

## Emphasizing Safety, Buick Intros Verano, Encore Luxury Models

DETROIT – In addition to the redesigned Enclave luxury crossover SUV arriving this fall, Buick's lineup will continue to expand in the coming year with two all-new models – the 250-horsepower (187 kW) Verano Turbo luxury sedan and the versatile Encore luxury crossover.

Both Verano and Encore offer 10 standard air bags and body structures that consist of more than 60 percent high-strength steel.

In the 2013 model year, each model also receives new active safety systems. Unlike passive safety features – such as safety belts and air bags – that are designed to protect occupants when a crash occurs, active safety systems use sounds, visual warnings and automated actions to help prevent crashes.

Later this summer, Verano will make standard a Rear Vision Camera on all models and an optional safety package that includes Side Blind Zone Alert and Rear Cross Traffic Alert.

These two technologies share a set of radar sensors hidden in the corners of the rear bumper that may help drivers avoid crashes when changing lanes or backing.

When backing, Rear Cross Traffic Alert senses cross traffic up to 65 feet away that may not be visible to the driver when backing out of a parking space or driveway. The driver is alerted with a red directional arrow displayed on the Rear Vision Camera screen and three directional beeps.

"We want to integrate our backing visual warnings onto that screen so drivers know where to look and can quickly see for themselves what's causing the warning," said Raymond Kiefer, General Motors Active Safety Technical Fellow.

"That way, they can react quickly to what the camera, radar and ultrasonic sensors are detecting."

Side Blind Zone Alert technology makes its way to the Verano from the larger

LaCrosse luxury sedan and Enclave luxury crossover SUV. It cautions drivers when a vehicle is in a blind zone in an adjacent lane.

According to sales data, it is among Buick's most popular active safety features.

Encore, which arrives early in 2013, carries its own active safety resume and will be the first vehicle in its segment to offer the combination of Forward Collision Alert and Lane Departure Warning.

Both features use a single forward-looking camera sensor that has a lower cost to consumers than competitive systems that use radar or a combination of radar and camera.

"Studies suggest that people can use changes in object size as they approach to estimate how long until they collide," said Kiefer.

"Buick's single-camera detection system works much like a human eye, with state-of-the-art image processing equipment analyzing 10-12 scene images per second to decide if the changes in the size of a vehicle ahead suggest a crash may be just a few seconds away."

Forward Collision Alert can be adjusted to near, medium and far timing settings. Although an "Off" setting is also provided, the majority of owners report they keep the system active.

At speeds above 25 mph, Forward Collision Alert gives audible and visual warnings when a collision may be imminent.

Lane Departure Warning alerts drivers when they may have crossed a detected lane marker without using a turn indicator when driving at speeds over 35 mph. It, too, can be deactivated with the push of a button.

Like every current Buick, Encore will be offered with a Rear Vision Camera.

Enclave, the industry's top-selling three-row luxury crossover, will debut this year with safety innovations of its own, including the world's first front center air bag.



The first 2013 SRT Viper GTS was auctioned for \$300,000 in California, to benefit The Austin Hatcher Foundation for Pediatric Cancer.

## Viper Auction Nets \$300K for Pediatrics

AUBURN HILLS – The Austin Hatcher Foundation for Pediatric Cancer will receive \$300,000 from auction proceeds of the first production-model 2013 SRT Viper GTS, following the Barrett-Jackson Orange County (Calif.) event this past weekend.

To support children and families dealing with the challenges of pediatric cancer, Chrysler Group's Street and Racing Technology (SRT) brand teamed with The Austin Hatcher Foundation for Pediatric Cancer and the American Le Mans Series, by auctioning the world-class "supercar," as SRT officials call it.

SRT's flagship performance machine returns, say Chrysler officials, with more power and performance from its all-aluminum, mid-engine 8.4-liter V10 that delivers an estimated 640 horsepower and 600 lb.-ft. of torque.

Production of the 2013 SRT Viper begins later this year at

the historic home of the Viper – Detroit's Conner Avenue Assembly Plant.

"What an exciting and momentous occasion for the Austin Hatcher Foundation

ing." Joining Paretta on the auction stage were Mark Trostle, head of Design – SRT Brand, Chrysler Group LLC; Dr. Jim Osborn, co-founder and chair-

er families to live happy, meaningful and successful lives as pediatric cancer survivors."

The Austin Hatcher Foundation for Pediatric Cancer's mission is to erase the effects of pediatric cancer and optimize each child's quality of life through essential specialized intervention beginning at the time of diagnosis and continuing throughout survivorship.

The Foundation provides services to children with cancer, as well as their families, in association with Pediatric Oncology centers and through the Foundation's cancer care center, Hatch's House of Hope.

The Foundation provides all services at no cost to the families. Services are funded solely by the generous donations of supporters.

The Viper debuted as a Dodge concept car at the 1989 Detroit auto show and became a production car in 1992.

SRT's flagship returns with an 8.4L V10 engine that delivers an estimated 640 h.p. and 600 lb. ft. of torque.

and the SRT brand," said Beth Paretta, Director of Marketing and Operations – SRT Brand and Motorsports, Chrysler Group LLC.

"We've enjoyed a lot of attention since showing the all-new SRT Viper to the world just three months ago in New York; and now being able to use some of that interest in our flagship supercar to generate support for this deserving charity is simply outstanding."

The auction was broadcast live on SPEED.

"We're extremely grateful to team with SRT and Barrett-Jackson on this auction effort," said Osborn. "The monies raised here will allow us to continue developing and funding services that empow-

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