

Detroit Auto Scene

31201 Chicago Road South
Warren, Michigan 48093

586-939-6800

Contact us:
Info@DetroitAutoScene.com

Deadline: Thursday 5:00 p.m.
for the next edition of Monday

William Springer II, publisher
Lisa A. Torretta, operations
Jim Stickford, news director

Detroit Auto Scene is a registered
trademark of Springer Publishing Co.

www.DetroitAutoScene.com

GM Sees Sales Drop 11 Percent In 'Short' Month

CONTINUED FROM PAGE 1

for 17 consecutive months.

The figures had Chevrolet Malibu sales up 29 percent, sales of the Spark were up 6 percent and retail sales of the Impala increased 64 percent. Chevrolet Tahoe sales were up 14 percent.

Third quarter retail sales for GM were up 13 percent and total sales were up 7 percent, said company spokesman Jim Cain.

Through the first nine months of the year, Chevrolet, Buick, Cadillac and GMC have posted double-digit retail sales increases compared with 2012, Cain said.

Year-to-date sales of Buick and Cadillac cars are up a combined 15 percent; large pickups are up 20 percent; large SUVs are up 15 percent; and compact crossovers are up 13 percent, Cain said.

GM's fleet sales in September reflect the strategic repositioning of the Impala, the temporary discontinuation of the Chevrolet Colorado and GMC Canyon, and lower Chevrolet Cruze sales, Cain said.

September 2013 sales compared to September 2012 broke down as the following:

- Chevrolet - 127,785 for an 8.8 percent decline;
- GMC - 29,959, which is a 4.5 percent drop;
- Buick - 15,623, a 2 percent increase;
- Cadillac - 13,828, a 7.6 percent improvement.

Year over year total sales are:

- Chevrolet - 1,493,329, a 5.1 increase;
- GMC - 333,213, a 8.7 percent improvement;
- Buick - 157,503, up 14.7 percent;
- Cadillac - 133,414, a 28.9 percent improvement;
- Total GM sales - 2,117,458, a 7.6 percent increase.

Chrysler Donates To Help Clean Up Colorado Floods

CONTINUED FROM PAGE 1

to the affected areas in Colorado and to the families that call the Centennial State home."

The Chrysler Foundation has previously partnered with the First Response Team America on disaster relief efforts, most recently providing a \$100,000 grant to the disaster relief organization in response to the Oklahoma tornadoes in May, Frazier said.

"We are humbled by the unwavering spirit of those who strive to endure in the wake of the flooding, and by those who answer the call to aid and comfort them," said Reid Bigland, president and CEO, Ram Truck Brand.

In 2012, the Ram Truck brand announced a partnership with The First Response Team of America and The Weather Channel Companies (TWCC), Frazier said.

Fuel Economy Importance Fades with New-Vehicle Buyers

Both car and light-truck shoppers ranked quality/dependability as the top factor considered when making a new-vehicle purchasing decision, according to the latest survey from NADAguides.com.

Fuel economy, cited as the most important preference of both car and light-truck buyers in last year's survey, was selected as the second-most-important factor by car shoppers in this year's survey. Light-truck shoppers ranked brand as second, one spot ahead of fuel economy.

"While higher gasoline prices and stiffer federal regulations have raised the profile of fuel economy over the past few years, the survey results clearly indicate that car and light-truck shoppers are looking for a trouble-free ownership experience above all else," said Jonathan Banks, executive automotive analyst for the NADA Used Car Guide.

Quality/dependability, brand, fuel economy and vehicle design were the top preferences for both car and light-truck shoppers surveyed, Banks said.

Just like the results from the fall survey in 2012, car shoppers showed a significant preference for vehicle design, safety and fuel economy, with an average 69 percent of respondents citing these factors as either important or very important.

On average, 60 percent of respondents shopping for a car rated versatility/utility and pow-

er/performance as either important or very important, Banks said.

Similarly, an average 58 percent of car shoppers rated cost of ownership factors, such as warranty coverage, depreciation and maintenance fees, as either important or very important.

Car shopper preferences for navigation system, smartphone connectivity and driver-assist technologies were ranked the lowest by survey participants.

"With the advent of smartphones, particularly with its navigation capabilities, the desirability of built-in navigation systems seems to be waning among those surveyed," Banks said.

The preferences of light-truck shoppers surveyed were similar to car shoppers when determining the factors that had the greatest influence on their next vehicle purchase, although the ranking of each preference differed slightly, Banks said.

Safety, versatility/utility, vehicle design and fuel economy rounded out the top-five preferences of survey respondents shopping for a light truck, Banks said.

Similar to the survey respondents shopping for a new car, an average 58 percent of light-truck shoppers rated ownership cost factors, excluding insurance fees, as important or very important. Smartphone connectivity, navigation system and driver-assist

technologies were ranked by light-truck shoppers as unimportant or very unimportant.

Banks pointed out that only 50 percent of survey respondents shopping for light trucks considered towing/payload capacity to be important or very important. The preference of towing/payload capacity increased in importance for shoppers of full-size pickup trucks and large utility vehicles, while fuel economy dropped.

The New-Car and -Truck Shopper Preference Survey is regularly conducted on NADAguides.com to assess the importance of features commonly considered by consumers when deciding which vehicle to purchase.

