



GMC is celebrating the fact that a century ago, the GMC name first appeared on the front of a truck at the New York Auto Show. Pictured is a 1912 GMC 5-ton dump truck from that era.

GMC Offers 'Heritage Edition' of Its Trucks

NEW YORK – It is no coincidence that the 2012 GMC Yukon, Yukon XL and Sierra Heritage Editions debuted at the New York Auto Show.

That's because a century ago, the GMC name first appeared on the front of a truck at this very same event.

Commemorative exterior badges on the doors of these special models feature the original GMC logo design that debuted on the 1912 range of models, which included gas- and electric-powered trucks designed for the most demanding among early drivers. The script is surrounded by the words "Heritage Edition."

2012 Heritage Editions will be offered on Sierra 1500 Crew Cab, Yukon and Yukon XL models in SLT trim. Three colors will be available – a new, exclusive Heritage Blue (\$195), White Diamond (\$995) or Onyx Black (no additional cost). Interior colors for the Yukon are Ebony and Light Tan.

Each Heritage Edition model offers its own differentiating content. The Sierra Heritage Edition full-size pickup includes:

- Unique "Heritage Edition" exterior badges;
- Embroidered front floor mats;
- Embroidered front headrests;
- Chrome door handles,

mirror caps and door moldings;

- 20-inch chrome-clad aluminum wheels;
- Convenience package with rear park assist, adjustable pedals, Universal Home Remote, EZ-Lift locking tailgate and rear wheelhouse liners

• Rear-vision camera
"The GMC brand always looks forward, but this day provides an opportunity to celebrate 100 years of the proud GMC name," said Tony DiSalle, U.S. vice president of GMC Marketing.

"Sierra and Yukon are two of our longest-running and most-respected nameplates, so it makes sense to use them to represent our heritage." GMC was formed in 1912 when the Rapid Motor Vehicle Company merged with two others – Reliance and Randolph – to become the brand known today for trucks, crossovers and SUVs. GMC is the second largest of the four General Motors brands. If it were a stand-alone manufacturer, it would be the 10th-largest automaker in the United States in terms of total vehicle sales in 2011.

GMC has manufactured trucks since 1902, and is one of the industry's healthiest brands. Innovation and engineering excellence is built into all GMC vehicles.

GM Heritage Center Fascinates SAE Tour Group

by Jennifer Knightstep
Special Writer

Few would dispute the statement that engineers look at vehicles a little differently than the rest of us, but if one needed proof, it was evident during a recent Society of Automotive Engineers tour of the General Motors Heritage Center in Sterling Heights.

While most visitors would notice the intricate chrome grilles and seriously exaggerated tailfins featured on some of the vintage vehicles, the SAE engineers wanted to know how many brackets and clips were required to hold them in place.

Grant Brady of GM Powertrain got an up-close look at a 1933 Cadillac, and walked away shaking his head in wonder. "It's amazing," he said, noting that one option offered on the Cadillac, the five-position adjustable driver's seat, has become a selling feature on modern cars.

Brady peered behind curvy fenders and elaborate wheel wells to see how various parts of the Cadillac were assembled, pointing out details to his co-worker, Austin Dollar.

Both were intrigued by the idea that the Cadillac was made before today's precision tools and processes were available.

"There was no real way to make sure every part was exactly the same as the next," Brady said, amazed at how



PHOTO: JENNIFER KNIGHTSTEP

Vance Lucier, Dave Schoewe and Charlie Stone of New Departure Hyatt spent an hour touring the GM Heritage Center as part of an SAE function. All three were especially taken with the newer Cadillac concepts, as well as the early 1950s Chevy Trucks on display.

well the thousands of intricate parts of the Cadillac were put together in spite of the tools and technology of the time.

Across the Heritage Center, under a row of neon signs, was another group of engineers, carefully studying a small fleet of vintage Chevrolet and GMC trucks.

Vance Lucier, Dave Schoewe, and Charlie Stone of New Departure Hyatt spent the hour-long tour wandering around the 1950s trucks, making jokes about how, by today's standards, some of the

features would be considered unsafe.

