



Detroit high school students were recently given a view of how they could develop manufacturing careers.

Jefferson Avenue Assembly Plant Showed Students Importance of Manufacturing

Last month, Jefferson North Assembly Plant (JNAP) opened its doors to 100 students from Detroit's Southeastern High School who were ready to learn more about the people and processes involved in building the Jeep Grand Cherokee and Dodge Durango.

The three-part event, known as Manufacturing Day, included an

engine demonstration; production simulation stations; and, of most interest, a tour of JNAP, the only auto assembly plant located completely within the city of Detroit, said FCA spokeswoman Val Oehmke.

"The idea was to expose students to the wide range of career opportunities in advanced manufacturing," said Jaime Miller, Hu-

man Resources business partner for Manufacturing Assembly Operations at FCA. "We have a place for anyone who is eager to help us compete as a leader in innovation and technology."

In addition to learning about the production side of manufacturing, students got a flavor of

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2020 Corvette Offers Buyers New Way to Customize Car

A new type of car – in this case a mid-engine Corvette – deserves a new way to purchase this groundbreaking vehicle.

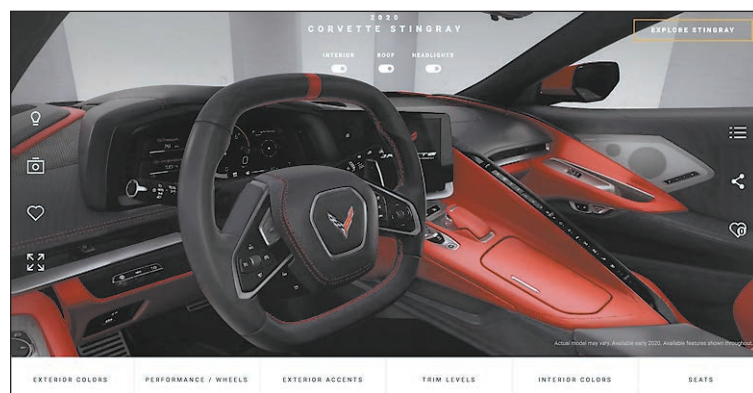
The first-ever production mid-engine Corvette is revolutionizing the iconic vehicle, and the customer experience will be equally transformative, said GM spokesman Kevin Kelly. Now interested 2020 Corvette Stingray shoppers will have access to unprecedented levels of information, as well as the ability to customize, visualize and pre-order their vehicle on Chevrolet.com or through their preferred dealer.

"With the 2020 Corvette, the introduction of the new customer experience is just as im-

portant as the reveal of the actual car," said Steve Majoros, director of Chevrolet passenger car and crossover marketing. "We will give customers unparalleled access to learn from and engage with Chevrolet, our dealers and enthusiasts on their terms, in a manner that's convenient for them."

A new digital tool, the Corvette Visualizer, allows people to design and customize their Corvette in extreme 3D detail through Chevrolet.com. The Visualizer is fully interactive, with available Corvette Stingray trims and custom combinations in-

CONTINUED ON PAGE 2



Chevy has set up a computer "visualizer" system for the new Stingray.

Ford Pushes Ahead With Developing EV Tech for F-150

The Ford F-150 has been the best-selling motor vehicle in the North American market for the past several years. So it makes sense that Ford continue to develop new EV technology for the company's top seller. At least that's what Ted Cannis, Global Director, Electrification, Ford Motor Company, says.

"At Ford, our electrification plan is simple: play to our strengths and build on our iconic nameplates," said Cannis. "To do that, we will leverage the unique qualities of full battery electric vehicles to amplify the attributes our customers love and value – capability, performance and leading technology. So it's only natu-

ral to ask what could we do to build on pickup trucks in this era of smart vehicles in an increasingly smart world?"

Ford trucks provide the global backbone of work, built on a foundation of toughness. And it is time to take tough to the next level, Cannis said. Tough starts and ends with F-Series, our bread and butter. The F-Series is the best-selling truck in America for 42 straight years.

