



2020 Cadillac XT5

Cadillac XT5 Aims to Take On Luxury SUV Market

by Jim Stickford

Cadillac has taken a successful vehicle – the XT5 – and added more of what people like, resulting in a Luxury SUV that can compete with in a very competitive market segment.

Cadillac's global best-selling XT5 has been revamped for 2020, with a new turbocharged engine, enhanced technologies and revised design cues that coalesce in distinctive trims that offer customers greater choice in matching this luxury crossover to their personality, said Kristin Lewis, Product Marketing manager for the new XT5.

With more than 40 updates the 2020 Cadillac XT5 raises the bar, delivering an exhilarating driving experience paired with the sense of solidity and functionality of an SUV, Lewis said.

The XT5 joins the new XT6 three-row crossover and the recently launched, segment-topping XT4, along with the Escalade, to give Cadillac one of the industry's freshest lineups of luxury crossovers and SUVs in the marketplace, Lewis said.

"Cadillac's global momentum continues to accelerate with new and compelling products such as the revamped 2020 XT5," said Steve Carlisle, Cadillac's president. "Along with additional new crossovers and sedans, including the XT6 and CT5, the brand is redefining itself for a new generation of customers for whom luxury and technology are inextricably linked."

The 2020 XT5 will follow the brand's new global "Y" trim strategy, better meeting customer demand and sharpening its position in the Cadillac showroom.

Lewis said that new XT5 is designed to be a competitive compact SUV in the luxury market.

"This new XT5 meets the needs of a lot of targeted customers," Lewis said. "They tend to be between the ages of 35 and 64. These drivers are financially secure and can make every day

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FCA Honors Detroit Street Racing Heritage

The upcoming Woodward Dream Cruise celebrates Detroit's automotive history, and street racing is a big part of that legacy.

FCA understands this, and is returning to Pontiac to kick off cruise week for 2019 with its MotorTrend Group's "Roadkill Nights Powered by Dodge."

The Woodward Dream Cruise

takes place on Saturday, Aug. 17 this year.

The event is growing even bigger this year with the addition of Friday night activities on Aug. 9, while bringing back legal street drag racing that will lay some rubber down on the iconic Woodward Avenue pavement on Saturday, Aug. 10, said FCA spokeswoman Claire Carroll.

This year experiences, including will include thrill rides in the 717-horsepower Dodge Challenger SRT Hellcat and the 707-horsepower Dodge Charger SRT Hellcat models, Carroll said. And there should be more participants in the celebrity showdown races, and an overall \$40,000

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FCA and Dodge are again bringing street racing to Pontiac to kick off the 2019 Woodward Dream Cruise.

Ford's Warriors in Pink Provide Needed Transportation

One doesn't often think of Ford as a health care transportation provider, but when Stephanie M. of Detroit was diagnosed with breast cancer for the second time, Ford Warriors in Pink were there to help her get around, said Ford spokeswoman Liz Kellogg.

Her post-surgery driving restrictions meant she had to face a fundamental mobility question: How was she going to get to her appointments?

Finding herself without reliable transportation, Stephanie M. was connected with GoRide Health, a non-emergency medical transportation service that took her to and from appointments with the help of a professionally trained driver and specially upfitted Ford Transit vans.

To help ease burdens like this, GoRide Health and Ford Warriors in Pink are teaming up to offer

complimentary rides to breast cancer patients through the end of the year, Kellogg said.

"It was a huge relief for me to have a service like GoRide Health help me travel to and from my appointments," said Stephanie, a seven-year breast cancer survivor. "It's not just that I didn't have to worry about driving myself; GoRide also relieved me from the mental stress of asking friends and family to take off work and drive me to treatment."

GoRide Health and Ford Warriors in Pink will now provide unlimited rides to support breast cancer patients like Stephanie in its current service areas in the Cleveland, Dayton, Toledo, Cincinnati and Detroit metro areas. The complimentary transportation service will expand to new markets as GoRide Health launches in new cities.



Ford and GoRide are giving rides to those who need to visit health sites.

Securing transportation can be especially challenging for breast cancer patients because finding a car is often only half the battle.

Treatments such as chemotherapy can leave patients feeling

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(l-r) Cram, Green, Ziegler, Mahr and Hüsken cut the ribbon at Mahr's Midwest Customer Care Center in Wixom.

