

With Malibu Eco, Chevrolet Earns Seven Top Safety Pick Awards

DETROIT – The 2013 Chevrolet Malibu Eco is the first and only all-new 2013 midsize car to receive double honors for safety, Chevy officials say, including a 5-Star Overall Vehicle Score from the National Highway Traffic Safety Administration and a 2012 Top Safety Pick by the Insurance Institute for Highway Safety. Both are the highest ratings possible.

The IIHS tests vehicles to determine how well they protect occupants in front and side crash tests, in rollovers via a roof strength test, and simulated rear impacts to evaluate seat and head restraints for protection against neck injuries.

The Malibu Eco achieved a “good” score in all four types of tests performed and has standard electronic stability control, which the IIHS requires for Top Safety Pick designation.

In achieving the 5-Star Overall Vehicle Score, the Malibu Eco was tested under NHTSA’s revised New Car Assessment Program.

The overall score is based on frontal and side crash tests in addition to evaluation for rollover resistance. Under the rating system, performances in three test segments are combined mathematically into an “Overall Vehicle Score.”

“With the Malibu Eco, Chevrolet has earned seven 2012 Top Safety Pick awards,” said IIHS President Adrian Lund.

“The IIHS and NHTSA results demonstrate GM’s commitment to state-of-the-art crash protection.”

Under this methodology, the Chevy Malibu Eco achieved an Overall Vehicle Score of five stars – the highest rating possible – even though some individual ratings, such as rollover, resulted in four stars.

The all-new 2013 Malibu will be sold in nearly 100 markets on six continents. It was designed and engineered to achieve top safety ratings and to meet pedestrian protection standards where such requirements exist.

Last November, General Motors announced that the Malibu also earned a top five-star rating by the European New Car Assessment Program, known as Euro NCAP.

GM designs its new products to perform well in the metrics IIHS and NHTSA use to communicate crashworthiness to customers.

There are 11 GM 2012 models with a 5-Star Overall Vehicle NCAP score and the Malibu Eco is among the first 2013 GM models to receive this rating.

There are now 15 GM vehicles that have an IIHS 2012 Top Safety Pick designation.

“We are now seeing the results from our commitment to design the highest-rated vehicles in the world in safety performance,” said Gay Kent, GM executive director of Vehicle Safety.

“Earning these top safety ratings demonstrates the strength of the Malibu’s advanced structure, overall crashworthiness and effectiveness of the vehicle’s state-of-the-art safety technologies.”

The all-new Malibu is designed and engineered to help drivers avoid crashes, while protecting occupants if a crash occurs.

The Malibu Eco is the sixth Chevy model within the 2012 model year to achieve a 5-Star Overall Vehicle Score for safety.

The others include the Camaro Coupe, Sonic, Cruze, Volt and Traverse. The 2012 Malibu is also a Top Safety Pick.

The Malibu Eco with fuel-saving eAssist technology is Chevrolet’s most fuel-efficient midsize car ever. It is on sale now in the United States with a base price including destination of \$25,995.

Chevrolet is scheduled to roll out an all-new fuel-efficient 2.5L Ecotec engine on the full Malibu lineup this summer. A new turbo model will be available this fall.

Note that the Malibu Eco is a hybridized version of Chevrolet’s mainstream Malibu family car available at dealerships.

Eaton Hosts SAE Super-Mileage Cars on Its Track

MARSHALL, Mich. – A team from Penn State University’s Behrend College won SAE International’s Supermileage engineering competition this year with a fuel efficiency of 1,485 miles per gallon.