For example, Stone pointed to a fuel tank neck that extended several inches above the fender of one truck.

"Today, with all the government regulations, that would never fly," he said, adding that it wouldn't take long before someone knocked the fuel tank neck off the truck while backing out of their garage.

Aside from the few updates modern safety regulations would require, Stone was impressed with how much truck,

and how many features, a couple of thousand dollars could buy in the 1950s.

"Wouldn't it be interesting," Stone asked, "if they had a modern truck on display with these older ones, to compare them side-by-side?"

Indeed, to the roomful of engineers gathered at the Heritage Center, all intently studying the details of the vintage cars and trucks, such a then-and-now display would provide hours of speculation, amusement, and old-fashioned awe.

Cadillac Uses SRX Technology to Impress New York

NEW YORK – Cadillacs used to be design statements. Now it's about the technology.

That said, Cadillac introduced technology and design enhancements to the SRX luxury crossover SUV last week at the New York International Auto Show.

Among the new features for 2013 is CUE, the in-vehicle user experience that incorporates touch-screen controls similar to the most popular mobile devices.

The 2013 SRX's enhanced technology also contributes to safety, with Cadillac's new

Driver Awareness and Driver Assist technology packages. Their features include Rear Cross Traffic Alert, Cadillac's Safety Alert Seat technology, Automatic Front and Rear Braking, Adaptive Cruise Control and more, using radar and other technologies to help avoid collisions.

Interior and exterior design updates further distinguish the 2013 SRX, while active noise cancellation technology helps provide a quieter driving experience. It goes on sale this fall.

"The 2013 SRX illustrates the Cadillac philosophy of never leaving well enough alone," said Don Butler, vice president of marketing for Cadillac.

"The enhancements for the SRX – including CUE – are examples of how we're developing advanced technologies and pushing them consistently through the Cadillac portfolio. They are also some of the key elements of the all-new XTS luxury sedan and ATS compact sedan, which will expand the Cadillac portfolio this summer."

Since its redesign in 2009, the SRX has established a strong visual signature for Cadillac in the luxury crossover segment. The 2013 SRX refines that appearance with a new design for the front upper and lower grilles that

conveys greater depth and the brand's attention to detail. The front fender vents are new and incorporate LED light pipes.

Three new exterior colors are offered: Evolution Green Metallic, Glacier Blue Metallic and Silver Coast Metallic. Also new is the SRX's range of 20-inch wheel designs, including new chrome and polished aluminum wheels for the Performance and Premium Collections – the top two option packages.

The SRX is offered in FWD and Advanced AWD models, each powered by a 3.6L Direct Injection V-6 that was added for 2012. It is rated an SAE-certified 308 horsepower (230 kW) and 265 lb.-ft. of torque (358 Nm).

Cadillac CUE (Cadillac User Experience) is standard on the 2013 SRX. It is the brand's new design and technical breakthrough for intuitive in-vehicle control and connectivity.

CUE pairs entertainment and information data from up to 10 Bluetooth-enabled mobile devices, USBs, SD cards and MP3 players with a vehicle infotainment system that reduces complexity through customized information, voice commands and fewer buttons and larger icons. The comprehensive, in-vehicle experience is designed to be unique for



Interior and exterior design updates further distinguish the 2013 Cadillac SRX, while active noise cancellation technology helps provide a quieter driving experience. It goes on sale this fall.

each consumer, from the "simple user" to the fully connected "super user."

The heart of CUE is the vibrant, eight-inch LCD multi-touch sensitive screen – with proximity sensing and haptic feedback – that is seamlessly integrated in the top of the central instrument panel.

It displays CUE's home page, which resembles a smart phone's screen, with large, easy-to-target icons that execute commands. Capacitive technology on the screen and faceplate enables consumers to use the same "swipe," "pinch" or "spread" gestures common to most popular smartphones and tablets.

A motorized faceplate for the system reveals a concealed storage area.

WHERE LOW PRICES ARE ALWAYS A BIG DEAL.