Mahr Opens New Midwest Customer Care Center

Mahr Inc., a global manufacturer of precision measurement equipment, held the grand opening of its new Midwest Regional Customer Center on July 26.

Located in Wixom, the newly-constructed 7,000 square foot facility wholly reflects Mahr's regional strategy for the Americas: bringing its expertise closer to customers, said Mahr spokeswoman Jill Colna.

As a provider of measurement technologies, Mahr's facility features an extensive demonstration area, fully equipped with the very latest machines, systems and precision gages from the Mahr portfolio.

Furthermore, the site has been specified to provide training and conference spaces, together with office spaces for the Mahr team, Colna said.

"I am excited to continue to expand the presence and reach of Mahr in the United States in to 2019," said Brett Green, CEO & president, Mahr Inc. "Coupled with the recent opening of our Southeast Regional Customer Center (located in Greenville, S.C.), this represents a significant investment and one that I believe our customers and partners will be delighted to take advantage

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Dodge Bringing Street Racing Back to Detroit

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purse with \$10,000 going toward United Way.

This is the fifth year of the "Roadkill Nights Powered by Dodge" event, Carroll said. It celebrates Detroit's automotive culture with its popular legal street drag racing, classic and modern muscle car show, and other activities that will take over the M1 Concourse in Pontiac.

Spectator tickets, Show 'n Shine participation and package information, as well as drag racing applications, are available now at hotrod.com/events/roadkillnights.

With the new addition of Friday night activities, fans will have the chance to meet the drivers of some of the fastest street legal drag cars in America and watch historic Woodward Avenue transform from a street into a drag strip, Carroll said.

On Saturday, drag racing returns with two classes, Big Tire and Small Tire, competing for a cash purse of \$30,000. As part of the overall \$40,000 purse, \$10,000 will be awarded to United Way. Both drag racing classes will have the same payout structure with \$15,000 as the total purse per class:

- Winner – \$5,000.
- Runner Up – \$1,500.
- Semi Finalists – \$750 (two payouts).
- Quarter Finalists – \$500 (four payouts).
- Fastest Dodge-powered vehicle – \$5,000.

Dodge Thrill Ride experiences in the 717-horsepower Dodge Challenger SRT Hellcat and 707-horsepower Dodge Charger SRT Hellcat models will again be in two locations within the M1 Concourse to keep the momentum going, Carroll said. Attendees will have the opportunity to go for the ride of their lives as the supercharged Hemi will punish tires and have them begging for mercy on both the M1 Concourse skid pad and north loop portion of the track.

Gates are open for "Roadkill Nights Powered by Dodge" on Friday from 3 p.m. to 9 p.m. On Saturday, gates are open from 10 a.m. to 9 p.m.

Chrysler Saturn 1B Rocket Made Space History

When President John Kennedy asked for the Moon in the early 1960s, Chrysler was there to help make that dream come true.

Chrysler entered the 1960s as a car company known for cars designed for the jet age, advanced safety features and the introduction of high-performance vehicles and the powerful hemispheric (Hemi) engine, said Edward Cardenas, multimedia editor for FCA US. But that Chrysler power, performance and innovation wasn't just confined to the highway, it also was used to propel American astronauts into space and eventually onto the moon.

Chrysler Corporation's Space Division developed and built the first stage of the Saturn 1B rocket that was used in the early Apollo missions, which set the stage for NASA's trip to the moon in July 1969.

The automaker's connection with rockets began in 1952 when the U.S. Army selected Chrysler to assist in the development of the secret Redstone missile project, Cardenas said. The first Redstone missiles were built at what is now the Sterling Heights Assembly Plant.

In addition to tactical uses, the Redstone rocket played an important role in the early days of the American space program. Alan Shepard became the first American to go into space aboard a Chrysler-built Redstone launch vehicle in May 1961.

The following year, NASA and

Chrysler took another step toward the moon with an awarded contract to produce powerful boosters for the predecessor to the Saturn V rocket, the rocket that would take astronauts to the moon, Cardenas said.

