

Detroit's Heavy Duty Pickup Trucks Go to Battle

GM Launches New HD Pickup with Silverado

Fans of GM Heavy Duty (HD) trucks now have another choice. A month after GM introduced the 2020 Sierra HD, Chevrolet has debuted the full lineup of its all-new 2020 Silverado HD – the strongest, most capable Silverado HD ever.

The new truck was unveiled in Flint by General Motors President Mark Reuss on Feb. 5.

The pickup will be built at the

Flint Assembly plant. The new 2020 Silverado HD is longer, wider and taller than its predecessor with a wheelbase that's been stretched 5.2 inches on Crew Cab models and is scaled for HD customers, said GM spokesman Mike Ofiara. The Silverado HD will be available in five distinct trim levels – Work

CONTINUED ON PAGE 2

Practical Truck Experience Guides Ram Engineers

by Jim Stickford

Competition in the pickup truck market has Detroit automakers tweaking their vehicles from front to back.

To that end, Ram Truck has just unveiled a new multi-function tailgate that "adds even greater utility to the truck industry's cargo-management and storage leader," said FCA spokesman Nick Cappa.

CONTINUED ON PAGE 3

Ford Unveils Super Duty

The Heavy Duty (HD) truck wars just got a little fiercer. Just weeks after GMC and Ram introduced their HD trucks, Ford has unveiled the new 2020 F-Series Super Duty pickup.

"Super Duty customers have demanding and diverse needs – from towing heavy trailers to repairing critical infrastructure," said Kumar Galhotra, Ford president, North America.

"Productivity is their lifeblood and their truck is their biggest tool. Our new Super Duty has more power, more payload and towing capability and better technology than ever to help these customers build a better world."

F-Series Super Duty had the most market share in industries such as government with more than 60 percent share, petroleum with 50 percent share and utility services with more than 45 percent share, according to Ford's analysis of IHS Markit TIP-Net U.S. registration data, January 2017 through November 2018, said Ford spokeswoman Dawn McKenzie.

Assembled in the United States, Ford's F-Series Super Duty is built with pride at both Kentucky Truck Plant in Louisville and Ohio Assembly Plant in Avon Lake.

New F-Series Super Duty improvements include new gas and diesel engines, a new 10-speed automatic transmission, chassis upgrades, exterior and interior design updates, and smart advanced technology that raises the bar again in towing, payload and connectivity.

A new Ford-designed and Ford-built 7.3-liter V8 joins the standard 6.2-liter V8 in Super Duty's gas engine stable.

The Ford-designed and Ford-built third-generation 6.7-liter Power Stroke diesel V8 is upgraded to deliver more power and torque, McKenzie said.

CONTINUED ON PAGE 6



The 2020 Silverado HD joins the new GMC Sierra in the GM portfolio.



The Ram 1500 tailgate now comes in many shapes and sizes.

Hourly Employees to Receive Profit-Sharing

The numbers are in and some of Detroit automakers' hourly employees will be receiving bonus checks higher than last year.

GM led the pack, with hourly employees receiving bonuses up to about \$10,750.

On Feb. 6, GM officials stated that, based on the 2018 full-year results for the company's North America business, more than 46,500 eligible U.S. hourly employees will receive the profit-sharing checks.

"When GM delivers good business results, our eligible hourly employees in the U.S. share in the company's success," said

Mary Barra, GM's CEO and chairman.

"To build on our performance, we must continue working together to deliver strong safety, quality and productivity results."

Since 2010, certain eligible GM U.S. hourly workers have earned more than \$80,500 in profit-sharing payments, said GM spokesman Dan Flores.

Eligible employees are scheduled to receive the payment in their Feb. 22 paycheck.

The program is based on a contractually negotiated formula between General Motors and the UAW.

In 2018, GM North America earned EBIT-adjusted income of \$10.8 billion on increasing sales of GM's newest crossovers, the launches of the full-size Chevrolet Silverado and GMC Sierra pickups, and disciplined cost control.

In late January, Ford reported that 2018 profit-sharing for eligible hourly full-time UAW-represented employees would be approximately \$7,600 on a full-year basis and will be paid on March 14.

Ford CEO Jim Hackett told reporters that the full year, net income was \$3.7 billion and company adjusted EBIT was \$7 bil-

lion, driven by North America, with an EBIT margin of 7.9 percent, and Ford Credit EBIT of \$2.6 billion, its highest in eight years.

While auto operations reported a lower EBIT than a year ago, driven by China and Europe, all regions continued to focus on improving operational fitness while building on core company strengths, said Hackett.

In Europe, Ford posted record SUV sales, while Ranger was the region's best-selling pickup, and Ford once again was the best-selling commercial vehicle brand, Hackett said.

CONTINUED ON PAGE 3

Ford Upgrades Chicago Plant At a Cost of \$1 Billion

Building the future is an expensive proposition. But that hasn't stopped Ford Motor Company from making major investments in its infrastructure.

Ford will be investing \$1 billion in Chicago Assembly and Stamping Plants and adding 500 new jobs as it prepares to launch three highly anticipated new SUVs that go on sale later this year, said Ford spokeswoman Kelli Felker.

The transformation at the plant, which will begin in March, will expand capacity for the production of the new Ford Explorer – including the Explorer ST and Explorer Hybrid – the new Police Interceptor Utility and the all-new Lincoln Aviator, Felker said.

The work will be completed in the spring. The additional 500 full-time jobs bring total employ-

ment at the two plants to approximately 5,800.

With the Chicago investment, Ford is building a new body shop and paint shop at Chicago Assembly, and making major modifications to the final assembly area. At Chicago Stamping, the company is adding a new stamping line in preparation for the 2020 Ford Explorer, Police Interceptor Utility and Lincoln Aviator.

Advanced manufacturing technologies at the plants include a collaborative robot with a camera that inspects electrical connections during the manufacturing process, Felker said. In addition, he said, several 3D printed tools will be installed to help employees build these vehicles with

CONTINUED ON PAGE 2



Hinrichs shows off the vehicles that will be built at Ford Chicago Assembly after \$1 billion in upgrades.

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General Motors Starts Laying Off Employees

DETROIT (AP) – General Motors started laying off about 4,300 white-collar workers worldwide last week.

In November, the company said it wanted to cut 8,000 salaried and contract workers so it can raise profit margins and invest more in autonomous and electric vehicles.

The company says 2,200 white-collar employees took buyouts, while another 1,500 contract workers were let go.

Many of the layoffs will happen at GM’s technical center in Warren. Most of those employees work on components for internal combustion engines and discontinued car models.

GM also plans to close one Canadian and four U.S. car factories, shedding another 5,000 jobs. But 2,700 U.S. workers will be offered jobs at other factories.

GM says the layoffs are part of a restructuring that will add up to \$2.5 billion to its bottom line this year.

GM Adds 2020 Silverado HD Pickup Truck to Lineup

CONTINUED FROM PAGE 1

Truck, Custom, LT, LTZ and High Country – available across 22 cab, bed, chassis and driveline configurations.

Max towing capability increases an enormous 52 percent to an available 35,500 pounds. It’s also the third new Silverado in just 18 months, each designed for different customers, said Ofiara.

“We set out to make the best HD trucks on the market, bar none,” said Jaclyn McQuaid, chief engineer, Silverado HD. “We increased towing capabilities across the line, not just for dually buyers.

“We added class-leading towing technologies, such as 15 available camera views, to make trailering more convenient, whether pulling a large cargo trailer or fifth-wheel camper. And we made a host of changes to make tasks easier.”

Ofiara said that about 1,000 employees will be added to Flint Assembly to build the new Silverado HD. An emphasis was made to choose people who were laid off from recent GM plant closings.

