

# Chrysler Takes Wraps Off of 2011 Dodge Charger

With its iconic character, contemporary fastback four-door coupe proportions, world-class performance, craftsmanship and refinement, and state-of-the-art connectivity features, the all-new 2011 Charger is the Dodge brand's flagship that proudly delivers premium, world-class E-segment sedan precision at an incredible value.

The efficient and aerodynamic exterior of the 2011 Dodge Charger is spiritually inspired by the iconic second-generation Charger from the late 1960s, featuring a design that is sure to strike an emotional chord with Dodge performance enthusiasts of all generations.

With its sinister "ready-to-attack-the-road" face, the all-new Dodge Charger puts the world's best E-segment sedan competitors between its new "split crosshair" signature grille. Its sculpted all-new body is a conscious nod to its deep heritage and muscle-car roots.

The Charger's profile is also a modern affair, a result of countless hours in the wind tunnel, from its lower hood line, faster windshield and radically raked back light, to its tighter wheel openings, lower sill and race-car-like flat underbody, the Charger effortlessly cuts through the air with its attitude intact.

The aluminum hood features dual "scallop" that bring a sculptured, performance look to the front end, while large body-side scallops deliver a striking undulating A-line across the doors.

Running front to rear is the iconic horizontal "coke bottle" or "double-diamond" body-side styling that creates



Chrysler released images of its all-new 2011 Dodge Charger last week. The car's exterior design is still an homage to the original Dodge muscle car dating back to the mid-1960s.

a tapering silhouette accented with muscular front and rear fenders and gives the Dodge Charger one of the most distinct profiles on the road.

Defining the fastback's wide stance is an all-new signature taillamp design that incorporates 164 illuminating LEDs to form its signature "racetrack" graphic and gives the new Charger its unmistakable exterior character from blocks away.

The 2011 Dodge Charger's interior cockpit is meant to be an enthusiast office. The all new design feature premium materials throughout.

Transmitting the performance chassis' world-class feel of the road, the all-new Charger features a new thick-rimmed three-spoke Dodge steering wheel for enhanced performance feel and grip.

Crafted in world-class materials, Charger's passengers are surrounded with comfort, craftsmanship and style, thanks to premium soft-touch materials and four available distinct interior color combi-

nations.

The all-new 2011 Dodge Charger's state-of-the-art Uconnect Touch integrates world-class infotainment and convenience technologies to keep passengers connected, comfortable and secure. From segment-leading Garmin® navigation, to dual-zone climate controls and the ability to check fuel prices with the integration of available SIRIUS Travel Link, Uconnect Touch delivers an excellent experience for Charger's driver and passengers.

Maximizing its unibody's structural stiffness, Dodge Charger engineers were able to tune the cabin for sound quality (rather than sound level) by isolating powertrain, road and wind noise.

In addition, Charger's unibody packages material and structural design improvements, including dual-pane acoustic windshield and front-door side glass, body-cavity silencing foam, under-flush roll-framed doors with triple seals and acoustic wheel-well liners to absorb

road noise and quiet the cabin. Combined, these design improvements place the all-new Dodge Charger's interior sound quality among the best in the E-segment, Chrysler says.

As the Dodge brand's flagship, the chassis of the all-new 2011 Charger is designed, engineered and fine-tuned to deliver a level of quality, capability and refinement that rivals the very best European, Asian and North American E-segment sedans, behind the wheel.

Built at the Brampton Assembly Plant in Brampton, Ont. (Canada), the 2011 Dodge Charger arrives in Dodge showrooms nationwide in the fourth quarter of 2010.

## Chevrolet Teams with OnStar to Work With First Responders on Volt Safety

By Gerald Scott  
Staff Reporter

First responders came from as far away as Midland and Grand Blanc to Chevrolet's kickoff Electric Vehicle Safety Training day for car accident police, fire and rescue on Oct. 6 in Auburn Hills.

There at the Combined Regional Emergency Services Training (CREST) facility on the campus of Oakland Community College (OCC) in Auburn Hills, GM, OnStar and other participants gave first responders a chance to kick the tires on a crash-tested Chevrolet Volt, all to learn how to respond to the unique challenges of responding to car accidents that will inevitably involve this unique vehicle.