Years of testing and trials led to the creation of the Saturn 1B booster, which generated 1,600,000 pounds of thrust at launch and enough power to place 35,000 pounds of payload into low Earth orbit. This 80-foot tall, 21-foot wide booster helped increase the payload of the Apollo system and played an important role in the pre-lunar landing missions by allowing Earth orbital testing of the three-module Apollo spacecraft.

Not only was the new booster lighter and more powerful, it also featured new automated systems to quickly check the complex launch vehicle for any possible malfunctions or possible failures and to assist human engineers.

The first Apollo sub-orbital flight of the Chrysler-built Saturn 1B launched in February 1966, and on Oct. 11, 1968, the first Apollo manned flight is successfully launched on a Chrysler-built Saturn 1B, Cardenas said.

Commander Walter M. Schirra, Jr., Command Module Pilot Donn F. Eisele and Lunar Module Pilot Walter Cunningham crewed the 11-day mission launched atop the Saturn 1B. This mission was longer than the eventual trip to the moon and back and included



In the 1960s Chrysler built Saturn 1B rockets like this one for NASA.

a number of tests along with the first live television broadcast from a manned spacecraft.

This successful mission marked the end of Chrysler's Saturn I Apollo-related missions, which included the successful launch of five Saturn 1B boosters.

Apollo 7, and the previous test mission, laid the groundwork for the Apollo 11 mission that land-

ed the first man on the moon July 20, 1969.

When Apollo 11 astronauts Neil Armstrong, Edwin "Buzz" Aldrin, Jr., and Michael Collins returned to Earth and took part in the ticker tape parade in New York, Chrysler once again played a major role. The astronauts paraded through the city in a 1952 Chrysler Imperial Parade Phaeton.

Jeep Celebrates Apollo 11 Mission With Special Event

by Jim Stickford

Between July 26 and July 28, the Jeep brand celebrated some amazing American history – the 50th anniversary of the safe return of the Apollo 11 astronauts – on the deck of the aircraft carrier the USS Hornet, docked in Alameda, Calif., across the bay from San Francisco. The event was called the Jeep Heroes Drive.

Jason Russ, head of Experiential Marketing for FCA, was at the event. He said for the past several months FCA representatives from the company's Performance Institute have been visiting dealerships across the country, educating those who work there on how to best operate all the features and extras on the new Jeep Gladiator.

"Our Apollo celebration was born of a partnership between the Jeep brand, FCA's Performance Institute," Russ said. "The Performance Institute people were going to be in the San Francisco area during the 50th anniversary of the Apollo 11 astronauts' return, so it was a perfect time for us at Experiential Marketing to set up a special celebration on the USS Hornet, which is

the ship that picked up the Apollo 11 astronauts after they splashed down."

The Hornet is now a floating museum and is docked in Alameda, Calif., Russ said. So after contacting the Navy, FCA was able to set up a special display of historic vehicles, including a WWII Willys Jeep and a Jeep used by the Navy in the 1950s.

In addition to the display of historical Jeeps associated with the United States military, Jeep also set up an obstacle course on the deck of the Hornet.

The brand then had professional drivers take people on roads along this course in a new Jeep Gladiator truck.

"We wanted to celebrate the 50th anniversary of the Apollo 11 astronauts being picked up the Hornet," Russ said. "But we also wanted to celebrate Jeep's long association with the military and honor those who have served in the military – past and present – as well as first responders who serve the public. The deck of the Hornet was the perfect place to do that."

Russ said the reaction of members of the public who were able to attend the event was something to see.



Jeep recently set up an obstacle course on the deck of the USS Hornet.

"I really enjoyed seeing the faces of the people who attended," Russ said. "When they saw the obstacles the Jeeps would have to drive over, they got excited. And to see their faces when they saw the flight deck of the Hornet was amazing. You can fit three football fields on that deck and I don't think most people realize just how big an aircraft carrier deck is until they see it for themselves."

Russ was also taken around the ship and got to see things

people visiting the museum normally don't see.

"I got to see the hangar deck, which is where planes are stored, and is below the flight deck," Russ said. "This event was a first for us, but it has opened up potential opportunities down the road for us. I am proud to say that everyone who wanted to attend the event was able to do so. The Navy people who run the museum worked well with us and we were all able to make sure that the traffic of visitors flowed well."

