

## GM, Ford Join FCA in Investing in State

### GM's Orion Assembly Plant Getting 400 New Jobs

On the heels of FCA's recent announcement that it's investing in five Michigan plants, the auto industry in Michigan got more good news.

General Motors has revealed plans to add 400 jobs to the company's Orion Assembly Plant.

At special gathering at the Orion facility, General Motors announced that the company will be investing \$300 million in the

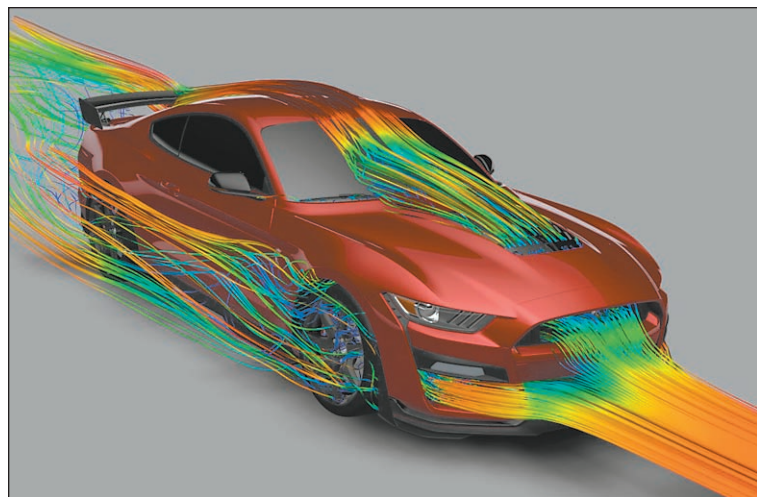
Orion Township assembly plant to produce a new Chevrolet electric vehicle that will bring 400 new jobs to the plant.

This is part of GM's new commitment to invest a total of \$1.8 billion in its United States manufacturing operations, creating 700 new jobs and supporting 28,000 jobs across six states.

CONTINUED ON PAGE 3



GM is investing in Orion Assembly to help produce EVs like the Bolt.



Virtual 3D testing technology was used to design the 2020 Shelby GT500.

## Virtual Design Technology Aids in Real-World Results

When the 2020 Shelby GT500 goes on sale later this year, it will be the quickest-accelerating, most aerodynamically advanced street-legal Mustang ever, thanks to virtual testing in supercomputers and 3D printing, said Ford spokesman Jiyan Cadiz.

Borrowing best practices from more than a century of racing, Ford Performance designers, powertrain and aerodynamics engineers functioned as a virtual racing team to test hundreds of designs both digitally and physically, Cadiz said.

They used state-of-the-art digital and additive manufacturing prototyping tools as part of a mission to make the ultimate, most advanced performance street-legal Mustang of all time.

"We created and studied designs among the engineering teams and proved out different strategies long before we built our first prototype cars," said

Matt Titus, Ford Performance vehicle engineer.

"Not only did this improve the effectiveness of the designs, it dramatically reduced the time it took to develop the GT500 – and the costs associated with that."

Every millimeter counts for the Mustang Shelby GT500 to deliver on downforce, braking and cooling targets. The team leveraged Ford's vast resources of advanced design simulation tools, including the Ford Performance technical center in Concord, N.C., and rapid 3D prototyping systems at its Advanced Manufacturing Center in Redford, Mich.

To physically validate the improving designs, Ford's wind tunnels in Michigan and Windshear rolling wind tunnel in Concord were also used, Cadiz said.

Real-world testing still matters,

CONTINUED ON PAGE 10

### Ford Bets Millions on Flat Rock BEV Production

Ford's efforts to create new electric powertrains are paying off for Michigan workers.

Ford will be expanding its production capacity for the company's next-generation battery electric vehicles (BEV) at a second North American plant, said Ford spokeswoman Kelli Felker.

Tied to the company's \$11.1 billion investment in global electric vehicles, Ford is expanding

its BEV manufacturing footprint to its Flat Rock Assembly plant in southeast Michigan, Felker said.

The plant will become the production home to vehicles from the automaker's next-generation battery electric flexible architecture. These vehicles will follow the all-electric performance SUV coming in 2020 from

CONTINUED ON PAGE 2



Employees at Flat Rock will be seeing more investment in the plant.

## FCA Names Top Dealers

As competition between automakers continues to heat up, FCA is making sure that even the buying experience at its dealerships continues to improve.

That's what FCA spokesman Jeff Bennett said last week as FCA revealed that 407 Chrysler, Jeep, Dodge, Ram and FIAT dealerships have earned the 2019 Customer First Award for Excellence Certified by J.D. Power.

In an industry first, J.D. Power provided "in-dealership" validations as part of the overall program certification process. J.D. Power is a global leader in consumer insights, data analytics and advisory services.

"These award winners have dedicated themselves to going above and beyond to provide our customers with superior service," said Al Gardner, head of FCA's Network Development. "We continue to support our network of dealers as they look for new and different ways to ensure each customer has a stellar experience when purchasing or leasing one of our vehicles."

The goal of the program is to improve customer satisfaction across the company's network of U.S. dealerships, Gardner said.

CONTINUED ON PAGE 2

## Bolt AV Donated to The Henry Ford

by Jim Stickford

It's not often that people have the chance to see their work as living history, but that's what has happened for the prototype Chevrolet Bolt AVs.

The Henry Ford has acquired one of General Motors' first self-driving test vehicles.

Originally making its debut testing on the streets of San Francisco in 2016, the car marked a significant step in the development of self-driving technology and was one of GM's first test vehicles to operate on public roads autonomously, said Patrick Sullivan, assistant manager of

Autonomous Technology Communication at GM.

The vehicle represents a milestone for The Henry Ford as well. It's the first autonomous car to be added to the museum's collection.

"This all started about a year ago," Sullivan said. "Mark Reuss, who is GM's current president, also serves on the board of the Henry Ford Museum. So he started having a conversation with the people at the museum about the Bolt. He and the board believe Autonomous Vehicle (AV) technology will have a profound impact on the auto industry and the way people drive."

It was agreed that the Bolt AV was the perfect vehicle to represent the wave of the AV future, Sullivan said. Most people think of the Bolt as an EV, but GM has also created several generations of AV vehicles that the company is testing. These vehicles are based on the Bolt platform.

"The vehicle we donated to the museum is one of the first-generation Bolts that were built," Sullivan said.

"We believe that all AVs will also be EVs and we are currently testing the third generation of Bolt AVs. There are about 180 of

CONTINUED ON PAGE 5



From left, Weiner, Reuss and Mooradian celebrated an AV Bolt being donated to The Henry Ford.



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## OCC Summer Enrollment Has Begun

Home for the summer? Keep up with your studies by taking a few summer courses at Oakland Community College, said OCC spokeswoman Bridget Kavanaugh.

OCC is an open-admission institution and there is no charge to apply.

To help students succeed, educational counselors are available at each of the college's five campuses.

For students who are home for the summer and looking to raise their grade or pick up extra classes, it is important to check with their home institution to get a Michigan uniform undergraduate guest application to ensure ease of credit transfer from one school to another, Kavanaugh said.

Students may register for classes online or in person. OCC's schedule of classes are posted online. Visit OCC's website to get started or contact OCC at 248-341-2280 or ces@oaklandcc.edu for more information.

