

GM Betting Millions on Lineup of Super Bowl Ads

By MAE ANDERSON
Associated Press

NEW YORK (AP) – General Motors Co. is back in the Super Bowl in a big way.

The automaker aired five Chevrolet commercials during the Feb. 6 game on Fox, the company said recently, along with two ads in the pregame show and one in the post-game show, which it also is sponsoring. GM also plans a tie-in with Fox's post-Super Bowl "Glee" episode and will give a Camaro to the game's most valuable player.

GM wouldn't say what it is spending on the blitz. But with commercial time averaging about \$3 million for 30 seconds, it's a multimillion-dollar investment for a com-

pany that has sat out the game for two years as it reorganized and emerged from a government-led bankruptcy.

The ads bear the tagline "Chevy Runs Deep," introduced during the World Series last year.

In one ad, a seemingly mundane car dealership ad is disrupted when a Camaro suddenly morphs into the Bumblebee character from the "Transformers" movies.

In another, people in a retirement home discuss a Chevrolet Cruze ad they are watching on TV. A third spot shows a woman driving a Camaro through action-movie sequences, while two people talk about the action in a voiceover as though they were coming up with a movie.

In the fourth ad, a Silverado acts like Lassie, helping a boy's parents rescue him from increasingly bizarre scenarios.

The fifth ad shows world-changing inventions powered by electricity, including the light bulb and computer, ending with Chevrolet's electric car, the Volt.

The ads are humorous, but General Motors Global Chief Marketing Officer Joel Ewanick said the company tried hard to keep the humor from overshadowing the message.

"We have an enormous responsibility and opportunity to reintroduce Chevrolet in an engaging and interesting way," he said.

Ewanick said GM plans to release the ads beginning two

days prior to the Super Bowl to Facebook fans of its cars. The commercials were created by Goodby, Silverstein & Partners in San Francisco.

GM last advertised during the Super Bowl in 2008, before the auto industry was brought to its knees by the recession.

It emerged from bankruptcy reorganization in 2009 and returned to being a publicly traded company at the end of last year in a \$23.1 billion initial public offering, the biggest in U.S. history.

General Motors historically had been one of the heaviest advertisers in the game.

Between 2001 and 2010 it was the fourth-largest Super Bowl advertiser, spending \$61.1 million, according to Kantar Media.

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P.O. Box 2040
Dearborn, Michigan 48123
313-565-5500
Info@SpringerPublishing.com

Gerald Scott, Editorial Dept.
News@SpringerPublishing.com

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Financial results for 2010 indicated the Jeep Grand Cherokee had the highest vehicle sales for Chrysler Group in the U.S. market.

GM Retail Sales Increase 36 Percent in January

by Christine Snyder
Staff Reporter
Tech Center News

It seems that 2011 is off to a solid start for GM with its January total sales up 23 percent from a year ago for its four brands.

Don Johnson, vice president of U.S. sales operations, said there are encouraging signs of economic recovery, including that consumer confidence is at its highest levels in eight months. The fact that banks are more willing to lend and interest rates are low are driving retail business.

Retail sales drove GM's total sales increase as they were up 36 percent, while its fleet sales were down seven percent compared with a year ago. "Consumers are driving our gains," said Johnson, who added that fleet sales are down primarily to GM's planned decline in rental sales.

In passenger cars, the Chevrolet Cruze led the way with a 129 percent increase in retail sales compared to the Cobalt it replaced. Alan Batey said this is a huge change for the compact, as Cobalt sales were primarily fleet-driven.

"Now switch to 90 percent retail sales with the Cruze," said Batey. "So a lot more conquest (consumers) for the

Cruze."

Buick is the GM brand that is seeing a large portion – 42 percent – of its buyers brand-new to the brand, said Johnson.

He said the upcoming LaCrosse with e-assist and the Buick Verano will attract even more new customers to the brand, which saw a 32 percent increase in total sales compared with a year ago.

GMC and Cadillac saw 30 and 49 percent increases, respectively, compared with a year ago. "It's important to note each of our brands . . . continue to contribute to our growth month in and month out . . . and all are gaining new customers."

The retail sales increases were across brands and segments, said Johnson. "The results are a solid reflection that we are a company with four solid brands, each growing in the market. Our sales are across all segments, our key vehicles we launched since becoming a new company have performed well in the market and we have more coming in the year.

"We think January signaled a good start of the year for us, for the industry and we think it's a good sign for the overall U.S. economy."

The Detroit auto show also boosted local GM sales.

GM Foundation, PACE Support Howard University

WASHINGTON, D.C. – The General Motors Foundation and the Partners for the Advancement of Collaborative Engineering Education announced an \$87,700 combined donation to Howard University at the Washington Auto Show last week.

The presentation, made by GM Vice President of Global Design and GM Foundation Board member Ed Welburn, is part of the longstanding partnership with Howard University and the Foundation's dedication to education initiatives in communities across the country.