Customers can choose between two new powertrains. The standard engine is a new 6.6L V8 gas with direct injection making 401 hp and 464 lb.-ft. of torque mated to a six-speed automatic transmission. That’s an 11 percent increase in horsepower and a 22 percent increase in peak torque, respectively, resulting in 18 percent more towing capability.

Then there’s the Duramax 6.6L Turbo-Diesel V8 engine making 445 hp and 910 lb.-ft. of torque coupled with a new Allison 10-speed automatic transmission.

In addition, every component between the transmission and the wheels has been upgraded.

2020 Silverado HD highlights include new, more powerful 6.6L V8 gas engine with direct injection for greater performance and stronger trailering capability with 22 percent more torque and up to 18 percent more towing compared to the truck’s previous 6.0L gas engine, Ofiara said.

A new Allison 10-speed automatic transmission is matched with the available Duramax 6.6L V8 Turbo-Diesel engine for the increase in max towing.

The Silverado HD comes with Autotrac active two-speed transfer case on 4x4 models that electronically controls “4 Auto” mode, allowing the truck to seamlessly shift between two-wheel drive and four-wheel drive based on road conditions, Ofiara said.

The in-vehicle trailering system features an optional total of 15 available camera views (requires an installed accessory camera), such as HD Surround Vision and other unique views including a transparent trailer feature to help provide added confidence when towing.

This also features increased in-

tegration with the myChevrolet mobile app, Ofiara said.

The HD-exclusive sculpted exterior design features the most differentiation from the Silverado 1500 ever – the roof is the only shared sheet metal.

Heavy-duty details are designed to make work easier and more intuitive, including features such as an easy-access engine block heater outlet, easy-to-fill

diesel exhaust fluid (DEF) tank with opening inside the fuel door, a more integrated snow plow prep package and new, advanced trailering mirrors with available spot lamps and more.

The BedStep feature and larger CornerSteps makes it easier to load or reach items in the cargo box, which is designed to hold a pair of size-12 boots and up to 500 pounds.



The new Silverado HD may be strong, but it doesn’t stint on comfort.

Ford Investing \$1B in Chicago Assembly

CONTINUED FROM PAGE 1

even higher quality for customers.

The production of three new SUVs will add to Ford’s output in the United States.

Ford was the No. 1 producer of vehicles in the U.S. and the leading exporter of vehicles from the U.S., building nearly 2.4 million in 2018, and employs the most hourly U.S. autoworkers, said Felker.

“We are proud to be America’s top producer of automobiles,” said Joe Hinrichs, president, Global Operations. “Today, we are furthering our commitment to America with this billion dollar manufacturing investment in Chicago and 500 more good-paying jobs.

“We reinvented the Explorer

from the ground up, and this investment will further strengthen Ford’s SUV market leadership.”

“Ford’s announcement of 500 additional jobs and over \$1 billion in plant investments is a testament to the quality and hard work of UAW Ford members,” said Rory Gamble, vice president of the UAW Ford Department.

“Every day, UAW Ford members head to work, proud of the products they build and the craftsmanship required in vehicles like the Explorer, Aviator and Police Interceptor. Ford’s investment announcement demonstrates a commitment to the dedication of UAW members in Chicago.”

Employee-related improvements to make the plant a better

place to work total \$40 million and include a new LED lighting, cafeteria updates, new break areas, and security upgrades in the parking lot, Felker said. The company’s investment is supported by Ford’s partnership with the UAW, along with federal, state, county and local government.

“As Chicago continues to strengthen our diverse economy, Ford’s commitment to add 500 jobs and infuse nearly a billion dollars into their Southeast Side assembly plant is a vote of confidence in our people and our future,” said Mayor Rahm Emanuel.

“The assembly plant is a local and regional economic engine where iconic American brands like the Lincoln Aviator and Ford Explorer are built. This investment is a testament to the strength and vibrancy of Chicago’s manufacturing sector, and I look forward to Ford’s presence in our city for generations to come.”

Chicago Assembly, located on the city’s south side, is Ford’s longest continually operating vehicle assembly plant. The factory started producing the Model T in 1924 and was converted to war production during World War II.

Ford represents nearly two-thirds of police vehicle sales in the U.S., said Felker.

In 2017, she said, the Ford Police Interceptor Utility alone accounted for more than half of all police vehicle sales in the U.S., outselling all other police vehicles combined.

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2019 Ram 1500's New Tailgate Adds Flexibility

CONTINUED FROM PAGE 1

its-kind 60-40 split, swing-away functionality.

"When you're trying to attract new customers to a truck brand, you need to be innovative," Cappa said. "So finding new ways to utilize the space in the truck bed is pertinent and it's our job."

And Ram has done that, Cappa said. Features such as Ram's Box Bedside Storage, Movable Anchor Points and its System Bed Divider matter, he said.

"If you've ever had to tie something down in your truck, having anchor points that are movable really help because different items come in different sizes and shapes," Cappa said. "And now our multifunctional gate puts us at the top in terms of pickup bed utilization."

"Ram multifunction tailgate's dual side-hinged tailgate doors further enhance the 1500's bed access and utility," said Reid Bigland, head of Ram Brand – FCA. "Independent opening features make curbside loading easier. Being able to access the bed closer to the bumper makes stepping up easier; makes loading bulky items easier; makes unloading and washout easier, and allows fork-lift loading."

Unlike other multi-element tailgates, the Ram multifunction tailgate is trailer-friendly and does not require that the trailer and hitch be removed before opening. With a 2,000-lb. load rating, Ram multifunction tailgate retains all of the traditional tailgate's capability.

"The Ram multifunction tail-

gate is intuitive to operate and owners will find it immediately useful," said Bigland. "Combined with Ram's class-exclusive Ram-Box feature and new tailgate step, we're taking Ram's cargo management and storage to the next level."

Ram's multifunction tailgate has four configurations: open flat, open left door only, open right door only and open both doors. Each door swings open 88 degrees and access can be further enhanced via a retractable center-mounted step option.

Among the 2019 Ram 1500's other innovative storage solutions are the RamBox cargo management system, Cappa said.

The RamBox system includes versatile, weatherproof, lockable, illuminated and drainable storage bins built into the bed rails. RamBox bins also feature a handy 115-volt, 400-watt outlet. Also available with RamBox is a pickup bed divider/two-foot bed extender and cargo rail system with four sliding, adjustable cleats.

Interior storage was also high on the priority list for the new Ram 1500, Bigland said. A reimagined center console with 12 different storage configurations offers never-before-seen customization for the most active interior real estate.

"There are a number of automotive technologies that currently exist," Cappa said. "Ram engineers have spent a lot of time refining and extending this technology in trucks. For example, people these days pretty much expect trucks to have tire pressure monitoring. But Ram



Dual side-hinged tailgate



Doors open wide, not down



Retractable center-mounted step

has extended that technology so drivers can monitor the pressure of the tires of the trailers they are towing."

The same goes for blind spot monitoring technology, Cappa said. Trucks these days come standard with blind spot monitoring, but Ram now extends that monitoring to trailers.

In total, the Ram 1500 features more than 151 liters of interior storage capacity – nearly 100 percent more than the closest competitor, Cappa said.

The multifunction tailgate will be available across all seven 2019 Ram 1500 models and will reach dealerships in the second quarter of 2019. Manufacturer's Suggested Retail Price is \$995. The optional center step is \$295.

"All you need to redesign a truck are a bunch of engineers who use these vehicles in their

everyday life," Cappa said. "And that is what we have at Ram."

"Our engineers are truck users themselves and they are always talking about what features they find useful and what new features would be cool to have to make their truck use even better."