2012 CRUZE

LEASE FOR **\$149** BUY FOR **\$257**

24 months ONLY \$499 DOWN a month

2012 MALIBU

LEASE FOR **\$149** BUY FOR **\$259**

24 months ONLY \$499 DOWN a month

2012 EQUINOX

LEASE FOR **\$229** BUY FOR **\$325**

24 months 40 AVAILABLE! ONLY \$499 DOWN a month

2012 TRAVERSE

LEASE FOR **\$196** BUY FOR **\$378**

24 months 65 AVAILABLE! ONLY \$499 DOWN a month

Matick Chevy's Concierge Service

FREE PICKUP AND DELIVERY

FOR SALES OR SERVICE.

IT'S BETTER IN EVERY WAY

Mon & Thur 8:30am-9pm
Tue, Wed & Fri 8:30am-6pm
Saturday 10am-4pm

OPEN EVERY SATURDAY for SALES and SERVICE

MatickChevy.com

313-531-7100

Telegraph & in Redford

Disclaimer: LEASES: All payments plus tax, title, license, first month's payment and documentation fee with approved credit. Cruze, Malibu and Traverse require an 800 credit score, Equinox slightly higher. Equinox requires Non-GM Lease in Household. Cruze, Malibu have 12,000 miles per year. Equinox & Traverse have 10,000 miles per year Security deposit waived. PURCHASES: All payments plus tax, title, license, first month's payment and documentation fee with approved credit based on 75 months @ 2.99%. MSRP: Cruze: \$18,590, Equinox: \$24,260.

We guarantee the lowest price or it's free! ☺ We guarantee the lowest price or it's free!

buff whelan chevrolet

586-274-0396

OVER 1,000

New Chevrolets in Stock!

WE GUARANTEE THE LOWEST PRICES OR IT'S FREE ☺

2013 MALIBU ECO

NO SECURITY DEPOSIT

Stk.#20006

LEASE FOR \$274*

+ tax
39 Mos./10,000 Miles
Cruise, Power Locks, Power Windows, Keyless Entry, Touch Screen Radio, XM Radio, Bluetooth, Steering Wheel Controls, OnStar and more!

2012 TRAVERSE LS

Stk.#11360

LEASE FOR \$209*

+ tax
24 Mos./10,000 Miles
Power Locks, Power Windows, Power Mirrors, Cruise, XM Radio, OnStar and more!

2012 MALIBU LS

NO SECURITY DEPOSIT

Stk.#11110

LEASE FOR \$169*

+ tax
24 Mos./12,000 Miles
Steering Wheel Controls, Bluetooth, Bodyside Moldings, Power Locks, Power Windows, Power Mirrors, Keyless Entry, OnStar, XM Radio and more!

2012 EQUINOX FWD LS

Stk.#11945

LEASE FOR \$246*

+ tax
39 Mos./10,000 Miles
Steering Wheel Controls, Bluetooth, XM Radio/OnStar, Power Locks, Power Windows, Cruise and more!

*All prices based on GM Employee pricing. Leases require 1st payment, taxes, security deposit, and plate fee up front unless otherwise noted. Pictures may not represent actual vehicle. All lease payments require an 800+ credit score except the 2013 Malibu. Purchase payment is based on approved credit. 75 months at 2.99%, plus tax, title & plate. Ends 4-30-12

Free shuttle service to home, office or shopping.

buff whelan chevrolet

WHERE THE DEALS MAKE THE DIFFERENCE, EVERY DAY SINCE 1970!

Van Dyke • South of 18 Mile Sterling Heights

Jeff Caul

586-274-0396

PEP QUOTES BY PHONE OR EMAIL: JEFF CAUL AT JCAUL@BUFFWHELAN.COM

MEMBER SINCE 1989

CONVENIENT HOURS:

Mon. & Thurs. 8:30 am - 9 pm
Tues., Wed., Fri. 8:30 am - 6:30 pm

Chevy Runs Deep

We guarantee the lowest price or it's free! ☺ We guarantee the lowest price or it's free!