent improvement in overall efficiency.

Carbon fiber is an important new element that helps GT deliver both weight savings and sleek body shapes in ways not possible with steel or aluminum.

“Ford pushed the engine’s limits beyond what we might consider in traditional development programs, which is important as we continue to advance EcoBoost technology as a centerpiece of the company’s global lineup,” said Bob Fascetti, Ford vice president, Powertrain Engineering.

The team also created innovative anti-lag turbo technology that can help maximize the GT’s ability to power out of corners, said Fascetti. This technology works by keeping the throttle open when the driver is not stepping on the gas pedal.

Special Indian Village House Tour

Historic Indian Village, an organization that celebrates the Indian Village neighborhood in Detroit, is holding a special home and garden tour on Saturday, June 10 from 10 a.m. to 5 p.m., and on Sunday, June 11, from 12:30 to 5:30 p.m.

Historic Indian Village spokeswoman Colleen Robar said that a total of six homes will be featured in the tour.

They were all built between the years 1914 and 1917, Robar said. In addition to home tours, gardens, antique cars and pieces of art will also be on display.

“This is the second-largest home tour in Michigan,” Robar said. “This is the 44th year that the tour has been held.”

The Indian Village historic district includes Burns, Iroquois

and Seminole Avenues from East Jefferson running one mile north to Mack Avenue. It includes more than 350 homes, most averaging about 100 years old, Robar said.

To learn more about Indian Village and the home and garden tour and to order tickets early, people can visit the group’s Web site at HistoricIndianVillage.org, or can call 313-922-1736.

Advanced tickets for a single-day tour are \$22.50, Robar said. Single-day tour tickets purchased the day of the tours are \$25.

They may be purchased at Nichols School, 3000 Burns in Detroit.

Special guided tour tickets are an extra \$10. Robar said they are limited in number so people are urged to order early.



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Equinox More Efficient, Says Engineer

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driving experience rooted in the solidity of the all-new body structure.”

The lighter, stiffer and stronger structure, said Dennis, pays off for customers in several areas:

- **Safety** – The strategic placement of high-strength and ultra-high-strength steel in the body structure is the foundation of a robust “safety cage” surrounding passengers. It is complemented with the Equinox’s restraint systems and other standard and available safety features to manage energy in the event of a crash and help protect occupants.

- **Ride and handling** – Greatly reducing the need to account for chassis flex in the suspension system’s tuning, the stiffer body structure allowed engineers to focus more on ride comfort and fine-tune ride and handling attributes with greater precision. It also supports hard-mounting the front and rear suspension cradles at six points apiece on the body, further enhancing nimbleness and responsiveness.

- **Quietness and refinement** – A stiffer body structure is better at preventing noise and vibrations, for a quieter and smoother ride. By helping to block noise and vibration paths, fewer sound-absorbing and other dissipative materials are required, contributing to the Equinox’s overall weight loss.

- **Fuel economy** – Lower weight makes a difference in fuel economy, and the 2018 Equinox delivers EPA ratings of 32 mpg and 29 mpg highway, respectively, for the standard 1.5L turbo and 2.0L turbo gas engines (FWD models). The Equinox’s new 1.6L diesel model offers a GM-estimated 40 mpg highway fuel efficiency.



2018 Chevrolet Equinox front interior



2018 Chevrolet Equinox cargo space

The 2018 Equinox’s body structure design was optimized with a mixed-material strategy for strength and low weight, Dennis said. More than 80 percent of the Equinox’s body structure is composed of high-grade steel materials, with high-strength steel comprising nearly 20 percent.

The mixed-material design

strategy employed to make the 2018 Equinox more responsive, refined and efficient is used on all recently introduced Chevrolet cars and crossovers, from the Malibu and Bolt EV to the 2018 Traverse, said Dennis.

The 2018 Equinox is on sale right now, Kuhnen said. It is assembled at GM’s CAMI facility in Ingersoll, Ontario.

MCC Begins Program for Student Scholarships

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Mission Macomb, Jacobs said, is focused on three priority areas: student success, innovation and entrepreneurship, and arts and culture.

