

China Car Sales Leap to 1.58M

BEIJING (AP) — China's auto sales rose 9 percent in June despite a slowing economy as buyers rushed to beat possible limits on car registrations aimed at curbing traffic.

Automakers sold 1.58 million cars, trucks and buses during the month, the China Automobile Manufacturers Association, a government-sanctioned industry group, said last week.

The figures are a bright spot in a Chinese economy that has seen industrial activity and retail sales growth slow in recent months. Automakers are looking to China, the biggest market by number of vehicles sold, to help drive weak global demand.

June sales were driven by price cuts and concern about restrictions imposed by some cities on registrations to control traffic congestion, said Zhang Xin, an industry analyst at Guotai Jun'an Securities in Beijing.

In the southern city of Guangzhou, near Hong Kong, buyers rushed to dealerships last month after the local government imposed limits on new registrations, effective July 1.

"There is a rumor that more cities such as Shenzhen, Dalian, Hangzhou and so on will also release a policy to limit car purchases by clamping down on vehicle registrations," Zhang said.

Beijing has encouraged auto sales and the growth of the industry but that has left major cities choked in traffic and smog.

Local authorities are trying to restrain traffic growth while automakers try to build sales in smaller cities and rural areas where ownership rates are low.

AP researcher Fu Ting in Shanghai contributed.

Selfridge Hosts Golf

The 24th annual benefit golf tournament at Selfridge Air National Guard base will be held on July 20 at 8 a.m. with a shotgun start at 9 a.m. Call (586) 239-4103



Quarterback Peyton Manning in a Buick Verano TV spot.

'Love It or Return It' Guarantee Offered by Chevy on All Models

DETROIT — Chevrolet is making consumers a bold new guarantee — if you don't love it, return it.

Starting today, participating U.S. retailers will offer the Chevy Confidence program, which includes:

- "Love it or Return it" — a vehicle return program on every new 2012 or 2013 model year vehicle purchase.

Customers can return vehicles bought during the program, with less than 4,000 miles driven and no damage, 30 to 60 days from the purchase date. It's simple — if you don't love it, return it.

- "Total Confidence Pricing" — all 2012 model year Chevrolets will be offered at special preferred prices in addition to all current vehicle-specific incentives. No mystery about it — the price you see is the price you pay.

For full program details and limitations go to chevyconfidence.com.

"We have transformed the Chevrolet lineup, so there is no better time than now to reach out to new customers with the love it or return it guarantee and very attractive, bottom-line pricing," said Chris Perry, Chevrolet global vice president of marketing.

"We think customers who have been driving competitive makes or even older Chevrolets will be very

pleased by today's Chevrolet designs, easy-to-use technologies, comprehensive safety and the quality built into all of our cars, trucks and crossovers."

Perry added, "Research has shown customers respond positively to the confidence companies demonstrate with programs like this and appreciate the peace of mind that comes with knowing they have the option of being able to return their vehicle."

With a solid new lineup of vehicles to sell, Chevrolet's U.S. dealers have worked to elevate the retail experience by undergoing a transformation of their own. The results are new showrooms that better showcase the brand, and more highly trained staffs delivering a greater level of customer service, say Chevy officials.

"Chevy Confidence adds another element of convenience to the retail experience that is sure to attract consumers to our showrooms, and we know through first-hand experience that once they get behind the wheel of one of our new products, they are more likely to take one home," said Steve Hurley, co-chair of the Chevrolet Dealer Council.

Chevrolet sold 4.76 million vehicles around the world in 2011, setting a global sales record, and is on track to

Manning Calls the Signals for Verano

DETROIT — Quarterback Peyton Manning will bring the play-calling skills that have made him a star on the football field to the driver's seat of the all-new 2012 Buick Verano luxury sedan in a new TV spot that debuts Wednesday during this year's ESPY Awards. The award show will be televised live at 9 p.m. Eastern on ESPN.

In the spot, Manning uses the vehicle's OnStar Turn-by-Turn navigation to "call an audible" and also employs the IntelliLink features that GM says give Verano a competitive advantage over its segment opponents.

Drivers can control naviga-

tion, phone and entertainment functions through intuitive voice commands.

"It's definitely easier to call audibles in the Verano as opposed to the line of scrimmage," Manning said. "After I call audibles in the Verano, I don't get hit in the back."

With this 30-second advertising spot, Manning joins supermodel Marisa Miller, actor Ving Rhames, and professional basketball player Shaquille O'Neal in an ongoing series of commercials using each celebrity's lifestyle to highlight Buick's newest consumer-friendly luxury features.

Buick is attracting new cus-

tomers with its portfolio of award-winning luxury models, including like the Enclave, LaCrosse, Regal, Verano and the Encore.

ESD Honors Steudle With Service Award

Kirk T. Steudle, director of MDT, has been honored with the 2012 Distinguished Service Award by the Engineering Society of Detroit (ESD).

The prestigious award was presented in recognition of exemplary service and contributions to the greater transportation industry.

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LEDs Are Impacting Interior Design

DETROIT — Emerging LED (Light Emitting Diode) lighting technology will significantly change the look and feel of automotive interiors in years to come, according to Hella, a leading global supplier of automotive lighting and electronic systems.

"Ambient LED lighting will open an entirely new chapter in automotive interior design," said Dr. Herbert Wambsgans, director of engineering, Hella Interior Lighting Systems.

"Drivers will see significant changes in automotive interior lighting within the next five years — changes that will im-

prove comfort levels and enhance brand awareness."

Lighting is not a significant factor in the design of most passenger-car and commercial vehicles today, but Hella predicts that the use of ambient LED lighting in North America will more than quadruple over the next five years.

"LED lighting technology provides designers with another important way to add value and improve the overall driver experience," the Hella executive pointed out. "It's a key new ingredient in the interior design equation."

He reported that research

conducted by Hella in conjunction with Hamburg University in Germany showed that different colors had a significant impact on both driver and passenger emotions and comfort levels.

Drivers today spend an average of up to four hours a day in their cars or light trucks, while commercial-vehicle owners spend even more time on the road.

LED lighting technology opens up a wide variety of opportunities for automakers to strengthen brand awareness with new interior design features, while improving customer satisfaction levels.

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