

Era of Using Electricity for Fuel Economy Is Only Going to Grow – GM's Robinson

Until now, electric motors and drive units – the heart and soul of electric vehicles – have been mostly imports. That's changing.

General Motors on April 16 commemorated becoming the first U.S.-based automaker to manufacture these key parts in America for the new Chevrolet Spark EV at its Baltimore Operations plant in White Marsh, Md.

"The era of using electricity to help improve performance and fuel economy is already here and the trend is only going to grow," said Mike Robinson, GM vice president of Sustainability. "Today is further proof GM is leading in the development of electric vehicles that will improve America's energy security."

GM engineers designed and developed the Spark EV's motor and drive unit to provide maximum efficiency and power with reliability, say GM officials.

The permanent magnet motor features a unique design to provide precise delivery of power, say GM officials.

The Spark EV electric motor will produce 130 hp and 400 lb.-ft. of torque to deliver acceleration of less than 8 seconds from 0 to 60 mph. The Spark EV will be sold in California and Oregon this summer and sales will expand to Canada, Europe and South Korea later.

"Electric motor development and manufacturing is a critical area of expertise GM has mastered as we grow our portfolio of electric vehicles to address the needs of our global customers," said Larry Nitz, GM executive director of Vehicle Electrification Engineering.

After refining its expertise in electric motors at a pilot facility in Wixom, production of electric motors began at White Marsh. Workers at the Baltimore plant completed extensive training on the operation of the sophisticated machines used to configure portions of the electric motor and drive units.

"In Maryland, innovation is something we do well and with our world-class workforce, we're

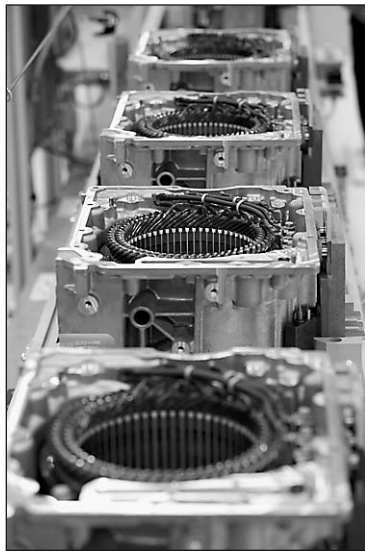
in a position to grow Maryland's Innovation Economy so we can create even more jobs for our hard-working families," said Gov. Martin O'Malley.

"Thanks to the leaders at General Motors, the first electric motors and drive units will be manufactured right here in Maryland. Together, with companies like General Motors leading the way, we must make the better choices to invest in a stronger future: more job creation, more opportunity, and a stronger, growing middle class."

Conventionally powered vehicles on the road today have a variety of electric motors for the operation of seats, windows, windshield washers and other functions. Electric motors are used in hybrid and electric vehicles to propel the vehicle. Electricity is stored in a battery and feeds power to the electric motor to drive the wheels.

"The motor design was created by American engineers and it's being manufactured and assembled by American workers," said plant manager Bill Tiger. "By designing electric motors in Michigan and manufacturing them at Baltimore Operations, GM controls the design, materials and production processes, as well as reducing costs and improving performance, quality, reliability and manufacturability."

General Motors' Baltimore Operations, say GM officials, is



GM's Baltimore Operations facility.

highly "green" and environmentally friendly. The Baltimore facility is GM's exclusive manufacturer of A1000 transmissions for heavy-duty pickup trucks, as well as electric motors and drivetrains for the Chevrolet Spark EV. The plant has been landfill-free since 2007, recycling 100 percent of its waste. They had a roof-mounted solar array installed in May 2011 and received certification for their Wildlife Habitat in June 2011.

A new facility has been built on the campus to house manufacturing for eMotor production – business that was brought back from Mexico to the U.S.

KBB Reports Strong Cadillac Sales

Kelly Blue Book reported Cadillac was the big winner among luxury brands in Q1 2013, improving sales by 38 percent from last year, following the launches of ATS and XTS.

While some other luxury brands did well, they have not topped Cadillac's numbers.

"Cadillac looks to gain more market share later this year with the release of the completely redesigned 2014 CTS, replacing an aging model that has seen a 35 percent decline from last year," said Alec Gutierrez, the senior

market analyst of automotive insights at Kelley Blue Book.

"In addition to solid sales growth, Cadillac enjoyed a 5 percent increase in average transaction prices in March, averaging \$49,800."

Cadillac led year-over-year gains among luxury automakers for the quarter.

Got News?

If you have solid business news for this paper, please contact us at News@DetroitAutoScene.com.

LEASE DEALS SO FANTASTIC...

even 1 leased 2 new ones. Please call so you do not miss out on these low priced leases.

