



General Motors' new \$200 million stamping facility will create about 180 jobs at the Arlington, Texas, manufacturing complex.

## Eyes of Texas Are Upon GM Stamping Initiative

ARLINGTON, Tex. – General Motors will start construction this week on a new \$200 million stamping facility that will create approximately 180 jobs.

The new facility, part of the company's Arlington manufacturing complex, will produce large stamping components for the next generation of full-size Chevrolet Tahoes, Suburbans, GMC Yukons and Cadillac Escalades.

"Our investment in GM's Arlington plant is one more example of GM strengthening the economy and creating jobs throughout the many U.S. communities where GM does business," said GM Manufacturing Manager Larry Zahner.

Currently, Arlington receives stamped components from several GM plants, with some parts coming from more than 1,000 miles away.

The new facility, which comes on line in 2013, will save about \$40 million a year in logistics costs as the complex is much closer to its supplier facilities.

GM's investment in the new plant is in addition to the \$331 million invested to purchase tooling and equipment and expand the Arlington Assembly Plant that was an-

nounced along with 110 additional jobs in May 2011.

"Today's announcement is further evidence that the U.S. auto industry is back," said Joe Ashton, vice president of the UAW representing the GM department.

"An important goal for the UAW is to increase the number of manufacturing jobs in the United States and we are pleased that General Motors has decided to make this investment in Arlington.

Ashton added, "We look forward to more good news in 2012 as our workers continue to build the world's best vehicles."

Last week's announcement is the first manufacturing investment by GM in 2012. Since June 2009, the automaker has announced more than \$6.9 billion of investment to upgrade or expand operations in 12 states, creating or retaining more than 17,600 jobs.

"This investment is possible because of the teamwork among GM, the UAW, the Arlington community and the great State of Texas," said Zahner.

"We truly appreciate the support we have enjoyed from the Arlington community over the years."

## Buick, GMC Dealerships Change Face, Personality

DETROIT – Buick and GMC customers nationwide are discovering how a more welcoming dealership atmosphere enhances the experience of buying a new car or servicing a vehicle. More than 1,900 dealers, many in major markets, are showing the way.

The ongoing dealership image enhancement program includes a new exterior facade with updated signage, a bright and airy showroom featuring a customer greeting station, and a customer lounge with free Wi-Fi. In some cases, a café or salon is part of the experience.

The changes are important because both Buick and GMC currently attract more than 40 percent of their buyers from brands outside General Motors.

Gensler, a leading global architecture firm, is helping Buick and GMC marry the new design details with each dealership's existing building.

Paul Masse, owner of two Buick-GMC stores in New Eng-

land, has completed one dealership update in South Kingstown, R.I., and is in the process of revitalizing another store in Woonsocket.

"The design group from Gensler did a great job with the colors and appearance," Masse said. "It really does bring in a new type of customer."

And Masse's customers are noticing the differences.

"This new store provides such a comfortable place to buy and service a vehicle," said Crystal Montgomery of East Providence. "This dealership takes quality to a whole new level."

To date, more than 170 dealers have completed the image enhancement program. By the end of 2013, more than 2,000 buildings across the United States will be fully revitalized.

"Luxury shoppers today expect a certain level of treatment when purchasing a vehicle," said Brian Sweeney, U.S. vice president of Buick &



Paul Masse Buick GMC in South Kingstown, R.I., is one of about 170 dealerships nationwide to recently undergo a major renovation. More than 1,900 Buick GMC stores are in various stages of makeover. The dealer name runs across the top of the building.

GMC Sales and Service.

"Those expectations are now being met at many Buick and GMC stores around the country. These aren't just new faces on old buildings. We're creating the complete and convenient dealership experience that attracts these buyers."

Buick and GMC shoppers will also find, in addition to a fresh look and a hot cup of coffee, the strongest product line in each brand's history.

Both the GMC Acadia crossover vehicle and Buick Enclave luxury crossover had their best sales year ever in 2011.

## GM U.S. Sales Fall 6% in Jan.

DETROIT (AP) – General Motors Co. says its U.S. sales fell 6 percent in January compared with a strong month a year ago.

GM said last week that car sales were up 13 percent, led by the new subcompact Chevrolet Sonic and the Chevrolet Cruze.

But the company saw weaker sales of crossovers like the Buick Equinox and GMC Acadia.

Pickup truck sales also fell 6 percent.

Sales of the Chevrolet Volt electric car nearly doubled to 603. GM announced early in January that it will retrofit existing Volts to make them less prone to fires after a severe crash.

GM is one of the only major automakers that was expected to report a January sales decline.

## GM Sales Up 8% Overall in China

SHANGHAI – The beat goes on for GM in China these days.

That's because General Motors and its joint ventures sold a record 2,547,171 vehicles in China in 2011, an average of one car or truck every 12 seconds in its largest global market.

GM's sales were up 8.3 percent from the previous record high of 2,351,610 vehicles sold in 2010.

GM's Shanghai GM and SAIC-GM-Wuling joint ventures along with all of its passenger car brands experienced record domestic demand, enabling GM to remain the sales leader among global automakers in China for the seventh consecutive year.

"GM stayed ahead of the competition despite a slow-

down in the growth of industry demand thanks to our broad portfolio of appealing vehicles," said Kevin Wale, president and managing director of the GM China Group.

"GM and our joint ventures introduced 12 new models in 2011 while expanding our manufacturing and product development capability to meet rising demand."

Shanghai GM was China's passenger car sales leader in 2011. It sold 1,200,355 vehicles in the domestic market, an increase of 16.2 percent from 2010.

SAIC-GM-Wuling was the domestic sales leader among mini-commercial vehicle manufacturers. It sold 1,285,820 vehicles in China last year, a rise of 4.8 percent on an annual ba-

sis. FAW-GM sold 56,132 vehicles in China in its second full year of doing business.

Among GM brands, Buick sold a record 645,537 vehicles, an increase of 17.4 percent year on year. It benefited from record demand of 253,514 units for its Excelle passenger car lineup. In addition, sales of the Excelle XT hatchback and Excelle GT sedan reached 134,800 units, and sales of the LaCrosse sedan totaled 103,366 units.

In 2011, Chevrolet sales in China rose 9.4 percent year on year to an all-time high of 595,068 units. The Cruze sedan remained the brand's best-selling model, generating sales of 221,196 units. It was followed by the New Sail family, with 166,693 sales.

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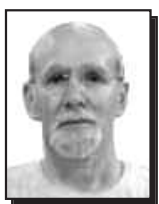
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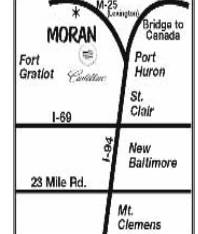
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