Detroit Hourly Employees Get Bonuses

CONTINUED FROM PAGE 1

In the Asia Pacific region, India and Thailand achieved record full-year sales, and Lincoln set a new annual sales record for the fourth consecutive year in China.

At FCA US, eligible UAW-represented employees will receive average profit-sharing payments of \$6,000, based on the company's 2018 financial performance, said FCA spokeswoman Jodi Tinson.

Last year, FCA US hourly employees took home a bonus of \$5,500.

Approximately 44,000 employees will receive the payment on March 8.

With this payment, FCA US hourly employees have received on average more than \$29,000 in profit-sharing since 2009, Tinson said.

As negotiated in the 2015 FCA US-UAW Collective Bargaining Agreement, the 2018 profit-sharing payment is based on the adjusted Earnings Before Interest and Taxes (EBIT) margin performance of the North American region reported in the FCA N.V. financial results and on individual compensated hours.

In total, FCA has invested more than \$10 billion and created nearly 30,000 new jobs in the U.S. since 2009, Tinson said.

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FCA Celebrates 35 Years of Minivans With Special Editions

The minivan, which was invented by Chrysler, is officially 35 years old – and that’s worth celebrating.

To mark the occasion of the minivan’s 35th anniversary, FCA is releasing several special editions, said FCA spokeswoman Claire Carroll.

“We created the minivan segment and we’re proud of our place in it, and we will continue to innovate like we’ve done with the first hybrid minivan, industry-exclusive Stow ’n Go seating, Uconnect Theater with 10-inch touchscreens in the second row and much more,” said Steve Beahm, head of Passenger Car Brands, Dodge//SRT, Chrysler and FIAT – FCA North America.

“More than 14.6 million families have created lasting memories in their minivans throughout the past 35 years, through home projects, road trips, soccer practice, you name it. There is no better way to commemorate the anniversary of the people mover that does it all, than by introducing an edition that offers even more value to today’s families.”

Carroll said FCA has commemorated anniversaries every 5 years, so FCA employees knew the minivan’s milestone was the 2019 model year.

New for 2019, the 35th Anniversary editions will be available on Chrysler Pacifica, Pacifica Hybrid and Dodge Grand Caravan models, featuring new badging, an all-black interior with Cranberry Wine accent stitching, and upgraded content, in addition to the already extensive list of standard equipment, Carroll said.

The first modern minivan rolled off the Windsor Assembly Plant line on Nov. 2, 1983, sparking a new segment of people movers that rose in popularity very quickly, transporting mil-



The 1984 Plymouth Voyager was the first minivan ever launched.

lions of moms, dads and kids, and becoming part of their families, Carroll said.

FCA US minivans are now appealing to a new generation, she said. Kids who used to ride in the second row are now in the driver’s seat, making memories with families of their own.

With more than 14.6 million minivans sold globally since 1983, FCA US tops the segment, selling twice as many minivans as any other manufacturer over the past 35 years, and remains the leader with 55 percent market share in 2018 – the highest ever attained.

FCA US, then called Chrysler, invented the modern minivan in 1984 with the Dodge Caravan and Plymouth Voyager. The first luxury minivan, the Chrysler Town & Country, debuted in 1989.

The company still leads the way with the best, most innovative vehicle, said Carroll, to move people and things – 115 minivan-first innovations and 14.6 million minivan sales later. Through all six generations of the minivan, FCA US has continued to deliver

versatility, functionality, safety and technology.

Celebrating its status as the most awarded minivan of the past three years, with more than 100 awards, the Pacifica offers class-leading gasoline and hybrid powertrains and nearly 40 new minivan-first features, said Carroll.

Available on Pacifica Touring L (gas/hybrid), Touring L Plus and Limited (gas/hybrid) models, the 35th Anniversary edition features a 35th Anniversary badge and a Liquid Chrome Chrysler Wing badge with a Gloss Black insert on the front fascia grille and rear liftgate.

The all-black interior features Cranberry Wine accent stitching on McKinley and Nappa leather perforated seats, steering wheel, door trim, bezels on the instrument panel (IP) and door handles, and a 35th Anniversary embroidered logo on the front floor mats.

35th Anniversary Pacifica models feature:

- Touring L: Memory driver’s seat, eight-passenger seat-



This special edition 2019 Pacifica builds on decades of heritage.

ing, Mopar overhead DVD, 18-inch wheels

- Touring L Plus: Memory driver’s seat, eight-passenger seating and dual-pane sunroof
- Limited: 20-inch wheels
- 35th Anniversary Pacifica Hybrid models feature:
- Hybrid Touring L: Premium Audio Group with 13 Alpine speakers, Uconnect 4C Nav with 8.4-inch display, 17-inch wheels
- Hybrid Limited: 18-inch wheels

The S Appearance package can be added to any 35th Anniversary edition Pacifica or Pacifica Hybrid for an even sportier, blacked-out, customized exterior.

The 2019 Chrysler Pacifica is available in 10 exterior colors: Billet Silver Metallic, Brilliant Black, Bright White, Dark Cordovan, Granite Crystal Metallic, Jazz Blue, Luxury White, Maximum Steel, Ocean Blue Metallic and Velvet Red.

The Dodge Grand Caravan is available on Grand Caravan SE

and SXT models. The 35th Anniversary edition includes 17-inch tech silver aluminum wheels, 35th Anniversary fender badge and a Bright grille.

Inside, an all-black interior features Cranberry Wine accent stitching on the seats, steering wheel and door trim, a Piano Black console and IP accent, and a 35th Anniversary embroidered logo on the front floor mats.

35th Anniversary Grand Caravan models feature:

- SE: Stow ’N Go second-row bucket seats, power driver’s seat.
- SXT: Navigation radio, Driver Convenience Group that features heated front seats, heated steering wheel, second-row window shades.

The Chrysler Pacifica, Pacifica Hybrid and Dodge Grand Caravan are built at Windsor Assembly Plant in Windsor, Ontario.

Orders start this spring, with 35th Anniversary Editions arriving in dealerships this summer – just in time for road trips, Beahm said.

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FCA 'Big Game' Commercials Big Success

FCA US debuted eight commercials online last week as part of its "Big Game Blitz" digital and social strategy.

One of the commercials, the Jeep brand's "More Than Just Words," has smashed the company's record for most online views, with over 106 million, more than the audience size for the Super Bowl broadcast, said FCA spokeswoman Diane Morgan.

In addition to breaking company records for most views, "More Than Just Words" has been shared across Facebook, Twitter and YouTube over 200,000 times cumulatively with over 50,000 comments combined reflecting overwhelmingly positive sentiment from fans across social media, said Morgan.

As part of a concerted digital strategy, FCA elected to reach consumers exclusively through social and digital channels, during a time when many are watching commercials online and likely to share, Morgan said.

"This year, we adopted a new approach to launch our commercials in advance of the Big Game and our 'gamble' seems to be winning as we continue to track the videos through today," said Olivier Francois, chief marketing officer, FCA.

"Together, our eight creative executions have amassed over 169 million views. What is more exciting is that engagement to date suggests that Jeep brand's 'More Than Just Words' on its own has surpassed the TV audience viewership for the Big Game.

"Viewers have been reacting to it in a very powerful way, commenting across our digital and social platforms and telling us how much they appreciate the message, and thanking us for it.

"Our fans are calling the video one of the best Big Game commercials ever. And while it didn't air in the game, people will remember it as one."

The two-minute, "More Than Just Words," a visual narration of "The Star Spangled Banner" with music performed by OneRepublic, was released Jan. 31 across the brand's digital and social platforms. The song serves as a catalyst that takes viewers on an unexpected musical and visual odyssey.