"Trust me when I say we understand trucks," Cannis said. "We know truck owners – tens of millions of them. We love trucks. And, we beat up and test trucks



CONTINUED ON PAGE 4 Ford is already testing hybrid and EV tech for upcoming F-150 models.

Plunging Profits Force Nissan Job Cutbacks

TOKYO (AP) – Nissan is slashing 12,500 jobs or about 9 percent of its global workforce to cut costs and achieve a turnaround amid tumbling profits, the Japanese automaker said on July 25.

Nissan Motor Co. officials also said the company will cut global production capacity by 10 percent and reduce model lineups by at least 10 percent by the end of fiscal 2022.

Nissan Chief Executive Hiroto Saikawa said most of the jobs cut will be auto plant workers. He did not give a regional breakdown, but said the job cuts were needed to cut global production capacity and cut costs.

A company presentation said more than 6,400 jobs would be eliminated in eight unspecified locations by the end of this fiscal year. Another 6,100 will come by fiscal 2022, it said.

Saikawa told reporters at the automaker's Yokohama headquarters that sales are expected to begin to recover but it will take time. Some of the efforts have already begun, he said.

The Japanese automaker is struggling to fix its brand image and get growth going again following the arrest of former Chairman Carlos Ghosn. Ghosn says he is innocent. He is awaiting trial in Japan on various financial misconduct allegations.

"Our situation right now is extremely severe," Saikawa said, noting attractive models were coming with technology like artificial intelligence and zero emissions to boost sales.

J.D. Power APEAL Study Shows Detroit OEMs in Good Light

It looks like some domestic auto brands have real APEAL to consumers according to the J.D. Power 2019 Automotive Performance, Execution and Layout (APEAL) Study released last week.

Improvements in infotainment systems and increased availability of advanced driver assistance systems are making customers increasingly satisfied with their

new vehicles, said Geno Effler, spokesman for J.D. Power.

The industry average satisfaction index score increases to 823 (on a 1,000-point scale) from 820 in 2018, with 22 of the 32 brands included in the study improving from last year.

"Every automaker is producing vehicles that consumers like, but some of them are doing it at a higher level than others," said

Dave Sargent, vice president of Global Automotive at J.D. Power.

"Satisfaction with new technology is improving, but infotainment remains an area where automakers can get better. Owners have higher satisfaction if their vehicle is equipped with safety features such as blind spot monitor, collision avoidance and lane departure warning. This should serve as a positive sign for manu-

facturers, as these features are some of the early building blocks for fully automated vehicles."

FCA did very well in the most recent study. Ram and Dodge finish 1-2 among mass-market brands, helping FCA US LLC achieve the greatest year-over-year improvement of any automaker in the 2019 APEAL

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2018 GMC Terrain



2019 Ford Ranger



2019 Dodge Challenger

CONTINUED ON PAGE 4

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

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

Detroit Auto Scene publishes
In two forms: The Metro edition
goes back to 1933 and has its
roots in the New Center News;
The North edition was formerly
Oakland-Tech News, beginning
as Wide Track News in 1983.

Detroit Auto Scene, Oakland Tech News
and New Center News are registered
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GM Creates New 'Visualizer' Way For New Corvette

CONTINUED FROM PAGE 1

cluding exterior and interior colors, seats, wheels and even seat belt colors, Kelly said.

As customers build their Corvettes they can experience 360-degree, 3D exterior and interior renderings of their potential vehicle. They'll be able to toggle the headlights and interior lights on and off, view the vehicle with the retractable roof on or off and change the exterior lighting so they can envision all angles of their new supercar. Users can save their build and share images of their personally designed Stingray on social media, facilitating more discussion and excitement among enthusiasts.

"We want to be able to show customers what their ideal Corvette will look like before they order it," said Majoros. "They'll be able to experiment with different wheels, brakes, fabrics, color samples and much more as they craft their dream Corvette. This is the most extreme level of detail we've ever offered at reveal and it will only improve over time."