## FCA Honors Top Dealers With Best Customer Service

CONTINUED FROM PAGE 1

Award winners achieved the highest level of customer experience recognition in the program's five core areas: Customer Treatment, Employee Engagement, Processes, Training Certification and Facility.

Dan Cantrell, head of Customer Experience for FCA, said dealerships are the main way the public interacts with automakers, so it's important that FCA create the most friendly customer experience possible.

"We have made a huge commitment to making sure the customer experience is smooth," Cantrell said. "The industry as a whole has evolved when it comes to dealership interaction. Compare us to the 1980s, and you see a very different kind of dealership."

"We are much more focused on customer flow and making the buying experience much more pleasant."

Cantrell said FCA and J.D. Power have been working together on rating dealers for only about six months. As time goes on, he expects to see more dealers get better grades.

Among the Michigan Chrysler Dodge Jeep Ram dealerships that earned this designation are Golling, Roseville, Snethkamp, Suburban of Farmington Hills and Suburban of Troy; also Jim Riehl's Friendly Chrysler Jeep, Livonia Chrysler Jeep and Parkway Dodge Chrysler Jeep Ram.

All 2,600 Chrysler, Jeep, Dodge, Ram and Fiat dealerships are eligible to pursue and earn this prestigious award on an annual basis.

Dealerships must achieve stringent goals in five core "pillars" to earn the coveted designation:

- Customer Treatment Certifi-

cation – Dealership has achieved the highest levels of customer-oriented sales and service targets.

- Employee Engagement Certification – Annual employee survey is completed to promote the voice of employees and a customer-driven culture.
- Process Certification – Dealership successfully demonstrates processes that support excellence in customer handling.
- Training Certification – Employees attained the highest level of required FCA-certified training.
- Facility Certification – Dealership provides a clean, comfortable environment for customers.

"Customers today have higher expectations of the shopping and

ownership experience, and our Customer First Award for Excellence dealers are exceeding those expectations," said Reid

Bigland, head of U.S. Sales.

"We look forward to adding more dealers to the growing ranks of award winners."



Mike Riehl's dealership was one of many Michigan dealerships honored.

## Ford Investing Millions in Michigan Sites

CONTINUED FROM PAGE 1

Ford's Cuautitlan, Mexico, plant.

"We've taken a fresh look at the growth rates of electrified vehicles and know we need to protect additional production capacity given our accelerated plans for fully electric vehicles," said Joe Hinrichs, Ford's president of Global Operations. "This is good news for the future of southeast Michigan, delivering more good-paying manufacturing jobs."

Through this new plan, Ford is targeting to invest more than \$850 million in the Flat Rock Assembly Plant through 2023, adding a second shift, Hinrichs said. The plant investment also includes funding to build the next-generation Mustang and is part of a \$900 million investment in Ford's operations in southeastern Michigan.

The company also will complete Ford's first autonomous vehicles at a new AV manufacturing center in southeast Michigan, up-fitting purpose-built, commercial-grade hybrid vehicles with self-driving technology and unique interiors, Hinrichs said. Production of Ford's first autonomous vehicles will begin in 2021 for deployment in commercial services to move people and goods.

"As we ramp up AV production, this plan allows us to adjust our investment spending to accommodate the pace of growth of this exciting new technology," Hinrichs said. "This new plan combines our core strength in mass manufacturing with the agility and leanness we've shown with our modification centers for specialty manufacturing."

Ford is building its next-gener-

ation North American Transit Connect small commercial and passenger van in Mexico, starting in 2021, Felker said.

Producing this small van in Ford's Hermosillo, Mexico, assembly plant increases U.S. and Canadian vehicle content consistent with the proposed USMCA trade agreement, which supports U.S. manufacturing jobs and boosts sourcing of components with North American suppliers, Felker said.

It also helps the company improve the profitability of its North American Transit Connect lineup, which is part of Ford's industry-leading lineup of commercial vehicles and vans, she said.

All of the moves are part of the company's commitment to continuously find ways to boost its global competitiveness, Hinrichs said.



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## General Motors Investing Millions at Orion Facility

CONTINUED FROM PAGE 1

The new Chevrolet electric vehicle is in addition to the existing Chevrolet Bolt EV, further advancing GM's commitment to an all-electric future, said GM spokesman Dan Flores. It will be designed and engineered off an advanced version of the current award-winning Bolt EV architecture.

Additional product information and timing for the new Chevrolet EV will be released closer to production.

The 400 additional jobs are incremental to numbers associated with GM's transformation announcement last fall, Flores said. The new Chevrolet EV is in addition to the company's earlier announcement that Cadillac will be the first brand to get vehicles off a future EV platform.

"We are excited to bring these jobs and this investment to the U.S.," said GM Chairman and CEO Mary Barra.

"This new Chevrolet electric vehicle is another positive step toward our commitment to an all-electric future. GM will continue to invest in our U.S. operations where we see opportunities for growth."

The new electric vehicle had been slated for production outside of the U.S. The decision to bring it to Orion was based on many factors, including that the Orion plant currently builds the Bolt EV, and the new Chevrolet EV will be based off an advanced version of the same vehicle architecture, Barra said.

The fact that GM is also moving production to a U.S. manufacturing plant supports the rules of origin provisions in the proposed United States, Mexico and Canada Agreement, Flores said.

In addition to the job growth at the Orion plant, GM has job opportunities at several other U.S. manufacturing plants for virtually all U.S. hourly employees impacted by the recent announcement of

unallocated plants, Flores said.

Other GM manufacturing plants adding jobs include Flint; Spring Hill, Tenn.; Bowling Green, Ky.; Arlington, Texas; and Toledo, Ohio.

For the 2,800 impacted U.S. hourly employees at GM's unallocated plants, GM has confirmed it has 2,700 openings across its U.S. manufacturing plants, Flores said. To date, 1,100 employees have been placed at other GM plants, with several hundred more in the process of being placed in new jobs. In addition, 1,200 of these employees are retirement eligible.

In Michigan, in addition to the jobs and investment coming to the Orion plant, GM is in the process of adding 1,000 jobs at the Flint Truck Assembly Plant, recently announced new investments at the Lansing Delta Township Assembly Plant and Romulus Propulsion Plant and last week revealed the new Cadillac CT5 to be produced at the Lansing Grand River Assembly Plant.

Orion Assembly currently builds the Chevrolet Bolt EV, Chevrolet Sonic and the Cruise AV test vehicles. The plant employs about 880 hourly and 130 salaried. With this new announcement, GM has invested nearly \$1 billion at Orion Assembly since 2009.

With the \$300 million investment at Orion for the future Chevrolet EV, GM also announced a total investment of \$1.8 billion across its U.S. manufacturing operations, adding 700 new jobs and supporting 28,000 jobs across six states.

This investment commitment includes the recently announced investments at its facilities in Spring Hill, Tenn.; Lansing Delta Township; and Romulus.

Additional facilities receiving investments will be announced later. GM has invested more than \$22 billion in its U.S. manufacturing operations since 2009, Flores said.



These Jeeps are part of the brand's new "Legends Are Born" advertising and marketing campaign.