Social sentiment for the video has been overwhelmingly positive, with all comments 99 per cent positive or neutral, Morgan said.

FCA's Canada Sales Show Real Strength

FCA Canada reported 14,191 vehicles sold for the month of January 2019, up 19 per cent from the prior month (December 2018). The company continues its strategy of reducing sales to the daily rental segment.

Jeep brand reported sales of 4,664 vehicles for the month of January. The top year-over-year performer for the brand was Jeep Compass with 816 sales, an increase of 51 per cent in total sales. At the retail level, Jeep Compass sales of 812 were 85 per cent above the amount sold in January 2018 (440). Jeep Grand Cherokee saw its total sales rise 13 per cent with 1,155 vehicles.

Chrysler brand reported 389 sales for the month. Dodge brand reported 3,183 sales for the month. Built in Brampton, Dodge Challenger sales of 270 were up 184 per cent from the same month last year. Dodge Durango sales of 700 were up 74 percent.

DICK HUVAERE'S GREATEST FEBRUARY MONDAY SALE!

3 EXCLUSIVE HUVAERE PRESIDENTS' DAY COUPONS TO CHOOSE FROM!

FROM \$2000 - \$3000! CLIP THE ONE THAT'S RIGHT FOR YOU!

ABSOLUTE BEST SALE PRICES!
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HUGE PRESIDENTS' DAY SALES EVENT!

LARGEST 12 HOUR SALE!

HUVAERE PRESIDENTS' DAY CASH!

MONDAY 8:30AM-9:00PM

2019 RAM 1500 CLASSIC QUAD CAB 4X4
FEBRUARY IS TRUCK MONTH!



24 MO. LEASE \$115 /MONTH**
\$1500 TOTAL DUE
INCLUDES DESTINATION CHARGE, ALL TAXES, PLATE TRANSFER.
ONLY 80 AVAILABLE!

EXCLUSIVE HUVAERE PRESIDENTS' DAY 1500 CREW CAB HEMI BONUS CASH \$3000

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EXCLUSIVE HUVAERE PRESIDENTS' DAY BONUS CASH \$2000

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No Matter What Make or Condition, 'We Can Help! Appraised Value PLUS \$2000

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HUVAERE PRESIDENTS' DAY COMPASS DEAL!

2019 Jeep Compass Limited 4x4



LEASE FOR \$67 /MO.**
24 Mos. \$495 due
30-36-48-60-72-84-96-108-120-132-144-156-168-180-192-204-216-228-240-252-264-276-288-300-312-324-336-348-360-372-384-396-408-420-432-444-456-468-480-492-504-516-528-540-552-564-576-588-600-612-624-636-648-660-672-684-696-708-720-732-744-756-768-780-792-804-816-828-840-852-864-876-888-900-912-924-936-948-960-972-984-996-1008-1020-1032-1044-1056-1068-1080-1092-1104-1116-1128-1140-1152-1164-1176-1188-1200-1212-1224-1236-1248-1260-1272-1284-1296-1308-1320-1332-1344-1356-1368-1380-1392-1404-1416-1428-1440-1452-1464-1476-1488-1500-1512-1524-1536-1548-1560-1572-1584-1596-1608-1620-1632-1644-1656-1668-1680-1692-1704-1716-1728-1740-1752-1764-1776-1788-1800-1812-1824-1836-1848-1860-1872-1884-1896-1908-1920-1932-1944-1956-1968-1980-1992-2004-2016-2028-2040-2052-2064-2076-2088-2100-2112-2124-2136-2148-2160-2172-2184-2196-2208-2220-2232-2244-2256-2268-2280-2292-2304-2316-2328-2340-2352-2364-2376-2388-2400-2412-2424-2436-2448-2460-2472-2484-2496-2508-2520-2532-2544-2556-2568-2580-2592-2604-2616-2628-2640-2652-2664-2676-2688-2700-2712-2724-2736-2748-2760-2772-2784-2796-2808-2820-2832-2844-2856-2868-2880-2892-2904-2916-2928-2940-2952-2964-2976-2988-3000-3012-3024-3036-3048-3060-3072-3084-3096-3108-3120-3132-3144-3156-3168-3180-3192-3204-3216-3228-3240-3252-3264-3276-3288-3300-3312-3324-3336-3348-3360-3372-3384-3396-3408-3420-3432-3444-3456-3468-3480-3492-3504-3516-3528-3540-3552-3564-3576-3588-3600-3612-3624-3636-3648-3660-3672-3684-3696-3708-3720-3732-3744-3756-3768-3780-3792-3804-3816-3828-3840-3852-3864-3876-3888-3900-3912-3924-3936-3948-3960-3972-3984-3996-4008-4020-4032-4044-4056-4068-4080-4092-4104-4116-4128-4140-4152-4164-4176-4188-4200-4212-4224-4236-4248-4260-4272-4284-4296-4308-4320-4332-4344-4356-4368-4380-4392-4404-4416-4428-4440-4452-4464-4476-4488-4500-4512-4524-4536-4548-4560-4572-4584-4596-4608-4620-4632-4644-4656-4668-4680-4692-4704-4716-4728-4740-4752-4764-4776-4788-4800-4812-4824-4836-4848-4860-4872-4884-4896-4908-4920-4932-4944-4956-4968-4980-4992-5004-5016-5028-5040-5052-5064-5076-5088-5100-5112-5124-5136-5148-5160-5172-5184-5196-5208-5220-5232-5244-5256-5268-5280-5292-5304-5316-5328-5340-5352-5364-5376-5388-5400-5412-5424-5436-5448-5460-5472-5484-5496-5508-5520-5532-5544-5556-5568-5580-5592-5604-5616-5628-5640-5652-5664-5676-5688-5700-5712-5724-5736-5748-5760-5772-5784-5796-5808-5820-5832-5844-5856-5868-5880-5892-5904-5916-5928-5940-5952-5964-5976-5988-6000-6012-6024-6036-6048-6060-6072-6084-6096-6108-6120-6132-6144-6156-6168-6180-6192-6204-6216-6228-6240-6252-6264-6276-6288-6300-6312-6324-6336-6348-6360-6372-6384-6396-6408-6420-6432-6444-6456-6468-6480-6492-6504-6516-6528-6540-6552-6564-6576-6588-6600-6612-6624-6636-6648-6660-6672-6684-6696-6708-6720-6732-6744-6756-6768-6780-6792-6804-6816-6828-6840-6852-6864-6876-6888-6900-6912-6924-6936-6948-6960-6972-6984-6996-7008-7020-7032-7044-7056-7068-7080-7092-7104-7116-7128-7140-7152-7164-7176-7188-7200-7212-7224-7236-7248-7260-7272-7284-7296-7308-7320-7332-7344-7356-7368-7380-7392-7404-7416-7428-7440-7452-7464-7476-7488-7500-7512-7524-7536-7548-7560-7572-7584-7596-7608-7620-7632-7644-7656-7668-7680-7692-7704-7716-7728-7740-7752-7764-7776-7788-7800-7812-7824-7836-7848-7860-7872-7884-7896-7908-7920-7932-7944-7956-7968-7980-7992-8004-8016-8028-8040-8052-8064-8076-8088-8100-8112-8124-8136-8148-8160-8172-8184-8196-8208-8220-8232-8244-8256-8268-8280-8292-8304-8316-8328-8340-8352-8364-8376-8388-8400-8412-8424-8436-8448-8460-8472-8484-8496-8508-8520-8532-8544-8556-8568-8580-8592-8604-8616-8628-8640-8652-8664-8676-8688-8700-8712-8724-8736-8748-8760-8772-8784-8796-8808-8820-8832-8844-8856-8868-8880-8892-8904-8916-8928-8940-8952-8964-8976-8988-9000-9012-9024-9036-9048-9060-9072-9084-9096-9108-9120-9132-9144-9156-9168-9180-9192-9204-9216-9228-9240-9252-9264-9276-9288-9300-9312-9324-9336-9348-9360-9372-9384-9396-9408-9420-9432-9444-9456-9468-9480-9492-9504-9516-9528-9540-9552-9564-9576-9588-9600-9612-9624-9636-9648-9660-9672-9684-9696-9708-9720-9732-9744-9756-9768-9780-9792-9804-9816-9828-9840-9852-9864-9876-9888-9900-9912-9924-9936-9948-9960-9972-9984-9996-10008-10020-10032-10044-10056-10068-10080-10092-10104-10116-10128-10140-10152-10164-10176-10188-10200-10212-10224-10236-10248-10260-10272-10284-10296-10308-10320-10332-10344-10356-10368-10380-10392-10404-10416-10428-10440-10452-10464-10476-10488-10500-10512-10524-10536-10548-10560-10572-10584-10596-10608-10620-10632-10644-10656-10668-10680-10692-10704-10716-10728-10740-10752-10764-10776-10788-10800-10812-10824-10836-10848-10860-10872-10884-10896-10908-10920-10932-10944-10956-10968-10980-10992-11004-11016-11028-11040-11052-11064-11076-11088-11100-11112-11124-11136-11148-11160-11172-11184-11196-11208-11220-11232-11244-11256-11268-11280-11292-11304-11316-11328-11340-11352-11364-11376-11388-11400-11412-11424-11436-11448-11460-11472-11484-11496-11508-11520-11532-11544-11556-11568-11580-11592-11604-11616-11628-11640-11652-11664-11676-11688-11700-11712-11724-11736-11748-11760-11772-11784-11796-11808-11820-11832-11844-11856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1864-21876-21888-21900-21912-21924-21936-21948-21960-21972-21984-21996-

