

Detroit Auto Scene

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Chevy Goes with Small Cars At Upcoming SEMA Show

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Chevrolet has increased its small car portfolio over the past few years," Campbell said. "The aftermarket is a \$30-billion-a-year segment of the car business and we want to be a part of that. Chevy has been a leader in the V8 aftermarket. Since 1955, we never relinquished that portion of the aftermarket."

Now, Campbell said, the brand is applying that same enthusiasm for the small car market. The thought is that by getting customers when they're young, they'll stay loyal to the brand.

Today's young consumers are used to doing things their own way, Campbell said. They like to personalize their phones, computers, clothing. Why should it be any different for their cars?

As Chevrolet was revamping its small car portfolio, it started "turning up" at SEMA in a big way starting in 2010, Campbell said. Last year, about two-thirds of the brand's resources at the SEMA show were devoted to small cars. This year, that figure will be closer to 60 percent.

"We are focusing our efforts on letting small car buyers know how they can make one of our small cars theirs through the use of aftermarket parts," Campbell said.

"We design, engineer and validate aftermarket parts, making sure they'll go with our vehicles, and offer them through dealers.

"We also find the suppliers to build them so they can be made

Fundraiser Serves Up \$1 Million to Capuchin Soup Kitchen

The recent 40th Anniversary of the "Support Our Capuchin Kitchen" (SOCK) fundraising dinner, raised a record-breaking \$1 million for the Capuchin Soup Kitchen. The previous SOCK dinner fundraising record was \$713,000, set in 1999. The Kitchen serves about 2,000 meals each day to metro Detroiters in need.

This year, dinner co-chair and GM Chairman and CEO Dan Akeron and his wife Karin set out to match that record, and surpass it. They began with a generous personal donation of \$250,000, then General Motors, whose Buick Division sponsored the dinner, added another \$50,000.

But the donations from GM and the Akersons don't tell the whole story - to break the fundraising record, nearly 1,000 other metro Detroiters had to demonstrate the same community spirit by paying \$250 per person to attend the dinner.

Held at the RenCen Marriott, the dinner featured a live cooking demonstration by award-winning chef, restaurateur and co-star of BBC America's "No Kitchen Required" Michael Psilakis, a raffle, and entertainment by the Mosaic Theatre of Detroit Youth Choir.

For more info about the kitchen call 313-925-1370, ext. 100, visit www.csk-detroit.org.



GM Chairman & CEO Dan Akeron and his wife Karin joined with Brothers Jerry Smith (left) and Larry LaCross (right), both of Capuchin Kitchen.

Warren Businesswoman Educates Teens on Texting, Driving

Deb Herndon has a lot of experience with terrible car accidents and wanted to do something to educate teenagers on the dangers of texting and driving.

Herndon is a State Farm agent and maintains her office near the GM Tech Center in Warren. She said the biggest killer of teenagers is not cancer or disease, it's automobile accidents.

"I decided to put on a couple of demonstrations on the danger of texting and driving because I wanted to raise awareness among teenagers," Herndon said. "I recently spoke to a class of teenagers at Tower High School and I asked them how many texted and drove.

About 30 percent admitted they did. Even though the practice kills teens, they believe it won't happen to them. But these needless accidents are so devastating to parents and friends. I wanted to do something."

So on Saturday, Oct. 13, Herndon, along with representatives from the Warren Police Department and Beaumont Hospital put on demonstrations at Tower High School and Fitzgerald High School in Warren as to just what happens to a teen who is in a severe accident resulting from texting and driving.

That meant teens were strapped



Debra Herndon, State Farm Agent in Warren, and the Good Neigh-Bear.

in stretchers and put in an ambulance. That, Herndon said, made many students nervous.

"The weather was terrible that

day," Herndon said, "so not as many people showed up as we hoped, but anything to get the message out is good."

available to the 3,000 Chevrolet dealers across the country."

Visitors to the SEMA show who visit Chevrolet's "Shop Talk" four-day display will have the chance to see such vehicles as the Cruze up-scale concept vehicle. It moves the compact sedan "up a few rungs on the luxury ladder with a 'Burnished Brandy Metallic' exterior and unique exterior appointments," said Perry.

Another concept vehicle on display will be the Sonic-Z Spec 1. It will feature a Chevrolet-licensed accessories Boria exhaust system; a lowered ride height, with a Chevrolet performance concept suspension kit.

Chevrolet also has some interesting packages for the Malibu as well, Perry said. There will be a Malibu Turbo Performance concept car, featuring a new 2.0L turbocharged engine.

Campbell said Chevrolet, in its desire to gain some traction in the small-car personalization segment, hasn't ignored its muscle car customers. They plan to debut in Las Vegas some interesting Camaro and Impala concepts that haven't been shown to the public yet.

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