



General Motors China Group President and Managing Director Kevin Wale shows an image of the Chevrolet EN-V 2.0 concept, the next version of its revolutionary mobility concept vehicle, at the Auto China 2012 show in Beijing.

## GM Looking at Making EN-V Concept a Reality

BEIJING – General Motors showed the company's vision of the Chevrolet EN-V 2.0 concept at Auto China 2012 last week.

It is an evolved design of the automaker's mobility concept revealed at World Expo 2010 Shanghai.

"Our designers and engineers are exploring a range of options for turning the EN-V concept into a reality," said Kevin Wale, president and managing director of the GM China Group.

"The EN-V 2.0 concept would use technologies such as the mobility Internet, electrification and telematics to help change the automotive landscape and ensure a sustainable future for our industry."

The original EN-V (Electric Networked-Vehicle) concept was a centerpiece of the SAIC-GM Pavilion at World Expo 2010 Shanghai.

The two-seat electric vehicle pioneered a new automobile DNA based on the convergence of electrification and connectivity. It was developed to show the possibilities for alleviating concerns surrounding traffic congestion, parking availability, air quality and affordability for tomorrow's cities.

The EN-V 2.0 concept adds features that consumers demand such as in-vehicle climate control and personal storage space.

In addition, it would be capable of driving in all weather and city road conditions.

GM expects to use EN-V 2.0 prototype models in pilot studies throughout China.

General Motors has 11 joint ventures, two wholly owned foreign enterprises and more than 35,000 employees in China.

GM and its joint ventures offer passenger cars and commercial vehicles sold under the Baojun, Buick, Cadillac, Chevrolet, Jiefang, Opel and Wuling brands.

In 2011, GM sold more than 2.5 million vehicles in China. It has been the sales leader among global automakers in the market for seven consecutive years.

GM has marketed the first generation of the EN-V cars in the U.S. with great success – these cars are often seen at trade shows such as the 2011 SAE Congress or similar gatherings across southeastern Michigan. It speaks well of the vehicle's design that trade show visitors typically want to get their pictures taken sitting inside the EN-V.

## Millennials 'Expect Brands to Partner with Them'

NEW YORK – Nearly 70 percent of Millennials – the generation of young Americans ages 11 to 30 years old – consider the purchase of their first car to be a key marker on the road to adulthood, according to research conducted by Chevrolet and MTV Scratch, a unit of Viacom.

A Chevrolet/Scratch survey of more than 3,000 Millennials nationwide suggests a strong interest in car ownership, but the group is more likely than previous generations to delay major life events, including the first automobile purchase. According to the Millennials survey:

- 69 percent say buying a car is a key milestone in becoming an adult
- 32 percent say they are interested in cars

• 77 percent are concerned about fuel economy

"Next Gen Customers are not just car owners, they are also tomorrow's designers, engineers and innovators," said Mark Reuss, president, General Motors North America.

"This generation expects brands to partner with them, and we need to engage with them at every level of our business."

According to U.S. Census data, there are more than 80 million American consumers approaching age 30.

They represent 40 percent of today's potential car-buying public, according to the 2011 "Gen Y in the Driver's Seat" study by Deloitte, and more than \$2 trillion in purchasing power, according to a 2011 estimate by Javelin Strategy and

Research.

"The opportunity that this new generation represents is enormous," Reuss said.

"And the only way for us as a company to deliver the products, technology and services they want most is to really listen to what is important in their lives today and where they want to go in the future.

"This partnership with MTV Scratch gives us a unique forum to engage in a meaningful dialogue," he said.

Said Ross Martin, executive vice president of Scratch: "Chevrolet understands that it's not about 'targeting' youth – it's about collaborating with a generation to create the future of automotive together.

