



PHOTO: CHRISTIAN OTH STUDIOS

**Taylor Nicole Earnhardt, 23-year-old daughter of the late Chevrolet NASCAR driver Dale Earnhardt, Sr., got married over Memorial Day weekend to Brandon Samuel Putnam in Mooresville, N.C. The 1946 vintage Chevy pickup truck pictured here is from the Dale Earnhardt Classic Car Collection. Dale, Sr., was a familiar visitor to Warren and later, Detroit in the 1980s and 1990s back when Chevrolet Central Office (CCO) was located at the GM Tech Center in Warren and Earnhardt visited Chevy marketers there regularly.**

## Taylor Earnhardt Gets Married, Rides Off in a '46 Chevy Pickup

MOORESVILLE, N.C. – Taylor Nicole Earnhardt, daughter of Teresa Earnhardt and 7-time NASCAR Champion Dale Earnhardt, was married Memorial Day Weekend to Brandon Samuel Putnam in Mooresville, N.C.

The southern elegance-inspired wedding was designed by celebrity event planner David Tutera and took place at the Earnhardts' private estate.

The couple exchanged their vows in a romantic outdoor evening ceremony, in a lake-side arbor nestled under the trees with stained glass panels suspended from surrounding trees.

The bride arrived at the ceremony in a horse-drawn carriage that was once owned by her father.

After saying their "I Do's," the couple rode to their reception in a vintage 1946 cherry red pickup truck that was also from Dale Earnhardt's Classic Car Collection.

Taylor and Brandon's guests were escorted by horse and carriage to the reception space on the estate, where they celebrated under a rustic open air pavilion that had been constructed especially for the wedding.

Guests were treated to hand-rolled cigars, a fine whiskey tasting bar and a bespoke perfume bar, along with entertainment by country artist Jared Ashley.

Taylor Earnhardt, 23, is a professional rodeo competitor and devotes herself to sup-



PHOTO: CHRISTIAN OTH STUDIOS

**Taylor Nicole Earnhardt, daughter of the late Chevrolet NASCAR driver Dale Earnhardt, Sr., got married over Memorial Day weekend in North Carolina and enjoyed a Southern-style wedding reception.**

porting the Dale Earnhardt Foundation, a charitable organization that is dedicated to children, education and wildlife preservation.

She is also the director of Equestrian Development for Dale Earnhardt Incorporated. She is currently studying in equine business, reproduction and training.

She is the daughter of Dale and Teresa Earnhardt of Mooresville. Her father, seven-time NASCAR Champion Dale Earnhardt, was the co-founder of Dale Earnhardt Incorporated. Her mother Teresa is the co-founder and current CEO of Dale Earnhardt Incorporated based in Mooresville.

## OnStar's RemoteLink Now Offered to More Customers

DETROIT – More than 821,000 active users of OnStar's RemoteLink mobile app have checked their tire pressure, found out how much gas is in their tank and unlocked their doors as part of the more than 14 million interactions that have occurred since the auto industry-first mobile app debuted in 2010.

Starting now, RemoteLink will be available to many more smartphone users. The mobile app, written using HTML5 technology, is now available in BlackBerry App World for BlackBerry Bold 9900 and 9930 users.

The RemoteLink app was conceived as a feature for Chevrolet Volt owners to remotely check the status of their vehicle's battery life. From there, the idea grew to leverage OnStar's unique connection to the vehicle, providing drivers with up-to-date vehicle information such as oil level, tire pressure, fuel level and lifetime miles per gallon.

The app also offers users remote commands, including re-

mote start, door lock/unlock and horn/light activation.

Last year, OnStar added a navigation enhancement to RemoteLink, providing customers with the ability to search for a destination on their smartphone and send it directly to their vehicle, where they can access the route via OnStar.

According to OnStar data, those who use the app most include the Chevrolet Volt, Cruze and Sonic drivers, along with Chevrolet and GMC full-size pickup drivers.

For the 2013 model year, the OnStar RemoteLink mobile app will be compatible with 31 General Motors vehicle models.

Since it was introduced, OnStar's RemoteLink app has been available for iPhone and Android smartphones, but OnStar heard from many subscribers asking for a BlackBerry app.

"We listened to our subscribers, and in doing so, took an extra step by writing the BlackBerry version using HTML5 technology," said Steve Schwinke, director, Advanced Systems Development for On-

Star. HTML5 is an emerging language for structuring and writing content for the web that is gaining momentum in the mobile app space.

"Writing the app using HTML5 gave us insight into the readiness of the technology and positioned us to be more flexible supporting new phone operating systems," said Schwinke. "Delivering it on the BlackBerry platform is just the start of this journey."