## Jeep Brand Marketing a Tougher Image

The Jeep brand is launching "Legends Aren't Born, They're Made," a new 360-degree marketing campaign affirming the automaker's "legendary" SUV status, said FCA spokeswoman Diane Morgan.

The campaign's first two spots were created to "deliver a resounding rebuke to all other automakers' attempts to stamp their SUVs in the same vein as a Jeep brand vehicle," said Olivier Francois, chief marketing officer, FCA.

The two 30-second spots, "Anthem" and "SUV Letters Earned," are now running across television, in addition to the Jeep brand's digital and social channels, including YouTube, Facebook, Twitter and Instagram, Morgan said.

"In the nearly nine years since

the Jeep brand launched its defining campaign, 'The Things We Make, Make Us,' we've come full circle to see the SUV become more relevant than ever," said Francois. "This global campaign gives the term SUV back its meaning. It is a reminder that the Jeep brand, through its legendary DNA, continues to fulfill its promise of capability, durability and craftsmanship. It cements its legitimacy as the one true and rightful leader in the category."

"Jeep SUVs are designed and engineered to go anywhere, do anything and bring you back. For Jeep, this is not a tagline," said Tim Kuniskis, head of Jeep Brand - North America. "The freedom and capability to explore, whether on road or off, is the essence of the brand. It's this clarity of purpose that differenti-

ates Jeep and the legends portrayed in this campaign."

The campaign will run across national, Tier II, African-American and Hispanic media, Morgan said. In all, four spots will run with more to follow, focusing on the Jeep brand full lineup, including the Jeep Wrangler, Grand Cherokee, Cherokee, Compass, Renegade and the new 2020 Jeep Gladiator.

In the "Legends aren't born, they're made," the commercial's narrator says, "Legends aren't born, they're made. They're made in freezing cold ... blazing heat ... and knee-deep mud. It takes hours ... days ... years of hard work to make a legend. And this is the one we make. Built to go anywhere, do anything and bring you home. Legends aren't born, they're made."

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## IAV Hires New President

IAV Automotive Engineering, Inc. of Northville, has hired Mike Kenhard as president to lead its charge into the next era of mobility.

Kenhard brings decades of experience to the role, including a comprehensive background in powertrain and vehicle development, said IAV spokeswoman Pia Shah.

"As a leading engineering services firm, IAV has an impressive history of tackling a vast array of challenges facing the automotive

industry and I feel privileged to join this talented company at such a pivotal time," said Kenhard. "I am excited to see what the future holds for IAV and look forward to leading our team into the mobility landscape of tomorrow."

Kenhard will be responsible for the continued growth of IAV's products and services in North America. There will be an emphasis on IAV's capabilities in powertrain development and embedded software, Shah said.

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# Despite Youth, Bolt Makes It to The Henry Ford Museum

CONTINUED FROM PAGE 1

those being field-tested right now.”

So when The Henry Ford agreed that the Bolt was museum-worthy, an interesting process began, Sullivan said.

“The first thing we did was fill out the paperwork that transferred ownership of the donated Bolt to The Henry Ford. People don’t think of that, but you have to remember, there’s always paperwork.”

Then the Bolt had to be made museum-ready, Sullivan said. GM had a vehicle-integration team take out any sensitive, proprietary technology that GM had in the car.

“The people at the museum also asked us to remove the batteries,” Sullivan said. “That surprised us, but it makes sense when you think about it. The museum wants this vehicle to be around for 100 years. They asked us to take out the batteries for the same reason people take out batteries from devices like a portable radio that they might not be using for a while. Batteries can leak if left alone.”

Once the transfer of the vehicle was complete, people at The Henry Ford started to do their thing, Sullivan said.

“They catalogued the vehicle, and then prepared how it would be displayed at the museum,” Sullivan said. “So while the transfer was completed last year, the display wasn’t done until recently. This car will be on display next to a 1959 Cadillac El Dorado.”

“Self-driving capabilities will fundamentally change our relationship with the automobile,” said Patricia Mooradian, president and CEO, The Henry Ford. “As the home of the historic vehicles that have shaped that relationship today, this acquisition is paramount in how we tell that story in the future.”

Also on hand at the recent unveiling of the Bolt at The Henry Ford was museum Chairman S. Evan Weiner.

The self-driving test vehicle is a modified pre-production Chevrolet Bolt EV and was developed in close collaboration with Cruise Automation, a software start-up acquired by GM in March 2016, Sullivan said. It is equipped with cameras, radar and LIDAR sensors, as well as an on-board computer.

The sensing system and compute platform allow the vehicle to observe the world around it in 360 degrees and make near real-time decisions to navigate the road safely, said Sullivan. By the summer of 2016, more than 40 test vehicles were navigating the streets of San Francisco, Calif., and Scottsdale, Ariz.

“Autonomous vehicles will change people’s lives forever, just as the automobile itself did more than a hundred years ago,” said Mark Reuss, president of General Motors.

“The Henry Ford is a treasured institution where past and present innovations are documented and displayed, and GM is proud to provide our autonomous test vehicle to serve as an inspiration to the innovators of tomorrow.”

Self-driving cars are a long-standing idea. The first serious experiments date as far back as the mid-1920s. General Motors itself has experimented with the technology several times, Sullivan said.

Its popular “Futurama” exhibit at the 1939 New York World’s Fair imagined automated highways guiding cars by radio control. And in the 1950s, GM and RCA built a section of test road equipped with electromagnetic circuits to control vehicles along the route.

Building on its work with the 2016 test vehicles, GM and Cruise



Employees who worked on the Bolt got to sign under the hood and took pictures of the vehicle at the museum.

Automation are now working on the Cruise AV, the first production-intent self-driving car without manual controls of any kind, Sullivan said.

Industry leaders and analysts largely agree that autonomous vehicles are coming to the consumer market. It’s not a matter of if, but when, they say.

“The self-driving vehicle is the most fundamental shift in what a

car should be since the Model T turned the automobile into an everyday item,” said Matt Anderson, curator of transportation at The Henry Ford.

“While this first-generation test vehicle was quickly followed by more advanced versions, it made a bold statement that a major auto manufacturer was ready to move quickly on making self-driving cars a reality.”

Sullivan said that it was an honor to be a part of the GM team that donated the Bolt to The Henry Ford.

“We brought the folks who developed the Bolt to the unveiling,” Sullivan said. “They signed under the hood and it was a pleasure to see the joy on their faces as they looked at a vehicle they worked on be declared an important part of automotive history.”

## Macomb County Sets Health Web Site

Macomb County has launched a new Web site called, “Move More Macomb,” with the goal of informing county residents just what physical activity resources are available to them, said Macomb County spokeswoman Whitney Litzner.

The site features information

about the importance of physical activity as well as locations in the county where people can go to get exercise and additional health tips.

People interested in learning more about the site can go to [movemoremacomb.org](http://movemoremacomb.org), Litzner said.



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# SEC: Tesla Founder Musk Disregarded Federal Order

DETROIT (AP) – U.S. securities regulators countered Tesla CEO Elon Musk’s contempt-of-court defense the evening of March 18, writing in court papers that he brazenly disregarded a federal judge’s order and that one of his arguments “borders on the ridiculous.”

Lawyers for the Securities and Exchange Commission, in a response to Musk, wrote that when the contempt motion was filed in February, Musk had not had a single tweet approved by a company lawyer, violating a requirement of a court-approved settlement order.