Kayden Sponsoring 'Shred' Day Event

Kayden Wealth Management is holding its fifth annual "Community Shred Day" on Friday, Aug. 16 from 10 a.m. to noon.

The company Shred-it will be at Kayden's 329 West Silver Lake Road offices located in the suburb of Fenton.

So those people with sensitive documents that they don't need, but don't want to fall into the

hands of identity thieves and other disreputable parties can take those documents to the Silver Lake Road location and have them shredded and disposed of properly.

Kayden officials suggest that people visit their Web site www.kaydanwealthmanagement.com/shred-day-2019 to learn more about the event.

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Detroit City Council Gives OK to Development Plan

Development in downtown Detroit got a big boost recently, thanks to the Detroit Economic Growth Corporation (DEGC) and the Detroit City Council.

The DEGC is focused on creating opportunities to facilitate neighborhood economic development throughout the City of Detroit, said Kaci Jackson, manager of Development Services for the DEGC.

On July 23, Detroit City Council approved the Livernois-McNichols retail area as an Obsolete Property Rehabilitation Act District (OPRA), representing the first broad-scale commercial incentive district created specifically for a Detroit neighborhood, Jackson said.

OPRA, Public Act 146 of 2000, provides a tax incentive to encourage the redevelopment of obsolete, old buildings, Jackson said.

OPRA is designed to provide real opportunity for buildings in areas that are not currently experiencing the full effects of the city's economic resurgence. Buildings in Detroit's neighborhoods have greater potential for rehabilitation by utilizing this incentive to reduce future operating expenses.

By reducing operating expenses, the project has increased cash flow to support debt payments for the renovation costs, Jackson said.

DEGC is partnering with the City of Detroit to leverage economic development tools to support implementation of the Strategic Neighborhood Fund (SNF) initiative such as establishing Livernois-McNichols OPRA District.

The district boundaries were informed by the SBS' landmark Neighborhood Retail Opportunity Study commissioned by the DEGC. The Study estimated the full demand for retail space and identified priority nodes for retail activation. The DEGC will be looking to replicate this strategy for other SNF areas of the of the City.

The Incentive District will immediately support the \$9.7M redevelopment of four properties slated to begin construction by Spring 2020 within the Livernois-McNichols area.

Covering 22.2 acres and inclusive of 103 properties, the Livernois-McNichols OPRA District allows all existing buildings the opportunity to participate, Jackson said.

Those interested in learning more about the district should Please contact District Business Liaison, Ammie Woodruff, with any inquiries, or to begin the process of taking part in advantages of the district, Jackson said.

For more information on the DEGC, visit degc.org.

New Cadillac App Finds Parking for Drivers

City living provides plenty of advantages for drivers, but easily finding parking spots isn't one of them – until now, thanks to Cadillac.

Eligible Cadillac drivers can enjoy the convenience of locating, reserving and paying for parking from their in-vehicle touchscreen before reaching their destination, bringing a new level of luxury to every drive, said Cadillac spokeswoman Katie Minter.

The new parking capability, powered by ParkWhiz (an Arrive brand), is now included in Cadillac Marketplace.

This is the automotive industry's first in-vehicle commerce platform, Minter said.

"Cadillac's new parking experience in Marketplace enables drivers to enjoy the journey without wondering where they will park when they reach their destination," said Scott Goddard, Marketplace line of business leader, Cadillac.

"This is another example of how Cadillac is integrating technology that elevates the driving experience."

To use the new parking capability through Marketplace, users will first need to set up a ParkWhiz account for their vehicle online or through the ParkWhiz mobile app.

The now-established account will include the driver's preferred payment method as well as certain vehicle details ranging from the make of the vehicle, model



Eligible Cadillac drivers can check out parking on their touch screens.

and license plate number, Goddard said.

Once it's set up, users can link their ParkWhiz account within Marketplace to find nearby parking options, see details about the lot or garage, book parking and access their entry/exit parking pass with just a few taps on the in-vehicle touchscreen, Goddard said.

ParkWhiz has thousands of parking spaces available in lots the company has in more than 250 cities across the United States.

