

## First Sales Numbers 'Encouraging' on 'World-Class' Chevy Cruze Diesel

by Jim Stickford

There are lots of ways an automaker can provide the public with fuel-efficient vehicles, and Chevrolet is betting that a diesel-powered passenger car is one such alternative.

"Introducing the Chevrolet Cruze diesel just makes a lot of sense," said Chevrolet Cruze Spokesperson Annalisa Bluhm. "We have a wealth of knowledge on diesel-powered cars from our European operations. Here in the U.S., diesel engines have been used for more business-oriented purposes such as pickup trucks used by farmers, or delivery vans. But we believe there is a demand for a diesel passenger car."

Bluhm said the Cruze, which went on sale in 13 different markets around the country in May, goes on sale nationally later this summer. Its diesel engine was designed by engineers in Pontiac, Italy and Germany in conjunction with engineers at Bosch.

"We have a group of passionate engineers here and in Europe," Bluhm said. "They have a lot of expertise in diesel engines and it behooves us to use that international expertise in the designing of a passenger car diesel engine for the North American market."

Designing such an engine is a collaborative process, Bluhm said, and working with a supplier like Bosch is part of that effort.

Bernd Boisten, regional president, Diesel Systems, North America, at Robert Bosch, said

that a lack of awareness of how diesel technology has changed has been one of the problems in getting the public to accept diesel cars. So having Chevrolet build a diesel passenger car is a big breakthrough.

"For us, it's a big thing that Chevrolet is introducing a clean diesel passenger car to the North American market," Boisten said. "This is world-class technology and we are convinced it will be very appealing to the U.S. consumer."

Boisten said a recent study of consumer attitudes by CNW Marketing Research in Oregon shows that fully 30 percent of consumers looking to buy a new car would consider buying a clean

diesel passenger vehicle. He said that's a big change in attitude from 10 or 15 years ago.

Too often in the past, Boisten said, the public thought that diesel engines were dirty and provided poor performance. But companies like Bosch, working with OEMs like GM, have been able to make the fuel and the engines burn cleaner. Bluhm agreed, saying GM worked hard to produce an engine that passes the United States' stricter emission standards.

Boisten said the Cruze's diesel engine produces more torque than many expect. This makes the Cruze "a fun car to drive."

And, Boisten said, today's

diesel engine technology can save the consumer money in the long run because of fuel efficiency and the durability of the technology. Simply put, upfront higher costs are offset by two factors: one, the need to buy less fuel and, two, the fact that diesel vehicles retain residual value.

Part of the reason that Chevrolet decided to build a passenger diesel was in response to what other OEMs have been doing, Bluhm said. She said that VW has had diesel cars for a while and other OEMs are getting ready to enter the market.

And diesel engines are fuel-efficient, Bluhm said, adding that an engine such as the one the Cruze

has will get 46 mpg on the highway, which is better than a lot of hybrid engines.

Bluhm said although it's too early to say just how successful the diesel Cruze will be, the first sales numbers are encouraging.

"The customers are trading in the exact types of cars that we expected them to," Bluhm said. "We're seeing a lot of Jettas and non-diesel passenger cars that were owned by people who have diesel trucks."

Bluhm said that diesel truck owners often have diesel passenger cars as well, but, until now, those who wanted to buy a diesel American car couldn't. The Cruze has changed that.

## Campbell Ewald Joins Lowe, Names Jim Palmer as CEO

Interpublic Group has made a number of changes in its Detroit-headquartered Campbell Ewald advertising and integrated marketing agency.

Effective immediately, Jim Palmer will assume responsibility as CEO.

Kathleen Donald, the agency's current president, will become chief operating officer, taking on additional management responsibilities.

Campbell Ewald will join Lowe, serving as the U.S. hub for the Lowe and Partners Worldwide network, and will be renamed Lowe Campbell Ewald.

Lowe and Partners is a global network of advertising and com-

munication agencies with presence in more than 80 countries around the world. Clients include General Motors, Unilever, IKEA and Ideal Telecom.

"These are exciting developments in the evolution of Campbell Ewald that position the agency for the future and place it on the global stage," said Michael I. Roth, Interpublic's CEO.

"Jim Palmer has been a key driver of client growth at the agency for some time now and recently led the IPG team that won the Cadillac assignment."

"He'll be a strong CEO for Lowe Campbell Ewald, working alongside Kathleen, Chief Creative Officer Mark Simon

and a cohesive senior team."

Roth added that the formal linkup between Campbell Ewald with Lowe brings a strong, full-service U.S. agency together with a global network led by Lowe Chairman Tony Wright and CEO Michael Wall.

"We saw the power of this combination in the Cadillac win, as well as on other recent international client work," Roth said.

He said Lowe Campbell Ewald will serve as the network's primary partner and standard-bearer in the key U.S. market.

Other IPG domestic agencies that have been working with Lowe, such as Deutsch, will continue to tap into the network on



Jim Palmer

certain international client engagements, as long as these do not conflict with Lowe Campbell Ewald clients.

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