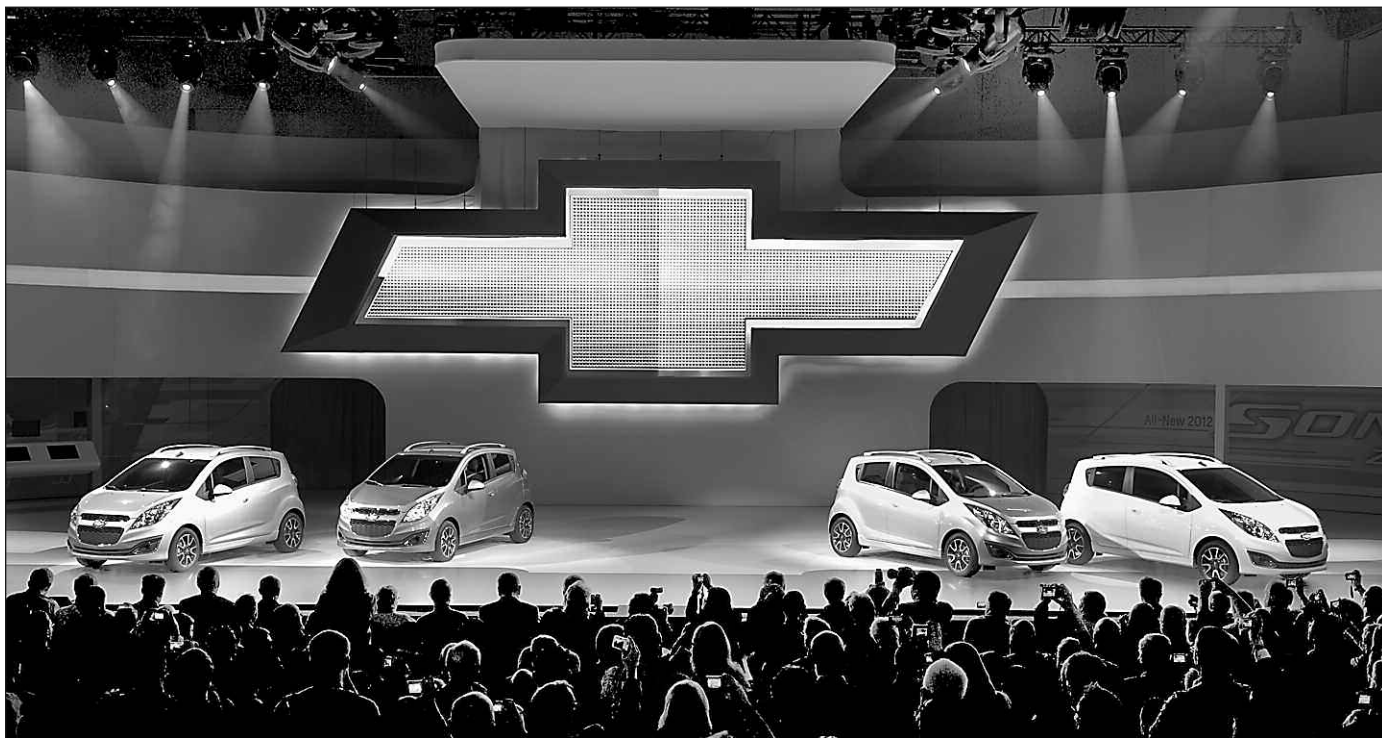
"Chevrolet is taking a comprehensive approach to chan-

neling Millennials, grounded in what this generation wants, thinks and feels, and we're excited to support this transformative effort."

Chevrolet is seeking to understand this generation and how attitudes toward cars fit into the framework of their lives – from the way they express identity to how they engage with technology to what they value in a brand.

With Scratch, Chevrolet is identifying key segments of the Millennial car-buying market and the shared attributes that unify them.

These insights, say Chevrolet officials, are being applied to advance innovation throughout the company, from design to sales and marketing to communications and beyond.



The Spark goes on sale in the United States and Canada in mid-2012. Chevrolet announced a base price for the Spark last week at \$12,995, including destination charge. The Spark lineup is seen on display at the Detroit auto show four months ago.

## Chevy Prices 2013 Spark at \$12,995 Out the Door

DETROIT – Chevrolet is taking the guesswork out of the car-buying process with a new, simpler approach to pricing and packaging for the 2013 Spark.

When the mini-car goes on sale later this year, Spark will

be available in three well-equipped trim levels starting at \$12,995 including destination.

Spark is a sporty, fuel-efficient, four-passenger, five-door hatch designed to excite first-time car buyers and city dwellers with bold styling, attention-grabbing colors – including Salsa, Jalapeno, Denim, Lemonade and Techno Pink – engaging driving dynamics, the personalized connectivity of MyLink, and the safety of 10 standard air bags.

Chevy says Spark also offers more passenger and cargo room than other mini-cars such as the Fiat 500, Smartfortwo and Scion IQ.

"With the Spark, Chevrolet has the opportunity to connect with a new generation of car buyers who expect more from every product they purchase," said Chris Perry, vice president of Chevrolet Global Marketing.

"So we wanted to make the process of choosing a Spark

as simple as possible by reducing the number of stand-alone options and providing more standard content to each trim level at a competitive price."

Spark LS, starting at \$12,995, includes:

- Standard 1.2L Ecotec engine and five-speed manual transmission

- Standard convenience features including air conditioning, power windows, rear window wiper, auxiliary input jack, outside temperature display and trip computer

- 15-inch alloy wheels
- 60/40 split flip-and-fold rear seat

- Comprehensive safety package, including 10 air bags, electronic stability control with traction control and brake assist

- OnStar Directions & Connections plan standard with six-month introductory subscription

Exterior appearance enhancements include silver painted roof rails; chrome lift

gate handle, exhaust outlet and beltline molding; body-color lower rocker molding; front and rear body-color sport fascias with unique front upper and lower grille inserts.

Meanwhile, a 4-speed automatic transmission is available on all models for \$925. The only other available options include an engine block heater for \$75 and Black Granite paint for \$195.

Chevrolet MyLink in the Spark will include Pandora internet radio and Stitcher Smart Radio apps. Later in the model year, the recently introduced GogoLink – an embedded smartphone application that delivers full-function navigation including live traffic updates – will be available. Pricing for GogoLink will be announced later.

Spark is the only car in its segment to provide the added value of a five-year, 100,000-mile powertrain warranty and the safety and security of OnStar.

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