"As every driver knows, parking is a core component of the driving experience. In fact, people often spend the same amount of money on parking each month as they do on gas, but with more frequent transactions," said Dan

Roarty, president and COO of Arrive, ParkWhiz's parent company. "We are thrilled to power parking in Cadillac vehicles, making it simpler for their drivers to reach their destinations."

General Motors launched Marketplace in December 2017. It was first used in connected Chevrolet, Buick, GMC and Cadillac vehicles and has continued to add additional new merchants to the system to continue to make every drive more productive and enjoyable for drivers and passengers, Minter said.

Marketplace works independently of the driver's mobile device, Minter said.

It is available on nearly 325,000 properly equipped model year 2017 and newer Cadillac vehicles.

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Cadillac XT5 Designed For Tough Luxury Marketplace

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purchases for nice clothes or a luxury SUV without feeling a burden. Most have kids, so the vehicles they buy have to be flexible. This demographic covers a lot of bandwidth in our lineup.”

Demographic research shows that a lot of women fit this niche, Lewis said. Even if the XT5 is being bought for a man, his wife will still have a lot of influence in what vehicle the husband purchases. While many think of Cadillac as a man’s brand, Lewis said that women like driving fast and sexy vehicles too, and the XT5 was designed and engineered to be both.

The XT5 range starts with the well-equipped Luxury model, with Premium Luxury and Sport models offering distinctive takes on Cadillac design and driving dynamics, Lewis said. An emphasis on bright trim and contemporary décor defines the Premium Luxury model, while a darker, more aggressive appearance underscores the XT5 Sport. The XT5 features a new, bolder grille design, available in two textures that reflect the new personas. A Platinum package, delivering the pinnacle of technology and most sophisticated interior in the lineup, is offered with each trim level, Lewis said.

Enhanced driving dynamics provide two distinctive expressions of the Cadillac driving experience. The Luxury and Premium Luxury models are tailored for confidence-inspiring control that keeps one connected to the road while providing a retreat from road disturbances. Sport model is tuned for a more performance-oriented experience, with quick steering and more aggressive chassis tuning that provides better body control without sacrificing ride isolation.

The vehicle’s exterior now features standard LED headlamps with IntelliBeam on all models. Additionally, the lower front and rear fascia have been updated, while a new 18-inch wheel design is standard on Luxury and Premium Luxury and a new 20-inch wheel design is available. XT5 Sport features new 20-inch wheels standard.

Infotainment and driver assistance technologies take center stage for model year 2020. The technology woven into the XT5’s interior is enhanced to elevate its functionality and intuitiveness, for a more seamless user experience. The 2020 XT5 now has over 20 available safety and driver assistance technologies.

The updates include the latest Cadillac user experience interface, with enhanced connectivity and personalization as well as next-generation rotary controller

with new jog functionality, which complements conventional buttons and touchscreen redundancy to offer more ways for users to interface with the system.

Refinements to the 2020 XT5’s elegant interior amplify its comfort, convenience and utility; and like the increased persona differentiation exhibited with the exterior updates, the interior changes offer more distinct expressions of Cadillac’s style for Luxury and Sport tastes.

Cadillac’s 2.0L Turbo engine joins the lineup as the new standard engine in the Luxury and Premium Luxury trims and complementing the existing 3.6L V6, which remains standard on Sport and available on Premium Luxury. Each engine has a nine-speed automatic transmission controlled via the next generation of Electronic Precision Shift.

Lewis said that when GM designed the new XT5 they put in a lot of changes, and the ones she’s most proud of are the more than 20 new safety features that are standard.

“The consumer who is used to the latest safety technology can walk through the door of a Cadillac dealership and be confident that the XT5 is a well-contented vehicle,” Lewis said. “They will see the features that come as part of the base package are the features they are used to seeing in luxury vehicles. They will also see that this vehicle is at the forefront of what is available to make the rider safe and that it competes with the best in the luxury compact SUV market.”

The 2020 Cadillac XT5 will be available late summer 2019.

Woodward Dream Cruise SAE Car Show Set

The Detroit chapter of the Society of Automotive Engineers (SAE) is holding a special car show and networking event on Thursday, Aug. 15, between 5 and 7:30 p.m. at the Woodward Avenue Brew Pub, 22646 Woodward in Ferndale.