Survey results are used to enhance NADA's used-vehicle valuation efforts, as well as raise vehicle manufacturer awareness to the qualities considered to be the greatest value to new-vehicle shoppers.

The survey, conducted on NADAguides.com in May 2013, garnered nearly 1,700 survey respondents who shared the types of vehicles they were looking to purchase in addition to what they currently drive.

About 1,400 participants ranked the features they considered to be the most important when selecting their next car or truck.

Consumers surveyed on NADAguides.com were asked to

select one of five answers – very unimportant, unimportant, neither, important and very important – for the purchase factors commonly considered when they're shopping for a new vehicle.

Respondents were also asked to identify the factor considered most important in determining a new-vehicle purchase.

Ford Reports September Sales Up 6 Percent

CONTINUED FROM PAGE 1

September Ford Fiesta sales of 5,043 are up 29 percent over last year, marking Fiesta's best September sales performance ever, said company spokesman Erich Merkle. Through the first nine months of this year, Fiesta's largest retail sales market is in the West, which is growing at the fastest rate of all of Fiesta's markets – up 41 percent.

Posting a 26th consecutive monthly sales increase and its fifth straight month above the 60,000-vehicle sales mark, F-Series sales were 60,456, up 10 percent, Merkle said.

The new Lincoln MKZ posted its best-ever September with 2,874 sold, up 12 percent compared with September last year. MKZ has reported record sales for five of the last six months.

Sales by brand, September 2013 compared with September 2012:

- Ford - 178,693 vs. 168,174 for a 6.3 percent increase;
- Lincoln - 6,453 vs. 6,802, a 5.1 percent decrease.

Sales by type, comparing September 2013 with 2012:

- Cars - 57,584 vs. 50,694, a 13.6 percent increase;
- Utilities - 54,299 vs. 56,625, a 4.1 percent decrease;
- Trucks - 73,263 vs. 67,657, an 8.3 percent increase.

Sales highlights 2013 vs. 2012:

- Fiesta - 5,043 vs. 3,923, a 28.5 percent increase;
- C-MAX - 2,182 vs. 969, a 125.2 percent increase;
- Fusion - 19,972 vs. 12,300, a 62.4 percent increase;
- F-Series Truck - 60,456 vs. 55,077, a 9.8 percent increase.

Got News?

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

We always like hearing from our readers, and like hearing your story as well. So, don't hesitate to contact us.

Chrysler Sales Paint Rosy Picture, 'Lose' Selling Days

CONTINUED FROM PAGE 1

of year-over-year sales gains, Kisiel said. It was the brand's best September sales since 2007.

Sales of the Ram pickup truck also were up 8 percent, its 41st consecutive month of year-over-year sales gains and its best September sales since 2007.

Dodge brand sales were up 3 percent in September, the brand's best September sales since 2005 and its 28th consecutive month of year-over-year

sales gains, Kisiel said.

The Dodge Challenger and Dodge Dart compact sedan each recorded their best sales for the month of September.

Sales of the Dodge Durango full-size SUV were up 66 percent for its 11th consecutive month of year-over-year sales gains. Sales of the Dodge Charger were up 49 percent, its best September sales in three years.

Chrysler recently introduced special 30th-anniversary editions of the Dodge Grand Caravan and

the Chrysler Town & Country minivans. The 2014 Dodge Grand Caravan 30th Anniversary Edition will be available on both the SE and SXT models.

Chrysler brand sales were up 2 percent, its best September sales since 2007. Sales of the Chrysler Town & Country minivan were up 4 percent, its best September sales since 2006.

Sales of the flagship Chrysler 300 full-size sedan were up 6 percent, its best September sales performance in six years.

Mark Fields Lights United Way's 2013 Campaign Torch

CONTINUED FROM PAGE 1

"Working together, we have a tremendous opportunity to make this a better place to live and work. United Way's work to prepare children for college and careers is important for families, and for every business looking to grow in Greater Detroit."

United Way President and CEO Michael J. Brennan attended the event, along with many commu-

nity members, civic, business and community leaders and other supporters.

One of the newest members of the Detroit Lions, Glover Quin, spoke about his support of the campaign. "I don't want to just play a sport in Detroit, I want to be of Detroit," he said.

The lighting of the United Way torch symbolizes a public- and private-sector collaboration to achieve a common goal – making

Greater Detroit one of the top five places in the country to live and work by the year 2030. Supporting United Way ensures that positive, lasting community change will continue at a grassroots level.

The last few years have been financially difficult for the organization, which relies on a combination of individual and corporate contributions, as well as grants, to survive, Brennan said.



Earn up to 50x

the national average* on free checking.

KASASA CASH

To earn high rates and ATM fee refunds each month:
Each qualification cycle have at least 12 debit card purchases post and clear, be enrolled and log into online banking or mobile banking at least once, and be enrolled and receive e-statements.

Open now at kasasa.com/freedom or visit a branch near you:

Main Office - Auburn Hills 2955 University Drive	Somerset Troy Branch 3001 W. Big Beaver, Suite 108
Troy Branch 1785 Rochester Road	Center Line Branch 7291 Bernice Street



DON'T JUST BANK. KASASA.

*Qualifications, limits, and other requirements apply. Domestic & CCF ATM fees incurred during qualification cycle will be reimbursed up to \$20 if qualifications are met within monthly qualification cycle. Limit one account per SSN. Federally Insured by NCUA