Some key firsts in fundraising that the campaign has experienced includes accepting the college’s first million dollar gift from private philanthropy, receiving the college’s largest gift to date from an individual donor – a \$700,000 blended cash and planned gift, and the highest level of support from employee campaign.

Mary Kramer, a community director on the college’s foundation board and group publisher of *Crain’s Detroit Business*, emceed the Mission Macomb program, which included comments from James Flaherty, Macomb alumnus, and retired partner, Deloitte, as well as past chairman of the board, Deloitte & Touche, who credited his long-term success to his experiences at the college.

“I can say unequivocally that the commitment of and examples set by the Macomb Community College instructors, support staff and trustees not only prepared me academically, but also provided me opportunity and role models,” said Flaherty. “So I thank them and ask each and every one of you to join me in supporting them.”

Recipients of the Kathy and Jerry Wood Foundation scholarships were also introduced at the event, Patrick said. The 29 high school seniors from Macomb County public school districts were awarded two-year scholarships designed to fund the cost of tuition, fees and additional educational expenses, estimated to be \$3,000 per semester, with a total value of up to \$12,000.

Following the presentations, at-

tendees were invited to participate in more than 20 hands-on activities from a variety of college program areas, from engineering and advanced technology, nursing and allied health disciplines, Reading and Writing Studios through the Macomb Culinary Institute.

For more information about the campaign, contact the foundation at 586-445-7302 or at foundation@macomb.edu

Michigan Mystery Author Coming to Warren Library

Michigan author Meg Mims will be presenting her latest cozy mystery series with the debut of her new book “Bearly Departed” at the Civic Center branch of the Warren Library June 6 beginning at 6 p.m., said Warren librarian Jennifer Lund.

Mims lives close to Ann Arbor, the area she chose for the setting of her new “Shamelessly Adorable Teddy Bear” cozy mystery series, Lund said.

“Feel free to bring a new teddy bear to donate to foster children,” said Lund. “Books will be available to buy and sign. Call 586-574-4564 to register.”

Macomb County Selling ‘Excess’ Property

The Macomb County Public Works Office has listed three excess properties for sale, potentially worth several million dollars. Included is nearly nine acres at the northwest corner of M-59 and Garfield in Macomb Township.

The properties have all been held by various drainage districts for several years, said county spokesman John Cwikls. During a review of overall operations of the Public Works Office since the arrival of Commissioner Candice S. Miller in January, the properties were deemed excess and marked for sale.

In addition to that property, the properties include 4.58 acres along Ryan Road, between 18 and 19 Mile roads in Sterling Heights, and 5.7 acres at the southeast corner of 21 Mile Road and Sugarbush Road in Chesterfield Township, Cwikla said.

Funds received from the sale of the properties will be returned to their respective drainage districts.

The properties on M-59 and 21 Mile Road are both owned by the Macomb Interceptor Drainage District (MIDD).

“There is no reason for these properties to just sit vacant when they could be returned to the local tax roll and be considered for future development,” Commissioner Miller said. “Part of our mission is to contribute to the economic vitality of our community and sitting on properties for years for no reason does not serve that purpose.”

The property is currently being leased by the Michigan Dept. of Transportation to use as a staging area for the reconstruction work along M-59. Sale of that property would include a stipula-

tion to allow MDOT to continue to use that property for the life of that project. Additional information on the properties is available at Publicworks.macombgov.org



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GM Engineers Speak About STEM to Students

by Jim Stickford

Students of the Pontiac School District's "A World In Motion" (AWIM) program had the chance to interact with GM engineers on May 23 as a part of the program's efforts to promote STEM education.

Suzanna Kavanaugh, principal of the Pontiac district's International Technology Academy (ITA) said the school is a STEM-based academy that's in its seventh year of existence.

"We are getting ready to graduate our first class of students who have gone through the entire academy program," Kavanaugh said. "This year we're expanding, taking students from K-12. Previously we were a middle school through high school program."

"I don't know what I want to be when I grow up, but... thanks to this school, I am not intimidated by STEM."

– Precious Jackson, Student ITA

ITA has a total of 650 students, Kavanaugh said. That's out of a school district that has more than 4,000 students. She credits the whole community, both business and civilian, for the program's success.

