

## Dodge's Citadel, Lux Feature 'No-Cost Maintenance'

AUBURN HILLS – Dodge and Mopar are offering customers a "worry-free" ownership experience.

In addition to a load of standard luxury features, the Dodge brand's all-new Durango Citadel and Journey Lux models also feature Mopar's new "No-cost Maintenance Plus" plan, a 3-year or 36,000-mile maintenance plan designed to make lives easier and vehicle ownership hassle-free.

"The new Dodge Durango Citadel and Journey Lux models are loaded with features and content typically found on competitor vehicles priced tens of thousands of dollars more," said Ralph Gilles, president and CEO – Dodge Brand.

"This new no-cost maintenance-plus plan gives our loyal customers, as well as customers who are discovering the Dodge brand for the first time, unparalleled peace of mind."

"Our mission at Mopar is to add value to our customers' experience with our vehicles and our brands," said Pietro Gorlier, president and CEO – Mopar, Chrysler Group LLC's service, parts and customer-care brand.

"With this specific no-cost

maintenance plan, we are offering an added benefit to those customers who check all of the boxes on their all-new Durango or Journey. In addition, we are helping these customers build a long-term relationship with their local dealer."

The "No-cost Maintenance Plus" plan has a retail value of \$1,100. Features include:

- Benefits of 3 years or 36,000 miles
- \$0 deductible
- Oil, oil filter changes and lubrication (3-month/3,000-mile service intervals)
- Scheduled and recommended maintenance (6,000-mile intervals)
- \$35/day car rental allowance (car rental allowance for any overnight dealership mechanical repair, 5-day maximum per occurrence)
- \$35/first day rental (car rental allowance or taxi service for any dealership mechanical repair or maintenance service [includes body-work])
- \$100 "Sign-and-go" towing and roadside assistance

Benefits include towing, flat tire change (with existing good spare), battery jump, out-of-gas fuel delivery (maximum 2 gallons), and lockout

service (i.e., keys locked in vehicle or frozen lock), as much as \$100 per occurrence, \$1,000 trip interruption coverage. Provides as much as \$1,000 for lodging, meals and car rental expenses if:

The vehicle is inoperable due to a component failure covered by the factory warranty, AND

The failure occurs more than 100 miles from home.

From high-style to high-tech, the Dodge Durango Citadel is loaded with luxury. Standard features include 20-inch chrome-clad wheels, seven-passenger Nappa leather seats, heated and ventilated

front seats, perforated leather heated steering wheel, adaptive cruise control, blind-spot/rear cross-path detection, forward-collision warning, sunroof, Garmin navigation radio, High-intensity Discharged (HID) headlamps.

The 2011 Dodge Journey Lux standard features include seven-passenger seating, Parkview rear backup camera, ParkSense rear park assist system, Uconnect Touch 8.4N, heated leather seats, universal garage door opener, premium instrument cluster, premium speaker group and 19-inch chrome-clad aluminum wheels.



Mopar introduces the 2011 Dodge Durango Citadel Black & Tan, offering 22-inch custom-forged aluminum Super Alloy wheels.

## GM Recycles Oil Materials from Gulf Spill to Volt

by Stefanie Carano  
Staff Reporter  
Detroit Auto Scene

From the creation of its signature extended range electric vehicle to the development of 'landfill-free' facilities, General Motors is stepping up efforts company-wide to be known as green.

One of GM's most recent projects includes the use of recycled materials to create parts for the Chevrolet Volt, some of which come from oil-soaked booms from the Gulf of Mexico.

Booms are tubes filled with polypropylene scrap from sound absorption material being used to help absorb the oil from the April-July BP spill.

"Like everyone else, we watched what was happening in the gulf and we immediately tried to think of what we can do, is there anything we can do with our expertise, our teamwork, with our partners, suppliers to help answer some of the problems that the gulf is going to face," Robinson said.

"The team came up with a plan – we have validated that plan and now we're going to see the product of that plan."

Working with supplier Mobile Fluid Recovery based in Birmingham, Ala., oil-soaked booms being recovered from the gulf are sent through a process that removes oil and wastewater on site from the scrap material.

The cleaned material is then sent to Lucent Polymer in Evansville, Ind., where it's made into a denser material before it's sent to GDC, Inc., in Goshen, Ind.

There, it's combined with a number of other post-recycled waste, including rubber pieces from the Milford Proving Ground test tires and plastic pieces to form particles that are formed to create parts for the Volt, such as air

deflectors for the vehicle's radiator.

"It's an extraordinary project, one that we don't think has ever been done before," said GM's Vice President of Environment, Energy and Safety Policy Mike Robinson.

GM expects to be able to collect the booms for use in the Volt for the next couple of months, after which recycled material will continue to be used for the parts, minus the materials collected from the booms.

Robinson said the project is cost-neutral.

"This basically walks out as a wash from a cost standpoint," he said.

He said the project is an extension of the recycling activities that go on at all of the company's plants.

GM Environmental Engineer John Bradburn said there are currently plans in place to make Detroit-Hamtramck Assembly plant what GM calls 'landfill-free' – meaning 97 percent of expended materials at the plant are recycled, leaving only about three percent of actual waste. GM currently has 76 of these reduced waste plants across the globe.

Michigan's plants include Warren Transmission, Livonia Powertrain, Wixom Powertrain, Ypsilanti Transmission, and Flint Tool and Die.