"For more than 30 years, we've provided ongoing support to Howard University as a key institution in developing world-class engineering, manufacturing, design and business talent," said Welburn.

"There is a critical need for these types of skill sets across the industry right now as automotive companies retool to meet the demands of more technologically advanced vehicles.

"The GM Foundation and PACE grants are designed to help young people gain the knowledge they will need to meet these challenges."

tion's \$70,000, PACE – the corporate alliance between GM, Autodesk, Hewlett-Packard, Siemens PLM Software and Oracle – provided \$17,700 worth of in-kind donations of computer-based hardware, software and other tooling equipment.

"Howard's enduring partnership with GM and PACE is a model of what together we achieve by recognizing the importance of imprinting academia with unique perspectives, inputs and opportunities from industry," said James Mitchell, Ph.D., dean of the Howard University College of Engineering, Architecture, and Computer Sciences.

"Together, we are producing highly trained graduates in both theory and practice. This synergy is essential for educating the human talent pools required for U.S. competitiveness," Mitchell said.

The grant also will support the continuation of the Corporate Team Adoption Program, in which GM engineers, designers and other company representatives mentor and guide student teams with special projects, job site tours and identify professional opportunities.

Welburn, a Howard Univer-

Chrysler Earns Modified Operating Profit of \$763M

by Stefanie Carano
Staff Reporter
Detroit Auto Scene

Chrysler Group's resurgence in the automotive market is not without its tribulations as the company continues to pay down debt and redefine its vehicle lineup.

Chrysler Group earned a modified operating profit of \$763 million for the year in 2010 and \$198 million in the fourth quarter of 2010.

The company's fourth quarter earnings excluded the net loss of \$199 million in the fourth quarter, which the company said was due to the operating profit reduction and the loss from the Canadian health care trust settlement of about \$50 million, as well as higher interest expenses and company restructuring costs.

The year 2010 saw a net loss of \$652 million.

Chrysler Group CEO Sergio Marchionne said the \$763 million modified profit was well

above the guidance set in November of 2009 during the company's launch of its five-year business plan and slightly ahead of guidance made during the third quarter financial results.

"We closed the year as expected in some areas. I think we did better than we'd originally planned and certainly in excess of guidance," Marchionne said.

"The important thing is that we delivered on all the key objectives that we had for 2010."

Industry sales for the year improved 11 percent in the U.S., 7 percent in Canada.

Chrysler Group sales improved 17 percent in the U.S., 26 percent in Canada.

Strong U.S. sales of the Chrysler family of brands included Jeep Grand Cherokee, which was up 68 percent from last year.

Worldwide sales declined in the fourth quarter to 374,000 versus third quarter sales of 401,000, mainly due, the company said, to the changeover

to the 2011 model year vehicles.

Chrysler Group said it's on track with its business plan, moving forward with product.

"The plan to launch 16 products in 2010 was something that most people would believe not to be possible and actually I'm not aware of any car company in the world, anywhere, that's been able to get this done," said Marchionne.

"The fact that all those cars were in production in January of 2011 was just a tribute, I think, to the focus of this organization, which now is executing on its commitments."

He said the new Chrysler 300 has received outstanding reviews compared to cars well beyond its price class, and the Jeep Compass has finally brought the company's presence in the C segment to something considered at the upper end of the distribution in terms of content and pricing.

Marchionne said the com-

pany has forecasted a sale of 2 million units in 2011.

He said the company is currently working on two things: the first being the ability to leverage on a commercial basis the combined purchasing leverage of Fiat and Chrysler, and, more importantly or equally important is the work that the automaker is doing in terms of technical savings and training, bringing down the complexity of the supply chain to reduce costs.

"The net effect of this for 2011 is still positive," he said.

He said 2011 will be a year of execution for the company, important, but not as loaded in terms of product.

A significant product launch will take place in January of 2012, he said, with the introduction of a compact-sized Dodge vehicle built on a Fiat platform.

It will be the first time since the Chrysler-Fiat alliance that auto technology from the two entities will be extensively combined.

GM Testing Keeps Wireless Signals Out of Dead Zone

DETROIT – Whether driving through a mountain pass or a concrete canyon, today's on-the-go consumers shouldn't have to worry about wireless signal strength – and they won't when they're behind the wheel of the 2011 GMC Yukon Denali.

In an era where cars and trucks double as online data and information portals, General Motors has created a first-of-its-kind gigantic signal-testing facility to keep data, cellular and other signals active in areas where wireless signal strength is limited.

The Yukon Denali is one of the first vehicles to benefit from the technology, which looks like something out of a sci-fi movie.

GM created the world's first "vehicle-sized electronically modulated spherical near-field antenna testing system," or ATS, in partnership with transmission tech giant SATIMO SA (Société d'Applications Technologiques de l'Imagerie Micro-Onde SA).

