

## Chevy Rides with 'Glee' After Super Bowl

DETROIT — Chevrolet wrapped up a big day a week ago Sunday with a dreamy advertising tie-in during a special post-Super Bowl episode of "Glee," the FOX hit musical comedy.

The Camaro Convertible, Cruze, and Volt were featured in a dream sequence commercial in which the "Glee" cast sings "See the U.S.A. in your Chevrolet," bringing to life for a new generation the classic jingle popularized by Dinah Shore in the 1950s.

"We saw this as an opportunity to cap off an unprecedented day for Chevrolet," said Joel Ewanick, global chief marketing officer of General Motors. "The ads shown during the Super Bowl highlighted key Chevrolet products in a traditional way, but the 'Glee' tie-in is a new realm for integration with a hot show on the big day."

"Conversations with Starcom began upon the announcement that 'Glee' would have a post-Super Bowl episode, and from that point, the focus was on elevating Chevrolet and 'Glee's' long-standing partnership to a new level," said Jean Rossi, President, FOX One and executive vice president, sales, FOX.

"That strategic collaboration threaded Chevrolet's presence in the Super Bowl with its ongoing 'Glee' sponsorship, resulting in one of the most unique integrated marketing initiatives of its kind, marrying

their brand messaging with one of our hottest programs on the most-watched day of the year."

The two-minute Chevrolet spot aired during the special "Glee" episode with silver Chevys on a white background in a scene reminiscent of a 1930s Hollywood musical. The cast sings and dances around the Chevys while performers dangle from the ceiling by white sheets.

In conjunction with "Glee" creator/executive producer Ryan Murphy and the "Glee" production team, the ad was created by Chevrolet's agency of record, Goodby, Silverstein & Partners. Chevrolet's media agency partner, Starcom, negotiated the "Glee" partnership in addition to handling media planning and buying.

Founded in Detroit in 1911, Chevrolet celebrates its centennial as a global automotive brand with annual sales of about 3.5 million vehicles in more than 130 countries.

In the U.S., the Chevrolet portfolio includes: iconic performance cars such as Corvette and Camaro; dependable, long-lasting pickups and SUVs, such as Silverado and Suburban; and award-winning passenger cars and crossovers, such as Malibu, Equinox and Traverse. Chevrolet also offers "gas-friendly" solutions, such as Chevrolet Cruze Eco with an EPA-estimated 42 miles per gallon highway, and the Chevro-

let Volt offering 35 miles of electric driving and an additional 344 miles of extended gasoline range, according to EPA estimates.

Most new Chevrolet models offer OnStar safety, security and convenience technologies including OnStar Hands-Free Calling, Automatic Crash Response and Stolen Vehicle Slowdown.

Now in its sophomore season, GLEE airs Tuesdays (8:00-9:00 PM ET/PT) on FOX. This season's No. 1 entertainment series among Adults 18-49, Adults 18-34 and Teens boasts critical acclaim, the Golden Globe Award for Outstanding Comedy Series two years running, a loyal fan base of "GLEEKs," two Platinum and three Gold albums, more than 17 million song downloads, the record for the most titles on the Billboard Hot 100 by a non-solo act (beating out The Beatles), an incredible 19 Emmy nominations — earning it the distinction of being the most-nominated series of the year — and four Emmy Awards.

To top it off, the genre-defying, award-winning series has been picked up through its third season. GLEE is produced by Ryan Murphy Television in association with 20th Century Fox Television. Ryan Murphy, Brad Falchuk and Ian Brennan are co-creators of the series. Murphy, Falchuk, Brennan and Dante Di Loreto serve as executive producers.



The cast of the popular hit TV show, "Glee," sang the 1950s marketing jingle, "See the USA, in Your Chevrolet," following the Super Bowl as part of a Chevrolet marketing effort.

## NHTSA Study of Toyota's Acceleration Problem Finds 'No Electronic Flaws'

By KEN THOMAS  
Associated Press

WASHINGTON (AP) — The Obama administration's investigation into Toyota safety problems found no electronic flaws to account for reports of sudden, unintentional acceleration and other safety problems. Government investigators said last week that the only known cause of the problems are mechanical defects that were fixed in previous recalls.