A particular challenge for Detroit-Hamtramck in becoming one such facility is due to some of the type of waste generated at the plant, including certain packaging and wastewater sludge.

"There's a little ways to go, but they're absolutely working on it," Bradburn said.

He said there are regulatory restrictions on the wastewater treatment sludge and at this point that would require GM to landfill it.

Robinson said GM's reduced waste facilities have generated more than \$2.5 bil-



Several green initiatives at General Motors include recycling materials that create parts for the Chevrolet Volt, pictured above.

lion in revenue since 2007.

Other efforts on behalf of the company include Chevrolet's clean energy investments that were announced in November and scheduled to be implemented in the next three to five years.

The initiative includes community projects that introduce the use of wind farms and solar energy, producing clean energy from methane and contributing to forestry projects throughout the United States.

## Chevrolet Delivers Fuel Cell Equinox to U.S. Navy

HONOLULU – The U.S. Navy is among the first customers to take delivery of a GM fuel cell vehicle as part of the Hawaii Hydrogen Initiative, which aims to integrate hydrogen as an essential building block for a sustainable energy ecosystem in the Aloha State.

General Motors and 11 partner companies, agencies and universities announced a commitment Dec. 8 to make hydrogen-powered vehicles and a fueling infrastructure a reality in Hawaii by 2015. The H2I goal is to install up to 25 hydrogen stations in strategic locations around Oahu, putting the fuel within reach of all 1 million residents.

The plan, called the Hawaii

Hydrogen Initiative (N2I), aims to integrate hydrogen as an essential building block for Hawaii's sustainable energy ecosystem.

The effort to reduce the state's 90 percent dependence on imported oil is expected to make hydrogen available as a practical fuel source to replace gasoline in this specific test bed.

The goal of the GM project is for 20 to 25 hydrogen stations to be installed in strategic locations around the island.

"Hydrogen, used as a fuel, will reduce our dependence on petroleum starting today," said Jeff Kissel, president and CEO of The Gas Company (TGC), one of the strategic partners in the venture.

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## Survey Says U.S. Buyers Still Favor Large SUVs

ATLANTA – Small cars and fuel efficiency were all the rage at the first major auto show of the new season in Los Angeles in November, but shoppers are still attracted to larger vehicles, according to the Auto Trader November Trend Engine report, covering searches and site activity on autotrader.com for November, 2010.

The November trend report also includes top-searched new, used and certified pre-owned (CPO) vehicles for the year.

"While there is a greater focus in the industry on producing fuel-sipping cars, Americans traditionally lean toward vehicles that provide more room and more power when gas prices are low-to-moderate like they are now," said AutoTrader.com CEO Chip Perry.

"The dominance of shopper interest in larger cars, big trucks and SUVs has continued for much of the second half of 2010."

While stylish cars and family sedans had the most spots on AutoTrader's list of the top 20 most-searched new vehicles in November, big trucks and SUVs continue mounting a comeback.

For the first time since July, there are more trucks and cars in the top five new-vehi-

cle spots.

The new Ford F-150 reclaimed the No. 1 spot in November, beating out October's No. 1 new vehicle, the Toyota Camry, which fell to No. 3 in this most recent survey. The new Chevrolet Silverado 1500 came in at No. 4 and was joined by the new Dodge Ram 1500 at No. 5.

Meanwhile, the new Jeep Grand Cherokee, though it was the only SUV to show a decrease in average asking price, nonetheless leapt an impressive seven spots from the previous month, and a whopping 79 from the same time a year ago. In fact, all SUVs on the list moved up in popularity – both month-over-month and year-over-year.

Also, larger sedans secured the largest percentage of spots on the new-car list, with the Ford Fusion making the only big leap for new sedans on the list in November, moving up seven spaces month-over-month, landing at No. 12 on the Top 20 new-car list.

Conversely, trucks and SUVs make up the majority of vehicles listed on both the top 20 most-searched used and top 20 most-searched CPO vehicle lists. Ford secured the No. 1 most-searched overall brand spots for both new and used cars.

## Proterra Rolls Out First Commercial Hybrid Bus

GREENVILLE, S.C. (AP) – The first electric bus built by a Colorado firm at a South Carolina plant is ready to roll off the assembly line and be introduced to the community, a company official last week.

"It's a 12-week process, and production time will be about a third of that by the end of the year," said Proterra president and chief executive officer Jeff Granato.

The 35-foot, black and white vehicle that is powered by battery will be shown off this week at a ceremony at the firm's temporary plant in Greenville, Granato said in a telephone interview.

"We're putting 'Made in Greenville' at the top of it," Granato said.

The bus seats 37, but can handle 68 passengers with some standing. It can operate on an inner-city route for a daylong shift and can reach up to 75 mph. It can be recharged within 10 minutes, he said.

"It's a real smooth ride as well," Granato said.

Proterra LLC, headquartered in Golden, Colo., was founded in 2004 and makes hybrid- and battery-powered buses for mass transit.

Granato said the firm expects to start work on its new South Carolina assembly plant in the spring and could make up to 1,500 buses by 2015. The 220,000 square-foot plant will be located at the International Center for Automotive Research on the Clemson University campus.

Granato said the firm is working with local technical schools to help train workers and is also hiring engineers and administrators for its staff.

At present, 115 people work in its temporary quarters. The firm anticipates hiring up to 400 more in 2011, Granato said.

The new bus is headed for a testing facility in State College, Pa., for testing required by the Federal Transit Administration.



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