

# NAIAS Brings Back Annual Education Day

With the rapidly growing use of wireless technology, smartphones and the Internet, today's youth are more connected and tech-savvy than ever.

As automobiles become more connected, too, it's only natural that the industry focuses on bringing the two together. The North American International Auto Show (NAIAS) does that, said NAIAS spokesperson Joe Rohatynski, by focusing on the various automotive-related technologies for students at all levels at its annual Education Day, Jan. 22, at Cobo Center.

Now in its ninth year, NAIAS Education Day is a back-to-basics, hands-on experience designed to attract students to the vibrancy of today's automotive industry, Rohatynski said.

NAIAS Education Day provides an in-depth auto show experience where students can view approximately 500 new vehicles on display, and explore various industry-related subjects such as technology, graphic design, culinary arts, journalism, and more, through tours and hands-on activities facilitated by experts in their particular field. Students can become further engaged through pre- and post-show lesson plans found on the NAIAS Education Day website, [naias.com/ned.htm](http://naias.com/ned.htm).

The U.S. Army, in partnership with some of the best colleges, universities, nonprofits and businesses in the state, will host 34 hands-on, interactive workshops for high school students and eight workshops for educators, focusing on Science, Technology, Engineering, Arts and Math (STEAM) and other related areas designed to increase student success and achievement, as part of the NAIAS Education Day program on Wednesday, Jan. 22.

The workshops are designed

to encourage students to explore their interests in all areas related to automotive development, design, production and promotion.

Col. Ronald J. Shun, chief of staff, U.S. Army TACOM Life Cycle Management Command, said, "The Army's commitment to education is grounded in the belief that the most important long-term investment we can make is to play an active role in the health and education of children and youth.

"The Army is committed to helping America's youth succeed academically, and we do this through support of programs like the Auto Show's Education Day."

Ally Financial will also host a workshop on credit as part of its Ally Wallet Wise free financial education program, Rohatynski said.

Wallet Wise teaches financial education basics in the areas of budget, credit, banking and investing, and financing a vehicle via in-person sessions and through online courses at [Ally-WalletWise.com](http://Ally-WalletWise.com).

Selected NAIAS Education Day high school students are invited to participate in the Wallet Wise session, which will teach the fundamentals of applying for and maintaining good credit.

"Ally is committed to advancing financial literacy through its Wallet Wise program, and we are pleased to work with the NAIAS again this year to deliver financial education to Detroit-area high school students," said Gina Proia, chief communications officer and head of Ally's community programs.

"Understanding important personal finance concepts early on can help young people make informed choices and establish good financial habits for the future."

NAIAS 2014 Chairman Bob

Shuman said he believes Education Day may help inspire some of the next generation of automotive leaders.

"STEM education is vital to our domestic automotive industry," said Shuman. "It's one of the many aspects that students can explore at this unique educational event, and NAIAS is pleased to provide this opportunity to our community of young people."

NAIAS Education Day is open to students of all ages, including college level, Rohatynski said. Companies involved include the U.S. Army, Ally Financial and PNC.

Also, with the support of the PNC Foundation, which receives its principal funding from The PNC Financial Services Group, Inc., NAIAS Education Day is bringing STEM education to more students than ever, even down to the earliest grade levels, Rohatynski said.

As part of PNC's "Grow Up Great" early childhood education initiative, almost 500 Detroit Public Schools preschoolers will attend Education Day, where they will tour the show and participate in a variety of educational activities.

"PNC's support of NAIAS Education Day reflects our strong corporate commitment to early childhood education, in Detroit and throughout the PNC footprint," said PNC Regional President Ric DeVore.

"PNC's signature philanthropic initiative, 'PNC Grow Up Great,' is one of the most comprehensive early childhood education programs in the nation."

By registering early, participating schools also have the opportunity to receive a \$100 bus grant.

The bus grant is available to the first 100 buses from applying schools.

**SHOPPING FOR A NEW CAR OR TRUCK, PLEASE GIVE BRUCE A CALL AND SEE HOW IT FEELS TO BUY OR LEASE FROM SOMEONE WITH 40+ YEARS IN THE BUSINESS. ALWAYS THE LOWEST PRICE. PLEASE CALL FOR NEW LEASE PROGRAMS AND REBATES.**

## '14 CHEVROLET CRUZE 1LT Automatic



**\$174\*<sub>mo</sub>**

Lease for 36 months

All payments are plus, title, sales tax, dealer doc fee and lic. fees. No first payment No security deposit. Must have GMS discount plan, and must qualify for GM loyalty



**CALL BRUCE LITVIN - 24/7 & 365 - CELL # 1-586-405-5175**  
blitvin@lunghamer.com

**1-888-665-5438**  
**Joe Lunghamer**

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

**We guarantee the lowest price or it's free!**

**Bring in the New Year in a NEW CHEVROLET from buff whelan chevrolet**

**586-274-0396**

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

**2014 EQUINOX LS**

NO SECURITY DEPOSIT REQUIRED



Stk.#42028

Power Locks/Windows/Mirrors • Cruise Tilt • Aluminum Wheels • OnStar XM Radio & More...

36 Month Lease/10,000 Miles

**\$238\*** + Tax with \$0 Down

No Security Deposit Required

---

**2014 CRUZE 1LT**

NO FIRST PAYMENT OR SECURITY DEPOSIT REQUIRED



Stk.#42361

1.4L Turbo • Aluminum Wheels Power Locks/Windows/Mirrors • Cruise • Tilt OnStar • XM Radio & More...

36 Month Lease/10,000 Miles

**\$184\*** + Tax with \$0 Down

No Security Deposit Required

**2014 IMPALA LS**

NO SECURITY DEPOSIT REQUIRED



Stk.#42190

Power Locks/Windows/Mirrors Cruise • Tilt • Power Driver Seat & More...

36 Month Lease/10,000 Miles

**\$278\*** + Tax with \$0 Down

No Security Deposit Required

\*See dealer for details. All Rebates/Incentives have been deducted from sale price/payment and are subject to change by manufacturer without notice. GM Employee discount required except where noted. GM Loyalty is included on all lease payments. All leases are 10,000 miles per year + 1st payment, tax, title and plate fee due at signing unless otherwise noted. Offers expire 1-31-14.

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



**We guarantee the lowest price or it's free!**

**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 #10

**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

**\$500 AUTO SHOW BONUS**  
**\$1,000 GM MANAGEMENT VOUCHER**

**2014 EQUINOX LS**  
**\$204\***  
36 MONTH • 10K LEASE \$0 DOWN

**2014 MALIBU LS**  
**\$186\***  
36 MONTH • 10K LEASE \$0 DOWN

**2014 CRUZE LT**  
**\$153\***  
36 MONTH • 10K LEASE \$0 DOWN  
FIRST PAYMENT WAIVED

\* Lease payment examples based on GM Employee Discount price plus tax, title, plate and first month payment (except Cruze) due at signing with all rebates including owner loyalty and \$1000 employee voucher assigned to dealer. Lessee responsible for excess wear on lease as well as exceeding contracted mileage. Security deposit may be required by lender. Due to advertising deadlines, price subject to change.

Located right off I-75 on M-24, 2 minutes N. of the Palace of Auburn Hills

**1-866-906-0279**  
**Wally Edgar Chevrolet**

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

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