



The first 2013 Corvette 427 Convertible – VIN No. 0001 – rolls off the auction block after it sold for \$600,000 at the Barrett-Jackson collector car auction Jan. 27 in Scottsdale, Ariz. Chevrolet and Hendrick Motorsports teamed up for the auction, with four-time NASCAR Sprint Cup Champion Jeff Gordon and team owner Rick Hendrick, to raise \$700,000 for the AARP's Drive to End Hunger.

Corvette 427 Brings \$600,000

SCOTTSDALE, Ariz. – The Corvette continues to live on and on and on, in a variety of shapes and forms, both old and new.

That's because the first 2013 Corvette 427 Convertible Collector Edition – the fastest and most capable convertible in Corvette's history – sold for \$600,000 in the Barrett-Jackson Scottsdale collector car auction Jan. 27.

The Corvette 427 Convertible, which arrives at U.S. Chevrolet dealers this summer, blends elements of the Z06 and ZR1 models. The Vehicle Identification Number ending in 0001 was sold in the auction.

Its heart is the 427-cubic-inch (7.0L) LS7 engine from the Corvette Z06. Rated at 505 horsepower (377 kW) and 470 lb.-ft. of torque (637 Nm), it is the most powerful engine ever installed in a production Corvette convertible – and,

like the Z06, the 427 Convertible is only available with a six-speed manual transmission.

Early 427-powered Corvettes, particularly convertibles, offered from 1966 to 1969 are some of the most-coveted and collectable Corvettes ever produced.

Chevrolet and Hendrick Motorsports teamed up for the auction, with four-time NASCAR Sprint Cup Champion Jeff Gordon and team owner Rick Hendrick, to raise a total of \$700,000 for the AARP's Drive to End Hunger food relief program.

The Drive to End Hunger is part of a multi-year sponsorship for Gordon's No. 24 Chevrolet. It calls on racing fans, corporations and charitable organizations to raise money, build awareness, and engage Americans who face the threat of hunger.

The Corvette 427 Convert-

ible blends elements of the Z06 and ZR1 models to create the fastest and most capable convertible in Corvette's history.

The LS7 was co-developed with the Corvette Le Mans-winning GT1 engine and features lightweight titanium connecting rods and intake valves, as well as racing-inspired high-flow cylinder heads and a dry-sump oiling system.

It is assembled by hand at GM's Performance Build Center, where customers who purchase the 427 Convertible Collector Edition can purchase the Corvette Build Experience option and assemble the engine that will power their new car. Supporting performance elements in the Corvette 427 Convertible include the driveline and rear axle system from the Corvette Z06, a rear-mounted battery and Selective Ride Control.

'Moparized' Vehicles Showing More Personalization

by Gerald Scott
News Dept.

Mopar, it seems, has gone from just being aftermarket to a forethought in the auto industry.

That's because the aftermarket brand celebrated its 75th anniversary last week at its Mopar World Headquarters in Center Line in a big, big way.

Mopar revealed four hot custom vehicles including the Mopar 2012/Chrysler 300, a Fiat 500 Stinger, Mopar Jeep Compass/True North and the Dodge Dart GTS 210 Tribute.

"Customization is king," said Pietro Gorlier, president and CEO of Mopar, Chrysler

Group LLC's service, parts and customer-care brand.

Mopar, of course, has been a big brand name in both aftermarket parts and drag race and some sprint race car heritage, which explained the presence of drag race legend "Big Daddy" Don Garlits at the proceedings.

But especially over the past few years, ever since the Fiat-Chrysler merger, Mopar has been building its brand around a series of hot customized cars, Jeeps and trucks to take the Mopar label further upstream.

"These head-turning 'Moparized' vehicles show how we can go to the next level of personalization. With our

best-in-class offerings of parts and accessories, we give our customers every opportunity to further enhance the appearance and performance of their vehicles."

Earlier this month, at the 2012 North American International Auto Show, the brand kicked off its year-long 75th anniversary celebration with the introduction of the Chrysler 200 Super S by Mopar and the Dodge Charger Redline. Mopar, a simple contraction of the words MOTO and PARTS, was trademarked in 1937.

The custom Mopar cars on display in Center Line will be officially revealed and put on display at the 2012 Chicago

Auto Show Feb. 10-19.

Building on the success of Mopar versions of the 2010 Dodge Challenger and 2011 Dodge Charger, the new '12 Mopar 300 transforms the Chrysler 300 flagship sedan into a performance tribute to celebrate Mopar's 75th anniversary with unique appointments, select high-performance parts and appearance items straight from the Mopar parts catalog.

Mopar earned its factory-designed performance reputation with enthusiasts and the most discerning racing drivers for the past 75 years – and the new Mopar 2012 car is designed to showcase the brand's automotive prowess.



PHOTO: GERALD SCOTT

Legendary drag racer "Big Daddy" Don Garlits was at Mopar World Headquarters in Center Line for the aftermarket brand's 75th anniversary celebration last week.

SAE - Detroit Hosts Annual State of Autos Panel in Troy

One of the local auto industry's favorite rites returns on Tuesday, Feb. 7, at the San Marino Club in Troy.

That's when the SAE Detroit Section will host its annual "State of the Industry" panel as part of a regular Section dinner meeting.

Discussing where the auto industry is heading in 2012 will be Dr. David Cole, chairman emeritus of the Center for Auto Research; Neil DeKoker, president and CEO of the Original Equipment Suppliers Association (OESA); Anthony Pratt, director of Forecasting at Polk, and Jason Stein, automotive journalist.

The social hour is 5:30-6:30 p.m., dinner 6:30-7:30 p.m., and the formal program runs from 7:30 to 8:30 p.m.