The SAE Car Show is open to custom or classic cars and will take place in a reserved parking lot right behind the WAB. To add some excitement to the night, guests will have an opportunity to vote for their favorite car until 7 p.m. The winner and runner up will receive a trophy and bragging rights.

Only 25 car spaces will be available, so be sure to register early. Wristbands will be provided onsite to allow guests access food and beverage.

Go to saw-detroit.org to pre-register a vehicle for the show.

Ford Warriors in Pink Offer Transportation

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tired or dealing with side effects such as neuropathy, which can make it challenging for them to drive. Programs like GoRide can help eliminate mobility barriers and help ensure patients are able to access the health services they need.

“Transportation to treatment may seem like a small thing or ‘a given,’ but unfortunately, for many people it’s not,” said Anika Brown, chief marketing officer, GoRide Health. “Our collaboration with Warriors in Pink gets right to the heart of GoRide Health’s purpose: To make healthcare more accessible to those who need it most, and to do so with a service built around empathy and care.

“Through the Warriors in Pink collaboration we’ll be able to remove at least one burden from patients and families – and we’ll do it with compassion.”

Whether patients need to get to doctor appointments, treatment services or the pharmacy, GoRide Health will help transport those who need rides where they need to go with safe and reliable service.

As part of this complimentary ride service, patients will also be able to take one other companion, such as a family member or caregiver, with them in the GoRide vans.

All ride costs are covered by Ford Warriors in Pink, which will

verify eligible riders through their website and over the phone at 833-546-7433, Kellogg said.

Information about the program will be shared with patients in need in all eligible markets through hospitals, The Pink Fund, Susan G. Komen, and Ford dealerships.

Ford Warriors in Pink is dedicated to helping those touched by breast cancer, through actions that support, inspire and

empower patients, survivors and co-survivors throughout their journey, Kellogg said. Over the last 25 years, Ford has contributed more than \$137 million to the cause through Warriors in Pink.

For more information about Ford Warriors in Pink or how the complimentary ride program works call 833-546-7433 to reach the GoRide Health call center, Kellogg said.

Mahr Opens New Facility

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of. Our Americas headquarters remains in Providence, R.I. Our facility there is home to more than 170 employees, where we continue our tradition of proudly manufacturing in the United States. With the new Detroit area customer center, we have the capacity to grow our existing team based in Michigan; and most importantly, we satisfy the requirements of our customers to be local.”

Cutting the ribbon to officially open the new building were Ryan Cram, Oakland County Economic Development manager; Brett Green; Wixom Mayor Richard Ziegler; Carl Mahr and Manuel Hüsken, managing director of the Mahr Management Board.

Mahr continues to strengthen its North American presence by adding this second facility to the

area, Green said. The existing Midwest Regional facility, located in the Cincinnati area, was opened in 2009.

“As well as the strong automotive manufacturing base in the region, Michigan is recognized for advanced manufacturing and has invested in workforce training. We’re supporting this manufacturing powerhouse,” said director of Sales at Mahr Inc. “With our very latest technologies and solutions available at the Wixom Center, we look forward to meeting and exceeding the needs of our local customers.”

The grand opening event for the new Detroit area facility was also showed a host of Mahr’s equipment and solutions, Colna said. This included the company’s MarShaft optical shaft measurement machines, its wireless gaging and a range of hand tools.



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- Color Touch Screen Radio!
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First Silverado Diesel Engine Since 1997

Sometimes it's just nice to have the bragging rights, which is what Chevy has with the 2020 Chevrolet Silverado 1500 with the available, new 3.0L Duramax turbo-diesel engine.

It delivers an EPA-estimated 33 mpg highway and 23 city in rear-wheel-drive models. EPA-estimated fuel economy for four-wheel drive models is 29 mpg highway/23 city, said GM spokesman Monte Doran.

With an SAE-certified 277 horsepower and 460 lb-ft of torque, the Silverado 3.0L Duramax with four-wheel drive is also capable of towing up to 9,300 pounds and a max payload of 1,870 pounds, meeting the towing needs of about 90 percent of light-duty customers.

"We designed the all-new Silverado and the all-new 3.0L Duramax turbo-diesel to deliver both performance and efficiency," said Tim Herrick, Silverado executive chief engineer. "The engine utilizes state-of-the-art technologies to optimize every drop of fuel, and takes advantage of architectural changes to make Silverado larger, lighter and more aerodynamic than before. The resulting combination offers all of the performance, refinement and capability customers want in a full-size truck, with highway fuel efficiency you would expect from a family sedan."