So, Chevrolet and OnStar, in a joint effort with The National Fire Protection Assn. (NFPA), kicked off the first in a series of electric vehicle safety training sessions that will take place in cities across the country following this kickoff session here in metro Detroit.

The training hosted in Auburn Hills last week was the first on this fall's tour, which will also make stops in San Francisco, Los Angeles, Austin, New York and Washington, D.C. — all of the "kick-off markets" where Chevrolet will sell the Volt at retail dealerships beginning later this year.

"These training sessions provide a valuable opportunity for first responders to prepare for the introduction of this new vehicle technology," said Chevrolet Safety Director Gay Kent.

"The tour allows us to extend our training and education to first responders across the country. Our goal with this program is to help public safety personnel become as comfortable working around electric vehicles as they are with conventional vehicles."

Professional safety trainers at the seminar delivered presentations covering topics specific to electric vehicles such as power shut-off procedures, lithium-ion battery details, locations of high-strength steel used on the



PHOTO: GERALD SCOTT

First responders check out the interior of a crash-tested Chevrolet Volt at a training class hosted by Chevy and OnStar at the Oakland Community College / Auburn Hills campus last week.

Volt and cut points for extraction of passengers following a crash.

In addition, two Volts, including a crash-tested version that was used during a recent extrication exercise in Chicago, was on display for the police, fire and EMS personnel to study and ask questions about.

Among the many presenters were Cathy McCormick, OnStar Public Policy Manager who works at the RenCen and Leslie Kilgore, manager, GM Safety Integration and who works at the GM Tech Center in Warren.

Chevrolet and OnStar worked with the NFPA to develop this program to ensure firefighters and first responders are equipped with information and resources regarding electric vehicles.

"With the Chevrolet Volt and other electric vehicles about the hit the streets, it is important to know that first responders have all the information they need about this technology," said Andrew Klock, NFPA's senior project manager for this initiative.

"First responders have a long history of successfully adapting their response to new vehicles and equipment in order to protect the public, as well as themselves."

The collaboration between Chevrolet and OnStar include the co-development of safety resources, including web-

based training materials, an extrication video and shared resources for instructor-led safety presentations.

Much of the discussion at the kickoff session in Auburn Hills last week centered around the Volt's 12-volt battery, which is mounted in the rear, and how responders can safely disable it after a car accident.

OnStar officials spoke at length about how OnStar's various telematics services supports their GM customers in the field and how OnStar can complement the field work of first responders in locating crashed vehicles, describing the severity of accidents before the safety vehicles arrive and the likelihood.

NFPA's Electric Vehicle Safety Training project is a nationwide program to help firefighters and other first responders prepare for the growing number of electric vehicles soon to be on the road in the U.S.

The NFPA project, funded with a \$4.4 million grant from the U.S. Department of Energy, provides first responders with information they need to most effectively deal with potential emergency situations involving electric vehicles and how they are expected to perform, react and otherwise behave in the inevitable car accidents that will draw support from first responders around the country.

## Industry Confused by U.S. Rating Rule

By KEN THOMAS  
Associated Press Writer

WASHINGTON (AP) — The U.S. Transportation Department outlined changes last week to the government's 5-Star Safety Rating System that will make it more difficult for new cars and trucks to earn top scores.

Only two of the first 34 vehicles tested under the new program — the 2011 BMW 5 Series and a version of the 2011 Hyundai Sonata — received the top grade of five stars. The Toyota Camry, the best-selling passenger car in the United States, received three stars.

The ratings range from one to five stars, with five stars being the highest and one star being the lowest.

The so-called "Stars on Cars" system, which evaluates vehicles on front-end and side-impact crashes and rollovers, was started in 1979 and has helped generate interest in safety equipment such as side-impact air bags and anti-rollover technology. But the program is being revamped for the 2011 model year because so many vehicles were receiving top marks under the old system, making it difficult to distinguish the best performers.

Typically, more than 90 per-

cent of the vehicles tested under the old system earned four or five stars. In 1979, less than 30 percent received four or five stars.