As customers build their Corvettes they can experience 360-degree, 3D exterior and interior renderings of their potential vehicle. They'll be able to toggle the headlights and interior lights on and off, view the vehicle with the retractable roof on or off and change the exterior lighting so they can envision all angles of their new supercar. Users can save their build and share images of their personally designed Stingray on social media.

The launch of the Visualizer was very successful, said GM spokesman Dave Darovitz.

"We had to add extra servers once it went online to prevent the system from crashing because so many people wanted to use the system. That tells me something about how popular this Corvette will be once it goes on sale."

The Corvette Concierge team, which is based at General Motors headquarters in Detroit, can be reached by calling 866-424-3892. Customers can also live chat with a Corvette Concierge online by visiting Chevrolet.com.

2020 Corvette Stingray Shines at GM Employee Car Show

by Jim Stickford

The 2019 GM Tech Center Employees Car Show began with a \$100,000 donation and featured the Michigan debut of Chevrolet's new C8 Corvette Stingray.

The money came from the GM Corporate Giving Team, said Lori Wingerter, chief philanthropic officer for GM.

"Each year we present grants to organizations around the Tech Center in Warren," Wingerter said. "The Corporate Giving Team works with GM institutions around the country by providing them with funds. These funds go to worthy organizations around where the facility is located. Money is allocated by special teams made up of people at the local facility."

These teams decide who gets money, Wingerter said. In previous years, there was no official formula for giving out money. But GM Corporate Giving has decided to support programs that focus on specific goals, including STEM, vehicle safety and community development.

"This year we are giving out \$100,000," Wingerter said. "The grants will be of different sizes. We do this now every year so different groups get money in different years. For the first time, Macomb Community College will be getting a grant because of its STEM activities."

Dave Small, president of UAW Local 160 spoke at the start of the show, saying that he was proud of all the retirees and current GM employees who helped make the cars on display.

"These vehicles represent a proud history," Small said. "And what a beautiful day for a car show. This is the largest lunchtime car show in America and I want to thank all the volunteers who made this possible and make this show run like a Swiss watch."

GM President Mark Reuss also spoke at the opening of the show. He said that in the past couple of years, GM has invested \$1 billion in the Tech Center, and those who hadn't been on the campus since the last show should notice all the new construction that has taken place on the campus.



The 2020 Corvette Stingray had its Michigan debut at the recent Tech Center Employee Car Show.

"I want to thank all the retirees and employees who have brought their cars to this year's show," Reuss said. "This year we are celebrating the Corvette. We are starting production of the latest Corvette – the C8 – this fall. I want to say that it's a mid-engine vehicle, something we've dreamt of for 60 years at GM. We got it done and we got it done in a spectacular fashion. It's under \$60,000, and everyone at GM should feel proud because we all put our heart and soul into this car. And it got its start right here at the Tech Center."

After Reuss finished speaking, GM's head designer Mike Simcoe drove one of GM's C8s to the main band stand located near the Design Center building, where for the first time people in Michigan had a chance to see the Stingray up close and personal.

The response to the car was electric.

As soon as Simcoe got out of the car, it was swamped with curious classic car fans wanting to get a picture and closer look at the new Corvette.

But it wouldn't be an employee car show without the classic cars

of current and former GM employees.

GM spokesman David Darovitz said that this year's show had more than 900 different cars signed up to be on display.

"That just might be our highest number," Darovitz said. "I have to say, it's a real pleasure to see all these beautiful cars and see how their owners have loved and taken care of them."

DTE Invests in Wind Farms

DETROIT (AP) – DTE Energy is planning to buy three new wind parks in Michigan that are expected to help lower carbon emissions from its operations.

The utility says Michigan's Public Service Commission has granted conditional approval for the proposed purchase.

Two of the wind parks are in mid-Michigan's Isabella County. They are expected to begin commercial operation next year. The

third park will be in Delta County in Michigan's Upper Peninsula.