Toyota, Honda Report Decline In 3Q Profits

TOKYO (AP) – Toyota's fiscal third quarter profit plunged to 180.9 billion yen (\$12.6 billion), about a fifth of what the Japanese automaker earned the previous year, despite relatively solid sales, the Japanese automaker said Feb. 6.

Toyota Motor Corp.'s October-December profit in 2017 had totaled 941.8 billion yen, helped by perks from U.S. tax reforms.

Toyota, Japan's No. 1 automaker, said that profit for the latest quarter was also hurt by unrealized gains and losses in equity securities.

Quarterly sales totaled 7.8 trillion yen (\$71 billion), up nearly 3 percent from 7.6 trillion the previous year, according to the maker of the Camry sedan, Prius hybrid and Lexus luxury models.

Toyota lowered its profit for the fiscal year through March to 1.87 trillion yen (\$17 billion), down from 2.5 trillion yen in the previous fiscal year, and below its earlier projection for 2.3 trillion yen (\$21 billion) profit.

Japanese rival Honda Motor Co. Feb. 1 reported fiscal third-quarter profit fell 71 percent from a year earlier to 168 billion yen (\$1.5 billion) as growing incentives, an unfavorable exchange rate and flat vehicle sales offset gains from cost cuts. Quarterly sales were unchanged at 3.9 trillion yen (\$36 billion).

Ford F-250 Aims to Win in Heavy-Duty Arena

CONTINUED FROM PAGE 1

A new Ford-designed and Ford-built 10-speed heavy-duty TorqShift automatic transmission is paired with the 7.3-liter V8 and third-generation 6.7-liter Power Stroke diesel V8.

Ford is the only manufacturer to design and build all of its heavy-duty engine and transmission combinations – ensuring the powertrain works seamlessly with all chassis components and vehicle calibrations, said McKenzie.

“We’re delivering the most capable Super Duty powertrain offerings yet.”

**– Mike Pruitt
Ford Chief Engineer**

“With the addition of the 7.3-liter V8, upgrades to our 6.7-liter and the debut of an all-new 10-speed transmission, we’re delivering the strongest, most capable Super Duty powertrain offerings yet,” said Mike Pruitt, Ford Super Duty chief engineer.

The 7.3-liter gas V8 engine

delivers high performance in a compact package, Pruitt said.

“Based on decades of commercial engine experience, this 7.3-liter is expected to be the most powerful gas V8 in its class – providing durability, ease of maintenance, and the towing and payload capability customers want,” said Pruitt.

“It uses a new cam-in-block, overhead valve architecture with cast iron block and forged steel crankshaft for maximum durability.”

Port injection with variable-valve timing optimizes the intake and exhaust to match performance with workloads. Oil jets cool the pistons under heavy loads.

Super Duty's third-generation 6.7-liter Power Stroke includes a new 36,000-psi fuel injection system with all-new injectors that precisely meter and spray up to eight times per stroke to control noise levels and optimize combustion.

This innovative inboard exhaust diesel V8 features a redesigned electronic-actuated variable-geometry turbocharger that provides improved pumping efficiency and throttle response. Structural enhancements increase the strength of the cylinder head, block, connecting rods and bearings to handle higher cylinder pressure and increased output.

New steel pistons provide higher firing pressure capability and less friction – meaning im-

proved performance and more horsepower and torque than ever, Pruitt said.

The truck's standard 6.2-liter gas V8 rounds out the three engine choices for Super Duty customers.

This workhorse offers heavy-duty truck customers proven capability at an affordable price, said McKenzie.

Ford is making its new 10-speed TorqShift automatic transmission available across all three Super Duty engine offerings for the new 2020 model. This TorqShift features a wider gear ratio span than the 6-speed and is designed for the harshest towing conditions.

The heavy-duty transmission

continues to offer class-exclusive live-drive power takeoff, which allows the operator to engage industrial equipment and accessories, such as snowplows, with the truck in motion, Pruitt said.

This electronically controlled transmission has selectable drive modes that include normal, tow/haul, eco, slippery, and deep sand and snow.

The entire unit is so cleverly engineered that – even with four extra gears – it fits in the same space as the 6-speed and weighs only 3.5 pounds more, McKenzie said.

Ford's new 2020 F-Series Super Duty will start shipping to dealers this fall.



The F-250 HD truck aims to provide power and strength.

General Motors' Profits Driven by U.S. Market

DETROIT (AP) – General Motors posted an \$8.1 billion net profit for 2018, fueled by better prices for vehicles sold in the U.S., its most lucrative market.

It's a strong rebound from the previous year when the company lost \$3.9 billion on a giant tax accounting charge.

GM made \$10.8 billion before taxes in North America, down about 9 percent from 2017. But it still means big profit-sharing checks for about 46,500 union workers in the U.S. They'll get \$10,750 each, less than last year's \$11,500.

The company said Feb. 6 that it made \$5.58 per share for the year.

Without \$2.5 billion worth of special items largely due to restructuring, the profit was \$6.54, easily beating Wall Street expectations of \$6.29, according to a survey by FactSet.

Full-year revenue rose 1 percent to \$147.05 billion, also beating estimates of just over \$145 billion.

GM made \$2 billion, or \$1.40 per share in the fourth quarter. Excluding restructuring charges, the company's per-share earnings were \$1.43, also breezing past Wall Street expectations of \$1.24.

Chief Financial Officer Dhivya Suryadevara said GM said it made \$2 billion on its joint venture in China last quarter, despite slowing auto sales in the country.

The Trump administration's tariffs on imported aluminum and steel raised prices of those commodities, costing the company more than \$1 billion last year. Suryadevara expects another \$1 billion increase this year.

“It's a volatile environment as you well know, and we're going to have to see how that goes,” she said.

