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## Jeep Renegade Built to Meet Buyer Needs in 100 Countries

The 2015 Jeep Renegade will be shipped to Chrysler dealerships by the end of the year.

"The all-new 2015 Jeep Renegade expands the brand's product portfolio and targets the rapidly expanding small SUV segment around the globe with benchmark levels of efficiency and driving dynamics, while at the same time delivering best-in-class 4x4 capability that customers expect from Jeep," said Mike Manley, president and CEO – Jeep Brand.

"Renegade symbolizes the brand's renowned American design, ingenuity and innovation, marking the Jeep brand's first entry into the small SUV segment in more than 100 markets around the globe."

Plans for the Renegade began several years ago, Jeep spokesperson Todd Goyer said.

"We said in 2009 we'd come out with a small SUV, expanding the brand's lineup," Goyer said. "Designed in America, crafted in Italy, the 2015 Renegade highlights the Jeep brand's global resources and dedication to meeting customer needs in more than 100 countries."

Manley said the Renegade gets "best-in-class off-road capability thanks to two all-new 4x4 systems."

Jeep was able to achieve these results by leveraging 4x4 technology from the new Jeep Cherokee, said the Jeep CEO. As a result, he said, the new 2015 Jeep Renegade offers two of the most advanced and intelligent 4x4 systems in its class, all to deliver best-in-class off-road capability.

Other features include Jeep Active Drive – a full-time 4x4 system – and Jeep Active Drive Low – a class-exclusive full-time 4x4

CONTINUED ON PAGE 2



2015 Jeep Renegade

## Ukrainian Crisis Casts Shadow Over European Vehicle Market

By COLLEEN BARRY and JOHN HEILPRIN  
AP Business Writers

GENEVA (AP) – Growing tensions over Ukraine have raised the specter of another slowdown in the European auto market, just as carmakers were beginning to count on a modest recovery from a six-year contraction.

Russia's intervention in Ukraine has raised the possibility of sanctions against the country, which has been a key growth market for recession-battered European automakers. On the first day of the Geneva Auto Show last week, executives cast a wary eye toward the crisis.

"There is not a single doubt in my mind that if the situation in Russia and the Ukraine remains as tight as it is, or if it worsens from where we are, that it will dampen demand in western Europe," said Fiat Chrysler Automobiles CEO Sergio Marchionne.

Barring a full-blown crisis over Ukraine, Marchionne said he expects to see a modest recovery, but mainly led by "extraneous factors" like fleet sales

CONTINUED ON PAGE 2

## 'Flowtie' Design Aids Cooling of Z/28's Engine

Sometimes it's the little things that add up to the big developments.

In developing the 2014 Camaro Z/28, the Design team scrutinized every component looking for ways to improve track performance, lap after lap, said Chevy spokesperson Chad Lyons.

Even the iconic Chevrolet bowtie faced audit.

During aerodynamics testing, Powertrain Cooling Development engineer Richard Quinn noticed that the bowtie on the Z/28's grille was displacing air away from the radiator, which can im-

portant engine cooling – an important aspect for all vehicles, especially track-oriented cars, Lyons said.

Removing the bowtie altogether did not seem to be an appropriate solution, Lyons said. Instead, Quinn took a cut-off wheel to the gold fill of the bowtie, leaving the silver outline intact. He installed the prototype on the grille and retested to see the results.

"There are engineers in our team that race as a hobby," said Quinn, "and we used that racer's mindset to look for ways small or

large to get better performance out of the Z/28. Even the smallest details on the Z/28 were weighed for cooling benefit, and this is one that stuck."

The "Flowtie," as the engineers now affectionately refer to it, is just the chrome outline of the traditional bowtie, with the center removed, Quinn said. This simple solution alone was enough to allow three additional cubic meters of air into the engine per minute.

Engineers found the Flowtie

CONTINUED ON PAGE 3



2014 Chevy Cruze



2014 Chrysler 200



2014 Ford F-150

## Extended Winter Reduces GM, Ford Sales; Chrysler's Discounts Boost Final Results

By TOM KRISHER  
AP Auto Writer

DETROIT (AP) – General Motors, Ford and Toyota reported U.S. sales declines last month as frigid temperatures and snowstorms pounded much of the nation.

America's top three automakers said the month started slowly but sales began to recover in the second half, a sign that fears of a broader auto sales slowdown may be unfounded.

Chrysler and Nissan did report double-digit gains, but discounted some key models to get there.

Industry analysts expect overall sales to rise about 1 percent for the month, a slow pace compared with the 8 percent increase for all of last year.

Most blamed the weather, but some are wonder-

ing if the past four years' momentum is waning.

Dealer inventories, especially for the Detroit automakers, have hit their highest level in five years, putting pressure on companies to clear their lots.

At the end of January, dealers had an 89-day supply of cars and trucks, according to Ward's AutoInfoBank. Detroit automakers had the most, with General Motors at 114 days, followed by Ford at 107 and Chrysler at 105. A 60-day supply of vehicles is considered ideal.

To unload the inventory, automakers are offering more discounts. That means deals for consumers. Incentives are the highest they've been in three years, averaging \$2,633 per vehicle in February, up more than 5 percent from a year ago, according to the TrueCar.

Larry Dominique, executive vice president of

CONTINUED ON PAGE 5

### GM Sales Down 1 Percent, But Strong in Pickups

GM's sales figures for February were a "good news, bad news" situation.

Sales were down slightly when compared with the previous year, but the automaker still beat expectations.

General Motors dealers delivered 222,104 vehicles in the U.S. in February. Total sales were down 1 percent compared with a year ago, beating analysts' forecasts, said GM financial spokesperson Jim Cain.

Retail and fleet sales were both down 1 percent. GM increased its sales from January by 30 percent, more than 10 percentage points better than the industry as a whole.

CONTINUED ON PAGE 6

### Six Chrysler Vehicles Set Sales Records

Beating industry trends for February, Chrysler reported an 11 percent gain in monthly sales compared with the previous year.

Chrysler's March 3 report showed U.S. sales of 154,866 units, an 11 percent increase compared with sales in February 2013 (139,015 units), and the group's best February sales since 2007, said Chrysler spokesperson Ralph Kisiel.

The Chrysler, Jeep, Ram Truck, and Fiat brands each posted year-over-year sales gains in February compared with the same month a year ago.

The Jeep brand's 47 percent increase was the largest sales

CONTINUED ON PAGE 6

### Sales 'Surged' In Final Week – Ford's Felice

Trucks did the heavy lifting for Ford in February.

Ford Motor Company U.S. total sales of 183,947 vehicles in February are down 6 percent from a year ago and retail sales of 125,919 vehicles are off 4 percent.

But Ford F-Series and Lincoln brand vehicles posted strong gains, said company spokesperson Erich Merkle.

F-Series sales totaled 55,882 in February, making the month Ford's best February for F-Series in eight years.

Led by MKZ and MKX, Lincoln sales of 6,661 are up 36 percent in February compared with a year ago. This represents Lin-

CONTINUED ON PAGE 5

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