

# Chevy Honors Military in May

DETROIT – Chevrolet will salute the nation's active duty and retired service members in May by providing an exclusive "Honor" badge to customers who buy an eligible vehicle through the General Motors Military Discount program. The brand also will donate \$100 to Cell Phone for Soldiers for each eligible vehicle sold.

"The men and women of the U.S. Armed Forces have given so much for so many," said Alan Batey, vice president, Chevrolet sales and service. "This is one small way Chevrolet can say 'Thank you.'"

During Military Appreciation Month, Chevrolet dealers will install, free upon request, the exclusive "Honor" badge – consisting of a yellow ribbon and "Honor" script – as a subtle recognition of military service to customers who buy an eligible Chevrolet through the GM Military Discount program.

The GM Military Discount is available to active, reserve and retired members and spouses of the U.S. Air Force, Army, Navy, Marines, National Guard and Coast Guard. The discount, ranging from \$400 to \$4,000, is available on most Chevrolet cars, trucks and crossovers, depending on the model and options selected. The discount can be combined with most current incentives.

The GM Military Discount offers an additional \$750 discount on selected Chevrolet, Buick and GMC vehicles to eligible members of USAA, a leading financial services and insurance provider for military families. To date, 169,000 vehicles have been sold taking advantage of the USAA incentive.

"It's so good to see companies like Chevrolet step up to celebrate our service members," said Mel Otte, a disabled Air Force veteran who spent 13 years in the service. "Every time I look at my Chevrolet honor badge, I pause to remember my brethren, many of whom have sacrificed their lives in serv-



*Chevrolet will salute the nation's active duty and retired service members in May by providing an exclusive "Honor" badge to customers who buy an eligible vehicle through the General Motors Military Discount program.*

ice to our country."

Since 2010, Chevrolet and its dealers have collected more than 103,000 lightly used devices for Cell Phones for Soldiers, and converted them to 6.2 million minutes of free talk time for troops serving overseas.

General Motors has supported the U.S. military since 1917, when 90 percent of GM's truck production was directed toward WWI manufacturing. During WWII, GM converted all its plant facilities in support of President Franklin D. Roosevelt's call for an "Arsenal of Democracy." The value of all war products delivered by GM to WWII efforts totaled more than \$12 billion in 1945 dollars. GM is the largest commercial provider of military vehicles in history.

With nearly 5,000 military veteran employees, General Motors' support for the United States armed forces spans generations. Today, Chevrolet assists Cell Phones for Soldiers, Achilles Freedom Team of Wounded Veterans, the Fallen and Wounded Soldiers Fund, a variety of employment and grassroots initiatives, and is the Official Vehicle of the Army-Navy game.

The GM Military Discount program offers the industry's best discounts on most Chevrolet, Buick and GMC vehicles for active-duty, reserve and retired service members and their spouses. GM's mili-

tary community can be found on Facebook.

Cell Phones for Soldiers Inc. (CPFS) is a 501(c)(3) non-profit organization dedicated to providing deployed and returning troops cost-free methods to communicate with family while serving in the United States military.

Based in Norwell, Mass., CPFS was founded in 2004 by Robbie and Brittany Bergquist, then 12 and 13 years old. From the recycling of used mobile phones and cash donations, the organization has raised more than \$7 million, collected more than 8.3 million cell phones and provided troops overseas with more than 114 million minutes of free talk time.

## Ford and ACG Announce Sale Of Trim Unit

Ford Motor Co. and Automotive Components Holdings (ACH), last week announced the signing of definitive agreements with Faurecia for the sale of the automotive interior trim components business, which is ACH's only operation at its plant in Saline.

Closure of the sales transaction and transfer of the business are scheduled for June 1.

Nearly all employees associated with the business have been offered employment.

The deal includes the formation of a new joint venture, Detroit Manufacturing Systems (DMS), between Faurecia and Rush Group Ltd., part of the Rush Group of companies that includes one of Ford's largest minority and woman-owned suppliers.

DMS will do injection molding, assembly and sequencing of interior trim parts. About 500 people are expected to be employed at the DMS facility in Detroit.

After closure of the pending deal, the Saline plant will focus on core technologies such as injection molding, skin manufacturing and foam operations.

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\*Picture may not represent actual vehicle. All cash incentives have been deducted from Payments/Sales prices are plus tax, title and plates. Alternate APR is in lieu of most incentives. All leases are 39 months/10,000 miles per year + 800 credit score, other slightly higher. First payment, title, tax and plate fees are due at lease signing. Security deposit is required on Equinox. Purchase Payments are 75 months at 2.99% APR for well-qualified individuals. Certain restrictions may apply, see dealer for additional details. Sale ends 5-31-12 at 6 pm.

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\*All prices & payments include GM rebates. Pictures may not represent actual vehicle. Prices subject to change per GM incentives. Prices and payments are inclusive of GM Employee Discount (Unless otherwise stated). Lease terms vary from 24 to 48 months, 10,000 miles per year w/ approved S Tier credit w/ \$2500 due at signing, (unless otherwise noted). Prices & payments are plus tax, title, and plate fees and first month payment No security deposit on leases. 0% Financing in lieu of some factory rebates. Malibu LS (leased thru GM financial), Equinox LS, Cruze LS leases require 800 plus credit score. Cruze, Equinox and Silverado include non GM competitive lease. Malibu includes GMC. USA D insurance rebate. † Must qualify for Conquest. Some vehicles may be Courtesy cars. Expires 5-31-12.

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