The panelists will be discussing where the auto industry is headed into 2012, but the following topics are expected to be tackled:

- Big Three market gains in the U.S. recently (including Chrysler climbing over 10 percent for the first time in a long while) came at the expense of the imports, which have been on their heels since the natural disasters in Japan, but are expected to regroup in 2012;

- Get ready for the new buzzphrase – "Digital Natives" vs. "Digital Immigrants" – as applied to cars. Digital natives are your tech-savvy 10-year-olds who program your iPad for you. Digital immigrants are Baby Boomers who couldn't program their VCRs in the 1980s. Consumer electronics' product cycles are around 18 months while cars are still developed three-years-plus. Autos are out of sync with the boom in digital devices and need to catch up.



Meng Jiang, a GM researcher in Warren, prepares to look at lithium-ion battery components through a microscope that is housed in an argon gas-filled "glove box." The lithium-ion battery components are sensitive to oxygen and humidity.

GM Is Cited As Leader In Patents, Innovation

DETROIT – General Motors remains the No. 1 innovator for the fourth consecutive quarter among 183 companies ranked by The Patent Board in its quarterly automotive and transportation industry scorecard.

"We are in the midst of re-defining the automotive DNA, and these efforts are driving our people to reinvent every subsystem on the vehicle," said Alan Taub, GM vice president of Global Research and Development.

"Being the recognized leader in innovation is important, because it tells our customers and shareholders that we are working on the lead."

GM was granted 1,123 U.S. patents in 2011 applied to global product engineering, global powertrain engineering, global research and development, and OnStar organizations.

Among GM's recent technology patents:

- eAssist Thermal Management – Vehicles with engine shutoff capability, such as Buick LaCrosse with eAssist, use an innovative thermal

management system that maintains occupant comfort during engine shutoff. The system also prevents engine shutoff if there could be a loss in comfort, such as during extremely cold or hot weather conditions.

- Quiet Brakes – A friction-damped disc brake design that uses a thin metal ring embedded in the brake rotor to absorb vibrations and mute the squeal.

The quieter brake is expected to be available on some cars and trucks within the next two to three years.

- OnStar Voice Recognition – OnStar's speech recognition method can identify the location of the speaker within the vehicle and adjusts its microphone pickup pattern or magnitude to respond to location-specific commands.

The Patent Board is the leading independent provider of best practices research tools and metrics for patent analysis and intellectual property investment. It tracks and analyzes innovation and patents across 17 industries on a global basis.

GM Dealers, Employees and Customers Give \$900K to American Cancer Society

DETROIT – Last year was Chevrolet's birthday, but last week it was Chevy and its dealers, employees and customers bearing a gift: about \$917,000 to the American Cancer Society.

The money was raised by the American Cancer Society through Chevrolet's grassroots support for the society's Making Strides Against Breast Cancer walks.

Nearly half of the money – \$440,574 – came from Chevrolet dealer-sponsored teams across the country. Chevrolet Certified Service contributed about \$200,000 and another \$199,243 was given by General Motors and Chevrolet employee teams.

Customers who donated online and waived Chevrolet Certified Service rebates added nearly \$39,000.

"I am deeply touched by the generosity and kindness of our dealers, employees and

customers," said Alan Batey, vice president, Chevrolet Sales and Service.

"The Chevrolet Centennial was about our 100th birthday, and this money will help the American Cancer Society continue to fight for birthdays threatened by breast cancer."

"We are very grateful for Chevrolet's efforts," said W. Phil Evans, M.D., F.A.C.R., national volunteer president for the American Cancer Society.

"Making Strides enables the American Cancer Society to make strides to end breast cancer and save lives by helping people stay well, helping people get well, by finding cures and fighting back against the disease."

In conjunction with its Centennial celebration, Chevrolet supported Making Strides Against Breast Cancer walks in October, which is Breast Cancer Awareness Month. Employees and GM facilities

competed among themselves to raise the most money.

Chevrolet Racing wrapped Camaro SS pace cars with American Cancer Society and Making Strides branding for two NASCAR Sprint Cup races last September.

For each pace car lap completed under the yellow (caution) flag, Chevy donated \$200 to the society, for a total of nearly \$30,000.

In addition, the LED sign atop GM's World Headquarters at the Renaissance Center in Detroit featured a rotating pink ribbon and pink LED bands on the towers.

"In 2011, we achieved our best global sales in our history," said Batey.

"Supporting a project such as Making Strides Against Breast Cancer is just one way we can show our appreciation to our customers and help make a difference in our communities."

GM Foundation Sponsors 'Winter Blast'

by Gerald Scott
News Dept.

Thanks to the generosity of the GM Foundation and other major sponsors, the 2012 Winter Blast in Detroit promises to be bigger and better than ever.

Scheduled for Feb. 10-12 in and around Campus Martius in downtown Detroit, the event has quickly become the city's major public festival during the winter months.

Organizers held a press conference at Blue Cross Blue Shield of Michigan headquarters in the 500 Tower of the RenCen recently to describe last-minute preparations for Winter Blast.

GM Foundation is one of many major corporate sponsors this year, which include

the Ambassador Bridge, Detroit Downtown Development Association, Greektown Casino, Wayne County, Quicken Loans and many more.

"As many of you know, the GM Foundation is strongly committed to giving back to the city that gave birth to the auto industry," said Sheri Marshall, assistant secretary for the GM Foundation.

"In fact, over the past decade, the GM Foundation has donated \$50 million right here in the city of Detroit to help children and young adults get a better education, to bolster arts programs and to improve the city's community centers and unique destinations.

"We feel strongly that investing in Detroit means investing in education.

"Therefore today, I am thrilled to announce that we are supporting the Reading is a Blast literacy program as

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PHOTO: GERALD SCOTT

Sheri Marshall