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2013 Cadillac ATS

## ATS Most Significant Cadillac Since First CTS, Says Urban Wheel Juror; New Caddy Named Car of the Year

The Cadillac ATS has been named 2013 Urban Car of the Year by *Decisive* magazine. This award is part of the Urban Wheel Awards held annually in January at the North American International Auto Show.

The Urban Wheel Awards judging panel spent several months determining the best new vehicles for 2013 by driving and evaluating dozens of cars and trucks in a variety of North American urban settings before settling on the three winners – the ATS, Ram 1500 as Urban Truck of the Year, and Tesla Model S as Urban Green Vehicle of the Year.

Each of the three *Decisive* mag-

azine winners will be featured in the winter issue of the magazine, which will also be online at [www.decisivemagazine.com](http://www.decisivemagazine.com), in addition to all contemporary mobile platforms.

The ATS was chosen in part for its performance when tested in urban environments for comfort, ease of maneuvering and technical sophistication.

According to Urban Wheel Awards juror and syndicated automotive reviewer Arv Voss of Auto Impressions: "The ATS is its own vehicle – the most significant Cadillac to be launched

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## New Charger 'Pays Homage' To Daytona Nameplate

The 2013 Dodge Charger R/T was introduced at the 2012 Los Angeles International Auto Show last week.

The vehicle is the re-introduction of the Charger Daytona and will be available in Charger R/T and Charger R/T Road & Track trim levels.

"With its 370-horsepower HEMI V8, rear-wheel drive and iconic design, the 2013 Dodge Charger is a modern-day muscle car, and the new Charger Daytona takes it to a new level by paying homage to the historic 'Daytona' nameplate," said Reid Bigland, president and CEO, Dodge Brand.

"It starts with a legendary HEMI underfoot and one-of-a-kind interior and exterior styling enhancements that perfectly combine heritage, performance and value, starting under \$33,000 MSRP."

The 2013 Dodge Charger Daytona, say Dodge officials, is meant to bring back the unique style of the historic Daytona package with all the modern performance and technology offered in the current Charger lineup. Only 2,500 units of the Daytona will be produced in this limited-production run.

The Daytona will be available in a unique color palette of Day-

tona Blue, Bright White, Billet Silver or Pitch Black.

The Charger Daytona package features special dark trim that builds upon the Charger's historic muscle-car design, Dodge officials say.

Satin Black adorns the front crosshair grille with heritage "R/T" badge, the custom vinyl hood graphic, roof wrap, rear R/T spoiler and the "DAYTONA" graphic on the rear quarter panels.

The Daytona features exclusive 20-inch five-spoke polished aluminum wheels with Gloss Black painted pockets.

Daytona models will also include a "Daytona Blue" engine cover, performance 3.06 rear axle ratio, high-speed engine controller, paddle shifters with sport mode and performance steering and suspension.

The Charger Daytona's interior on the Road & Track features unique black performance Nappa leather and suede heated and ventilated seats with Daytona Blue stitching and piping.

Similarly, the Daytona on the R/T offers the same appearance in a custom sport cloth seat. "DAYTONA" is embroidered in blue into the upper front seat backs.



2013 Dodge Charger R/T

Unique dark brushed aluminum trim surrounds the 8.4-inch Uconnect Touch screen and gauges on the instrument panel, as well as the trim around the shifter and cup holders on the center console.

Finishing touches include a Mopar bright pedal kit, a 552-watt 10-speaker Beats Audio System, and a special numbered "DAYTONA" badge on the instrument panel that features the build number of that specific Charger Daytona model.

Built at Chrysler Group LLC's Brampton, Ontario, assembly plant, the 2013 Dodge Charger Daytona arrives at Dodge dealerships nationwide in the first quarter of 2013 with a Manufacturer's Suggested Retail Price (MSRP) of \$32,990 for R/T and \$36,495 for R/T Road & Track Daytona models.

## Ricardo Study Addresses Future Federal CAFE and GHG Regulations

by Ken Brown

No single "silver bullet" technology will achieve future CAFE and GHG emissions standards.

So said Mark Kuhn, manager of Ricardo Strategic Consulting, at a media briefing on the new federal and California corporate average fuel economy (CAFE) and greenhouse gas (GHG) emissions regulations for cars and light trucks that were approved earlier this year.

Kuhn added that a range of technologies will be needed to

enable varying types and sizes of vehicles to meet the targets.

The mid-November briefing was held at the Van Buren Township office of the Ricardo firm and covered the regulations that will be required starting with the 2017 model year and continuing, with increasing severity, through 2025.

Ricardo representatives also discussed how those regulations seem likely to affect vehicles in the U.S. market.

Included in the new rulings are

CAFE standards of 35.5 mpg in 2017 and 54.5 mpg in 2025 (increases of 30 percent and 100 percent, respectively, from today's 27.3 mpg level).

Even tougher standards are expected to apply through the 2040/2050 time frame, but none has been announced.

Ricardo representatives added that with tougher regulations known to be coming in Europe and Japan, as well as in the U.S., manufacturers and suppliers around the world have not been "sitting idle."

As part of their study, Ricardo had met with ICCT (International Council on Clean Transportation) regarding progress in the European market.

In a series of presentations, Ricardo senior executives first explained that they had identified future technology packages and estimates of their effects on vehicle fuel consumption.

Then, the Ricardo team made projections on new technology needed for different types of vehicles, how much fuel consumption benefit to expect in each ve-

hicle class, the effects on consumer preferences and how the changes would affect the market.

Not surprisingly, much of the new technology focus is related to engine and transmission systems and configurations.

To meet the "short-term" requirements (2015-2017), the Ricardo team said it expected to see refinement and expanded availability of some features that are already offered on the market:

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From left: Cynthia M. LeBlanc, volunteer board chair, American Cancer Society; John R. Seffrin, chief executive officer, American Cancer Society; Cheri Ott, director, Human Resources Global Information Technology at General Motors; Tom Gilbert, Chevrolet regional marketing manager; and W. Phil Evans, volunteer president, American Cancer Society.

## GM, Chevy Awarded for Their Aid in Fight Against Cancer

by Irena Granaas

General Motors Co. and Chevrolet were among 19 companies recently honored with the American Cancer Society's "Excellence in Philanthropy" award for their support of the Society's fight against cancer.

Part of the ACS's Corporate Impact Awards, the award is presented annually by the Society's Corporate & Systems Initiative.

The award goes to companies that have given \$1 million or more to ACS during the previous calendar year. Donations can include a combination of corporate contributions, in-kind support, cause marketing and sponsorship, employee giving and/or event fundraising.

Together, the 19 honorees contributed \$53.6 million in 2011 in support of the Society's mission.

GM and Chevrolet contributions to ACS during 2011 were more than \$1.1 million, said Jill

Elder, a vice president with the American Cancer Society for the Southeast Michigan area.

She said GM and Chevrolet have been giving their support to the Society and its mission for more than 10 years.

Elder added GM and Chevrolet were also involved again this fall in support of Making Strides Against Breast Cancer, and have already topped the \$1 million mark for 2012, and will definitely be honored again by ACS for these efforts in 2013. She said their support of ACS has been a long-standing tradition.

"GM and Chevrolet have supported Making Strides Against Breast Cancer and our Detroit Cattle Baron's Ball since 2003," Elder said, "and then throughout the years, teams developed across the country in support of Making Strides Against Breast Cancer."

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