



GM North America President Mark Reuss announces Chevrolet vehicles sold in the United States will display new Ecologic environmental labels that let customers see the environmental features of a vehicle relating to manufacturing, driving and recycling at the Washington, D.C., Auto Show.

# Labels Note Environmental Progress On Chevy's EV and Hybrid Vehicles

DETROIT – Chevrolet has announced its vehicles sold in the United States will have Ecologic environmental labels, starting with the 2012 Chevrolet Sonic, that let customers see some of the environmental features of the vehicle relating to manufacturing, driving and recycling.

Chevrolet is the first automotive brand to include a label of this kind on its vehicles. The Ecologic labels will be located on the rear driver-side window of Sonics beginning in March. It will appear on 2013 Chevrolet vehicles later this year.

Each claim on the Chevrolet-created labels is audited by Two Tomorrows, an independent third-party sustainability agency that provides auditing and assurance services to companies for environmental initiatives.

“Customers want companies to be honest and transparent about their environmental efforts and sustainability goals, and rightly so,” said General

Motors North America President Mark Reuss.

“Putting an Ecologic label on each Chevrolet is just one more way for us to share our environmental progress.”

Chevrolet is focused on investing in fuel-saving technologies, using alternative energy sources, and reducing waste and emissions from its manufacturing facilities. The label communicates vehicle-specific features in the following areas:

Before the road: Environmental aspects related to vehicle manufacturing and assembly.

On the road: Fuel-saving features such as advanced engine technologies, aerodynamics, lighter-weight components or low-rolling resistance tires.

After the road: How 85 percent – by weight – of the vehicle can be recycled at the end of its lifespan.

“Chevrolet’s goal to invest millions in energy efficiency, renewable energy, and other

lower-carbon projects to reduce U.S. emissions by up to 8 million metric tons demonstrates innovative corporate leadership,” said Eileen Claussen, president of the Center for Climate and Energy Solutions (C2ES).

“With this new labeling program, Chevrolet not only gives easy access to information customers want, it again shows its commitment to the environment.”

More information on the audit process and environmental features for each vehicle with an Ecologic label will be available on [www.chevrolet.com/ecologic](http://www.chevrolet.com/ecologic).

The Chevrolet Sonic 1.4L turbo with a six-speed manual transmission achieves an EPA-estimated 40 mpg on the highway, making it one of the most fuel-efficient small cars in America.

It is the only subcompact car – foreign or domestic – to be assembled in the United States. To learn more, visit the Sonic facebook page.

## Games Available on Buick's eAssist

DETROIT – In 2011 alone, the Apple App Store reported more than 100 million downloads to phones and iPads.

Just as consumers embrace hand-held technology, studies show they want the same smart technology in their vehicles.

Buick's new eAssist Fuel Efficiency smartphone games seek to connect the two.

Available free in Android and Apple stores, the three games come bundled in a single app that offers a fun way to sharpen driving techniques and improve fuel economy.

“Consumers today want purposeful technology in the products they buy,” said Tony DiSalle, U.S. vice president of Buick Marketing. “Buick is offering exactly that with fuel-saving eAssist.”

The games focus on the key attributes of eAssist and how they can be used to stretch every gallon of fuel.

**Regeneration Road** highlights the regenerative braking feature of eAssist, which captures energy otherwise wasted during braking to re-power the compact lithium-ion battery located beneath the car's trunk floor. Players must make it through a town and to a destination without running out of fuel. Pedestrians along the way add difficulty to the challenge.

**Roll and Boost:** The energy stored from braking can later be used for an added, emissions-free boost of acceleration, and using that energy wisely is key to this game. A beautiful weekend drive through a flowing countryside is limited to just one tank of fuel. The goal is distance, not speed, and battery management strategy is vital.

**Wind Tunnel Tester** allows players to become an automotive engineer. If a vehicle cuts through the air easier, eAssist's other features don't need to work as hard. By tweaking a car's length and width on the screen, players can gain an understanding of how the sleek, modern shapes help the car slice through the air. Aerodynamics-defeating extras like spoilers and roof rails can be added or removed.