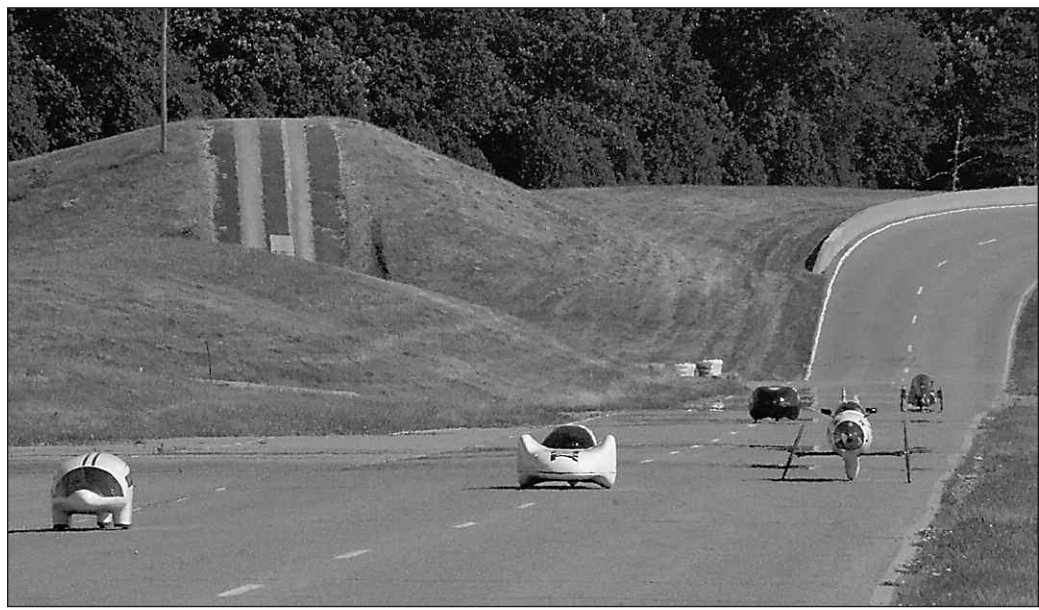
Three other teams achieved more than 1,000 mpg with their vehicles, including the runners-up from Brigham Young University (1,135 mpg).

Students from Universite’ Laval in Quebec, Canada, edged out a team from Northern Illinois University for third place (1,051 mpg vs. 1,033 mpg).

Now in its 33rd year, the annual two-day event took place June 7-8 at Eaton Corporation’s Proving Grounds in Marshall, Mich.

Hosted by Eaton since its inception in 1980 as a way to generate public awareness of high-mileage fuel economy, the Supermileage competition challenges teams to build a one-person, fuel-efficient vehicle based around a one-cylinder, four-cycle engine (donated by Briggs & Stratton).

Participants are encouraged to use advanced materials and technologies, as well as their design creativity and imaginations, to get the most out of their vehicles. The most fuel-



Some 18 collegiate teams from the U.S. and Canada tested their vehicles at supplier Eaton Corp.’s Marshall, Mich., Proving Grounds earlier this month.

efficient vehicle over the 9.6-mile course wins the event.

More than 30 teams worldwide submitted design proposals this year, including entrants from Mexico and Pakistan. Of the 18 teams that brought cars to the event, 15 passed the technical inspection and nine finished the 9.6-mile course.

In addition to having the highest fuel economy, the Penn State team also had the top De-

sign Report (combined written and verbal) and total score for the competition.

The University of Michigan and Rowan University (Glassboro, N.J.) teams finished second and third, respectively, in the Design Report.

Students from Brigham Young University received the prize for top newcomer, while the South Dakota School of Mines & Technology vehicle

was voted the most visually appealing.

In Michigan, the Eaton Proving Grounds and the Michigan International Speedway have been the principal homes to SAE competitions, which in earlier years used the Pontiac Silverdome parking lots.

Access to the likes of MIS or the Eaton test track also gives the SAE college cars more accurate test results that before.

Chevy Partners with Futbol Project to Support Youth

DETROIT – Chevrolet has announced a three-year partnership with the One World Futbol Project, an award-winning B-Corporation and creators of the One World Futbol that will result in 1.5 million virtually indestructible footballs being donated to youth in war-stricken zones, refugee camps, disaster areas, and other disadvantaged communities around the world.

Chevrolet’s pledge will be executed through a global network of organizations dedicated to helping empower the next generation of footballers.

“The One World Futbol Project celebrates a primary value that is very close to Chevrolet, that football can touch lives and bring positive change throughout the world,” said General Motors Global Chief Marketing Officer Joel Ewanick.

“We’re excited to support the One World Futbol Project’s mission to rally millions throughout the world to join in this effort and create a global movement for the good of the game and people who are passionate about it.”

Chevrolet becomes the founding sponsor of the organization, which was established in 2010 due in part to early support from world-renowned musician Sting.

Chevrolet’s support is part of a companywide global football initiative that includes sponsorship of Barclays Premier League giants Manchester United.