The Transportation Department, assisted by engineers with NASA, said its 10-month study of Toyota vehicles concluded there was no electronic cause of unintended high-speed acceleration in Toyotas. The study, which was launched at the request of Congress, responded to consumer complaints that flawed electronics could be the culprit behind Toyota's spate of recalls.

"We feel that Toyota vehicles are safe to drive," said Transportation Secretary Ray LaHood.

Officials with the National Highway Traffic Safety Administration said they reviewed consumer complaints and warranty data in detail and found that many of the complaints involved cases in which the vehicle accelerated after it was stationary or at very low speeds.

NHTSA Deputy Administrator Ron Medford said that in many cases when a driver complained that the brakes were ineffective, the most likely cause was "pedal misapplication," in which the driver stepped on the accelerator instead of the brakes.

Toyota has recalled more than 12 million vehicles globally since fall 2009 to address sticking accelerator pedals, gas pedals that became trapped in floor mats, and other safety issues. The recalls have posed a major challenge for the world's No. 1 automaker, which has scrambled to protect its reputation for safety and reliability.

Toyota did not immediately comment on the report.

Shares of the automaker climbed on the New York Stock Exchange following the news. Toyota shares were up more than 4 percent, to 89.00 in mid-afternoon trading.

Toyota paid the U.S. government a record \$48.8 million in fines for its handling of three recalls. The company has said it has not found any flaws in its electronic throttle control systems and said the previously announced recalls have addressed the safety concerns.

LaHood said engineers from the National Aeronautics and Space Administration "rigorously examined" nine Toyotas driven by consumers who complained of unintended acceleration. NASA reviewed 280,000 lines of software code to look for flaws that could cause the acceleration. Investigators tested mechanical components in Toyotas that could lead to the problem and bombarded vehicles with electro-magnetic radiation to see whether it could make the electronics cause the cars to speed up.

A preliminary part of the study, released last August, failed to find any electronic flaws based on a review of event data recorders, or vehicle black boxes.

Despite its findings, LaHood said the National Highway Traffic Safety Administration was considering new regulations to improve safety. They include requiring brake override systems on all vehicles, standardizing keyless ignition systems and requiring event data recorders, or vehicle black boxes, on all new vehicles.

Transportation officials said they would also consider conducting more research on electronic control systems and review the placement and design of accelerator and brake pedals.

In Tokyo last week, Toyota reported a 39 percent slide in quarterly profit but raised its full-year forecasts for earnings and car sales. It is a mixed picture for the automaker, which is enjoying booming sales in high-growth

markets in Asia, Africa and South America, while facing lingering worries about quality lapses in the U.S.

In addition to the recalls, Toyota began installing brake override systems on new vehicles. The systems automatically cut the throttle when the brake and gas pedals are applied at the same time. The company also created engineering teams to examine vehicles that are the subject of consumer complaints and appointed a chief quality officer for North America amid complaints its U.S. division did not play a large enough role in making safety decisions.

Consumer advocates and safety groups raised concerns that flawed electronics could be causing unwanted acceleration in the Toyotas. They have questioned the reliability of the event data recorders studied by the government, saying they could be faulty or fail to tell the whole story of the individual crashes.

Toyota's safety issues received broad attention from the government after four people were killed in a high-speed crash involving a Lexus near San Diego in August 2009.

NHTSA has received about 3,000 reports of sudden acceleration incidents involving Toyota vehicles during the past decade, including allegations of 93 deaths. NHTSA, however, has confirmed just five of them.

Congress considered sweeping safety legislation last year that would have required brake override systems, raised penalties on auto companies that evade safety recalls and given the government the power to quickly recall vehicles. But the bills failed to win enough support, and it remains unclear if Congress will pursue similar legislation before the 2012 elections.

The National Academy of Sciences is conducting a separate study of unintended acceleration in cars and trucks across the auto industry. The panel is expected to release its findings this fall.

## Exhibit Brings Life to 1950s Decade

by Gerald Scott  
Editor  
U.S. Auto Scene

Baby Boomer alert! The Boomers' favorite decade is coming under view at the Lorenzo Cultural Center in Clinton Township, but this is not to say that the exhibit is actually about the Boomer generation at all.

Entitled "The 1950s: Affluence and Anxiety in the Atomic Age," this new multi-media exhibit will run from Feb. 26 until May 7 at the Lorenzo Cultural Center on the Clinton Township campus of Macomb Community College.