Standard on the 2012 Buick LaCrosse and available on the Buick Regal, the eAssist light electrification system uses a compact lithium-ion battery pack and small electric motor to aid the performance of a fuel-efficient 2.4-liter gas engine. Both models achieve the same 36 highway mpg as a Mini Cooper and top larger full hybrids like the Infiniti M35h, rated at 32 mpg.

In addition to its fuel economy-boosting benefits, eAssist allows the gas engine to turn off completely when the car is sitting still. Energy gathered from the regenerative brakes and stored in the battery keeps the climate and audio systems operating, and the engine is able to restart without passengers taking notice.

“The driving force behind eAssist's development was to make great vehicles like the LaCrosse and Regal even better,” said Dan Cottrell, General Motors assistant chief engineer for the eAssist powertrain.

“With eAssist, we can improve both vehicle performance as well as fuel economy.”

Like the eAssist games, the driving experience in a Buick with eAssist is aided by an “Eco” gauge that indicates how efficiently the driver is operating the vehicle.

The car's infotainment screen delivers more advanced reporting of what the intelligent powertrain is doing.

Here are three fuel-saving tips from GM engineer Dan Cottrell:

- 1) Be light on the gas pedal and avoid hard braking.
- 2) Use low-rolling resistance tires.
- 3) Avoid bulky accessories such as roof racks.



CUE Engineer Manager Mike Hichme and CUE Design Manager Stuart Norris prepare CUE demo for a Cadillac-OnStar press conference at the 2012 CES.

## Cadillac CUE Named Top Gadget

DETROIT – Cadillac CUE, the new user experience for intuitive in-vehicle connectivity and control, received a *Popular Mechanics* Top Gadgets of CES 2012: Editors' Choice Award at this year's International Consumer Electronics Show in Las Vegas.

Cadillac was the only automaker selected. The awards were announced on [PopularMechanics.com](http://PopularMechanics.com) at the conclusion of CES.

Each year at CES, the editors of *Popular Mechanics* select their top picks based on the level of innovation, potential industry impact and overall appeal.

Cadillac presented CUE amid thousands of new products and innovations in the consumer electronics showcase.

“After seeing an earlier demonstration of the system at the Los Angeles Auto Show, I knew it would be a strong candidate for an award at CES,” said Andrew Del-Colle,

assistant editor, *Popular Mechanics*.

“The show offered a great opportunity to compare the CUE with many other OEM and aftermarket systems, and it stood out to us for its innovative use of new standards such as HTML 5, as well as for its intuitive user interface.”

CUE features the first automotive use of capacitive touch – the use of electrodes to sense the conductive properties of objects, such as a finger. It is a technology used by many of today's most popular handheld mobile devices.

Other key aspects of CUE are natural speech recognition, Bluetooth connectivity for up to 10 devices, and a motorized concealed storage compartment.

CUE debuts in production on Cadillac's 2013 XTS starting in late spring in North America. CUE will also be featured in the all-new 2013 ATS sport sedan launching in North America this summer.

## GM Selects Agency for Spanish Ads

DETROIT – General Motors has selected New York advertising and communications agency, The Vox Collective, as its U.S. Hispanic public relations agency for 2012.

The decision came after an extensive review of agency capabilities in public relations, corporate communications, and public affairs before the rapidly expanding Hispanic market.

“The Vox Collective demonstrated a genuine understanding of our company's priorities,” said Eric Peterson, GM vice president of Corporate Diversity.

“At GM, we're focused on making meaningful connections with the Latino community.”

As GM's Hispanic communications agency, The Vox Collective is tasked with developing and delivering an integrated Hispanic initiative that incorporates Chevrolet, Buick, GMC and Cadillac products and brands in a holistic manner and that resonates with the Latino community, Peterson said.

“We're delighted to be joining a global company that understands how important the Hispanic market is to the future of their business, and we're ready to help GM expand its efforts to connect with Latinos in a unique and compelling way,” said Vox Collective President, CEO and Cofounder Roberto Ramos.

Founded in 2001, The Vox Collective makes its headquarters in New York.

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