The October securities fraud settlement stemmed from tweets by Musk in August about having the money to take Tesla private at \$420 per share. But Musk didn’t have the funding secured. Tesla and Musk each had to pay \$20 million in fines and agree to governance changes that included Musk’s removal as chairman.

SEC lawyers led by Cheryl Crumpton wrote in a response to Musk’s defense that he interprets the settlement order as not requiring pre-approval unless Musk decides the tweets are meaningful to investors.

The agency said Musk’s argument that tweeting about car production forecasts on Feb. 19 wasn’t material information is nearly ridiculous. “His interpretation is inconsistent with the plain terms of this court’s order and renders its pre-approval requirement meaningless,” the lawyers wrote.

U.S. District Judge Alison Nathan in Manhattan will decide if Musk is in contempt and whether he should be punished. The SEC said no hearing is necessary on the matter “because there appear to be no disputed issues of material fact.”

Musk’s lawyers wrote last week that the Feb. 19 tweet merely restated previously approved disclosures on electric car production. They wrote that the tweet, which was published after the markets closed, neither revealed material information, nor altered the mix of data available to investors.

The lawyers also accused the Securities and Exchange Commission of censorship and of violating Musk’s First Amendment rights by imposing a prior restraint on his speech.

But the SEC lawyers wrote that submitting statements for approval does not mean Musk is prohibited from speaking. “As long as a statement submitted for pre-approval is not false or misleading, Tesla would presumably approve its publication without prior restraint on Musk,” they wrote. The SEC also wrote that Musk waived any First



Elon Musk

Amendment challenge to the order when he agreed to it.

Musk’s lawyers also argued that the SEC’s motion for contempt is an over-reach that exceeds its authority. But the SEC said enforcement of the order is up to the judge, who has broad powers to enforce court orders.

In a one-page letter to the judge, attorney John Hueston at the law firm Hueston Hennigan LLP said the SEC raised new allegations in its reply, which he contends is improper. He called the new assertions “unsupported” and asked to submit documentation about negotiations with the agency “which undermines the newly-presented interpretation the SEC sets forth in its reply.”

March 18’s filing said the Feb. 19 tweet was different from prior public disclosures by the company. Also, Musk has regularly published tweets with “substantive information” about the company and its business, the SEC contended.

Musk’s 13-word Feb. 19 tweet said that Tesla would produce around 500,000 vehicles this year, but it wasn’t approved by the company’s “disclosure counsel,” the SEC has said.

The lawyer quickly realized it and arranged a meeting with Musk to write a correction. The company would make vehicles at a rate of 500,000 per year, but it wouldn’t produce a half-million in 2019.

Musk’s response by Hueston said that the settlement allows Musk “reasonable discretion” to determine if his communications would require the lawyer’s approval. In the case of the Feb. 19 tweet, Musk determined it didn’t.

Legal experts say it’s unlikely that Musk will be punished severely, but the commission wants to get on the record that Musk violated the terms, to prepare for any future violations.

The tweet was posted and corrected after U.S. markets had closed, but experts say regulators don’t care much about that because stocks are traded nearly around the clock.

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2019 GMC Sierra  
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The 2019 GMC Sierra 1500 Denali was recognized as the winner of the 2019 Truck King Challenge and the Truck of the Year by Motoring TV.

The awards were given to best-in-class trucks with advanced innovation, features and technologies at the recent 2019 Canadian International AutoShow, said Amanda Ignatius, GM Canada senior product communications manager.

“It is an honor to be acknowledged by the Canadian press for the 2019 GMC Sierra Denali, our boldest and most innovative Sierra ever,” said Michael MacPhee, brand director for GMC in Canada.

“All new from the ground up, the Sierra Denali has established itself as a game-changer both in class-leading capability and revolutionary design.”

Judges like how the vehicle is distinguished by its bold design and segment-leading technologies. The Sierra Denali once again redefines the pickup, while advancing Denali’s legacy as the pinnacle of GMC design, capability and refinement, Ignatius said.

The judges also praised the vehicle’s 6.2L V8 engine that is coupled to the new 10-speed transmission as powerful yet fuel-efficient, and that the new Dynamic Fuel Management system is engineered to allow the engine to operate within the full range of one to eight cylinders.

The Sierra is the first and only model to offer the MultiPro Tailgate, with six unique positions and functions that offer enhanced second-tier loading and load-stop solutions. The 2019 Sierra Denali affirms its position as the most premium Sierra ever with advanced technologies and exclusive features, said Ignatius.

The Canadian Truck King Challenge is an annual competition that pits six 4WD pickups against one another.

Each truck is driven 400 km in a series of challenges that test its abilities unload, loaded with 1000 lbs., towing 7000 lbs., and finally taken off-road.

In awarding the title to the 2019 GMC Sierra Denali, it was noted that its contemporary contours, interior finishes, and the rear tailgate step-ladder, are what helped it clinch the title.

Motoring TV’s Truck of the Year recognizes styling, next generation upgrades and advances in power train. Celebrating over 30 seasons on TSN, Motoring TV is one of the longest-running and most respected Canadian automotive television programs.

Detroit Economic  
Club Hosting  
Econ Expert

Stuart Hoffman, senior vice president and senior economic advisor at PNC Financial Services Group, will be speaking at the Detroit Economic Club on Tuesday, March 26, as part of the organization’s monthly luncheon.

Hoffman will share his insights on the U.S. economy’s 2019 and 2020 direction and will forecast important indicators such as jobs and the unemployment rate, interest rates, the stock market and consumer spending, including vehicle sales.

The luncheon will be held at the Westin Book Cadillac in downtown Detroit.

The doors will open at 11:30 a.m. – to allow guests to network – followed by lunch at noon.

Hoffman’s speech begins at 12:30. The event should be finished by 1:30. Call 313-963-8547 for more information.

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- Universal Home Remote
- Rear Backup Camera
- 18" Aluminum Wheels
- Remote Start and Entry
- Power Windows
- Rear Park Assist
- Sirius XM Radio
- Side Blind Alert



Stk. #19B1299

4 Yr./50K  
Mile Bumper  
to Bumper  
Warranty

Was \$36,995

Everyone  
Sale Price  
\$30,875\*

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PREFERRED

- 3.6 V6 Engine
- Apple Car Play
- Hands Free Power Lift Gate
- 18" Aluminum Wheels
- Rear Park Assist
- Remote Start and Entry
- 7 Passenger Seating
- LED Head Lamps
- Heated Front Seats



Stk. #19B1140

4 Yr./50K  
Mile Bumper  
to Bumper  
Warranty

Was \$40,995

Sale Price  
\$33,351\*

GM EMPLOYEE & FAMILY

36 MO. LEASE PRICE

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36 MO. LEASE PRICE

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NEW 2019 GMC TERRAIN  
SLE

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- 9 Speed Transmission
- Color Touch Radio w/Apple/Android CarPlay
- Rear Back Up Camera
- Push Button Start
- Bluetooth



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Was \$29,295 Sale Price \$25,766\*

NO GM DISCOUNT REQUIRED

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36 MONTH LEASE

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Just add \$10 a month for All Wheel Drive

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SLE

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- Rear Back-up Camera
- Keyless Start
- Bluetooth
- XM Radio
- Apple/Android CarPlay



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NEW 2019 GMC SIERRA  
DOUBLE CAB 4X4 Elevation Pkg

- 5.3 L V8
- 20" Black Aluminum Wheels
- Rear Back Up Camera
- Touch Screen Radio
- Power/Windows/Locks
- Heavy Duty Trailer Pkg.
- Black Out Trim Pkg.