2013 MALIBU LS

\$213* mo

36 month lease with \$420 due at signing



NO SECURITY DEPOSIT

2013 CRUZE LS

\$189* mo

36 month lease with \$393 due at signing



NO SECURITY DEPOSIT



All pricing is GMS (preferred pricing). All prices plus 6% sales tax. Amount due at signing includes dealer documentation fee and lic. transfer. New plate extra. PRICES GOOD TILL 04/30/13.
CALL BRUCE LITVIN - 24/7 & 365 - 40 YEARS OF QUALITY SERVICE
CELL # 1-586-405-5175
blitvin@lunghamer.com

1-888-665-5438
Joe Lunghamer
GMC

CHEVY #44296 **Drive Beautiful** **BUICK** #42333 **WE ARE PROFESSIONAL GRADE** #21552
475 SUMMIT DRIVE • 248-292-2502 • 5825 HIGHLAND RD. (M59) • WATERFORD

We guarantee the lowest price or it's free!

Spring has sprung, the grass has rise... Buff Whelan is where the deals is!

buff whelan chevrolet
586-274-0396

OVER 1,000 New Chevrolets in Stock!
WE GUARANTEE THE LOWEST PRICES OR IT'S FREE!

2013 TRAVERSE LS

NO SECURITY DEPOSIT REQUIRED

Stk.#21514
Power Locks/Windows/Mirrors • Cruise • Tilt Steering Wheel Controls • Bluetooth • Back-Up Camera XM Radio • Onstar & More...

36 Month Lease/10,000 Miles
\$199* + Tax with \$0 Down
No security deposit!

2013 CRUZE LS

SIGN & DRIVE
NO FIRST PAYMENT OR SECURITY DEPOSIT REQUIRED

Stk.#21820
1.8L Ecotec VVT DOHC Engine 6-Speed Automatic & More...

36 Month Lease/10,000 Miles
\$145* + Tax with \$0 Down
No GM Discount required, no security deposit, no first payment!

2013 MALIBU LS

SIGN & DRIVE
NO FIRST PAYMENT OR SECURITY DEPOSIT REQUIRED

Stk.#22712
Power Locks/Windows/Mirrors • Cruise • Tilt Steering Wheel Controls • Bluetooth XM Radio • Onstar & More...

36 Month Lease/10,000 Miles
\$179* + Tax with \$0 Down
No GM Discount required, no security deposit, no first payment!

See dealer for details. All payments are based on GM Employee pricing unless otherwise noted. All payments assume you have a NON-GM lease in the household, otherwise payments will be slightly higher. First payment, security deposit, tax, title, and plate due at signing (unless otherwise noted). Payments subject to change by manufacturer without notice. Offer expires 04/30/2013.

Free shuttle service to home, office or shopping.

buff whelan chevrolet
WHERE THE DEALS MAKE THE DIFFERENCE, EVERY DAY SINCE 1970!
Van Dyke • South of 18 Mile • Sterling Heights

Jeff Caul
586-274-0396
PEP QUOTES BY PHONE OR EMAIL:
JEFF CAUL AT JCAUL@BUFFWHELAN.COM

CONVENIENT HOURS:
Mon. & Thurs. 8:30 am – 9 pm
Tues., Wed., Fri. 8:30 am – 6:30 pm

18 MILE RD.
★
MOUND VAN DYKE SCHOENHERR METRO PKWY.

GM **Star** **CHEVY** **BBB** MEMBER SINCE 1989

We guarantee the lowest price or it's free!

www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com

Be treated with the respect you deserve. **TOP DOLLAR FOR YOUR TRADE** and the Best Deal **PERIOD!!**

Wally Edgar **FIND NEW ROADS**
Chevrolet Employee HO

1-248-724-1073

JAY CHAISER x117 Sales Hours:
Fax: 248-391-0189 Mon. - Thur. 8:00 am - 8:00 pm
Cell: 248-821-8026 Fri. 8:00 am - 6:00 pm
Email: jchaiser@wallyedgar.com Sat. 9:30 am - 3:00 pm • Sun. Closed
CHEVY DEALER CODE 44085

\$999 DOWN
DRIVE A BRAND NEW LEASE FOR ONLY...

2013 CRUZE LS

\$112*

36 MONTH • 10K LEASE
\$999 DOWN
FIRST LEASE PAYMENT WAIVED

2013 MALIBU LS

\$137*

36 MONTH • 10K LEASE
\$999 DOWN
FIRST LEASE PAYMENT WAIVED

2013 VOLT

\$266*

36 MONTH • 10K LEASE
\$999 DOWN

All lease payments are based on GMS Employee pricing. Payments are plus tax, title, plate, first month payment (unless noted waived) and doc fees due at signing with all rebates including non GM lease conquest assigned to dealer. Lessee responsible for excess wear and tear as well as exceeded contracted mileage. Security deposit may be required by lender. Due to advertising deadlines, programs are subject to change.

Located right off **1-866-906-0279**
1-75 on M-24,
2 minutes N. of the **Wally Edgar**
Palace of Auburn Hills **Chevrolet**

Make us your Michigan P.E.P. Car Connection

www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com