



Proceeds from the sale of this Military Camaro go to the Achilles Freedom Team, which helps wounded veterans rebuild their lives through activities such as marathons. The veterans are, from left, Cpl. Cory Szucs, Sgt. Travis Wood and Sgt. Nicholas Koulchar.

Wounded Vets Benefit from Camaro Sale

SCOTTSDALE, Ariz. – A special Military Tribute Camaro sold to an internet bidder for \$175,000 last week during the final hour of the Barrett-Jackson auction.

The money will help support the Achilles Freedom Team, which helps wounded veterans of all services overcome their injuries through athletics, including marathons.

With four members of the Achilles Freedom Team on the stage and several military personnel cheering from the audience, bidding quickly soared to six figures, then gradually climbed to the winning \$175,000.

Before heading to Scottsdale, the car toured 30 military bases across the country, as well as the Pentagon. While introducing the 2010 Camaro SS on Sunday, award-winning artist Mickey Harris, whose airbrush designs adorn the car, joked that it was the only car that "burned rubber" in a Pentagon tunnel.

"The Military Tribute Camaro was designed to honor our armed forces heroes. Now, thanks to its generous new owner, it will help our injured veterans rebuild their lives through the excellent work of the Achilles Freedom Team," said Chris Perry, vice president, Global Chevrolet Marketing and Strategy.

The Military Tribute Camaro was commissioned by the GM Military Discount program. It represents all five branches of the armed forces (Army, Navy, Marine Corps, Air Force and Coast Guard) and some of the military's highest individual awards and current campaign medals.

Its designer, Harris, grew up on military installations. He has been airbrushing for 33 years and has an extensive portfolio of military art that has earned him worldwide acclaim.

Sunday's Camaro wasn't the first to be auctioned to benefit military programs. Last June, a first-off-the-line, 2012 Honor and Valor Limited Edition Camaro SS sold for \$100,000 at a Barrett-Jackson auction in Orange County, Calif., with the sale proceeds going to the Cell Phones for Soldiers program.

Chevrolet's support for military men and women includes:

- Achilles Freedom Team of Wounded Veterans: In 2011, Chevrolet underwrote a portion of Achilles costs for participating in the Los Angeles, Boston and Detroit marathons, as well as other events.

Chevrolet also has donated a Silverado HD truck and 20 hand cycles to the team.

- GM Military Discount Program: Considered the most generous military discount program in the industry, GM offers GM Preferred Pricing (the same price extended to GM suppliers) on any Chevrolet (except Volt), Buick or GMC.

On Jan. 19, Staff Sgt. Brian Nagy of Columbus, Ohio, took delivery of a 2012 Chevrolet Cruze LTZ in the program's Red White and Cruze Sweepstakes. In 2011, Chevy Silverado, Cruze and Camaro were the most popular vehicles sold.

- Cell Phones for Soldiers: This program provides phone cards to servicemen and women. In 2011, Chevrolet raised \$212,000 (worth 100,000 hours of talk time) from the auction proceeds of a 2012 Honor and Valor Camaro

SS and Chevrolet donations of \$100 for every car and truck sold during Military Appreciation Month in May.

Since 2010, Chevrolet has collected more than 70,000 used cell phones, worth 70,000 hours of talk time.

- Travis Manion Foundation: The GM Foundation provided \$250,000 to this foundation that assists veterans and the families of fallen heroes. Its namesake is First Lt. Travis L. Manion, killed in 2007 in Iraq by sniper fire while defending against an enemy ambush.

Chevrolet also sponsors special activities throughout the year for active and retired military members and their families.

Founded in 1911 in Detroit, Chevrolet is now one of the world's largest car brands, doing business in more than 140 countries and selling more than 4 million cars and trucks a year.

Detroit to Host Big Vets Job Fair

DETROIT (AP) – Detroit will host an annual conference and job fair for veterans this summer that organizers say could inject \$3 million into the local economy.

Mayor Dave Bing and Veterans Affairs Chief of Staff John Gingrich said last week that Detroit's Cobo Center was selected to host this year's National Veterans Small Business Conference, which will take place June 25-29.

"Our Detroit hiring fair will provide veterans with on-the-spot job opportunities and interviews, while also offering career search classes and one-on-one counseling," Gingrich said.

Nearly 5,000 people, including veterans, business owners and federal workers, attended last year's event in New Orleans, and organizers expect more than 6,000 to attend this year's. More than 4,000 veterans attended a similar job fair in Washington this month, during which over 2,600 on-site interviews took place and more than 500 tentative job offers were made.

"Veterans are crucial to our economy, and we need to find them jobs," Gingrich said. Michigan is home to more than 700,000 veterans and about 330,000 are served by the VA medical center in Detroit, Veterans Affairs officials said.

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32M Online Viewers Watch Chevy Ad

DETROIT – "Chevy Happy Grad," an ad submitted by 26-year-old Long Island resident Zach Borst, will be aired during the telecast of Super Bowl XLVI, beating out submissions by independent filmmakers from around the world as part of Chevrolet's Route 66 Super Bowl ad contest.

The ads had more than 32 million total online views between Dec. 22 and Jan. 14.

"We asked filmmakers to depict life's journey and how Chevrolet is there along the way," said General Motors Global Chief Marketing Officer Joel Ewanick.

"When I saw Zach's spot, I

had to laugh, because the situation is something many families can relate to – expectation and reality.

"Happy Grad" clearly shows the passion that Chevrolet elicits."

Borst's audience on Super Bowl Sunday is expected to exceed 110 million television viewers.

"Chevy Happy Grad" was filmed on location near Borst's home on Long Island during a weather window that offered Zach, his cast and crew only four hours to complete the project.

"My Dad was a cop and worked real hard to be able to

buy his kids their first cars. They were used, but mine meant the world to me," Borst said.

"Then I wondered what it would look like if I got a brand new Camaro? I mean, after all, who wouldn't want a Camaro as a graduation gift?"

Borst, an aspiring filmmaker, has been producing films since his childhood and founded his own production company, Goat Farm Films, based in New York.

During Chevrolet's Route 66 Super Bowl ad contest, filmmakers from 32 countries submitted 400 scripts and 198 films for consideration.

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