GM has managed to offset some costs with efficiencies, she told reporters Feb. 6.

For the full year, GM made \$423 million pretax from its international operations, about one-third of the \$1.3 billion from a year earlier. GM Financial, the

company's lending arm, earned \$1.9 billion, almost 60 percent more than in 2017.

Cruise Automation, GM's autonomous vehicle unit, lost \$728 million, 19 percent more than a year earlier. The company expects to spend \$1 billion on Cruise this year, and CEO Mary Barra predicted a profit on autonomous vehicles early in the next decade.

GM thinks that it will outpace last year's performance in 2019. Suryadevara said she expects an adjusted profit of \$6.50 to \$7 per share.

Even with the profit, GM's U.S. sales last year fell 1.6 percent as big SUVs and the company's top-selling Chevrolet Silverado pickup truck faltered during the fourth quarter.

But sales of many smaller SUVs rose and the average sale price of a GM vehicle hit a record of \$36,974, the company said. GM's U.S. market share fell 0.4 percentage points to 16.7 percent.

The profits are being announced as General Motors lays off about 4,300 white-collar workers, many of them at its giant technical center in nearby suburban Warren.

The company plans to close five U.S. and Canadian factories and eliminate a total of 14,000 salaried and blue-collar jobs as part of a giant restructuring to boost profit margins, prepare for a downturn and invest more in electric and autonomous vehicles.

GM wanted to cut 8,000 white-collar workers. About 2,200 took retirement offers, and the company let go of another 1,500. This week, GM started telling 4,300 other salaried workers that they were out of a job.

The company plans to eliminate about 6,000 factory worker jobs by closing three car assembly plants and two other factories.

But the company says there are approximately 2,700 openings for United States workers at General Motors factories across the nation.

ATTN: General Motors Employees!

You're Invited to attend

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Extreme Cold Weather Can Drain Electric Car Power

by TOM KRISHER
AP Auto Writer

DETROIT (AP) – Cold temperatures can sap electric car batteries, temporarily reducing their range by more than 40 percent when interior heaters are used, a new study found.

The study of five electric vehicles by AAA also found that high temperatures can cut into battery range, but not nearly as much as the cold. The range returns to normal in more comfortable temperatures.

Many owners discovered the range limitations last week when much of the country was in the grips of a polar vortex.

Owners of vehicles made by automobile manufacturers including Tesla, the top-selling electric vehicle company in the U.S., complained on social media about reduced range and frozen door handles during the cold snap.

“As long as drivers understand that there are limitations when operating electric vehicles in more extreme climates, they are less likely to be caught off guard by an unexpected drop in driving range,” Greg Brannon, AAA’s director of automotive engineering, said in a statement.

AAA tested the BMW i3s, Chevrolet Bolt and Nissan Leaf from the 2018 model year, and the 2017 Tesla Model S 75D and Volkswagen e-Golf. All have a range of at least 100 miles per charge.

The batteries were tested on a dynamometer, which is like a treadmill, in a climate-controlled cell.

The automobile club tested the cars at 20 degrees and 95 degrees, comparing the range to when they were tested at 75 degrees Fahrenheit, according to a report on the study.

At 20 degrees, the average driving range fell by 12 percent when the car’s cabin heater was not used. When the heater was turned on, the range dropped by 41 percent, AAA said.

At 95 degrees, range dropped 4 percent without use of air conditioning, and fell by 17 percent when the cabin was cooled, the study found.

For example, AAA’s testers determined that the Tesla’s range when fully charged at 75 degrees was 239 miles, but the mileage figures fell approximately 91 miles, or 38 percent, at 20 degrees.

In a statement, Tesla disputed the AAA results. The company said that based on data collected from its cars on the road, “the average Model S customer doesn’t experience anywhere near that decrease in range.”

The company said the range dropped by roughly 1 percent at 95 degrees, but it would not release a percentage of electric power loss for cold weather circumstances.

AAA said it followed test procedures drawn up by the Society of Automotive Engineers, an auto engineering trade group that sets many testing standards used by automobile manufacturers across the globe.

When the temperature tumbled to 20 degrees last week in Hickory, N.C., near Charlotte, Jason Hughes noticed the range fall when he drove his Tesla Model 3 on the commute from home to work.

“It would easily use double the amount of power for that 15-mile trip,” said Hughes, who owns four Teslas and runs a business that refurbishes and sells salvaged Tesla parts to the public at large.

The cars use energy to heat the battery coolant in cold weather, as well as for heating the cabin, Hughes said. Range would take a hit mainly for short trips, and the decrease wouldn’t be as large on longer trips once the battery and cabin are heated, Hughes said.

“It’s definitely an issue,” he said. “If you want to go somewhere far in the cold, you’re going to be using more power.”

Range would be reduced further by extreme cold in northern states, he said.

AAA recommends that drivers with vehicles that use electric power to heat or cool their cars while still plugged in to a charging station. It says electric cars can still be used in extreme climates with a little extra planning.

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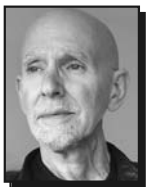


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LEGO Movie Features Chevy Pickup Truck

To quote lyrics from the first LEGO movie, everything is awesome with the new Silverado 1500 High Country pickup truck.

Chevrolet introduced new television, social media and movie theater ads featuring a LEGO brick replica of the 2019 Silverado 1500 High Country and characters from the new big-screen animated adventure, "The LEGO Movie 2: The Second Part," in theaters Feb. 8. said GM spokeswoman Afaf Farah.

In the ads, Emmet and Lucy (aka Wyldstyle) escape a mysterious alien invader in a Satin Steel Metallic Silverado 1500 High Country made of LEGO bricks.

Moviegoers can also see this custom build of the Silverado High Country in "The LEGO Movie 2: The Second Part." In this sequel, Emmet, Lucy and their friends from the blockbuster, "The LEGO Movie" reunite to save their beloved city from a new threat and journey to unexplored new worlds, Farah said.

"From Emmet's custom High Country to the real-life Trail Boss that inspired the full-size LEGO brick model, we have a Silverado for everyone – both LEGO mini-figures and everyday drivers," said Paul Edwards, U.S. vice president of Chevrolet marketing. "The new ads are a fun addition to our Silverado campaign and will hopefully attract the next generation of truck buyers to Chevrolet."

Emmet, Lucy and the custom LEGO mini-build High Country are featured in similar social media spots on Facebook, Twitter and Instagram. Unique to Instagram Stories, fans can build their own LEGO Chevy Silverado one brick at a time with a tap-to-assemble opportunity with the film's characters, Farah said. The

30-second version will also run in Spanish in target markets.

Chevrolet unveiled the full-size LEGO Silverado at the North American International Auto

Show last month. These new ads are part of the Silverado advertising and social media blitz that continues through the first half of 2019.



Chevy and LEGO have made an "awesome" partnership.

FCA Recalling 660K Rams

DETROIT (AP) – Fiat Chrysler is recalling over 660,000 heavy-duty trucks worldwide because a loose nut can cause a loss of steering control.

The recall covers Ram 3500 pickups from 2013 through 2017, as well as 2500 pickups and 3500 Chassis cabs from 2014 through 2017.

The company says it's aware of eight crashes and one injury that could be related.

Fiat Chrysler doesn't have a date yet for owners to be notified. Dealers will inspect a steering linkage nut. If it's properly tightened, it will be welded to a sleeve to keep it in place. If it's loose, a steering assembly will be replaced.

Most of the trucks are in the U.S. and Canada.

The recall comes after the U.S.

National Highway Traffic Safety Administration in December began investigating steering failures on some Ram trucks. The agency opened the probe after getting two complaints from owners that the linkage between the steering box and the front wheels can come apart.