"More stars equal safer cars," said Transportation Secretary Ray LaHood. "Through new tests, better crash data and higher standards, we are making the safety ratings tougher and more meaningful for consumers."

LaHood said the new rating system will encourage automakers to install crash avoidance technologies and will help car shoppers "navigate a crowded marketplace with trustworthy and objective safety analysis."

The new system adds an overall score, uses different sized test dummies and takes into account crash-prevention technologies and a new test that simulates a car striking a pole or a tree. The overall score combines the results of front, side and rollover tests and compares those results with average risk of injury and the potential for vehicle rollover of other vehicles.

Consumers will not be able to compare a score of a new 2011 model year vehicle with that of a 2010 model year vehicle because of the new test criteria. The window sticker attached to vehicles in dealership lots will need to be re-

designed and will not include the overall score until the 2012 model year. Vehicles that have not been tested will be listed initially as "not rated."

In the latest testing, most of the 34 vehicles reviewed received an overall score of four out of five stars. The 2011 Nissan Versa got two stars while hybrid and conventional versions of the Toyota Camry received three stars. Another 21 vehicles will be tested later this year.

The Alliance of Automobile Manufacturers, which represents General Motors, Toyota, Ford and other auto companies, said the changes will mean the ratings found on new car labels will probably go down, even in cases where there have been no significant changes to the vehicle.

Mike Stanton, president of the Association of International Automobile Manufacturers, which represents Toyota, Honda, Nissan and others, said car makers had been concerned about confusion over the new grading system. But he expected consumers to embrace the changes.

"Everybody knows that vehicles are very, very safe today so it's a degree of how safe and what's the new technologies and hopefully this will take hold as people pay attention," Stanton said.

## Mopar Offers 60 Accessories for Grand Cherokee

The recently launched Jeep Grand Cherokee is hot, and the Chrysler Group's Mopar aftermarket team is helping to make the Cherokee even hotter.

That's because from live, Mobile TV to tubular side sets, Mopar is offering 60 different accessories now for the all-new 2011 Jeep Grand Cherokee.

"Consumers looking to customize and personalize their all-new Jeep Grand Cherokee should look no further than Mopar," said Pietro Gorlier, president and CEO of Mopar, which is Chrysler Group's official service, parts and customer-care brand.

"Mopar offers cutting-edge technology, quality-tested parts and accessories, and catalogs full of innovative features."

Some of the items offered by Mopar for the Jeep Grand Cherokee are as follows:

- Wheels — Mopar offers five accessory wheels in a variety of sizes ranging from 17 to 20 inches. "Rugged"-style aluminum wheels are available in polished silver and painted black and are treated in a

durable-clear coat finish.

- Wheels meet strict strength, corrosion and balance standards and requirements. A stamped-steel wheel for the snow-tire market will also be available.

- Chromed Parts — A variety of chromed parts give the 2011 Jeep Grand Cherokee a unique, customized appearance. Parts include side mirror covers, exhaust tips and fog-lamp bezels for the front bumper, among many other parts in this category.

- Molded Splash Guards — Deluxe and flexible front and rear splash guards are molded to the Jeep Grand Cherokee's contours for a custom fit and provide excellent lower body protection.

- Skid Plates — Available for fuel tank, transfer case and engine, Mopar skid plates are made of heavy-gauge steel and painted with a high-quality black finish in order to provide excellent lower body protection.

- Sport-utility Bars: Mount to original-equipment side rails in order to allow rooftop carriers to be installed with ease. Lockable bars are made

of aluminum and help protect against corrosion, while T-slots allow for quick carrier installation.

- Tubular Side Steps — Constructed of light-weight, anodized aluminum and available in black or chrome, tubular side steps provide wide skid-resistant stepping sur-

faces for easy entry and exit.

- Vehicle Covers — A front-end cover protects the vehicle from bugs, dirt and road debris and is made of black vinyl with 22-oz. polyester backing.

On the interior of the Grand Cherokee, Mopar is also offering battery heater kits.



Mopar now offers over 60 aftermarket products for the 2011 Jeep Grand Cherokee, including this roof rack that can support a typical river-going kayak for the outdoors Jeep user.

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