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2013 Buick LaCrosse

GM Earns Eight Vincentric Awards for Residual Value

General Motors received eight Vincentric 2013 Best Certified Pre-Owned (CPO) Value in Ameriearning more awards. In addition pickup; to vehicle awards, GMC was honored as the best truck brand.

GM Best CPO Value winners:

- GMC Best CPO Brand Value. Truck:
- Chevrolet Silverado 1500 Fullsize half-ton pickup;
- GMC Sierra 3500 Full-size one-ton HD pickup;
- Chevrolet Cruze Compact

- Chevrolet Express G1500 -Full-size passenger van;
- Chevrolet Silverado 2500 ca awards, with no manufacturer Full-size, three-quarter-ton HD
 - Buick Regal Premium midsize sedan:
 - Buick LaCrosse Premium large sedan.

Motors received "General • GMC Sierra 1500 and the awards in a wide-range of segments," said David Wurster, president of Vincentric. "It's clear that GM's strong product portfolio and CPO program provide

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Ram 1500 Powers to Top of CR Pickup List

by Irena Granaas

It's one thing when a major auto manufacturer like Chrysler expresses pride in a new vehicle like the 2013 Ram 1500, but quite another when a respected and well-established third-party evaluating organization agrees.

ConsumerReports.org issued a report July 16 placing the 2013 Ram 1500 squarely on top of its list of full-size pickup trucks.

The 2013 Ram 1500 has both muscled and finessed its way to the top of our full-sized pickup

truck ratings," said CR editors.

Consumer Reports tested a four-wheel-drive Ram 1500 Crew Cab, with the most popular engine, the 5.7-liter Hemi V8, and eight-speed automatic transmission.

Testers praised the truck's lighter, yet stiffer frame, coilspring rear suspension, giving it a smooth ride, its "whisper-quiet" interior at cruising speeds, revised interior with new infotainment system, and its ability to deliver "seamless power" with the big V8 teamed with what they described as Chrysler's efficient new eight-speed transmission.

Yet, CR testers noted, the truck still manages to deliver a classaverage 15 mpg overall in fuel economy. The truck's "impressive performance" in CR tests, and ability to balance work capa-

above established domestic- and foreign-nameplate competitors.

The Ram 1500 received 78 points overall out of a possible 100, while being put through its paces alongside class rivals such as the Toyota Tundra (69 points) and the Ford F-150 (68). CR editors said this was second only to the Chevrolet Avalanche, "a Suburban-based truck that entered 2013 with limited offerings and ceased production in April.'

CR editors added, "Continued interior and powertrain improvements make the Ram a particularly well-rounded choice.'

Bob Hegbloom, director of Ram Truck Brand, said, "It vali-

bility and refinement, vaulted it dates all of the hard work we put into the truck, and put into the planning and development."

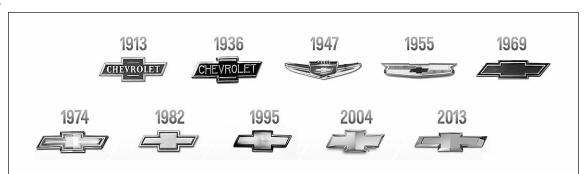
Hegbloom said Chrysler did "tons of consumer research" as they extensively redesigned and refreshed the 1500, which again, Chrysler officials say, has been validated by the multiple awards already won by the Ram 1500 this year.

"We listened to what the consumer wanted . . . We're very confident in the truck, with all of the awards it has won this year from Truck of Texas, to Motor Trend Truck of the Year to North American Truck of the Year. This

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2013 Ram 1500



Chevy's bowtie logo has evolved over the years. It was introduced in 1913 and placed on the H-2 Royal Mail and H4 Baby Grand models. In 1936, the version pictured appeared on all Chevy trucks. The 1947 version appeared on Fleetline, Fleetmaster and Stylemaster cars. The bowtie, as it appeared on the Bel Air, 210, 150 and Nomad models had its own look in 1955. The 1969 version of the logo as it appeared on the Camaro really popped. The 1974 version, as it appeared on the Impala had texture. By 1982, the logo on the Blazer was simplified. In 1995, some contours were added to the bowtie placed on all truck models. Beginning with the 2004 Malibu, the Chevrolet global bowtie badge was used on both cars and trucks. The 2013 Chevy global bowtie appears on all cars, trucks and crossovers produced and marketed in more than 140 countries.