This is the first diesel offered in Chevrolet's light-duty trucks since 1997, and the brand's first-ever inline-six for full-size, light duty trucks. As such, engineers had a clean sheet to leverage the efficiency and balance of an inline-six-cylinder architecture, Herrick said.

"We set out to offer light duty truck customers the best of diesel – outstanding fuel economy, great horsepower and responsive torque – plus unexpected



The 2020 Silverado 1500's turbo-diesel engine has 33 highway mpg.

ed levels of refinement," said Nicola Menarini, director for diesel truck engine program execution.

"We leveraged our global diesel expertise to make sure the all-new 3.0L Duramax turbo-diesel engine offers the impressive performance and durability our truck customers demand."

Highly durable materials make up key engine components, including iron cylinder liners within the aluminum engine block as well as a forged steel crankshaft and connecting rods as well as blended silicon/aluminum pistons for greater heat resistance and reduced expansion, Menarini said.

The engine was subjected to the same extreme simulated and real-world performance testing every Chevrolet truck engine undergoes to ensure the highest standards of durability and performance.

The truck draws on innovative technologies to deliver top fuel economy and a refined customer experience, Doran said.

The inline-six engine provides an inherently balanced configuration

for low noise and vibration characteristics. It features an aluminum block for weight reduction, an 84mm x 90mm bore and stroke, dual-overhead camshafts and four valves per cylinder.

A new active thermal management system warms up propulsion components more quickly for more efficient operation.

The exhaust brake, which is available in tow-haul mode, can provide additional driver confidence when towing, especially when going downhill.

The driver-selectable stop/start technology enhances fuel economy by shutting off the engine at stoplights and certain other stop-and-go situations, helping save fuel. The engine automatically restarts when the driver takes his or her foot off the brake.

The 3.0L Duramax is exclusively paired with a Hydra-Matic 10L80 10-speed automatic transmission, Menarini said.

It features smaller gear steps and an overall larger ratio spread to enable peak efficiency, Doran said.

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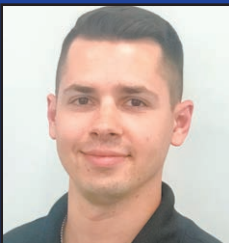
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- Fuel Economy
- 6 Speaker System
- 10 Total Airbags
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with GM Lease Loyalty

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OFF MSRP



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- Back Up Camera
- Power Drivers Seat
- Aluminum Wheel & Much More

36 Month Lease With a Non-GM
Lease in the Household

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MSRP \$27,770
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AS LOW AS
\$21,499**
SAVE OVER \$6,000
OFF MSRP



STOCK #191418

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- Remote Start with Keyless Entry
- Back Up Camera
- Aluminum Wheels
- 10 Airbags & much more!

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with GM Lease Loyalty

\$229/MO*

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MSRP \$35,615
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\$28,867**
SAVE OVER \$6,700
OFF MSRP



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PREVIOUS CTP UNIT

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- 8 Way Power Drivers Seat
- Aluminum Wheels

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CAB CUSTOM 4X4

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\$32,073**
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OFF MSRP



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- 4.3L V6 Engine
- 6 Speed Transmission
- CHEVYTECH Spray-On Bedliner
- 20" Bright Aluminum Wheels
- All Weather Floor Liners

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Silverado/Sierra lease

\$249/MO*

WITH \$999 DOWN

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MSRP \$34,420
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AS LOW AS
\$27,346**
SAVE OVER \$7,000
OFF MSRP



STK#192263

- 3.6 V6 Engine
- 8 Passenger Seating
- Rear Vision Camera
- Remote Keyless Entry
- Aluminum Wheels

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GM Lease Loyalty

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\$41,338**
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- Remote Start System
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CREW CAB 4X4

MSRP \$37,005
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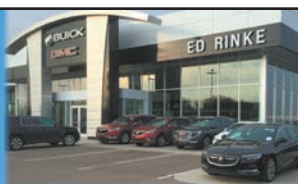


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STOCK #593212

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