Resembling one-half of the

St. Louis Gateway Arch, the \$750,000 ATS beams signals from 103 discrete probes down to a vehicle on a rotating platform.

The data is used to optimize satellite antenna design and placement on GMC and other GM vehicles.

"There are only two other vehicle antenna validation systems like this anywhere in the world," said Janalee Graham, who runs ATS "arch" testing for GM. "And ours was the first."

"The ATS system lets us test the antenna systems on the GMC Yukon Denali in virtually every possible real-world condition," said Graham. "What would take other automakers days of testing can be done in minutes with this system."

Graham confesses to dragging her family to remote parts of the country to spot-test XM satellite radio and On-Star signals on GMC trucks and SUVs.

"They've been unwittingly pulled into my antenna obsession on several occasions while traveling."

What's her favorite arch?

"I've been to the Arc de Triomphe in Paris, the Gateway Arch in St. Louis and even the golden arches," she said, "but GM's SATIMO ATS arch is my favorite."

GM's antenna testing system is one of many behind-the-scenes facilities that make the 2011 GMC Yukon Denali a

technology leader. Other technologies available on the 2011 GMC Yukon Denali, such as regenerative braking and active fuel management, are designed to provide efficiency, refinement and comfort without sacrificing professional grade capability.

The testing is done at the GM Milford Proving Ground.



A 2011 GMC Yukon Denali undergoes antenna reception testing by General Motors' SATIMO Arch at the GM Proving Ground in Milford. The Antenna Testing System beams signals from 103 discrete probes down to a vehicle on a rotating platform to determine optimum antenna placement.

Chrysler Hosts Car Event

The Center for Integrated Business Research and Education at Oakland University's School of Business Administration is inviting car geeks to have their say during the "Ignite Automotive 2" event at 7:30 p.m. on Tuesday, Feb. 8, at the Walter P. Chrysler Museum in Auburn Hills.

Described as fast-paced, through-provoking and socially engaging, Ignite is a high-energy evening of five-minute talks by people who have ideas, as well as the guts to get on stage and share them with a hometown automotive and industrial audience.

The global Ignite network will help raise the collective IQ and build connections in cities across the globe via video streaming and archives, organizers say.

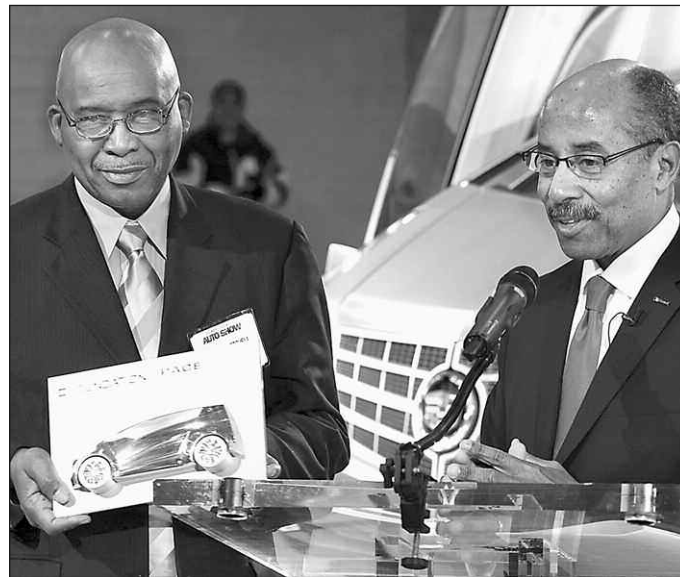
Attendees will learn about innovative concepts emerging

within the industry while networking with a diverse crowd of people passionate about the industry.

Presentations scheduled for the Feb. 8 event will cover the following auto and business topics:

- Two Ton API Client;
- The U.S. Auto Industry Must Reclaim Innovation Leadership;
- Car Sharing, Turning an Idle Vehicle into a Profitable Asset;
- Why the Auto Industry Needs Open Source;
- Anthropomorphism in the Design of Sustainable Vehicles;
- Twinkie Cars, Cupcake Mobiles & the Rise of Hacker-spaces.

Ignite Automotive 2 is actually part of Global Ignite Week, which itself is part of 45 events across the globe.



General Motors Vice President of Global Design Ed Welburn, right, presents Howard University with a General Motors Foundation and the Partners for the Advancement of Collaborative Engineering Education donation of \$87,700 at the Washington, D.C., Auto Show.

sity alumnus, was hired as a GM associate designer in 1972. He rose through the ranks to become only the sixth vice president of Global Design in GM's 102-year history.

"I knew at the age of eight, when I toured the Philadelphia Auto Show and first saw the Cadillac Cyclone concept, that I wanted to be a car de-

signer," said Welburn.

"The educational and life experiences I gained at Howard allowed me to quickly become a contributing member of GM's design. The GM Foundation is committed to continuing the legacy of developing our next generation of leaders."

The Washington, D.C. Auto Show has grown in importance in hosting such events.