Chevrolet's 100 Years of Bowtie Evolution – Was Logo a Between-Dinner-Courses Idea?

Chevrolet's famous bowtie logo celebrates its 100th anniversary this year.

It will be on the 25 products being launched this year, which is pretty good considering it has an origin that is still uncertain.

In 1913, Chevrolet co-founder William C. Durant introduced the signature Chevy bowtie on the 1914 Chevrolet H-2 Royal Mail and the H-4 Baby Grand, centered at the front of both models.

The Chevrolet bowtie is recognized around the world and has become synonymous with ingenuity," American Chevrolet Chief Marketing Officer Tim Mahoney.

'Whether you're pulling thousands of pounds through rocky terrain in a Silverado pickup or commuting in a Spark EV, Chevrolet's bowtie will always be at the very front of your travels."

Sixty million Chevrolets are on

the roads worldwide today and the bowtie has adorned 215 million Chevrolets over the last century.

The bowtie's centennial is marked by new entries, such as the Cruze Clean Turbo Diesel compact sedan in the U.S. and the Trax small SUV in 40 international markets.

While the bowtie has been present for 100 years, the details surrounding its origin are still uncertain. Stories range from Durant being inspired by the wallpaper design in a Parisian hotel to a newspaper advertisement he saw while vacationing. Durant's widow and daughter have offered alternative explanations.

According to Margery Durant, in her 1929 book, "My Father," Durant sometimes doodled nameplate designs on pieces of paper at the dinner table. "I think it was between the soup and the fried chicken one night that he

sketched out the design that is used on the Chevrolet car to this day," she wrote.

But in a 1968 interview, Durant's widow, Catherine, said the bowtie design originated from a Hot Springs, Va., vacation in 1912. While reading a newspaper in their hotel room, Durant spotted a design and exclaimed, "I think this would be a very good emblem for the Chevrolet." Unfortunately, Mrs. Durant never clarified what the motif was or how it was used.

But that nugget of information inspired Ken Kaufmann, historian and editor of The Chevrolet *Review*, to search out its validity. In a Nov. 12, 1911, edition of The Constitution newspaper, published in Atlanta, an advertisement appeared by the Southern Compressed Coal Company for "Coalettes," a refined fuel product for fires. The Coalettes logo,



This Southern Compressed Coal Company ad with the bowtie logo (top) appeared in the Nov. 12, 1911, edition of The Atlanta Constitution.

as published in the ad, had a slanted bowtie form, very similar to the shape that would soon become the Chevrolet icon.

Did Durant and his wife see the same ad - or one similar - the following year a few states to the

The date of the paper Kaufmann found was just nine days after the incorporation of the Chevrolet Motor Co. The first use of the bowtie by Chevrolet appeared in the Oct. 2, 1913, edition of The Washington Post with the words, "Look for this nameplate," above the symbol.

TRW Launches New, Lighter **Seat Belt System**

TRW Automotive Holdings Corp. is now delivering its nextgeneration SPR4 (Snake Pretensioner Retractor) seat belt assembly for its worldwide customers and launching the product in North America, Europe and China.

TRW Automotive Spokesman John Wilkerson said that the company is always looking for ways to improve its seat belt systems.

"We want to be able to protect passengers in crash situations as well as making the seat belt system lighter and smaller," Wilkerson said.

The new system is also part of TRW's efforts to develop standardized products, he added.

There are benefits to standardization on a global scale, he said. It helps make technology affordable through economies of scale. By having a universal standard, systems built in different places around the world are built to the same specs and that improves quality.

"This is just a common sense approach," Wilkerson said.

The SPR4 uses a plastic piston instead of conventional metal components to transfer tensioning torque, resulting in a simpler and lighter-weight design as well as more compact packaging.

Norbert Kagerer, vice president, Occupant Safety Systems Engineering, TRW, said: "The design offers vehicle manufacturers a number of distinct advantages, which has led to strong interest globally. The lighter weight, plastic material allows

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