Together, they are expected to increase DTE Energy's renewable energy portfolio by nearly 50 percent. The utility says the projects will offset nearly 890,000 metric tons of carbon emissions annually. DTE Energy Chief Executive Jerry Norcia says investing in renewable energy is a key part of the utility's commitment to reduce carbon emissions.

Expect Mixed July Car Sales

It looks like car sales will cool down a little this July.

Cox Automotive is forecasting July U.S. auto sales volume to finish at 1.38 million, rising 0.5 percent from last year, or about 7,000 units.

The seasonally adjusted annual rate (SAAR) is expected to drop to 16.6 million, below June's 17.3 million level, and down slightly from July 2018's 16.7 million pace. July 2019 has 25 selling days, one more than last July, which causes the SAAR to fall significantly even though sales volume rises, said Charlie Chesbrough, senior economist, Cox Automotive.

"Strong consumer confidence and employment gains are supporting stable demand for light vehicles," said Chesbrough. "However, affordability issues continue to weigh on the market. The estimated average transaction price for a new light vehicle in the U.S. is \$37,285 in the most

recent Kelley Blue Book report, and we do not see this number coming down."

In total, vehicle sales in the first half of 2019 were down 2.2 percent, or nearly 200,000 units. Fleet sales, both commercial and rental, have been the key to supporting the new-vehicle market in the first half. They are likely to remain strong for the year. Retail purchasing and leasing activity was down in the first half of this year, extending the trend from 2018, as consumer activity slows due to affordability concerns.

Volatility has been an issue in the market in 2019 as the SAAR has shown large swings over various months, Chesbrough said.

Some of this can be attributed to the harsh winter. The largest variable continues to be fleet volume. Sales of both commercial and rental fleet vehicles have been on the rise due in part to increased depreciation allowances for business-use vehicles.



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Students learned manufacturing techniques at FCA's Jefferson facility.

FCA Hosts a Manufacturing Event to Educate Students

CONTINUED FROM PAGE 1

the various jobs and career paths that are available to students looking to set a career path, Oehmke said.

Representatives from all areas of the Jefferson North facility, from team member to plant manager, shared the behind-the-scenes details of their day-to-day responsibilities.

One of the people who addressed the students was Tyree Minner, JNAP Plant Manager, Oehmke said.

He discussed how he began his career as a worker on the manufacturing assembly line more than 40 years ago, eventually working his way up to the highest position in a manufacturing facility, where he leads thou-

sands of people and oversees the production of one of the Company's busiest plants.

JNAP's Manufacturing Day was part of FCA's educational partnership with Southeastern High School and the Detroit Public Schools Community District, Oehmke said. FCA continues to foster its commitment to the next generation, Oehmke said, by hosting a workshop for recent Southeastern High School grads to apply for a special internship program at JNAP.

Their first day of work was July 8, supporting special projects at the plant. About a dozen select graduates had the opportunity to experience advanced manufacturing while earning a potential full-time place within the FCA family, Oehmke said.

Ford Hiring More for Chicago Plant

CHICAGO (AP) – Ford is spending \$50 million and creating 450 full-time jobs in Chicago to handle increased demand for new versions of the Ford Explorer and Lincoln Aviator.

The auto maker says it will upgrade a 200,000-square-foot (18,580-square-meter) building near its Chicago Assembly Plant where it now modifies Explorers into versions used by law enforcement.

Painted bodies will be sent from the assembly plant to the upgraded building, where workers will put together the Explorer hybrid, Aviator plug-in hybrid and police Explorers.

About 450 temp jobs at the assembly and stamping plants will become full-time, and more temporary workers will be hired.

Explorer police vehicles will be modified at a different building nearby. The investment is in addition to plans announced in February to spend \$1 billion and add 500 jobs in Chicago.

"This reflects American ingenuity at its finest," said Joe Hinrichs, Ford's president, Automotive. "In the first five days of the transformation, the team moved the scrap metal equivalent to the weight of the Eiffel Tower from the plant, making room for new equipment. Knowing this plant is set in a city and trucks could not go in and out of the plant at all hours, the team got creative and rented a barge, put all of the scrap metal on it, floated it a mile up the river to a recycling center, then moved in more than 500 truckloads of new technology."