"The 1950s represents a fascinating intersection of the affluence of both America as a whole and the Detroit region in particular as contrasted against the 'duck-and-cover' drills conducted in schools to prepare for possible atomic bomb attack," said Christine Guarino, director of cultural affairs at Macomb.

"It was a fascinating time that shaped our nation and our region in ways that continue to have an impact today." Through exhibits, presentations, activities and performances, the larger exhibit will explore the impact of key political figures, the influence of the nascent medium of television on American culture, the roots of feminism, civil rights activism and rebellion against conformity, as well as the new face of international relations and war.

Indeed, at face value, the 1950s are generally remembered in this country as "the Eisenhower years" and are associated with stability and conformity.

But the exhibit will point out that many of the seeds for the rebellions of the 1960s were actually planted a decade earlier.

Perhaps one had to live through the decade to appreciate its many nuances, but fear also played a big role in the 1950s including fear of polio, fear of the Soviets during the Cold War, fear of atomic weapons, fear of wars and invasion and more.

Many photographs exist of the growth of cookie-cutter suburbs across the country — but many of those same 1,100-square-foot, three-bedroom homes were built with bomb shelters in the basement, for example.

The Lorenzo has lined up a stellar list of speakers to address these various topics during the two-and-a-half-month run of the pending exhibit.

"1950s" subject matter speakers include the following experts and luminaries:

- March 10 — Paul Boyer speaks on "The 1950s: American Life in the Shadow of the Bomb." Boyer is a U.S. cultural and intellectual historian and professor of history emeritus at the University of Wisconsin-Madison.



The Las Vegas strip is seen with an atomic explosion in the center background in 1952. The Lorenzo Cultural Center in Clinton Twp. is hosting a new social and cultural exhibit entitled "The 1950s: Affluence and Anxiety in the Atomic Age."

- March 31 — David M. Ovshinsky discusses "Polio: A Look Back at America's Most Successful Public Health Crusade." Ovshinsky is a Pulitzer Prize-winning historian.

- April 14 — "McCarthyism to Terrorism" is the subject of a lecture by Haynes Johnson, a Pulitzer Prize-winning journalist, best-selling author and TV commentator.

- May 5 — "The Russians Are Coming! Eisenhower and the Cold War" will be discussed by Susan Eisenhower, granddaughter of the 1950s president, current strategist and international affairs expert.

A whole series of other lectures and discussions will be held in association with the exhibit, including those on "Auto Workers in Detroit in the 1950s," "The Space Race," and "Building the Mackinac Bridge."

Consult the Lorenzo Cultural Center's Web site for dates, times and ticket prices for any of the attendant lectures and functions.

Our final important statistic of note on the 1950s is this:

What coincidental cultural events of notable significance occurred in both the Soviet Union and the United States back on Oct. 4, 1957?

In the USSR, that was the date that the first man-made

## Federal-Mogul Moves in Spain

Federal-Mogul Corp. has opened a new aftermarket distribution center in Madrid to service the Spanish auto market.

FM officials welcomed important aftermarket distributors from throughout Spain for the facility grand opening ceremony Feb. 10.

This new, state-of-the-art warehouse, covering a surface area of over 8,000 square meters, will serve the entire Spanish aftermarket. It will enable the Southfield-based supplier to strengthen its position in Spain, a market growing in strategic importance in Europe. The Spanish market currently accounts for about 10 percent of the company's European aftermarket business.

satellite, Sputnik, was launched into outer space, bringing forth the space age.

And in the U.S.? Why, that was the same date as the debut of the pilot episode of "Leave It to Beaver" on CBS television.

Laugh if you must, but which country collapsed and which country prospered in the meantime?

Look for many such notable details about the 1950s in this much-anticipated exhibit at the Lorenzo Cultural Center.

Boomers will recognize pop cultural touchstones from the era, of course, but, presumably, visitors of any age can sure enjoy the subject matter that the "1950s" has to offer.

## High Schoolers Praise Eminem Ad About Detroit

by Christine Snyder  
Staff Reporter  
Tech Center News

Throughout the 25th annual Super Bowl Ad Nauseam at University of Detroit Mercy (UDM) at the school McNichols campus in Detroit, there was the din expected when hundreds of teenagers gather into a common area. Except for two minutes.