Owners with questions can call (800) 853-1403 or go to mopar.com/en-us/my-vehicle/recalls/search.html to find out if their vehicles are included.

The Ram brand also is recalling nearly 194,000 light-duty trucks in the U.S. because the brake pedals can fall off.

Covered are certain 2019 Ram pickups with adjustable brake pedals. More than one-third are still at dealers and will be fixed before they're delivered. The 2019 Ram Classic is not affected.

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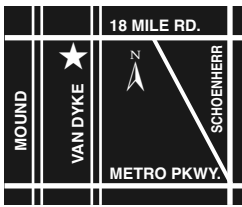
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FCA Sales Numbers Defying Industry Trend

Because sales report practices from two of the three Detroit automakers have changed, only FCA releases January sales figures.

GM and Ford have switched to reporting sales numbers on a quarterly basis. That leaves FCA, which released its January U.S. sales numbers at the beginning of February.

Those figures show that sales rose 2 percent to 136,082 vehicles compared with sales of 132,803 vehicles in January 2018, said FCA spokesman Jeff Bennett.

Retail sales for the month were 104,290 vehicles while fleet sales totaled 31,792 vehicles and accounted for 23 percent of total sales during the month.

"In spite of some frigid January weather, we remain bullish on 2019 given the continued underlying strength of the US economy," said U.S. head of Sales Reid Bigland.

"We expect a good cadence of new product throughout the year led by our Ram heavy-duty pickup trucks and Jeep Gladiator midsize truck in the first half of this year."

The Ram brand was the highlight in what is typically a slow

month for the truck industry, Bennett said. Sales climbed 24 percent, the highest January ever, eclipsing the last record of 38,045 vehicles set in 2017, and the fifth-straight January of sales above the 30,000 mark for the Ram brand.

The North American International Auto Show helped generate some consumer buzz for the brand as the Ram 1500 took home the title of North American Truck of the Year, beating out the Chevrolet Silverado 1500 and GMC Sierra 1500, Bennett said. Ram also used the show to unveil its redesigned 2019 heavy-duty 2500 and 3500 pickup trucks.

Ram pickup truck sales jumped 19 percent to 34,889 compared with 29,358 during the same time in 2018, Bennett said. This was the first January the new Ram 1500 was available in dealer showrooms.

Jeep brand sales were also strong in January, Bennett said. The brand sold 58,401 this January, compared with 59,703 last year. These numbers were achieved despite extreme weather across the Midwest and Northeast – two key regions for Jeep. Brand sales slipped only 2 percent, Bennett said. The Wrangler

set a new record for January as sales finished at 13,024.

The Jeep Compass also set a January record with sales of 10,298 vehicles, a 1 percent increase over the January 2018.

Wrangler sales were also up 11 percent. Jeep sold 13,024 this January compared with 11,739 in 2018. Cherokee sales were also up 4 percent, with Jeep selling 15,138 this January compared with 14,621 last January.

Not all brand numbers went up, Bennett said. Sales of the

Dodge brand fell 2 percent to 27,077 vehicles. Durango sales saw a 17 percent decline – 4,288 compared with 5,145. Additionally, Caravan sales dropped 32 percent, with Dodge selling 7,113 this January compared with 10,409 last January.

Also, sales of the Chrysler brand fell 14 percent to 9,054 vehicles. Sales of the Pacifica went from 8,011 in January 2018 to 6,963 this January. Sales of the 300 went from 2,320 in 2018 to 2,078 this January.



The Ram 1500 proved to be a strong seller for FCA in January.

Arizona Collects Last VW Diesel Scandal Fines

PHOENIX (AP) – Volkswagen has completed restitution for Arizona consumers who bought or leased vehicles involved in an emissions cheating scandal.

Arizona Attorney General Mark Brnovich said on Feb. 7 that more than 1,800 restitution checks have been mailed to members of the public who purchased Volkswagen diesel-powered vehicles.

The checks, each worth \$1,000, are part of a \$40 million settlement reached in May 2018 over VW's so-called "clean diesel" vehicles.

Volkswagen has paid \$10.5 million to 6,700 Arizonans.

The company also paid \$20 million for state education funding. The remaining money went to legal costs and other fraud cases.

Arizona pursued a consumer lawsuit over allegations that Volkswagen's diesel engines cheated on U.S. emissions tests.

Volkswagen has acknowledged the cars were programmed to turn on emissions controls during government lab tests and then turn them off during normal driving.

Ford Honors Its Charitable Dealers Around the World

They say charity begins at home, a philosophy strongly supported by many Ford dealers.

Ford and Lincoln dealers in the United States gave nearly \$100 million and more than 500,000 hours to local causes and nonprofits in 2018, according to Ford Motor Company's annual survey on dealer giving, said Ford spokeswoman Sherrice Gilsbach.

The survey coincides with the 19th annual Salute to Dealers Awards delivered at the 2019 National Automobile Dealers Association Convention and Expo in San Francisco in late January. The generosity of Ford and Lincoln dealers is reflected in how much so many of them give, Gilsbach said.

The largest percentage of respondents, 38 percent, selected the highest giving category of donating \$50,000 or more for the year.

In the survey, 99 percent of dealers said their teams give time or money to local causes. Most said they are driven to make a difference in their communities because giving is a part of their dealership tradition.

"Our dealers are valued partners in growing the business, but today we honor their dedication to enriching the communities they operate within," said Edsel B. Ford II, who chairs the Salute to Dealers awards program and is a member of the Ford Board of Directors. "They are the face of Ford and Lincoln in communities around the world and I applaud their commitment and dedication to building stronger, healthier and more connected communities."

Dealers give to causes that address a broad range of community needs – from children's charities to the environment, from education and healthcare to parks, municipal services and disaster relief efforts.

Children's causes top the list, with 80 percent of responding dealers donating, followed by 69 percent giving to education and scholarships. Veterans causes make up 50 percent of dealer donations, while 46 percent participated in initiatives focused on police, firefighters and other first responders. In a year that included many natural disasters – from hurricanes to devastating fires – nearly one-quarter of the dealer body contributed to related relief efforts.

To demonstrate Ford's commitment to its thousands of dealer owners who step beyond their showroom doors to make a difference, in 2001 the company launched its Salute to Dealers Awards, Gilsbach said.

This year, Edsel B. Ford II and four other judges selected six winners from a global field of nearly 65 nominees from the United States, Canada, Brazil, Europe, Asia Pacific, Mexico and Central America. As part of the award, Ford Motor Company Fund and Community Services is donating \$10,000 to a charity of each dealer's choice.

A painted portrait of each honoree features a montage of the philanthropic and volunteer activities that led to the award. Duplicates of the portraits will join a Salute to Dealers display in the lobby of Ford World Headquarters in Dearborn.

Ford's 2018 awards recognize the following dealers for their "unparalleled generosity and commitment to their communities."

Mitchell Dale of McRee Ford, Dickinson, Texas

Dale is a community advocate and supporter of agricultural science education, including Texas Future Farmers of America, which empowers students to develop their personal growth, leadership potential and career success, and Texas Future Farmers of America Foundation, Gilsbach said. His involvement resulted in establishment of an endowment fund for a Texas Future Farmers of America Ford leadership scholars program. Dale participates as a mentor and host, providing leadership training for student scholars centered on servant leadership and community service. Upon completion, students work to develop sustainable community service projects.

"Everyone has a story, and a few kind words or deeds can go a long way in helping others, in ways you may never know," said Dale. "I have been truly blessed to be given the opportunity to serve others. I hope that in the future, the world is better because I made a difference in the lives of others."