"We've had a lot of public involvement," Kavanaugh said. "This is a true partnership with

the surrounding community. GM and Oakland University have been truly great in lending time and expertise. The people at these places have been so generous, talking to students, telling them about careers in STEM fields. That's important because the majority of careers in the future will be STEM-based. Providing students the opportunity to prepare themselves for the future is what ITA does, and that attitude is actually filtering to the school district at large."

One of the engineers who spoke to the students was Richard Balsley, Engineering Group manager at GM Powertrain. He described what an engineer does at GM.

"We take an idea and turn it into something real," Balsley said. "We're the people who take great ideas and new things and turn them into something the public can buy. To be able to do that, you have to go to school."

Balsley then spoke about the education needed to be an engineer and the disciplines they study – physics, chemistry, mathematics, computers.

"Cars are too complicated to be designed by just one person," Balsley said. "The paint has to be designed by a chemical engineer, we need mechanical engineers, people to program all the computers in the cars. There's a great demand for engineers."

Robert Portugaise, executive director for Manufacturing and Engineering at GM's Global Propulsion Systems in Pontiac, then talked to the students about what his department does.

"We are the bridge between product engineering and manufacturing," Portugaise said. "Someone has to take product designs and figure out a way to turn those designs into a manufacturing process."



GM's David Brooks talks to students about how R&D shapes the future.

"They source the equipment and get plants up and running."

Portugaise showed students how a plant, in this case GM's Romulus Powertrain plant, is updated for new production. Students got to see the site essentially rebuilt from the inside out. He told students GM employs more than 1,000 engineers at Global Propulsion alone.

"There are plenty of jobs for engineers," Portugaise said.

Students also heard from Dr. David Brooks, director of GM's Propulsion Systems Labs.

"We're responsible for research and development," Brooks said. "GM has the oldest R&D organization in the automotive world. We do the research that keeps our brands new and cool so that people will want to buy them."

An Englishman, Brooks said, when asked, that his first car was from a now out-of-business OEM, British Leyland. He called the car "rubbish" and said R&D and excellent engineering are the things that prevent GM from going out of business.

One of the questions he was asked by students was how much money engineers make.

Brooks responded with a joke by saying, "not enough," but then got serious. He said that engineers study very hard in college, and there are jobs out there for them and that an engineer can make \$70,000 right out of college.

Brooks told students not to be intimidated by math and science. These subjects are hard when one is younger. The older one gets, the easier it becomes.

One of the students at the AWIM event was Precious Jackson, a sixth-grader at ITA.

"This is my first year at the academy," Jackson said. "Science has always interested me academically, and math is my favorite subject. We've been taking STEM classes all semester and had the chance to build 3D models by discovering different formulas needed to design different shapes. It's interesting."

"I don't know what I want to be when I grow up, but I can say that, thanks to this school, I am not intimidated by STEM."

Memorial Day Presents Chance For Car Shoppers

Car shoppers hitting dealer lots this Memorial Day weekend will be pleased to find themselves in one of the strongest buyer's markets in recent memory, according to the latest Used Vehicle Market Report from Edmunds, said Edmunds Senior Analyst Ivan Drury.

A growing glut of off-lease vehicles means shoppers who are looking for a car between three and four years old will have a huge selection to choose from, and this surplus also means dealers will likely be ready to negotiate to help close the deal.

As an added bonus, Drury said Edmunds analysts also noticed a growing shortage of vehicles six years old and older, meaning shoppers can command top dollar for these in-demand trade-ins.

"The leasing surge we've seen over the past few years is taking hold and changing the face of the used-car market," said Edmunds Senior Analyst Ivan Drury. "With new-vehicle sales already beginning to stagnate, swollen inventories of off-lease used vehicles hitting the market and priced to move may cannibalize new-car sales and further strain residual values."

Edmunds finds three-year-old vehicles held 64.5 percent of their value in the first quarter of 2017 – down from 68 percent in 2010, Drury said.

And as residual values drop, MSRPs have continued to rise at a disproportionate rate, which is leading to mounting losses in the leasing sector.

As an example, in the first quarter of this year, the original MSRP of a three-year-old vehicle was \$34,200, up 14.7 percent compared to Q1 of 2010.