Stk. #19T1508

Was \$43,040 Sale Price \$32,995\*

36 MONTH LEASE

\$199\* \$999 DOWN

36 MONTH LEASE

\$233\* \$0 DOWN

NEW 2019 GMC CANYON  
CREW CAB 4X4 SLE

- 300 HP V6
- HD Trailer Package
- Power Windows/Locks/Seats
- Aluminum Wheels
- Color Touch Radio w/Apple/Android CarPlay



Stk. #19T1121

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2018 CLOSEOUT

BELOW GM EMPLOYEE PRICING

NEW 2018 GMC SIERRA  
CREW CAB DENALI 4X4

- Heated/Cooled Leather Seats
- BOSE Sound System
- Chrome Assist Steps
- Power Sunroof
- Navigation System
- Enhanced Driver Alert Package



Stk. #18T2806

Was \$58,900

Sale Price \$41,995\*

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SAVE OVER \$16,300!

BELOW GM EMPLOYEE PRICING

NEW 2018 GMC YUKON DENALI

- Power Sunroof
- Rear Entertainment System
- 22" Chrome Wheels
- Adaptive Cruise
- Navigation
- Bose Stereo
- and Much More



Stk. #18T2267

Was \$77,860

Sale Price \$59,995\*

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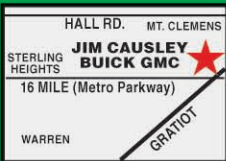
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## Higher Costs Lead to Lower BMW Earnings

FRANKFURT, Germany (AP) – German automaker BMW said March 20 that profits in 2019 would be “well below” last year’s and that it planned to cut \$13.6 billion in costs by the end of 2022 to offset spending on new technology.

The company said profits would be eroded by higher raw materials prices, the costs of compliance with tougher emissions requirements and unfavorable shifts in currency exchange rates.

The Munich-based automaker also faces increased uncertainty due to international trade conflicts that could lead to higher tariffs.

The company forecast a profit margin of 6 to 8 percent for its automotive business, short of the long-term strategic target of 8 to 10 percent, which it said still “remains the ambition” for the company given “a stable business environment.”

BMW said it had no plans for layoffs even as it outlined cost-saving measures that include dropping half of its engine variants as it seeks to reduce product complexity. The BMW, MINI and Rolls-Royce brands are to get a single sales division.

Chief Financial Officer Nicolas Peter said that given the headwinds to earnings, “we began to introduce countermeasures at an early stage and have taken a number of far-reaching decisions.”

The company said the measures were needed “to offset the ongoing high level of upfront expenditure required to embrace the mobility of the future.”

Automakers around the world have faced heavy up-front costs for new technologies expected to change how people get from one place to another in the next decade. Those include electric cars and renting cars through smartphone apps. Yet the returns from such investments remain uncertain and auto companies face competition from tech firms such as Uber and Waymo.

BMW made \$8.2 billion in net profit last year, down 17 percent from 2017, when it booked a gain of \$1 billion from U.S. tax changes. The company faced headwinds from increased tariffs on vehicles exported to China from the United States. It also suffered from turmoil on the German auto market when companies faced bottlenecks getting cars certified for new emissions rules.

BMW faces uncertainty from U.S.-China trade tensions that could result in new tariffs if talks do not result in an agreement. U.S. President Donald Trump has also threatened to impose auto import tariffs that would hit EU automakers, but has held off for now. BMW could also suffer disruption if Britain leaves the European Union without a negotiated departure agreement to address trade issues.

## Steelcase Has Strong 2018 4Q Profits

GRAND RAPIDS, Mich. (AP) – Steelcase Inc. on March 19 reported earnings of \$22.6 million in its fiscal fourth quarter.

On a per-share basis, the Grand Rapids, Mich.-based company said it had profit of 19 cents per share. Earnings, adjusted for one-time gains and costs, were 29 cents per share.

The office furniture maker posted revenue of \$912.4 million in the period.

For the year, the company reported profit of \$126 million, or \$1.05 per share.

# New Times Call for New Kind of Marketing for Ford Ranger

Until recently, the last time a TV commercial for a Ford Ranger pickup ran was eight years ago.

Now the new 2019 Ranger is in dealerships and it’s being sold differently.

Ford spokeswoman Samantha Van Hoef said in previous iterations, the Ranger was sold as a small pickup truck that didn’t cost a lot of money.

“Now we’re selling it more based on lifestyle as opposed to capability,” Van Hoef said.

And to do that, Ford is advertising the Ranger in a way that wasn’t possible when the truck was last sold in 2011, Van Hoef said.

“Let me give you an example of how we’re doing it now,” Van Hoef said. “Let’s say you live in Seattle. A lot of the outdoor activity decisions you make are based on the weather. So we have public electronic billboards that will change their messages based on the weather. So if there’s going to be snow in the mountains, the billboard might show an image of a Ranger with ski gear. If it’s clear, the image might be of a Ranger with a kayak.”

And Ford is working with companies like The Weather Channel and Google to refine its message and how that message is sent, Van Hoef said. To that end, Ford has been working with *Outside Magazine* for the past year.

*Outside Magazine* covers and promotes outdoor sports and the gear used in those activities. People who go to its Web site out-

sideonline.com can also view videos of outside enthusiasts in action. The magazine also has a Web site – outsidetv.com – that specializes in showing athletes having outdoor adventures in different locations across the country and even around the world, Van Hoef said.

The Web site now shows 15 professional adventure athletes using the new Ford Ranger as the ultimate piece of gear to get to their adventure.

TV and social spots include base jumpers diving thousands of feet into an Arizona canyon, using Ranger as a chase vehicle to capture the soaring athletes and their gear, and snow surfers descending Seattle mountains at dizzying speeds without traditional bindings, crossing rough terrain to reach untouched powder in the new Ranger, Van Hoef said.

“Ranger is for serious adventure-seekers who rely on their gear and actively search out the best of the best for their passion,” said Matt VanDyke, Ford director of U.S. marketing. “In this case, that’s the all-new Ford Ranger.”

“This campaign brings Built Ford Tough to life in the adventure space – new territory for Ford trucks – in a way that is decidedly not one-size-fits-all.”

As part of the Ranger’s marketing, Ford has worked with Google and Outside TV to identify what kind of gear and adventure activities cities across the United States were searching for so that

Ford could better target the sporting demographic in the places they would most likely see the ads, Van Hoef said.

After narrowing down the featured cities, Ford determined which athletic adventures to highlight in each city based on search trends of traditional and emerging activities made by people in the targeted cities, Van Hoef said.

This hyper-local approach is a first for Ford trucks, taking interest-based targeting to the next level with activities to match consumer interests within each city. “Tough Has More Fun” is also the first time Ford trucks will spotlight adventure athletes, most of whom call their adventure-feature cities home.

National television, social and in-cinema advertising kicks off

with a new commercial titled, “Strange Creatures,” featuring the human inclination for adventure, while Boston, Los Angeles, Denver, Phoenix and Seattle markets also see the launch of localized social and digital advertising, Van Hoef said.

