

Encore's Fuel Economy Rated at 33 Hwy.

DETROIT – The 2013 Buick Encore luxury crossover is rated at an EPA-estimated 25 mpg city, 33 mpg highway and a combined 28 mpg fuel economy with a standard six-speed automatic transmission and front-wheel drive.

GM says it will save an estimated \$2,100 in fuel costs over five years of ownership compared with the average new vehicle.

Encore's combined fuel economy is based on 45 percent highway and 55 percent city driving. According to GM, that's the best fuel economy for any crossover offered by a U.S.-based automaker, and the vehicle's EPA-estimated annual fuel cost of \$1,900 is the same or lower than any domestic or imported 2013 model year crossover sold in the United States.

Ford's most efficient crossover, the 2013 Escape, is EPA-estimated at 23 city/33 highway, or a combined 26 mpg, says GM. A Jeep Compass, GM says, equipped with an automatic transmission is EPA-estimated at 23/28 mpg, or 25 combined.

Encore boasts higher ratings than its direct import competition, says GM, including the Mini Countryman S and the Volkswagen Tiguan. Compared with the Volkswagen's EPA estimates of 21/26 mpg, Encore's gains of four city mpg and seven highway mpg equate to \$500 less spent on fuel for each year of ownership, based on EPA estimates, according to GM. The Encore is designed to run on regular gasoline while both competitors recommend more expensive premium fuel, GM claims.

Reducing weight saves fuel, so Buick engineers developed a

body structure for Encore that's 60 percent high-strength steel, providing safety benefits while trimming pounds off the vehicle. Encore is powered by a 1.4L turbocharged engine.

"Right from its inception, Encore was designed to offer customers the safety and comfort expected of any Buick, but with an added emphasis on space and fuel efficiency," said Vehicle Chief Engineer Jim Danahy.

"We did things like specify one optimized wheel and tire package to ensure that every customer has the best driving experience possible."

When Encore goes on sale in early 2013, it will offer the interior flexibility of a 60/40 folding rear seat and a front passenger seat that folds forward for longer

cargo, as well as dual glove boxes and storage bins designed for items like smartphones and tablet computers.

With the arrival of Encore, Buick will offer four different models with turbocharged four-cylinder engines and six models with EPA-estimated highway fuel economy greater than 30 mpg.

Fuel economy estimates for Encore models with all-wheel drive will be announced later.



2013 Buick Encore

Adcraft Club to Host Anchorman Party

The Adcraft Club of Detroit is holding a specially-themed "Anchorman" party on Wednesday, Nov. 14, from 6 to 9 p.m. at RMS Sound Studios and Communicore, located 2275 Cole Street in Birmingham.

The event is built around the hit comedy movie, "Anchorman," which stars Will Ferrell.

Those wishing to attend are urged to dress in "their best 1970s" attire.

There will be prizes given for

best costume and best mustache. As part of the fun, attendees will be able to be in a mock news broadcast, having the chance to record their own anchor spot. Slots are limited.

The cost is \$10, and the event sponsors include *The Wall Street Journal*, CNN, The Outcast Network, and RMS Sound Studios.

To register for the party, go to www.adcraft.org and click on events and then click on "anchorman."

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Sales, Marketing People to Meet

Marketing & Sales Executives of Detroit (MSED) is holding its Fall Networking Event.

Participants will mingle with some of the most accomplished marketing and sales executives in metro Detroit.

The event is Thursday, Nov. 1, at Star Lanes Emagine in Royal Oak, from 5 to 8 p.m. Cost is \$45, which includes bowling, shoe rental, food and soft drinks. Parking is additional.

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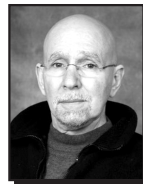
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