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expires: 5.31.2017

24 months **10,000** miles year **\$726** total due at signing (includes first month payment)

2017 GMC Terrain

SLE1 FWD Lease Offer MSRP: \$28,295

\$189 per month

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INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT
INCENTIVES INCLUDED: GM Employee Pricing, GM Lease Loyalty + Select Model



expires: 5.31.2017

24 months **10,000** miles year **\$528** total due at signing (includes first month payment)

2017 GMC Acadia

SLE1 FWD Lease Offer MSRP: \$33,445

\$251 per month

TRANSPARENT PRICING

INCLUDES: ALL TAXES & FEES, NO SECURITY DEPOSIT
INCENTIVES INCLUDED: GM Employee Pricing, Buick GMC Lease Loyalty + Select Model



expires: 5.31.2017

24 months **10,000** miles year **\$516** 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.



MEMORIAL DAY ★ SALES EVENT! ★

48 HOUR SALE TUESDAY & WEDNESDAY

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!
- Power Driver's Seat!
- Remote Start and Entry!
- Rear Vision Camera!
- Bluetooth for Phone!
- Former Courtesy Vehicle - Several to Choose from at Similar Savings!

Stock# Q7426

Was \$23,475 Sale Price: **\$15,999***

24 MONTH LEASE

\$79*

The Best Price...
PERIOD!

\$999 Down

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

2017 EQUINOX "LS"



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

Stock# H38033

Was \$26,405 Sale Price: **\$19,999***

24 MONTH LEASE

\$79*

The Best Price...
PERIOD!

\$999 Down

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

2017 TRAX "LT" Sun & Sound



- 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 Start and Entry!
- Bluetooth for Phone!
- Sliding Power Sunroof!
- Bose® Audio System!
- Former Courtesy Vehicle - Several to Choose from at Similar Savings!

Stock# H38720

Was \$24,945 Sale Price: **\$17,699***

24 MONTH LEASE

\$99*

The Best Price...
PERIOD!

\$999 Down

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

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!
- Power Driver's Seat!
- Remote Keyless Entry!
- Chevrolet Complete Care INCLUDED!

Stock# Q8007

Was \$26,895 Sale Price: **\$18,499***

24 MONTH LEASE

\$109*

The Best Price...
PERIOD!

\$999 Down

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

2017 TRAVERSE "LT"



- Style and Technology Package!
- 3.6L SIDI V6 Engine!
- 7 Passenger Seating Captain Chair Seating!
- 20" Aluminum Wheels!
- Rear Vision Camera!
- Remote Start and Entry!
- Bluetooth for Phone!
- OnStar with 4G LTE w/built-in Wi-Fi Hotspot!
- Former Courtesy Vehicle - Several to Choose from at Similar Savings!

Stock# Q8037

Was \$36,965 Sale Price: **\$26,899***

24 MONTH LEASE

\$129*

The Best Price...
PERIOD!

\$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# H32595

Was \$41,060 Sale Price: **\$31,499***

24 MONTH LEASE

\$159*

The Best Price...
PERIOD!

\$999 Down

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

We'll Give You **\$2500 MINIMUM** for Your Trade-In... **GUARANTEED!***



RICH MILNE
rmilne@moranautomotive.com



AUSTIN ELYA
aelya@moranautomotive.com



SHOWROOM HOURS:

Monday	CLOSED MEMORIAL DAY
Tuesday	8:00 AM - 8:00 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. Chevrolet Loyalty varies on model. Courtesy Vehicles have under 2500 miles. Leases are 10,000 miles per year. Disposition fee may be required at lease turn in. \$2500 trade-in guarantee is on 2006 thru 2014 model year vehicles, no branded titles, less reconditioning. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 5/31/2017 @ 6:00PM.



Lease figure with \$1500 Dealer NC Credit cards program subject to change while NC Salesperson. **Lease example is Stock Spec.** **GM Employee Purchase Plus Tax, Title, and, and NC Security Deposit Required.** All lease/purchase examples are figured with GM Employee purchase. Lessee consent required to change the customer who have a non GM Lease in household set to expire within 365 days of new lease/purchase delivery date. **Stock/GM/Lease** lease loyalty rebate applies to customers who have a current **Stock/GM/Lease** 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 April 2017. **GM Employee Purchase Plus Tax, Title, and, and NC Security Deposit Required.** For details: **GM Employee Purchase of 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.