That two minutes were when Michael Bernacchi, professor of marketing at UDM, played the two-minute Chrysler 200 TV ad featuring rap star Eminem.

The room got quiet. Afterwards, the high school students applauded and cheered.

"All the years I've been doing this, I've never had students clap after an auto ad," said Bernacchi.

The event was Bernacchi's annual evaluation of Super Bowl ads played during the football game broadcast.

Students from around the country rate the ads through America's Marketing High School website and metro Detroit students gather to discuss with Bernacchi why — or why not — certain ads resonated with young people.

The Chrysler 200 ad was the number-one-rated ad. Students said Eminem and hometown pride was part of the appeal, but it was more than that — it reflected hope.

"The economy is moving again and if we can do it in Detroit, we can do it everywhere in the nation," said Bernacchi, agreeing with a student's assessment. "The economy is on the rise, that's the message."

Bernacchi said Eminem's presence appealed to young people, but it wasn't about that. Even the Chrysler 200 vehicle itself was irrelevant.

"It wasn't branding Chrysler so much as branding Detroit," said Bernacchi, about the tag line, "Imported from Detroit."

"People have thought for years that Detroit was like a foreign country," said Bernacchi. "This segued from Detroit being a foreign country in a negative

way to being a foreign country as in 'as good as the imports.'"

The ad topped the list of favorite ads for the high school demographic nationwide, but didn't do well on the USA Today Ad Meter, which placed it at a low 43.

Bernacchi dismissed its low AD Meter rating and the notion that adults outside of Detroit may not have cared for it.

"Ad Meter isn't built for that kind of ad, it's built for comedic entries, open-and-shut punch line material," explained Bernacchi, who added that older people from around and outside the country have been calling him with praise for the ad. "It's as well-crafted an ad as

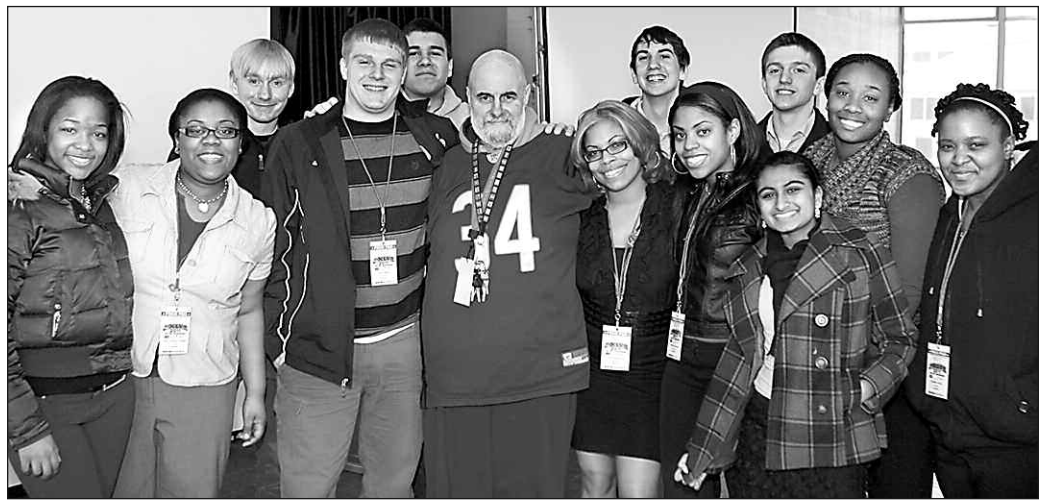
I can ever remember."

Two other auto ads made it onto the high school top 10 list: Chevrolet Camaro Stunt Teacher and Volkswagen: The Force-Darth Vader.

Three auto ads were on the bottom 10 of ads the students disliked most: Two Hyundai Elantra ads and the Ford Focus Rally ad.

Bernacchi founded America's Marketing High School with Paul Galbenski of Oakland County Schools.

Bernacchi and Galbenski develop marketing and advertising course work related to the Super Bowl for high school teachers throughout the nation to use.



University of Detroit-Mercy Marketing Professor Michael Bernacchi, center, with metro Detroit high school students at his annual Super Bowl Ad Nauseam.