Wrangler a True 'Blue' Vehicle

The 2019 Jeep Wrangler has proven to be a popular vehicle with the public, selling more than 240,000 in 2018 alone. And now it's proven to be the most awarded vehicle, said FCA spokesman Berj Alexanian.

The 2019 Jeep Wrangler has been named Kelley Blue Book's Most Awarded Car of 2019, beating out more than 350 automotive models available in the marketplace today to win the title, Alexanian said. Their experts recently sorted through the winners from all of its 2019 awards programs, compiling lists of the vehicles and brands that were recognized most often during the year.

Editors drive and review nearly every new car on the road each year, so we have an abundance of knowledge that fuels our editorial awards and accolades, while our analysts evaluate tremendous amounts of data to help determine which vehicles make the cut for Kelley Blue Book's awards, said Matt DeLorenzo, senior managing editor for Kelley Blue Book.

He said the Most Awarded Car for 2019 is the Jeep Wrangler, a recently redesigned icon and perennial favorite that excels in many categories.

The publication's major annual awards programs include the Best Buy Awards, Best Auto Tech Awards, Best Resale Value Awards, 5-Year Cost to Own Awards and the Brand Image Awards, DeLorenzo said.



The 2019 Jeep Wrangler was named "Most Awarded" vehicle status.

In addition, the various car accolade lists created by editorial staff this year, including the 10 Coolest Cars Under \$20,000, Best Family Cars, 10 Best SUVs Under \$30,000 and many more, were also factored into determining the final count of awards, DeLorenzo said.

"Delivering an unmatched combination of leading 4x4 capability, increased fuel efficiency courtesy of several powertrain options, including our new 2.0-liter mild hybrid with eTorque technology, more ride comfort, more interior comfort and advancements in safety and technology, the newest generation of our Jeep Wrangler is a one-of-a-kind SUV that consumers everywhere want to own," said Jim

Morrison, head of Jeep Brand – North America.

"We're thrilled that the Kelley Blue Book editors have recognized Jeep Wrangler as the most awarded car of 2019, in addition to previously being on KBB.com's list of 10 Best SUVs Under \$30,000 and winner of Best Resale Value and 5-year Cost-to-Own awards. This award demonstrates how broad the appeal is for the all-new Jeep Wrangler."

FCA spokesman Todd Goyer said the new 2019 Wrangler was designed and engineered to be the most capable SUV ever and to exemplify Jeep's 4x4 capability, which meant staying true to the original Jeep's purpose, which dates back 75 years.

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Ford Pushes Ahead With New EV Tech for F-150

CONTINUED FROM PAGE 1

in the most grueling ways, so you don't have to."

Last year, Ford celebrated 100 years of manufacturing leadership at the Rouge plant, where we build an F-150 every 53 seconds, Cannis said. The plant that revolutionized American manufacturing. The plant with a living roof.

"On that day Bill Ford proudly announced that an all-electric F-150 is being added to the most compelling truck line up in the world," Cannis said. "We are pumped to give our truck customers even more of what they love. The all-electric F-150 will be a new and exciting kind of Built Ford Tough. We're aiming to blow away truck customers with new capabilities that they never saw coming."

Recently Ford set out to flex the muscles of its new, all-electric F-150 prototype. After all, truckers will do what truckers will do, Cannis said. And everyone wanted to see what could really be done when we pushed this all-electric truck's capability.

"There is no greater tension for Ford engineers than doing live tests in front of real truck owners, while cameras are rolling," Cannis said. "But that's exactly what we did. As you can imagine, math on paper is never quite the same as real work on the job. Which is why every F-Series is serious about testing... and in this case, seeing what happens with live testing."

Cannis said that he's all in on EVs.

"Climate change – you had me at hello," Cannis said. "But what we're doing here is not just about air quality or rising sea level. We are all about building better trucks for our customers who have real work to do every day. Trucks that can do more for our owners. Trucks that meet new sets of needs. Because leaders lead."