These five cities will also host weather-triggered billboards that update adventure visuals based on weather changes that occur in each city.

“‘Tough Has More Fun’ is about showing the all-new Ranger as tough, reliable and capable, in the same way you expect your carabiner to keep you from falling off the side of a mountain,” said Pat Parnell, Outside TV host. “Ranger has a bigger story than just its great capability – it’s the only midsize truck that’s also the ultimate piece of gear.”



Marketing for the 2019 Ranger emphasizes an outdoor lifestyle.

## 2019 Grand Prix Sponsors Looking for More Volunteers

There’s good news for people seeking to help the city of Detroit while having fun, meeting new people and want to be a part of an international motor sports event.

The Detroit Grand Prix Association is seeking about 1,000 volunteers to help put on the 2019 Detroit Grand Prix on Belle Isle this Memorial Day weekend.

It’s not possible to put on the event without volunteers giving generously of their time during Memorial Day weekend, said Hannah Deacon, event coordinator for the Grand Prix.

She said that all the volunteer jobs are “on island” and people can choose to volunteer for one, two or three days. Different jobs might require a great deal of standing or walking.

To learn more about the jobs and how to volunteer, Deacon said people should go to the Web site detroitgp.com and click on the volunteer tab.

- Job categories include:
- **Accessibility Ambassadors** – Volunteers will be strategically placed at Event entrances, guest viewing platforms and the cold track crossing area to assist physically challenged guests (ADA Guest) with basic directions, escort to/from their grandstand or hospitality destination and, if appropriate, request golf cart transport.
  - **Chalet Services** – Volunteers assist corporate partners in the chalet and hospitality areas to ensure partners and their guests have a positive and enjoyable race weekend experience.
  - **Circuit Marshals** – Volunteers assigned to this area will work in teams and control and/or assist with pedestrian and vehicle flow adjacent to the circuit. Volunteers will check for proper credentials to control access to restricted areas such as pit lane, the paddock, and areas adjacent to the track, as well as manage pre-scheduled track-level pedestrian crossings.

- **Customer Relations** – Customer Relations volunteers welcome guests at the Grand Prix upon arrival at Belle Isle, assisting guests with any questions they may have and providing directions at the entrance to the race venue.
- **Event Ceremonies** – The Event Ceremonies team assists with presenting the Opening Ceremonies, Winner’s Circle Ceremonies, Autograph Sessions and other fan activities.
- **Food Services** – Volunteers help prepare and serve food, beverages and moral support to fellow volunteers during race weekend. Duties include setting up and maintaining the DGPA food tent area(s), collecting meal tickets, serving lunches and beverages.
- **Information** – Information volunteers serve spectators and participants by providing race information including event schedules, ticket and hospitality access details, directions to desired locations around the race

- course and providing lost/found services.
- **Ticket Scanners** – Volunteers staff shuttle stops around the circuit during race weekend to transport media, VIP guests and guests with physical disabilities. To work in this area, you must have a valid driver’s license.
- **Ushers** – Ushers are people-oriented and enjoy helping others. Usher volunteers are responsible for assisting patrons with finding seats, locating concessions and other venue attractions and facilities, assisting with ticketing issues and general crowd control in and around the grandstand area.
- **Volunteer Pool** – Members assigned to this area provide a wide range of support during the Chevrolet Detroit Grand Prix, helping to staff the Volunteer Center and possibly serving as supplemental staff for other volunteer areas on an as-needed basis.
- **Credentials** – The assignment requires clerical and

- customer-service oriented skills.
  - **Operations Support Services** – Volunteers assist with operational support and facilities preparation prior to, during, and after race weekend.
  - **Transportation & Delivery Services** – Volunteers handle requests from the Grand Prix Staff and the DGPA involving a wide variety of tasks that interface with almost every facet of the race.
- In addition to helping put on a world-class event in Detroit, all volunteers will also receive a gift package, Deacon said. Items included in the package are discount coupons for sponsor products, access to the kick-off party, credentials that provide access to the race when not on volunteer duty, access to secured parking, access to the post-race party and volunteer pins and patches and a volunteer certificate.
- “We invite people to volunteer,” Deacon said. “They’ll have fun, meet great people and create memories that will last a lifetime.”



The 2019 Detroit Grand Prix is coming up and organizers are looking for volunteers to help put on the event.



## Ford Investigating Itself On Mileage, Emissions

Ford has begun an investigation into whether it overstated gas mileage and understated emissions from a wide range of vehicles, said Ford spokesman Said Deep.

“In September,” said Kim Pittel, Ford’s group vice president, Sustainability, Environment & Safety Engineering, “a handful of employees raised a concern through our Speak Up employee reporting channel regarding the analytical modeling that is part of our U.S. fuel economy and emissions compliance process.

“At Ford, we believe that trust in our brand is earned by acting with integrity and transparency.

As part of this, we have a process for looking at how we perform and behave in our broad and complex company.”

As a result of the concern, the automaker has taken a number of actions, Deep said.

Specifically:

- Ford has hired an outside firm to conduct an investigation into the vehicle road load specifications used in its testing and applications to certify emissions and fuel economy.
- Road load is a vehicle-specific resistance level used in vehicle dynamometer testing, including for fuel economy ratings and emissions certifications. Road load is established through engineering models that are validated through vehicle testing, including physical track tests referred to as coast-down testing.
- Ford has retained independent industry technical experts as part of its investigation team.

- Ford is hiring an independent lab to conduct further coastdown testing as part of its investigation.
- Ford also is evaluating potential changes to its road-load modeling process, including engineering, technical and governance components.
- This week, Ford voluntarily shared these potential concerns with Environmental Protection Agency and California Air Resources Board officials.

“We plan to work with regulators and the independent lab to complete a technical review.”

– Kim Pittel  
Ford

“The investigation and potential concerns,” said Deep, “do not involve the use of defeat devices in our products. At this time, there’s been no determination that this affects Ford’s fuel economy labels or emissions certifications.

“We plan to work with regulators and the independent lab to complete a technical review,” Pit-tel said.

“As part of our review, we have identified potential concerns with how we calculate road load. The first vehicle we are evaluating is the 2019 Ranger; we are assessing additional vehicles as well.”

## FIRST Robotics Contest Coming to Town

It’s all systems go for the FCA Foundation’s sponsorship of the FIRST Robotics Championships, which will take place in Detroit between April 24 and April 27, 2019.

The FIRST Robotics Competition (FRC) is an international high school robotics competition, said FCA spokesman Kevin Frazier. Each year, teams of high school students, coaches, and mentors work during a six-week period to build game-playing robots that weigh up to 120 pounds.

Robots complete tasks such as scoring balls into goals, flying discs into goals, inner tubes onto racks, hanging on bars, and balancing robots on balance beams. The game, along with the required set of tasks, changes annually.

While teams are given a standard set of parts, they are also allowed a budget and are encouraged to buy or make specialized parts. The FIRST Robotics Competition is one of four robotics competition programs organized by FIRST, the other three being FIRST Lego League Jr., FIRST Lego League, and the FIRST Tech Challenge.