“In Chevrolet, we have a partner that has shown a pas-

sion and true appreciation of football’s power to effect positive change,” said Manchester United’s Chief Executive and Chairman of the Manchester United Foundation David Gill.

“Inspiring young people through education and activity stands at the heart of our Manchester United Foundation and we wholeheartedly endorse Chevrolet’s initiative with the One World Futbol Project.”

Since its inception, the One World Futbol Project has positively affected more than 525,000 lives in 137 countries through more than 138 organizations – including schools, orphanages, and nonprofits – which use sport to resolve conflicts, teach tolerance, and build communities.

The company is also an affiliate member of streetfootball-network, which connects 94 football-for-social change nonprofits in 61 countries.

One World Futbol inventor Tim Jahnigen, also an accomplished lyricist, was inspired to start the project after watching CNN footage of kids in Darfur playing a football game using a ball of trash tied up with twine.

Jahnigen decided to create a ball that would play like a real football but would not be destroyed by the harsh conditions often facing footballers in some parts of the world.

“Our mission at the One World Futbol Project is to make a meaningful impact by bringing the joy of football and play to youth around the world so that children can be chil-

dren no matter where they live,” said Jahnigen, co-founder and chief innovation officer at the One World Futbol Project.

“Chevrolet is an ideal partner who shares our belief that football can not only bring people together through the excitement of the game, but can also help heal and rebuild communities impacted by war, disasters and poverty. “Through this partnership, we can truly influence millions more lives with the simple power of a durable ball.”

The One World Futbol Project and ball were inspired by Sting’s song “One World (Not Three).”

The development of the ball required 11 months of prototyping and field testing in Africa, Haiti, Iraq and elsewhere.

The One World Futbol Project works with organizations and companies all around the world who purchase, sponsor and/or distribute the One World Futbol where it can support lasting play.

Individuals can also purchase a One World Futbol through a “Buy One Give One” program on the One World Futbol Project website. The purchase of a ball triggers the donation of another ball to organizations working in disadvantaged communities around the world, such as Coaches Across Continents, GOALS Haiti, Right to Play International and Save the Children, among others.

Those wishing to make donations only or purchase balls for their organization can also

do so through the Project website.

A One World Futbol can outlast and outplay hundreds of regular balls, sustaining play in any environment. The ball never needs a pump and never goes flat, even when punctured multiple times. The One World Futbol can withstand years of use on all types of terrain such as concrete, blacktops, dirt, rocky field or grass and endure harsh conditions without deflating.

While designed to have the same size, weight and rebound characteristics of a traditional inflated football, the One World Futbol requires no stitching. The material used to make the ball is inert (non-toxic, doesn’t leach) and is extremely rugged.

The durability of the One World Futbol helps meet a significant global environmental challenge by eliminating the waste of discarded, punctured soccer balls.

On behalf of this partnership, One World Futbol founder Tim Jahnigen and Sting appear together in a PSA produced by radical.media, which will be distributed globally and prominently featured in the Sting 25 iPad App. To join Chevrolet’s efforts and donate a One World Futbol to an area of the world that is in ne. visit www.ChevroletFC.com.

All in all, GM attaching the Chevrolet name and logo to this futbol project will help give the brand a much more prominent global profile than it had before, all as GM pushes Chevrolet to become its principal global brand name.

JCI Moves on China Battery Plant

NEW YORK (AP) – Auto parts and building equipment maker Johnson Controls Inc. plans on building a \$200 million automotive battery plant in China as it looks to get a better foothold in the growing market.

The company said last week that the Tianjin plant will supply automakers and the Chinese aftermarket with lead-acid starter batteries and advanced batteries. Once the facility is at full capacity, it will produce more than 6 million batteries a year.

Johnson Controls plans to have an annual battery capacity of 30 million units in China by 2017. It recently launched production at its Changxing facility, and its Chongqing plant is expected to start running later this year.

An automotive battery plant in Shanghai was part of a 2005 acquisition.

Alex Molinaroli, president of Johnson Controls Power Solutions, said in a statement that the Milwaukee company realizes how important the China market is, as the company anticipates there will be 25 million in annual new car sales in China by 2015.

Johnson Controls expects to start building the Tianjin plant between 2012 and the first half of next year. The project is targeted to start in late 2014.

Auto analysts have said that JCI’s move into the Chinese battery market gives the domestic auto industry a measure of Western influence inside of the vibrant Chinese energy industry.

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