

Auto Show a Launching Pad for New Corvette Offerings

by Jim Stickford

Chevrolet came out last week at the 2013 NAIAS showing off the brand's different models sold across the globe as well as the brand new Corvette Stingray.

Mary Barra, senior VP - Global Development for Chevy, said that Chevrolet is on a roll both here in the United States and across the world.

"While Chevrolet is known as a U.S. brand, its global scope grows every day," Barra said. "More than 60 percent of Chevros sold today are sold outside the United States."

"This global presence has helped Chevrolet achieve record sales in 2011 and 2012. Last year, we sold almost five million Chevros and it's the fastest growing auto brand in the world."

And because Chevrolet is becoming a greater world brand, the company used the auto show to debut its new motto - "Find New Roads."

For the first time ever, Barra said, all of Chevrolet's people, whether engineering, sales or production, are aligned under a single vision.

No matter where they are around the world, they are working together to achieve Chevrolet's goals.

She said that Chevrolet will be launching 20 different models this year alone.

That includes the Spark EV, which will have its debut in the summer.

The company just launched the new Silverado. And 60 years ago to the week, it launched the first Corvette, which Barra called an American spin on a European sports car.

But the 2013 NAIAS is special for Chevrolet because that's where the brand launched the

new Corvette Stingray, Barra said.

That name has a fabled history within Chevrolet and few Chevros have the right to carry the Stingray name.

"The 2013 Stingray redefines modern performance," Barra said.

Mark Reuss, president of GM North America, talked about the new Stingray.

"The new Stingray is more all-new than the first Corvette launched almost 60 years ago to the day," Reuss said. "Even that first Corvette borrowed parts from other cars of the day. The new Stingray has an all-new aluminum frame and goes from zero to 60 mph in under four seconds."

But despite having all that speed and power, the vehicle is still able to be the most fuel-efficient Corvette ever, Reuss said. The 2013 Stingray gets an EPA-estimated 26 miles per gallon on the highway.

He added that the new Stingray is a technological "tour de force" that is being built in a completely retooled plant in Bowling Green, Ky.

Among the technological features are an interior that includes real carbon fiber, aluminum and hand-wrapped leather materials, two new seat choices - each featuring a lightweight magnesium frame for exceptional support - and dual eight-inch configurable driver/in-fainmentment screens.

There are also advanced driver technologies, including a five-position Drive Mode Selector that tailors 12 vehicle attributes to fit the driver's environment and a new seven-speed manual transmission with Active Rev Matching that anticipates gear selections and matches engine speed for smooth shifts.

The Stingray also features an all-new 6.2L LT1 V8 engine that combines advanced technologies, including direct injection, Active Fuel Management, continuously variable valve timing and an advanced combustion system that delivers more power while using less fuel.

Lightweight materials - includ-

ing a carbon fiber hood and removable roof panel; composite fenders, doors and rear quarter panels; carbon-nano composite underbody panels and a new aluminum frame - help shift weight rearward, say Chevrolet officials, for an optimal 50/50 weight balance that supports a world-class power-to-weight ratio.



2014 Corvette Stingray

Winning Futures Seeking Volunteer Judges

Winning Futures, a nonprofit organization that aims to make a positive difference in the lives of young people, is looking for volunteers willing to devote time to judge RARE Everyday Hero essays and Winning Futures Scholarship essays.

Volunteers would also interview scholarship candidates. The judging will take place in January, February and March.

Judges can read essays at the Winning Futures office in Warren or at another preferred location. Each judge will be asked to read and score about 20 essays, using

a step-by-step scoring outline (which will be provided).

Winning Futures offers school-based mentoring programs and workshops for middle school and high school students in Southeast Michigan.

Programs focus on the life skills of character value identification, goal setting, career preparation, and strategic planning.

Anyone interested in learning more about Winning Futures or its programs, or in becoming a volunteer judge, can contact Taquaryl Franklin at 586-698-4387 or visit winningfutures.org.

Governor, OEMs Promote Made in Michigan Agenda

LANSING, Mich. (AP) - Gov. Rick Snyder says Ford Motor, Chrysler and several auto suppliers are supporting the Pure Michigan Business Connect program, which encourages Michigan companies to do business with each other.

Snyder's office announced the automakers' participation Tuesday while touring Detroit's auto show.

The program involves the Michigan Economic Development Corp., state agencies and businesses. It offers networking opportunities for purchasers and suppliers of goods and capital.

Snyder says having Ford and Chrysler on board will open the way for Michigan-based auto suppliers to make millions of dollars' worth of additional sales every year.

Tony Brown is group vice president of global purchasing for Ford. He says the program particularly offers opportunities for doing more business with suppliers owned by minorities, women and veterans.

"We are very pleased to see the Governor continue his efforts to strengthen the climate for small business within our state," said Jennifer Kluge, president of both the Michigan Business and Professional Association and the Michigan Food and Beverage Association. "Today, Michigan is better positioned as a national economic force despite our continuing economic challenges; in many ways, we are actually leading the nation back out of the recession."

The two Associations have a combined membership of more than 20,000 small business members statewide.

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