Frazier said FCA Foundation, the charitable arm of FCA US, has committed \$535,000 to fuel teams during the 2019 FIRST Robotics season, which will challenge students to “blast into orbit and explore space concepts – a tribute to the 50th anniversary of the Apollo 11 mission that put the first humans on the moon.”

Following are some key facts about the FCA Foundation’s support of FIRST programs.

This season’s contest, which starts on Jan. 5, is officially titled DESTINATION: DEEP SPACE Presented By The Boeing Company, Frazier said. All the FIRST Robotics competitions will culminate

in the April championships in Detroit.

Here are some FCA Foundation FIRST Robotics Facts:

- FCA Foundation grants will fuel 120 FIRST teams to offset the costs of competing, i.e., registration fees, parts and materials and team apparel.
- 86 FIRST Robotics Competition (FRC) around the country, including 68 Michigan teams, one Arizona, one Illinois, one Ohio and one Texas teams; two Indiana teams; and 12 teams from Canada;
- Four FIRST Tech Challenge (FTC) teams.
- 10 FIRST LEGO League (FLL) teams.

FCA Foundation grants will enable more than 3,000 students to participate in project-based, hands-on FIRST programs, which introduce students to coding, programming, and engineering in an environment where they work collaboratively to solve a yearly robotics challenge, Frazier said

96 FCA employees will serve as mentors/coaches during the season. Many others will volunteer at other level events. The FCA

Foundation, a FIRST Founding Sponsor, has invested more than \$3.4 million since 1995 to support FIRST programs in the United States and Canada.

This is done in an effort to encourage the participation of more minority students and to help bridge the gap between elementary and high school, the FCA Foundation is providing grants to nine teams whose members are predominately of African-American and Hispanic heritage:

- FRC Teams (Grades 9-12): Davis Aerospace Technical High School, Team 2591; Southeastern High School, Team 4851 and Osborn High School, Team 6099 in Detroit; and L.G. Pinkston High School, Team 7749 in Dallas, Texas,
- FTC Teams (Grades 7-12): Brenda Scott Academy for Theatre Arts, Team 15784; Hutchinson Elementary Middle School, Team 15777; Eastside Detroit Lions Academy, Team 201801948; Bates Academy, Team 201801996; and Nichols Elementary Middle School, Team 201801992 in Detroit.

## Mustang a Virtual Reality

CONTINUED FROM PAGE 1

so the Shelby GT500 team ran extended high-speed tests on some of the most notable racetracks across the United States – including Virginia International Raceway, NOLA Motorsports Park and GingerMan Raceway – to refine the aerodynamic designs and help the new Shelby GT500 deliver the fastest track times ever in a production Mustang along with improved driver control for greater confidence behind the wheel, Cadiz said.

Delivering more than 700 horsepower using 93-octane fuel, maximizing cooling at the front is critical to the Shelby GT500’s vigorous track performance, and where the team focused much of its efforts.

At wide-open throttle, the cooling system needs to extract up to 230 kilowatts of heat energy, enough to heat a dozen homes. The massive front brakes reject another 100 kilowatts of heat at maximum braking, so the team utilized advanced 3D airflow modeling to maximize overall cooling while working to minimize impact on front-end lift and drag.

More than 500 3D cooling and aerodynamic designs were analyzed to maximize aero performance and cooling, with more advanced design models driven on full chassis simulators at the Ford technical center with professional racing drivers.

Key modeling simulations included cooling systems, front fascia and splitter designs, along with brake ducting, rear spoiler designs and a large 6.03-square-foot louvered hood vent.

Speeding development time, the most promising designs were printed in a matter of days, not months, allowing the team to increase the fidelity of performance and aerodynamic refinement, Cadiz said. For example, more than 10 front splitter wickers were printed and tested, some with minute modifications to perfect their design, with multiple versions of parts simultaneously sent out for track evaluation.

The team achieved maximum rear downforce of 550 pounds at 180 mph, leveraging the Mustang GT4 race-proven rear track wing to deliver the most downforce ever on a street-legal Mustang with available Carbon Fiber Track Package.

An innovative new rear spoiler design, standard on the base

2020 Shelby GT500 and known by the aero team as “the swing” – a hybrid between a spoiler and a wing – is a result of the advanced simulations and prototyping process.

With available Handling Package and Gurney flap installed, the swing works to deliver 379 pounds of rear downforce at 180 mph.

High-performance cooling targets also factor into the design and virtual testing to help ensure consistent heat management and power delivery over extended sessions at the track, Cadiz said. This includes a new performance fascia design that doubles the front opening volume and increases cooling pack airflow through six heat exchangers at top speed by 50 percent versus the existing Mustang GT350 design.

A removable rain tray further aids cooling and works to reduce underhood air pressure at high speeds, while a Shelby-specific rear diffuser helps channel under-car airflow.

“This all-new aero design merges state-of-the-art design and materials technology with the craftsmanship of Ford racing expertise to create the most aero-capable Mustang ever,” said Steve Thompson, Ford Performance vehicle dynamics engineer. “It’s powerful, balanced and consistent – even over extended track runs – which works to deliver more fun and greater confidence for drivers.”

The 2020 Mustang Shelby GT500 goes on sale this summer.

## Michigan Sees Gas Prices Go Up Slightly

DEARBORN, Mich. (AP) – AAA Michigan says March 18 average gas prices statewide are up about 7 cents from a week prior to about \$2.59 per gallon.

The Dearborn-based auto club said March 18 the average price for self-serve regular unleaded is about 3 cents more than a year ago. AAA says the statewide average rose to a new 2019 high of \$2.62 per gallon March 13 before easing later in the week. AAA says more increases are expected.

The state’s highest average was about \$2.65 a gallon in the Traverse City area. The lowest average was about \$2.53 in the Flint area.

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2019 BUICK ENCLAVE PREFERRED

