

Chevy Puts Clean Diesel Into Cruze

U.S. introduction of a 2.0L clean turbo diesel version of the Chevrolet Cruze next year is expected to benefit from growing interest in diesel cars, sales of which could double by mid-decade, according to market research firm Baum and Associates.

Diesel car sales, which account for 3 percent of U.S. sales today, are trending up, having jumped 35 percent in the first quarter of 2012 compared to the same period in 2011. Diesel car sales grew more than 27 percent last year, according to the Diesel Technology Forum. Baum and Associates predicts diesel to account for 6 percent of car sales by 2015

General Motors sold more than half a million diesel-powered cars across Europe, Asia, Africa and South America last year, including 33,000 Cruzes.

The North American introduction of a diesel engine on Cruze – one of the top-selling gasoline-powered cars in the U.S. in 2011 and General Motors' best-selling model globally – is expected to establish Chevrolet as the only domestic automaker offering an manufactured Americandiesel-powered compact car with a European-American developed engine.

we're seeing more consumers systems create a smooth-runwilling to invest in more ad- ning engine. About one of fuel economy.

cient vehicles," said Allen tions now offers diesel fuel, Schaeffer, executive director of the Diesel Technology Forum, a non-profit educational organization.

successful car in its fuel efficiency and market acceptance. With GM's advanced clean-burning diesel technolostands to be a game changer."

Diesel engines have long been known for their fuel efficiency and spirited performance. Due to a higher compression ratio and greater energy density of the diesel fuel itself, diesel engines are able to produce more power than equivalent displacement gasoline-powered engines.

Compact cars with diesel engines typically deliver more than 40 miles per gallon, spirited performance, strong durability and high lease residual values – all attributes Chevy expects to be true of the Cruze Diesel as well.

The 2.0L clean turbo diesel engine coming to the Cruze has resolved drawbacks consumers associated with older as excessive engine noise, exhaust soot and smell.

Precisely controlled com-"Even with high fuel prices, mon rail direct-injection fuel

DETROIT - The planned vanced technology, fuel-effi- every two U.S. service staup from one in three a few years ago, according to Diesel Technology Forum.

"Consumers realize that to-"We're really excited about day's diesel cars are cleaner, what the Chevy Cruze brings less noisy and faster than to this segment. It's already a they used to be, and have a relatively lower cost of entry than some hybrids and EVs, said Michael Omotoso, powertrain analyst, LMC Automogy under the hood, Cruze tive. "Consumers also are more receptive to diesel fuel because of \$4 per gallon gasoline.'

Historically, diesel cars have sold strongly in Europe, where the fuel is less expensive than highly taxed gasoline. In the United States, diesel fuel typically costs between 25 and 40 cents more than gasoline, but the difference has been trending downward the past couple of years, according to Schaeffer. When factoring in diesel's relatively higher fuel efficiency, he said the cost differential appears less significant.

"Small displacement diesel engines could fill an important niche in Chevrolet's diverse four-cylinder lineup," said Mike Weidman, Cruze generation diesel cars, such marketing manager. "We recognize this technology's considerable appeal, particularly with young male car buyers, and we are ready to win them over with quality, torque and

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DETROIT - Cadillac is road testing a semi-autonomous technology it calls "Super Cruise" that is capable of fully automatic steering, braking and lane-centering in highway driving under certain optimal conditions.

The system could be ready for production vehicles by mid-decade.

Super Cruise is designed to ease the driver's workload on the freeway, in both bumper-tobumper traffic and on long road trips by relying on a fusion of radar, ultrasonic sensors, cameras and GPS map

"Super Cruise has the potential to improve driver performance and enjoyment," said Don Butler, vice president of Cadillac marketing.

"Our goal with advanced technologies, like this and our CUE system, is to lead in delivering an intuitive user experience.

Many of the building-block technologies for Super Cruise are already available on the all-new 2013 Cadillac XTS and ATS luxury sedans, as part of the available Driver Assist Packvide 360 degrees of crash risk tive Safety Electronics and Indetection and enhanced driver novation. assist features, including:

- Rear Automatic Braking • Full-Speed Range Adap-
- tive Cruise Control
- Intelligent Brake Assist • Forward Collision Alert
- Safety Alert Seat
- Collision Automatic
- Preparation • Lane Departure Warning
 - Side Blind Zone Alert

ners recently conducted a thing.'

the driver will need to steer.

study funded by the Federal Highway Administration on human factors in semi-au-• Rear Vision Camera with tonomous vehicle operation. When asked, some study participants expressed strong in-The key to delivering semiterest in having a vehicle that could drive itself, particularly autonomous capability will be the integration of lane-centerfor long trips when lane cening technology that relies on tering and full-speed range forward-looking cameras to adaptive cruise control could help lighten the driver's workdetect lane markings and GPS map data to detect curves load. and other road characteris-

Note that the GM test driver's hands are not on the wheel as part

of this Super Cruise road experiment on behalf of Cadillac.

"The primary goal of GM's age. It is the first Cadillac sys- tics, said John Capp, General autonomous and semi-autem to use sensor fusion to pro- Motors director of Global Ac- tonomous vehicle development is safety," Capp said.

"In the coming years, autonomous driving systems Even when semi-autonomous driving capability is paired with advanced safety available on vehicles, the syssystems could help eliminate tem will have operational limithe crash altogether by intertations based on external facceding on behalf of drivers before they're even aware of a tors such as weather and visibility of lane markings. When hazardous situation. reliable data is unavailable,

"More than ever, consumers will be able to trust GM and its research part- their car to do the right

Eaton Posts 1Q Net Income of \$311M

By THOMAS J. SHEERAN **Associated Press**

CLEVELAND (AP) - Diversified manufacturer Eaton tions. Corp. has reported that its cent as revenue rose 4 per-

cent. Cleveland-based Eaton said it expects revenue growth of 7.5 percent for the year and operating earnings per share growth of 14 percent.

Chairman and CEO Alexan- nally expected," he said. der M. Cutler said the company has become more optimistic about its U.S. opera-

"We continue to believe first-quarter profit rose 8 per- that for the full year markets now believe the rate of growth in our U.S. markets will be higher than originally expected and the rate of growth in our non-U.S. markets will be lower than origi-

Eaton makes power management and fuel, hydraulic and transmission systems for the auto and space industries and military.

The company reported net will grow 5 percent, but we income of \$311 million, or 91 cents per share, for the three months ended March 31, up from \$287 million, or 83 cents, a year ago.

Excluding charges, Eaton earned 92 cents per share, beating the Wall Street estimate by 2 cents.

Revenue rose to \$3.96 billion from \$3.8 billion a year ago. Analysts expected \$3.99

billion on average. By segment, electrical sales

in the Americas were up 13 percent but down 12 percent elsewhere. Hydraulics rose 7 percent, aerospace sales were up 11 percent, truck segment sales increased 10 percent and automotive dipped 4 per-

Its shares have traded in a 52-week range of \$33.09 to \$55.76.

Eaton raised full-year operating earnings guidance for the second time since February, increasing it an additional 10 cents per share to between \$4.30 and \$4.70.



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