The OnStar RemoteLink app is available in BlackBerry App World now. OnStar subscribers can download the application and visit onstar.com to enable remote commands.

OnStar teamed up with Detroit music producer, OCTIV, to create an exclusive video featuring the RemoteLink app and several Chevrolet vehicles, including the 2012 Camaro.

The original music score includes OnStar sounds and OCTIV's unique Dubstep sound, a subgenre of electronic dance music that originated in London, but has seen its greatest growth in the past few years.



**OnStar subscribers with access to RemoteLink have used the mobile app 14 million times since it was introduced in 2010. Users engage RemoteLink to unlock their car doors with the keys inside and other helper aids.**

1998, but has seen its greatest growth in the past few years.

## Reuss Talks About GM's Turnaround and Its Future

By TOM KRISHER  
AP Auto Writer

DETROIT (AP) – Mark Reuss has arguably the most important job at General Motors.

He runs the company's North American business, its largest and most profitable. Lately, the unit has made more than enough money to offset problems in other parts of the world.

The veteran engineer took the post in December of 2009 after running GM's operations

in Australia and New Zealand.

Reuss, 48, quickly scrapped cumbersome meetings, replaced executives and helped shepherd new products through the pipeline, including the Chevrolet Cruze compact, the new Malibu midsize sedan and two new Cadillacs that will debut later this year.

The results speak for themselves. North America made a pretax profit of \$7.2 billion in 2011, and \$1.7 billion in the first quarter. In Europe, though, GM lost \$256 million, and its South

American profit fell 8 percent to only \$83 million.

In a recent interview with The Associated Press, Reuss discussed GM's turnaround and its future. The interview took place before GM decided to pull its advertising from the Facebook social media site. Reuss' remarks are edited for length and clarity.

• GM's market share slid from around 20 percent last year to 16.4 percent in March. Did that scare you?

No, Reuss says. The company rebounded to regain a full point of market share in April. He blamed the drop on the phasing out of old Buick and Cadillac models that were sold mainly to rental car companies.

GM's retail sales to individual buyers continue to rise, as do the prices people pay for its cars and trucks. He expects to gain market share as GM refreshes 70 percent of its U.S. model lineup in the next 18 months.

• Will pickup trucks and engines get smaller because of high gas prices?

Businesses are likely to buy smaller trucks if they can do most of what a larger truck can do, yet save on gas, Reuss says. GM plans to have efficient V8 engines on its new Chevy Silverado and GMC Sierra pickups due out next year.

But smaller engines with turbochargers may be in the offing, especially in new versions of the Chevrolet Colorado and GMC Canyon midsize pickups, he said.

• Are you happy with GM's marketing and will you keep the "Chevy Runs Deep" ad campaign?

GM's marketing is working, Reuss says, but the company can always do better. He thinks "Chevy Runs Deep," which plays on Chevrolet's century of car building, will stay.

"We get really good reaction to it. Is it forever? Nothing's forever. But I think it's done a good job for us."

## From the 1930s AM Tube Radio To Today's Infotainment World

DETROIT – For 82 years, the automobile and the radio have been practically inseparable. Today, the experience is more than turning knobs to find a station and setting the volume. As in-car connectivity and infotainment systems evolve, the driver is both programmer and receiver.

Here's a look at some notable milestones of the car radio, from the simple AM radio in 1930 to today's integrated infotainment systems that allow near complete customization.

**1930:** Love at First Sight - The radio and automobile met in 1930, with the Galvin brothers' in-car radio unit, the first commercially successful car radio installed in an automobile.

**1952:** Let's Just Call It FM – Originally dubbed, "Frequency Modulation," FM was introduced by Blaupunkt in 1952, offering an alternative to AM radio.

**1964:** Enter the Cassette – First introduced in 1964, the cassette revolutionized how people listened to music and for the first time gave the indi-

vidual instead of the DJ the choice of what music to play and when. Enter branded after-market cassette-tape players from Alpine to Pioneer in the 1970s.

**1985:** First Factory-Installed In-Dash CD Player – With the launch of compact discs the previous year, Becker quickly jumped on the opportunity and introduced the first in-dash CD player.

**2001:** Satellite Radio Goes Live with Tim McGraw – Satellite radio became available in 2001 with Tim McGraw the first artist played over satellite radio.

**2007:** Users "Sync" Their Smartphones – Automakers begin to offer drivers voice-activated access to content on their iPods, cell phones and more.

**2012:** The Chevy Spark: Big Technology, Mini-Car – Chevy ditches the CD player in favor of MyLink, which turns the car into an app by integrating smartphone and stored media with the radio, giving you access to Pandora, Stitcher and other content.

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