

'Cadillac is Back' – GM's Ferguson

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well said. "The United States market is the most competitive luxury market in the world today. This sales increase goes to the point of why we're seeing this increase. It's product-driven."

Caldwell said that GM's sales information show that fully 66 percent of the buyers who recently purchased a Cadillac traded in different makes. That means two-thirds of the buyers weren't Cadillac owners.

"We have other good news as well," Caldwell said. "About 20 percent of ATS buyers are under the age of 35. The ATS starting price begins at about \$34,000, so

that's good news especially when you consider that historically under-35 buyers accounted for about 10 percent of Cadillac sales."

Caldwell said Cadillac's ATS is seeing growth among new buyers. The ATS sport sedan is the 2013 North American Car of the Year and Esquire Car of the Year. Roughly 70 percent of ATS buyers are choosing their first Cadillac.

The XTS luxury sedan, introduced in the summer of 2012, had its best retail sales in May. Cadillac's total sedan portfolio is up 122 percent so far in 2013.

Total ATS sales for May of 2013 were 3,249, up from April's 2,725.

January sales were 2,781.

Caldwell said that some of the 66 percent of Cadillac buyers who traded in a different brand were trading in other GM brands, but that's all right.

"We're certainly happy to have people stay within the GM family," Caldwell said. "But we're also happy to see people who drove non-GM cars buy Cadillac. We're happy, overall, that the luxury market is expanding and we're happy to see that we're getting our share of that market."

Caldwell said Cadillac's Escalade in all its iterations reported its best May sales since 2008. The brand sold 1,928 Escalades in May.

Chrysler Defies Government on Jeep Recall Request

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- All vehicles in question exceeded the requirements of NHTSA's FMVSS 301, the agency's own standard by which fuel system design is evaluated in the U.S.

- A review of almost 30 years of field data showed an "extremely low" number of rear impact crashes resulting in a fire or fuel leak in a fleet of more than five million of the subject vehicles that have clocked more than 500 billion miles over 50 million registered vehicle years.

- In the vast majority of incidents cited by NHTSA resulting in injuries or fatalities, the crash force "was far in excess of the rear crash fuel leak requirements" in place at the time these vehicles were manufactured, and also more than the requirements in place today.

The company further stated in the White Paper that NHTSA used an "incomplete and unrepresentative" group of vehicles to make comparisons with.

The statement continued: "Data from NHTSA's Fatality Analysis Reporting System show 24 models – none of which has been subjected to recall – are more likely to be involved in a fire-related, rear-

impact fatality than the 2002-2007 Jeep Liberty; 54 models are more likely than the 1993-2004 Jeep Grand Cherokee."

And Chrysler further asserts that NHTSA "does not consider all available data," omitting two of its own data sources in NASS (National Automotive Sampling System) when examining the performance of similar vehicles in the same product niche.

Chrysler makes the point in its White Paper that all but one fatal crash involving a Jeep Grand Cherokee, and all but four involving the Liberty were "high-energy crashes," such as one crash cited by NHTSA where a stationary Jeep Grand Cherokee was struck by a tractor-trailer at 65 mph, which resulted in crash energy more than 23 times that of the required performance standard.

The Chrysler statement concluded by saying it stands behind the quality and safety of its vehicles and conducts voluntary recalls when they are warranted, "in most cases, before any notice or investigation request from NHTSA," and inviting customers with concerns to contact its Customer Care Line at 877-426-5337.

NHTSA officials remain focused on getting Chrysler to con-

duct the recall NHTSA believes is necessary to protect consumers.

"The National Highway Traffic Safety Administration is deeply committed to safeguarding the driving public. Our data shows that these vehicles may contain a defect that presents an unreasonable risk to safety, which is why we took the next step of writing Chrysler.

"The driving public should know that NHTSA is actively investigating this issue and is requesting that Chrysler initiate a safety recall and notify all affected owners of the defect. NHTSA hopes that Chrysler will reconsider its position and take action to protect its customers and the driving public."