The Proton tie-up gives Geely a boost in Southeast Asia, a “very difficult market” dominated by Japanese brands, according to Yale Zhang, managing director of Automotive Foresight, a research firm in Shanghai.

*See dealer for details. All Rebates/Incentives have been deducted from sale price/payment and are subject to change by manufacturer without notice. GM Employee discount required unless otherwise noted. All leases 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. The Silverado lease is based on a previous Courtesy vehicle and has approx. 2,000 miles which you lose on the lease. 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 05/31/2017

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



MEMORIAL DAY ★ SALES EVENT! ★

48 HOUR SALE TUESDAY & WEDNESDAY

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# BG941

Was \$25,825
Sale Price \$21,999*

**NO EMPLOYEE
DISCOUNT REQUIRED!**

The Best Price...
PERIOD!

24 MONTH LEASE

\$129* 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# BG451

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

The Best Price...
PERIOD!

24 MONTH LEASE

\$169* PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

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# D239

Was \$36,795
Sale Price \$29,499*

The Best Price...
PERIOD!

36 MONTH LEASE

\$189* PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

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# BG1822

Was \$39,990
Sale Price \$29,999*

The Best Price...
PERIOD!

24 MONTH LEASE

\$199* PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

EXPERIENCE  THE NEW BUICK

2017 GMC TERRAIN "SLE 2"



- 2.4L DOHC VVT ENGINE!
- INTELLINK RADIO w/7" DIAGONAL COLOR TOUCH SCREEN!
- REMOTE START AND ENTRY!
- REAR VISION CAMERA!
- ALUMINUM WHEELS!
- 8 WAY POWER DRIVER'S SEAT!
- BLUETOOTH FOR PHONE!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG1696

Was \$30,510
Sale Price \$25,999*

The Best Price...
PERIOD!

24 MONTH LEASE

\$129* PER MONTH

\$999 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# BG1419

Was \$33,375
Sale Price \$28,999*

The Best Price...
PERIOD!

24 MONTH LEASE

\$179* PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

2017 GMC SIERRA DOUBLE CAB 4x4

Elevation Edition



- 4.3L ECOTEC3 ENGINE!
- INTELLINK RADIO w/7" DIAGONAL COLOR TOUCH SCREEN!
- REAR VISION CAMERA!
- MONOCHROMATIC APPEARANCE!
- TRAILERING PACKAGE!
- REMOTE START AND ENTRY!
- 20" ALUMINUM WHEELS!
- ONSTAR w/4G LTE w/BUILT-IN WI-FI HOTSPOT!

STK# BG1846

Was \$40,155
Sale Price \$34,343*

The Best Price...
PERIOD!

36 MONTH LEASE

\$189* 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# BG1407

Was \$57,225
Sale Price \$49,999*

The Best Price...
PERIOD!

36 MONTH LEASE

\$359* PER MONTH

\$999 DOWN

NO SECURITY DEPOSIT REQUIRED

GMC WE ARE PROFESSIONAL GRADE

We'll Give You \$2500 MINIMUM for Your Trade-In... GUARANTEED!*



SHOWROOM HOURS:

Monday	CLOSED
Tuesday	8:00 AM - 8:00 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. Buick GMC Loyalty varies on model. Leases are 10,000 miles per year. Disposition fee may be required at lease turn in. Envision is former courtesy car with 2300 miles. \$2500 trade-in guarantee is on 2006 thru 2014 model year vehicles, no branded titles, less than 200K miles. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 5/31/2017 @ 6:00PM.