Tony Gullo of Gullo Ford of Conroe, Conroe, Texas

Gullo is a leader in his community with a deep-rooted commitment to supporting children and

education. He is involved in his annual Gullo Christmas for Kids program that provides food, funds, gift cards and Christmas trees for underprivileged families, Gilsbach said. Gullo has opened his home at Christmas to play Santa for hundreds of children and their parents for 40 years. Thousands have benefited from Gullo's generosity of donations of more than \$1 million.

"We have all been very blessed, so never forget to share and help others in need," said Gullo.

Mary C. Van Bortel of Van Bortel Ford, East Rochester, N.Y.

As a Ford President's Award and Time Dealer of the Year award winner, Mary C. Van Bortel has shown her passion for leadership in business and community. Her efforts are focused on working to fund and advance research, treatment and care for women and children. She not only donates and fund-raises, but dedicates considerable time engaged in causes. As a breast cancer survivor and member of the Breast Cancer Coalition of Rochester, Van Bortel speaks about her experiences in promoting women's health, awareness and working toward a cure.

"It's an honor to support my community," said Van Bortel. "Thank you, Ford Motor Compa-

ny, for helping to make that possible."

Jeffrey B. Jones of Triple J Auto Group, Tamuning, Guam

For decades, Triple J Auto Group has sought to improve lives and build better communities through its work with nonprofits and individuals. It has supported cancer research and patient services through the American Cancer Society, and care for the afflicted and their families through Guam Cancer Care. Jeff Jones is actively engaged in outreach, providing funding and vehicle support for the Guam National Youth Football Federation, which encourages academic achievement, respect for authority and community involvement.

"We've been blessed so much by our community that we feel giving back is the right thing to do," said Jones. "We're proud to see we've made a difference."

Dave Raymond of Erinwood Ford, Mississauga, Ontario, Canada

Raymond has focused on giving back to his community throughout his career by supporting numerous foundations, schools, sports teams and charitable organizations. Each year, Dave and his dealership team select 12 causes to support and, on a monthly basis, hold fundraising

events, within the dealership, for the charities.

"Giving back to the community through charity, sponsorships and events is a very important facet of Erinwood," said Raymond. "We pride ourselves on having a highly engaged team that thrives on the community involvement. I truly believe that if Erinwood is not engaged with the community, we will never be a truly great business. So that is always on my mind."

Enrique Gonzalez Pons of Ford Saltillo, Saltillo, Coahuila, Mexico

Gonzalez Pons and his dealership have made tremendous contributions to their community through their work with Ford's civic committee, which supports Mexico's most vulnerable communities, Gilsbach said. Working with the Rotary Club, they've sought to improve educational opportunities and overall health and quality of life.

Their expansive work with the Ford Schools program includes the construction of seven schools in marginalized areas of Mexico, with ongoing physical support to ensure the schools are well maintained.

"Our values are based on our commitment to the development of our people and our society," said Pons.



L-r, Dale, Jones, Van Bortel, Edsel Ford, Gullo, Gonzalez, Pons, Raymond and Henry Ford III

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*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). Must have GM Employee discount and lease loyalty. All leases are 10,000 miles per year with approved A Tier credit. All Vehicles shown are \$999 down unless otherwise stated. Disposition Fee may be required at vehicle turn in. Must have lease loyalty or lease conquest vehicle in household on certain models. Prices and payments are plus tax, title, plate, doc fee, refundable security deposit required on certain vehicles - to be determined by lender. **\$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: 2/18/2019.

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MONUMENTAL SAVINGS on **EVERY** New Chevy In Stock!

2019 EQUINOX "LS"



- Color Touch Screen Radio!
- Keyless Start and Entry!
- Rear Vision Camera!
- Heated Power Mirrors!
- Aluminum Wheels!
- Bluetooth for Phone!

Stock# K48705

24 MONTH LEASE
\$164*

**The Best Lease...
PERIOD!**

NO EMPLOYEE DISCOUNT REQUIRED!

Was \$27,170 Sale Price: **\$21,729***

\$999 Down

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

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

2019 CRUZE "LT"



- Color Touch Screen Radio!
- Remote Keyless Entry and Start!
- Rear Vision Camera!
- USB Charging Port!
- Aluminum Wheels!
- Bluetooth for Phone!

Stock# K48152

Was \$22,670 Sale Price: **\$17,499***

24 MONTH LEASE

**NO
EMPLOYEE
DISCOUNT
REQUIRED!**

\$199*

**The Best Lease...
PERIOD!**

\$999 Down

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

2019 MALIBU "LT"



- Color Touch Screen Radio!
- Remote Keyless Entry and Start!
- Rear Vision Camera!
- USB Charging Port!
- Aluminum Wheels!
- Bluetooth for Phone!

Stock# K47544

Was \$27,415 Sale Price: **\$21,931***

36 MONTH LEASE

\$239*

**The Best Lease...
PERIOD!**

\$999 Down

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

2019 "All New" SILVERADO 4WD CREW CAB CUSTOM VALUE PACKAGE



- 4.3L 285HP Engine!
- GM Bed Liner **INCLUDED!**
- Color Touch Screen Radio!
- Trailing Package!
- Remote Start and Entry!
- 20" Bright Silver Aluminum Wheels!

Stock# K48928

Was \$43,090 Sale Price: **\$33,804***

36 MONTH LEASE

\$321*

**The Best Lease...
PERIOD!**

\$999 Down

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

2019 TAHOE 4WD "LS" ALL-SEASON PACKAGE



- Color Touch Screen Radio!
- Remote Start and Entry!
- Rear Vision Camera!
- 8 Passenger Seating!
- 20" Aluminum Wheels!
- Bluetooth for Phone!

Stock# K46241

Was \$54,750 Sale Price: **\$45,599***

36 MONTH LEASE

\$472*

**The Best Lease...
PERIOD!**

\$999 Down

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

We'll Give You \$1000 OVER Kelley Blue Book for Your Trade-In... GUARANTEED!*



RICH MILNE
rmilne@moranautomotive.com



DAVID BERCEL JR.
dberceljr@moranautomotive.com

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| | |
|-----------|-------------------|
| 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 |

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Pictures may not represent actual sale vehicle. All applicable incentives including bonus cash, bonus tags, private offers, competitive brand, 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, CVR fees and administrative fees (when applicable) and were valid at time of printing. GM Employee Discount required except where noted. Leases are 10,000 miles per year. Disposition fee may be required at lease turn in. \$1000 over Kelley Blue Book offer is for 2007 - 2015 vehicles with clean Carfax minus reconditioning costs. No salvage or branded titles. Certain restrictions apply, see dealer for complete details on all incentives/offers. Sale ends 2/15/2019 @ 6:00PM.

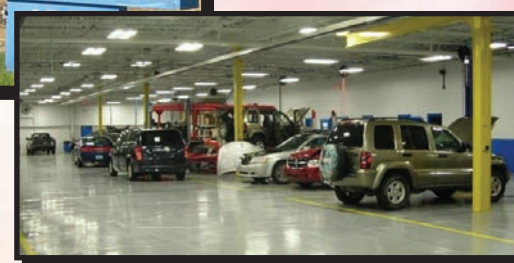




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- Alternative transportation available
- Courtesy detail
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- The ability to receive a fast, professional quote on light damage to your vehicle.
- Information on the cost to repair your vehicle to help you determine if a claim should be filed.

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2. Visit our website www.palacecj.com - then click link to collision center
3. Fill-out the brief form and attach your photos

We'll give you a quote promptly!

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*One Discount Per Visit

With minimum \$1,500.00 collision repair. Valid through June 1, 2019.



5 quarts standard motor oil. Additional charge for Diesel and Specialty Vehicles.

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