

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

CONTINUED FROM PAGE 1

TrueCar, said automaker spending on discounts is growing faster than average sales prices, but he predicted that the bargains will wane as the weather gets warmer and customers go shopping again.

"We expect a return to balance once the winter subsides and inventories ease," he said.

GM officials said the automaker sold more than 222,000 cars and trucks, led by the Chevrolet Cruze compact car, with sales up almost 22 percent. But sales of the Chevy Silverado pickup, GM's top-selling vehicle, fell 12 percent for the month.

Ford sold nearly 184,000 vehicles, but sales of cars fell almost 14 percent. Sales of the F-Series pickup, its top-selling vehicle,

rose just less than 3 percent.

Toyota sales fell 4 percent to a little more than 159,000 cars and truck

"We expect a return to balance once the winter subsides and inventories ease."

*— Larry Dominique
VP, TrueCar*

Chrysler was able to lure customers onto icy-cold dealer lots by offering discounts and lower-

ing prices on some key models.

The automaker's sales rose 11 percent to nearly 155,000, led by the Ram pickup with a 26 percent sales gain.

Chrysler's average sale price was up 6 percent, as it boosted discounts on the Ram pickup, its most popular model of truck, by \$593 compared to that same time a year ago, according to data collected by J.D. Power and Associates.

The Ram discounts averaged just under \$5,000. On the other hand, Ford and General Motors, its main competitors in the truck market, offered around \$4,000 per pickup.

Despite the Ram increase, discounts in the pickup segment were down \$548 compared with a year ago, according to the J.D. Power data.

Sales 'Surged in Final Week,' Said Ford VP John Felice

CONTINUED FROM PAGE 1

coln's fifth straight month of positive sales gains, with double-digit gains in four of these five months.

Over the last five months, Lincoln sold 34,476 vehicles, representing a 26 percent increase over the same period one year ago.

"Sales surged in the final week, providing us momentum after a slow start to the month," said John Felice, Ford vice president, U.S. Marketing, Sales and Service.

"Ford Fusion continued its strong retail sales performance in the West, outpacing the mid-size sedan segment.

"F-Series and Lincoln also continued to perform well."

Ford Motor Company fleet

sales were off 10 percent in February, as winter weather again delayed a portion of fleet orders. The volumes are anticipated to be made up in March.

"F-Series had a great month, it was up 3 percent with over almost 56,000 vehicles sold and that was our best February in eight years," Merkle said. "It's a very solid number for F-Series.

"We've had sales increases for five straight months with Lincoln and four out of those five have been double digits.

"The two vehicles really that are driving it right now are one, MKZ, of course, with the new vehicle, and then also the MKX is really helping propel those Lincoln volumes, but the momentum seems to be carrying through into this year."

Merkle said he thought overall

industry February sales are indicating that 2014 will be a strong year, saleswise.

"Our drop in sales," Merkle said, "part of it was weather-related, not so much to sales, but our ability to produce and fill our fleet orders for the month of February, so we had to take about 10,000 orders for February and move them forward into March."

Merkle said the industry always likes to get January and February behind them because historically they are a couple of the weaker sales months.

"March looks like it's setting up to be a good month for the industry," Merkle said.

So, despite sales declining compared with last year, Merkle said he doesn't see the second month of this year changing their guidance moving forward.

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.

'14 CHEVROLET VOLT



Lease for 36 months **\$219***mo

All payments plus tax, lic. transfer and dealer doc fee. No security deposit required. Must qualify for GMS GM employee purchase.



CALL **BRUCE LITVIN** - 24/7 & 365 - 40 YEARS OF QUALITY SERVICE

CELL # 1-586-405-5175 blitvin@lunghamer.com

1-888-665-5438 Joe Lunghamer

CHEVY Drive Beautiful BUICK GMC WE ARE PROFESSIONAL GRADE

475 SUMMIT DRIVE • 248-292-2502 • 5825 HIGHLAND RD. (M59) • WATERFORD

GM EMPLOYEE PRICING OR BELOW TO EVERYONE ON EVERYTHING! MORAN Chevrolet Where You Always Get... We'll Give You \$2,500 Min. for Your Trade-In... GUARANTEED!

