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2014 Cherokee hit the recent Shanghai Auto Show.

China: Meet Jeep Cherokee

The all-new 2014 Jeep Cherokee, which has already turned heads at its debut in March at the New York Auto Show, took its first bow in China April 20 at the Shanghai Auto Show.

The Jeep Cherokee, which will be known in China as "Zi You Guang," is slated to arrive in volume in dealer showrooms in the China market by the end of the year. The dramatically restyled Cherokee was introduced at the Shanghai show by Mike Manley, president/CEO of Jeep Brand, Chrysler, and chief operating officer for Asia Pacific Region, Fiat S.p.A.

"Jeep is our global brand and, since its inception, the all-new Jeep Cherokee was conceived and developed not only for our home market of the U.S., but also for world markets," he said. "The new Jeep Cherokee will become a benchmark in the global mid-size SUV segment by combining the segment-first nine-speed automatic transmission, refined on-road manners and fuel efficiency with the capability that only Jeep can deliver and that our customers have learned to trust."

Manley noted China is one of the largest markets, with one

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Karmanos Annual Dinner Raises \$2.5M

The Barbara Ann Karmanos Cancer Institute's 31st Annual Dinner was held Saturday, April 20, at the General Motors Detroit-Hamtramck Assembly Center. More than 550 guests attended.

Its event chairs were Mark and Kim Reuss. Mark is president of General Motors North America. Host Sponsor for this year's event was Chevrolet.

The emcee was Ruth Spencer, anchor and consumer reporter for WDIV Local 4.

The theme of this year's event was "IMAGINE," as in "imagine greener, cleaner innovation and imagine a world without cancer." The theme connected the innovative work being done at two Michigan-grown institutions: General Motors and the Karmanos Cancer Institute.

Due to the contributions of General Motors, the GM Foundation and numerous sponsors and supporters, more than \$2.3 million of the \$2.5 million raised at the annual dinner was earmarked before the event, making this a record-setting annual dinner for Karmanos.

The event included a cocktail reception, seated dinner, brief program, entertainment by DJ Brad Hales and Motown legends The Four Tops, a raffle of an 18kt white gold pave set diamond bangle bracelet from Tapper's Diamond & Fine Jewelry, and a live

auction led by Spanky Assiter, founder of Assiter & Associates, National Auctioneers Association Hall of Fame inductee and Barrett-Jackson auctioneer.

Auction items included: Billboard Music Awards VIP Experience; Green Bay Packers Lambeau Field Experience; ESPY Awards VIP Experience Package; NCAA 2014 Final 4 Experience; Super Bowl XLVIII VIP Package; a VIP Indy 500 Package; an Ultimate VIP Barrett-Jackson Experience; and a Bose Videowave System. Auction packages were donated by Chevrolet, GMC, Bar-

rett-Jackson and Bose.

The program featured descriptions of the cancer care and research taking place at Karmanos, as well as some patients who have benefited from the Center. One of those patients was Mary Adzigan of Grosse Pointe Woods, who's celebrating her five-year anniversary since being diagnosed with stage four colon cancer.

Adzigan said she "wouldn't be here if it weren't for the wonderful care and groundbreaking

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The Barbara Ann Karmanos Cancer Institute's 31st Annual Dinner was held on April 20 and co-hosted by Mark and Kim Reuss



Jeff Gilbert

Next 5 Years Should be Good for Industry – WWJ's Gilbert

Jeff Gilbert, WWJ Radio 950 "AutoBeat" reporter who hosts "The Car Chronicles," gave a fairly positive report card on the state of the American auto industry at "Automotive Update: 2020 Visioning," held at Oakland Community College's Auburn Hills Campus April 24.

Gilbert said a couple of years back, the U.S. auto industry was "in a mess," plunging from selling 17 million vehicles per year to suddenly moving only about 10 million units.

"And really, that 17 million sales rate was what set us up for failure, because really, it was unsustainable," he said. "Vehicles were being sold at a discount. There were incentives even on popular-selling vehicles, and the second people didn't need a car, they stopped buying and the

market dried up.

"People were under water with vehicles, and we all know what happened to the automaker down the road in Auburn Hills and to GM in Detroit – they went through bankruptcy. But the good news is, they're back, and in a great way.

"A lot of the heavy lifting with General Motors was done before the bankruptcy, a lot of it with Chrysler was after the bankruptcy, but either way both companies are doing great, Ford's doing great."

Gilbert noted that Ford had just posted that morning a first quarter profit of \$1.6 billion. All the analysts Gilbert said he has talked to say the upward trend for the North American auto industry should continue at least for the next year or so and then

stabilize at maybe 16 million vehicles sold per year.

He said in many ways that's a "sweet spot" of sales that should be sustainable and where automakers are realizing a profit per each vehicle sold, and consumers have been loading up new vehicle purchases with options, driving the profit margins even further.

He quoted a GM source as saying pent-up demand for new vehicles is so strong it will take about five years for it to play out, which is also good news for automakers.

"Part of that is because the average vehicle on the road is over 11 years old," Gilbert added, commenting that if someone bought a popular model car 11 years ago, it came with power-adjustable brakes, "keyless" entry –

thanks to a key fob button – a six-disc CD changer and two air bags. For the driver and front seat passenger, navigation, MP3 connection and heated seats did not exist.

In comparison, said Gilbert, the Chevy Spark, which is about the smallest American vehicle out there, offers a sophisticated smartphone/social media connectivity system, 10 air bags, and taking a look at something a little more upscale like the 2013 Chevrolet Impala, it offers features that would have "blown away" a luxury car buyer from 10 years ago.

The current push toward electric cars as a way to "go green" is more of a political idea than reality, said Gilbert, because the sys-

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2014 Spark EV 'Sets Industry Benchmark In Retail Electric Vehicle Efficiency' – GM

GM's green efforts look to be producing results.

The automaker released the mileage figures for the 2014 Spark EV and declared that it sets "the industry benchmark in retail electric vehicle efficiency" with a combined city/highway EPA-estimated range of 82 miles when fully charged and an EPA-estimated combined city/highway 119 MPGe fuel economy equivalent.

"Being able to provide our customers with the best overall efficiency of any retail EV has always been a key target for the Spark EV engineering team," said Pam Fletcher, GM executive chief engineer for Electrified Vehicles.

"We're poised to deliver to the market an EV that's not just efficient, but also thrilling to drive, thanks to the 400 lb.-ft. torque output of its electric motor."

Compared with the average new vehicle, the Spark EV can potentially save its owners up to \$9,000 in fuel costs over five years. The Spark EV goes on sale this summer in California and Oregon.

The Spark EV's 21 kWh lithium-ion battery pack will continue Chevrolet's tradition of offering industry-leading limited warranty protection – eight years or 100,000 miles, whichever comes first.

Spark EV will be the first vehi-

cle on the market to offer as an available option the recently approved SAE combo charger for DC Fast Charging. The capability, available shortly after launch, will enable the Spark EV to recharge up to 80 percent of its capacity in approximately 20 minutes.

The battery system is capable of handling multiple DC Fast Charges daily. Charging can also be completed in less than seven hours using a dedicated 240V charge.

A 120V charge cord set comes standard. Charging can be managed and monitored remotely using the Spark EV's smartphone application, provided by OnStar,



2014 Spark EV

which is standard for three years.

"The Chevrolet Spark EV is a great city car which blends technology, functionality and style in an unexpected package," said

Cristi Landy, director of Chevrolet Small and Electrified Vehicle Marketing.

"We built on the success of the

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Contact us at news@detroitautoscene.com