And to that end, Cannis said he and others at Ford could not be more proud of the company's engineering teams.

"We are dead serious about delivering an electric pickup truck that again sets an all-new bar for what light duty trucks can deliver – not in the science project sense, but in the reality of what tough trucks need to do," Cannis said. "This demonstration showcases our commitment to remain the clear leader in trucks as well as to highlight our commitment to the future of electric vehicles. We've already announced plans to bring an F-150 hybrid to market that can act as a mobile generator."

And, as a reminder, Ford is also working feverishly on our plans to reveal the company's fully electric, Mustang-inspired SUV.

"Get ready," Cannis said. "No games. This isn't about compliance. We are backing our plans with countless hours of research and testing to ensure we deliver an electric experience that wows – and wins – customers. And we are going to have incredible charging plans that get you where you need to go with ease and peace of mind. But more on that later. Stay tuned. There is a lot more to come."

GM Says its New Self-Driving Tech Not Ready

DETROIT (AP) – The top executive of General Motors' autonomous vehicle unit says in a blog post that the company won't start a self-driving ride service this year as once promised.

GM Cruise CEO Dan Ammann says the company still plans to deploy the service in San Francisco, but more testing is needed to make sure the service is safe for customers.

Detroit Art Museum Closing Summer Show

The Museum of Contemporary Art Detroit (MOCAD) will hold a special closing party for its "KAWS: ALONE AGAIN" exhibition on Sunday, Aug. 4.

"KAWS: ALONE AGAIN" is a solo exhibition of the Brooklyn-based artist KAWS (American, born 1974), organized by the Museum of Contemporary Art Detroit's Executive Director Elysia Borowy-Reeder in close collaboration with the artist.

Featuring five sculptures, a site specific wall work, and three paintings, this highly anticipated exhibition occupies the main exhibition space of the museum. ALONE AGAIN showcases the artist's masterful compositions that appear to be abstract while retaining the artist's colorful acrylic palette with his trademark motif.

Riffing on specific genres of pop art, figuration, deconstruction, collage, and fashion, the exhibition represents an underlying irreverence and affection for our turbulent times, as well as KAWS' agility as an artist to appropriate and transform.

"Please join us for the closing celebration of our major 2019 summer exhibition KAWS: ALONE AGAIN," said Elysia Borowy-Reeder, executive director of MOCAD. "In celebration of the iconic work of KAWS we will keep the museum open late to enjoy a final toast to this major exhibition."



This is one of the paintings that make up the KAWS display.

Borowy-Reeder said that there is a \$5 fee to see the show on closing night. It will be free for

regular MOCAD members. Go to mocaddetroit.org for more information on the show.

Nissan Sees a Huge Profits Plunge

CONTINUED FROM PAGE 1

"Our stance to lead the industry is unchanging."

In April-June, Nissan's profit nose-dived to \$59 million, down drastically from 115.8 billion yen the same quarter in the previous fiscal year. Quarterly sales shrank 13 percent to \$22 billion.

For the fiscal year that ended in March, annual profit dropped to less than half of what Nissan earned in the previous year, at \$2.9 billion, the worst showing since the global financial crisis a decade ago.

Although Ghosn's absence from Nissan and its alliance with

Renault SA of France, which owns 43 percent of Nissan have been a concern, the latest results were so dismal that questions about Ghosn weren't raised.

Christian Stadler, professor of strategic management at Warwick Business School, said the scandal over Ghosn's case was a distraction that has undermined Nissan's business, on top of challenges faced by the auto industry as a whole.

He said the economic slowdown, which hit key markets such as the U.S. and China, the uncertainty surrounding Brexit, and the race to embrace new technology.

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J.D. Power APEAL Study Has Detroit OEMs Improving

CONTINUED FROM PAGE 1

study, said FCA spokesman Eric Mayne.

In addition, Ram records the largest uptick among any of the 33 brands in the annual study, which measures the emotional attachment customers develop for their vehicles.