2014 CRUZE

- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
- LS Equipment Package! • ECOTEC 1.8L VVT DOHC Engine!
- Automatic Transmission! • Power Locks & Windows!
- AM/FM/XM Radio w/CD! • Remote Keyless Entry!
- Rear Window Defogger!
- 35 MPG on the Highway!

Stk. #2E7337 MSRP \$19,180 NO 1ST PAYMENT OR SECURITY DEPOSIT!

Starting At **\$16,649** Lease For Only! **\$135** \$999 Down

2014 MALIBU

- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
- LS Equipment Package! • 2.5L DOHC VVT Engine!
- Automatic Transmission! • Power Locks & Windows!
- AM/FM/XM Radio w/CD! • Remote Keyless Entry!
- Aluminum Wheels!
- 36 MPG on the Highway!

Stk. #2E7525 MSRP \$22,965 NO SECURITY DEPOSIT!

Starting At **\$18,749** Lease For Only! **\$169** \$999 Down

2014 EQUINOX

- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
- LS Equipment Package! • 2.4L DOHC Engine!
- Automatic Transmission! • Power Locks & Windows!
- AM/FM/XM Radio w/CD! • Remote Keyless Entry!
- 17" Aluminum Wheels!
- 32 MPG on the Highway!

Stk. #2E7819 MSRP \$25,315 NO SECURITY DEPOSIT!

Starting At **\$22,314** Lease For Only! **\$219** \$999 Down

2014 TRAVERSE

- 2 Yr/24,000 Scheduled Maintenance INCLUDED!
- 3.6L SIDI V6 Engine! • Automatic Transmission!
- AM/FM/XM Radio w/CD! • Power Locks & Windows!
- Remote Keyless Entry!
- 8 Passenger Seating!
- Bluetooth for Phone!
- 24 MPG on the Highway!

Stk. #E15231 MSRP \$31,670 NO SECURITY DEPOSIT!

Starting At **\$27,898** Lease For Only! **\$259** Just \$999 Down

Picture may not represent actual sale vehicle. All applicable rebates have been deducted from Sale Price/Payment and are subject to change by the manufacturer without notice and are plus title, tax and plate fees. Cruze, Malibu & Silverado includes \$500 LEASE CONQUEST for non-employees. All leases are 39 months/10,000 miles per year, except where noted and are plus title, tax and plate fees. GM Employee Pricing to everyone excludes Corvette, SS, 2015 Tahoe and Suburban. \$2500 trade-in guarantee is for 2003 or newer vehicles in drivable condition. No branded titles. Certain restrictions may apply, see dealer for complete details. Sale ends 3/14/2014 @ 6:00PM.

VIEW OUR ENTIRE INVENTORY ONLINE @ MORANCHEVY.COM

MORAN Chevrolet

35500 S. Gratiot Ave. Clinton Township, MI. 48035 (586)-791-1010

4511 24th Ave. Fort Gratiot, MI. 48059 (810)-385-8500

SHEILA ROTHENHAUSER srothenhauser@moranautomotive.com

RICH MILNE rmilne@moranautomotive.com

MORANCHEVY.COM

www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com

Be treated with the respect you deserve. TOP DOLLAR FOR YOUR TRADE & the Best Deal PERIOD!!

Wally Edgar

Find New Roads Chevrolet Employee HO

1-248-724-1073

JAY CHAISER x117 Sales Hours: Mon. - Thur. 8:00 am - 8:00 pm Fax: 248-391-0189 Fri. 8:00 am - 6:00 pm Cell: 248-821-8026 Sat. 9:30 am - 3:00 pm • Sun. Closed Email: jchaiser@wallyedgar.com CHEVY DEALER CODE 44085

2014 TRAVERSE

\$177* 36 MONTH • 10K LEASE \$999 DOWN

2014 SILVERADO DOUBLE CAB

\$162* 36 MONTH • 10K LEASE \$999 DOWN

2014 IMPALA

\$175* 36 MONTH • 10K LEASE \$999 DOWN

*Lease payment examples based on GM Employee Discount price plus tax, title, plate and first month payment due at signing with all rebates including USA military rebate assigned to dealer. Lease responsible for excess wear and tear 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