PURCHASE FOR **\$33,999\***

LEASE FOR **\$329\*** PER MONTH | **36** MONTHS | **\$999** DOWN

STOCK# B592639

2019 BUICK REGAL TOUR X PREFERRED

PURCHASE FOR **\$28,239\***

LEASE FOR **\$399\*** PER MONTH | **36** MONTHS | **\$999** DOWN

STOCK# B490016

2019 BUICK CASCADA PREMIUM

PURCHASE FOR **\$32,999\***

LEASE FOR **\$469\*** PER MONTH | **39** MONTHS | **\$999** DOWN

STOCK# B490075

2019 BUICK LACROSSE ESSENCE

PURCHASE FOR **\$26,549\***

MSRP \$39,280

SAVE OVER \$12,000

LEASE FOR **\$499\*** PER MONTH | **39** MONTHS | **\$999** DOWN

STOCK# B490027

WE ARE PROFESSIONAL GRADE

2019 GMC TERRAIN SLE1

LEASE FOR **\$179\*** PER MONTH | **36** MONTHS | **\$999** DOWN

NO GM EMPLOYEE DISCOUNT REQUIRED

PURCHASE FOR **\$26,209\***

STOCK # G591403

2019 GMC ACADIA SLE1

LEASE FOR **\$209\*** PER MONTH | **24** MONTHS | **\$999** DOWN

PURCHASE FOR **\$26,459\***

STOCK # G590829

2019 GMC SIERRA 1500 ELEVATION EDITION

LEASE FOR **\$209\*** PER MONTH | **36** MONTHS | **\$999** DOWN

PURCHASE FOR **\$34,029\***

STOCK # G591845

2019 GMC CANYON DENALI

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

PURCHASE FOR **\$31,029\***

STOCK # G591893

2019 GMC YUKON SLE

LEASE FOR **\$389\*** PER MONTH | **36** MONTHS | **\$999** DOWN

PURCHASE FOR **\$46,369\***

STOCK # W92MWT

2019 GMC YUKON XL DENALI DEMO

LEASE FOR **\$669\*** PER MONTH | **39** MONTHS | **\$999** DOWN

WITH DENALI ULTIMATE PACKAGE

PURCHASE FOR **\$66,039\***

MSRP \$81,820 • SAVE OVER \$15,000

STOCK # G590638

NO APPOINTMENTS NECESSARY FOR OIL CHANGES

WE'LL GIVE YOU \$3500 MINIMUM FOR YOUR 2003 OR NEWER TRADE IN

Family Owned and Serving the Detroit Area Since 1917

**888.487.1385**

26125 Van Dyke, Center Line

[www.EdRinke.com](http://www.EdRinke.com)

MON & THUR 8:30am-9pm

TUE, WED & FRI 8:30am-6pm

SAT & SUN Closed

\*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 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 2008 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. Free appraisals on vehicles see salesman for details \*\* Exp date: 4/1/2019.

2017 Buick, GMC & Chevy Dealer of the Year

# ED RINKE

Family Owned and Serving the Detroit Area Since 1917

## 100 YEARS OF BUSINESS

2019 CHEVROLET TRAX LS

PURCHASE FOR **\$15,819\***

LEASE FOR **\$129\*** PER MONTH | **24** MONTHS | **\$999** DOWN

STOCK#593095

2019 CHEVROLET EQUINOX LS

PURCHASE FOR **\$21,819\***

LEASE FOR **\$159\*** PER MONTH | **24** MONTHS | **\$999** DOWN

NO GM EMPLOYEE DISCOUNT REQUIRED • STOCK#WQJTVV

2019 CHEVROLET COLORADO WT CREW CAB

PURCHASE FOR **\$29,021\***

LEASE FOR **\$179\*** PER MONTH | **36** MONTHS | **\$999** DOWN

STOCK#WKRTMD

2019 CHEVROLET CRUZE LT

PURCHASE FOR **\$19,219\***

LEASE FOR **\$209\*** PER MONTH | **36** MONTHS | **\$999** DOWN

NO GM EMPLOYEE DISCOUNT REQUIRED • STOCK# 490023

2019 CHEVROLET MALIBU LS

PURCHASE FOR **\$19,829\***

LEASE FOR **\$209\*** PER MONTH | **36** MONTHS | **\$999** DOWN

STOCK# 490020

2019 CHEVROLET SILVERADO 1500 LIMITED CUSTOM DOUBLE CAB

PURCHASE FOR **\$34,299\***

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

STOCK# 592504

2019 CHEVROLET TRAVERSE LS

PURCHASE FOR **\$30,869\***

LEASE FOR **\$279\*** PER MONTH | **24** MONTHS | **\$999** DOWN

STOCK# 592424

2019 CHEVROLET CAMARO 1LT

PURCHASE FOR **\$24,159\***

LEASE FOR **\$319\*** PER MONTH | **39** MONTHS | **\$999** DOWN

STOCK# 490063

2019 CHEVROLET TAHOE LS

PURCHASE FOR **\$45,339\***

LEASE FOR **\$389\*** PER MONTH | **36** MONTHS | **\$999** DOWN

STOCK# 590498

FIND NEW ROADS / HURRY, OFFER ENDS 4/1/2019.

NO APPOINTMENTS NECESSARY FOR OIL CHANGES

Family Owned and Serving the Detroit Area Since 1917

26125 Van Dyke, Center Line (Just South of 696 on Van Dyke)

**888.487.1385**

MON & THUR 8:30am-9pm

TUE, WED & FRI 8:30am-6pm

SAT & SUN Closed

\*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 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 2008 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. Free appraisals on vehicles see salesman for details \*\* Exp date: 4/1/2019.

[www.EdRinke.com](http://www.EdRinke.com)



# MORAN

## CHEVROLET

# TRUCK MONTH

### 2019 TRAX "LT"



- Color Touch Screen Radio!
  - Remote Keyless Entry!
  - Rear Vision Camera!
  - Aluminum Wheels!
  - 60/40 Folding Rear Seat!
  - Bluetooth for Phone!
- Stock# K49772

Was \$24,195    Sale Price: **\$19,431\***

**24 MONTH LEASE**

**\$157\***

\$999 Down

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

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

### 2019 EQUINOX "2FL"



- Color Touch Screen Radio!
  - Keyless Start and Entry!
  - Rear Vision Camera!
  - Lane Change/Side Blind Zone Alert!
  - Forward Collision Alert!
  - Lane Keep Assist w/Lane Departure Warning!
- Stock# K49488

Was \$29,705    Sale Price: **\$23,699\***

**24 MONTH LEASE**

**\$189\***

\$999 Down

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

**NO  
EMPLOYEE  
DISCOUNT  
REQUIRED!**

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

### 2019 COLORADO 4WD "Custom" CREW CAB



- 3.6L DI DOHC V6 Engine!
  - Body-Colored Appearance Pkg.!
  - Rear Vision Camera!
  - GM Bedliner!
  - 18" Argent Aluminum Wheels!
  - Bluetooth for Phone!
- Stock# K49842

Was \$35,430    Sale Price: **\$30,814\***

**36 MONTH LEASE**

**\$208\***

\$999 Down

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

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

### 2019 SILVERADO LD 4WD DOUBLE CAB ALL STAR EDITION



- 5.3L V8 Engine!
  - GM Bed Liner **INCLUDED!**
  - Color Touch Screen Radio!
  - Trailering Package w/Brake Controller!
  - Remote Start and Entry!
  - 18" Polished Aluminum Wheels!
- Stock# K50598

Was \$45,675    Sale Price: **\$31,999\***

**36 MONTH LEASE**

**\$219\***

\$999 Down

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

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

### 2019 TRAVERSE "LT"



- 3.6L DI DOHC V6 Engine!
  - 7 Passenger w/2nd Row Captain's Chair Seating!
  - Remote Start and Entry!
  - Lane Change/Side Blind Zone Alert!
  - Heated Front Seats!
  - Power Rear Liftgate!
- Stock# K49993

Was \$38,465    Sale Price: **\$32,168\***

**24 MONTH LEASE**

**\$299\***

\$999 Down

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

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

### 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: **\$45,106\***

**36 MONTH LEASE**

**\$442\***

\$999 Down

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

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

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

# MORAN

## CHEVROLET

[moranautomotive.com](http://moranautomotive.com)

**RICH MILNE**  
[rmilne@moranautomotive.com](mailto:rmilne@moranautomotive.com)

**DAVID BERCEL JR.**  
[dberceljr@moranautomotive.com](mailto:dberceljr@moranautomotive.com)

### SHOWROOM HOURS:

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

**(586) 791 • 1010**

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

Pictures may not represent actual sale vehicle. All applicable incentives including bonus cash, bonus tags, 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. 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 3/29/2019 @ 6:00PM.

CHEVROLET