"These outcomes validate our continuing focus on the voice of the customer," says Mark Champine, head of Quality, FCA North America. "We have listened and we are still listening – more intently than ever."

For the second time in three years, the Dodge Challenger earns bragging rights in the highly competitive Midsize Sporty Car category. The Challenger topped the same category in this year's J.D. Power Initial Quality Study.

Overall, FCA jumps five places to seventh, compared with its 2018 APEAL performance, said Mayne. That's also good for second place among mass-market automakers.

The company's total score of 830 marks a 20-point year-over-year improvement – greatest of any automaker in this year's study. It also exceeds the industry averages for both mass-market and premium-market automakers.

Ford also did well in the study. Ford Motor Company has earned five awards in the 2019 J.D. Power U.S. Automotive Performance, Execution and Layout (APEAL) Study – the most awards of any company or brand.

Ford trucks swept all three pickup segments, with wins for the new Ford Ranger in midsize, F-150 for the third consecutive year in large light-duty and Super Duty in large heavy-duty.

Among large SUVs, Ford Expedition took top honors for the second straight year.

Among luxury vehicles, Lincoln Navigator earned its second consecutive win in the Large Premium SUV segment and continues to be a top three model in the industry. In 2018, Lincoln Navigator posted the highest APEAL score of any model in this generation of the study.

"Ford's truck dominance now extends from Ranger to F-Series, thanks to our deep customer insights and constantly listening to deliver the smart and insightful features they want and appreciate," said Hau Thai-Tang, Ford chief product development & purchasing officer, "Our additional results with Ford Expedition and Lincoln Navigator reaffirm we're making the right choices with more to come."

The General Motors vehicles that scored well on the APEAL study were Chevrolet Blazer and GMC Terrain.

The Terrain took top honors in the Compact SUV category, while the Chevy Blazer was number one in the Midsize SUV category.

In its review of the Blazer, J.D. Power judges wrote "existing in many forms within Chevrolet sport utility vehicle lineup for 50 years, the Blazer name returns for 2019 on an all-new crossover vehicle. A performance-styled fusion with urban ruggedness, the 2019 Chevrolet Blazer" has a fresh, dynamic design.

J.D. Power judges said the 2019 Terrain offers "the power of an SUV with the convenience of a smaller car, the 2019 GMC Terrain is a versatile choice for any driver." They also praised its handling and improved mileage.

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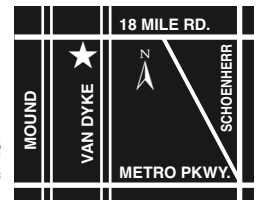
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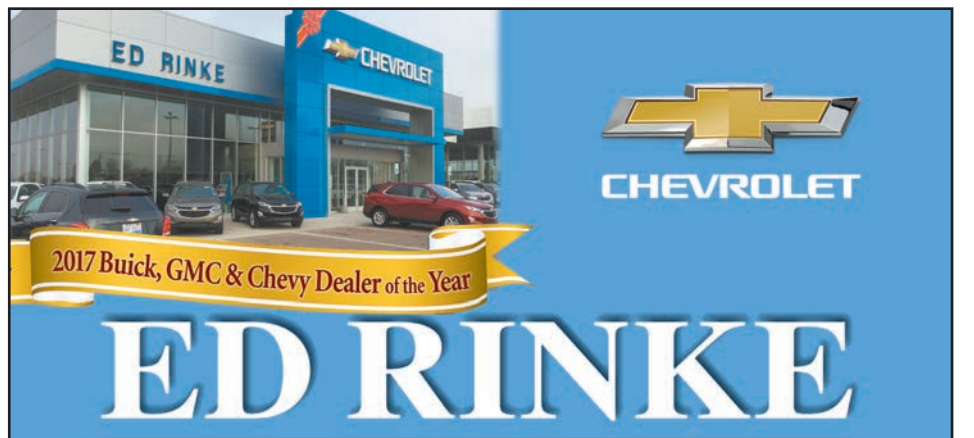
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