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YEARS
IN BUSINESS





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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
\$32,995*

STOCK #G575477



LEASE FOR
\$143* PER MONTH
24 MONTHS
\$999 DOWN

2017 GMC ACADIA SLE-1

PURCHASE FOR
\$27,789*

STOCK #TWHH8X



LEASE FOR
\$118* PER MONTH
24 MONTHS
\$999 DOWN

2017 GMC SIERRA DENALI 1500 4WD CREW CAB

PURCHASE FOR
\$48,439*

STOCK #VCWS44



LEASE FOR
\$349* PER MONTH
36 MONTHS
\$999 DOWN

2017 GMC YUKON SLE 4WD

PURCHASE FOR
\$46,319*

STOCK #G572324



LEASE FOR
\$310* PER MONTH
36 MONTHS
\$1999 DOWN

2017 GMC TERRAIN SLE-1

PURCHASE FOR
\$21,995*

STOCK #G574732



LEASE FOR
\$39* PER MONTH
24 MONTHS
\$999 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
\$19,679*

STOCK #B572041



LEASE FOR
\$69* PER MONTH
24 MONTHS
\$999 DOWN

2017 BUICK VERANO SPORT TOURING

PURCHASE FOR
\$20,295*

STOCK #B470037



LEASE FOR
\$139* PER MONTH
36 MONTHS
\$999 DOWN

2017 BUICK LACROSSE PREFERRED FWD

PURCHASE FOR
\$30,319*

STOCK #B470762



LEASE FOR
\$239* PER MONTH
24 MONTHS
\$999 DOWN

2017 BUICK ENCLAVE CONVENIENCE GROUP

PURCHASE FOR
\$30,849*

STOCK #VBNK46



LEASE FOR
\$119* PER MONTH
24 MONTHS
\$999 DOWN

2017 BUICK REGAL SPORT TOURING

PURCHASE FOR
\$23,329*

STOCK #TRGTRO



LEASE FOR
\$139* PER MONTH
24 MONTHS
\$999 DOWN

SHOWROOM HOURS:
MON. & THURS. 8:30AM-9PM
TUES., WED. & FRI. 8:30AM-6PM
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Paul Makowski
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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. Encore, Enclave, Regal, Lacrosse, Sierra Double Cab, Terrain, Envision and Acadia are 24 month leases. Cascada, Verano, Sierra Denali, and Yukon are 36 month leases. All Vehicles shown are \$999 down except for the Yukon which is \$1999 down and the Encore which is \$0 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: 5/31/2017.



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2017 CHEVY SILVERADO 1500 4WD LT DOUBLE CAB

LEASE FOR
\$149* PER MONTH
24 MONTHS
\$999 DOWN

PURCHASE FOR
\$32,709*

STOCK #571323

2017 CHEVY VOLT LT

LEASE FOR
\$236* PER MONTH
36 MONTHS
\$999 DOWN

PURCHASE FOR
\$31,569*

STOCK #471089

2017 CHEVY CRUZE HATCHBACK LT

LEASE FOR
\$69* PER MONTH
24 MONTHS
\$999 DOWN

PURCHASE FOR
\$16,979*

STOCK #470408

2017 CHEVY EQUINOX LT

LEASE FOR
\$69* PER MONTH
24 MONTHS
\$999 DOWN

PURCHASE FOR
\$21,379*

STOCK #574953

2017 CHEVY MALIBU LT

LEASE FOR
\$119* PER MONTH
24 MONTHS
\$999 DOWN

PURCHASE FOR
\$20,559*

STOCK #470394

2017 CHEVY CAMARO LT

LEASE FOR
\$239* PER MONTH
36 MONTHS
\$999 DOWN

PURCHASE FOR
\$23,939*

STOCK #470207

2017 CHEVY TRAX LS

LEASE FOR
\$69* PER MONTH
24 MONTHS
\$999 DOWN

PURCHASE FOR
\$16,749*

STOCK #574355

2017 CHEVY TRAVERSE LS

LEASE FOR
\$119* PER MONTH
24 MONTHS
\$999 DOWN

PURCHASE FOR
\$24,679*

STOCK #575083

— NO APPOINTMENTS NECESSARY FOR OIL CHANGES —

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All applicable rebates including lease loyalty, Chevrolet lease loyalty or lease conquest offers have been deducted from sale price/payment. Silverado, Cruze, Trax, Traverse, Equinox, and Malibu 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. Trax is \$0 down and Tahoe is with \$1999 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. Volt is a courtesy vehicle. 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 - 5/31/17.