NHTSA's analysis studied fatal and non-fatal incidents of rear-impact crashes involving the vehicles named in the recall.

According to the agency, there were 15 deaths from 2003 to 2012 resulting from rear-impact collisions in the Jeep Grand Cherokee built on the WJ platform and 27 fatalities from 1998 to 2012 from incidents involving the ZJ platform Grand Cherokee.

The NHTSA reports that seven people died in rear-impact collisions in the Jeep Liberty (KJ platform) from 2006 to 2010.

Every GM Brand Chips in to Raise May Sales Results

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swing and we're seeing strong retail demand for our crossovers," said Kurt McNeil, vice president of U.S. Sales Operations. "These are all powerful signs that the gradual recovery in the economy is becoming more broad-based. That's great news for the auto industry and General Motors."

GM's truck sales were up 15 percent versus a year ago, including a 23 percent increase for large pickups and a 30 percent increase for large SUVs.

Crossover sales were up 3 percent. Compact crossover sales were up 10 percent and set a monthly record behind the Chevrolet Equinox, which had its best month ever. The Equinox has now posted 17 consecutive monthly sales increases.

Retail passenger car sales were up 2 percent while total sales were down 6 percent. Lower fleet sales were due primarily to the timing of customer deliveries.

Cadillac's 40 percent sales increase marked its best May since 2007. It was the largest year-to-year sales increase since 1976. (See related story page 1)

Chevrolet had its best retail sales month since August 2009.

Retail sales of GM's redesigned medium crossovers were very

strong: the Chevrolet Traverse was up 14 percent, and GMC Acadia and Buick Enclave were up 15 percent and 19 percent, respectively.

Chevrolet sold 179,510 vehicles in May, representing a 0.9 percent increase over May 2012. Of those Chevs sold, 124,897 were retail sales, representing a year-over-year increase of 5.4 percent.

Strong Chevrolet Spark sales and double-digit increases for the Buick Verano, Chevrolet Sonic and Cruze drove a 27 percent increase in sales of mini, small and compact cars.

The Chevrolet Cruze had its best May sales ever, and the Sonic had its best month ever. Chevrolet dealers delivered more than 2,350 new 2014 Impalas.

Buick retail sales have increased for 13 consecutive months. Buick sold 17,982 vehicles in May, a decline of 3.1 percent compared with May of 2012. Buick spokesman Phil Colley said that overall Buick sales are up for the year, and the reason for the difference in May sales isn't bad news.

"Last May, we had a large fleet order of Enclaves," Colley said. "That's a big reason for the difference in May vs. May sales. But, overall retail sales are up 16.9

Ford Helps WWII Veterans Celebrate D-Day Landing

To commemorate the 69th anniversary of the D-Day landing of Allied troops in Normandy, Ford Motor Company Fund sponsored an Honor Flight for 26 World War II veterans from Kentucky and their guardians to visit the National World War II Memorial in Washington, D.C.

Ford Fund also issued a \$200,000 grant for purchase of another seven vehicles for the Disabled American Veterans (DAV) Transportation Network, bringing to 171 the total number of Ford-donated vehicles in the DAV fleet for transporting disabled veterans to medical appointments.

Another \$78,000 has been donated to DAV for its National Disabled Veterans Winter Sports Clinic and other programs.

"As a veteran myself, it is an honor and privilege to travel to Washington, D.C., alongside these brave Americans who served our country nearly 70 years ago," said Al Lindsey, manager, Material Planning and Logistics at Ford's Louisville Assembly Plant. "I hope this visit serves as a demonstration of the lasting impact of – and appreciation for – their historic sacrifice."

The Honor Flight veterans, now in their late eighties and nineties, were greeted at the National World War II Memorial by Ford employees.

The veterans also visited the Korean War Veterans Memorial and Iwo Jima Memorial as well. The trip was organized by the Bluegrass Chapter of the Honor Flight Network.



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