

# Bands of Pink to Adorn GM's Renaissance Center Again

DETROIT – Chevrolet and General Motors employees, dealers and customers are again uniting against breast cancer, hoping to exceed the nearly \$1.1 million raised by the American Cancer Society in 2011 through Chevrolet's nationwide grassroots support of Making Strides Against Breast Cancer walks and other activities.

This October's events include employee- and dealership-sponsored fundraising walks; a Chevrolet Certified Service matching rebate contribution program; appearances by a specially themed pink Camaro SS pace car and USAC National Midget Car; and test-drive contributions at selected Southern Women's Shows. Additional Chevrolet activities will be announced in October.

The towers of GM's Renaissance Center world headquarters in Detroit will once again be lit with bands of pink to commemorate Breast Cancer Awareness Month. Even the all-new Chevrolet Spark will join in the fight. A special "Pink Out" Spark is designed to honor breast cancer survivors and supporters. It wears a production Techno Pink exterior finish and is embellished with custom pink elements inside and out. The "Pink Out" Spark will visit selected community walks throughout the month.

Last year with Chevrolet's support, the American Cancer Society raised \$1,079,633 in contributions to Making Strides Against Breast Cancer. The money helps fund research, wellness and breast

cancer awareness education, and support for breast cancer patients and their families.

"The generosity of our employees, dealers and customers shows how everyday heroes can unite to make a difference in eradicating a disease impacting 1.5 million people," said Don Johnson, vice president, Chevrolet Sales and Service.

"For the second year, we are committed to support the American Cancer Society in continuing its fight for more birthdays."

Johnson will lead Chevrolet's involvement in Detroit's Making Strides Against Breast Cancer walk that begins at 9 a.m. Oct. 13 in downtown Detroit.

"The American Cancer Society is thrilled to have the support of Chevrolet and General Motors nationwide to help us lead the fight against breast cancer," said Jill Elder, vice president, American Cancer Society, Great Lakes Division.

"One in every two women newly diagnosed with breast cancer reaches out to the American Cancer Society for support. The contributions of General Motors and Chevrolet help make it possible to do the most for people with breast cancer today and enable us to continue the great work we're doing to find cures to end the disease tomorrow."

Here are the Chevrolet-sponsored activities planned in October in support of Making Strides Against Breast Cancer:

- Chevrolet and GM employee walks



GM's pink-colored Chevrolet Camaro, denoting its support of the breast cancer cause.

- Chevrolet dealership walks (Those interested in participating in their community can visit [www.makingstrideswalk.org](http://www.makingstrideswalk.org).)

- Chevrolet Certified Service (Customers who bring their vehicle to a Chevy dealer for qualifying services in October can contribute part or all of their rebates and Chevrolet will match them, up to a total of \$150,000.)

- Chevrolet Racing (A pink Camaro SS pace car will appear at selected Chevrolet dealers and GM

- events throughout October.)
- Chevrolet test drives – Chevrolet will contribute \$5 to Making Strides Against Breast Cancer for every ve-

- hicle test drive at these Southern Women's Shows: Birmingham, Ala. (Oct. 4-7); Orlando, Fla. (Oct. 11-14); and Jacksonville, Fla. (Oct. 18-21).

## GMC to Build New, Mid-Size Canyon Pickup

DETROIT – Buick and GMC told dealers last week that it will introduce nine new or significantly updated models in the next 12 months, starting with the new Buick Enclave luxury crossover SUV and GMC Acadia crossover SUV this fall.

The new Buick Encore small luxury crossover, which will be priced at \$24,950 including a \$750 destination charge, arrives in early 2013.

A Buick Regal luxury sport sedan, Buick LaCrosse luxury sedan, GMC Sierra and Sierra HD full-size pickups, as well as GMC Yukon and Yukon XL full-size SUVs will arrive next year.

In addition to these nine models, GMC will offer luxury-appointed Denali versions of its four upcoming vehicles and a new 2.0L turbocharged powertrain will be available in the Buick Verano this year.

By the end of 2013, the oldest non-commercial models in a Buick/GMC showroom will be the Buick Verano luxury sedan and GMC Terrain small SUV.

Verano has been in dealer showrooms for less than a year and has gained sales volume

every month since launch. Terrain arrived as a 2010 model and is on pace for its best sales year ever in 2012. A new Denali luxury trim level recently was added.

GMC also announced the return of the GMC Canyon midsize pickup as an all-new model to be built in Wentzville, Mo. Arrival timing will be announced later.

"While we continue to make strong progress in fuel economy gains on our full-size trucks, we know that there is a group of customers who want the functionality of a truck but may not need a full-size pickup," said Tony DiSalle, vice president of Buick and GMC Marketing.

"We believe that introducing a new, agile and efficient mid-size Canyon will meet the needs of many pickup buyers."

Buick and GMC have grown together as distinctly different but complementary brands. Together, they have sold more than 400,000 vehicles so far this year, a pace that should allow each brand to achieve a third consecutive year of sales gains, they say.

"We're not only selling more vehicles, we're bringing new cus-

tomers to the Buick and GMC showroom," said Brian Sweeney, vice president of Buick and GMC Sales and Service.

"Buick was the only automotive brand in the United States to reduce the average age of its buyer during the past five years, and GMC continues to attract more female buyers," he said.



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