



## The Inside Scoop

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### GM helps ring in Chinese New Year

#### ALHAMBRE/SAN GABRIEL, Calif. –

General Motors participated in the 17th Annual Alhambra/San Gabriel Chinese New Year Celebration Festival and Parade on Feb. 16. The automaker displayed cars at the GM Auto Square and in the featured parade, and presented a special gift to the Grand Marshal of this year's festivities.

"We were proud to be a part of the Chinese Lunar New Year Festival and Parade, as this celebration is such a special part of the Chinese-American and Asian-American community," said Tony Fusciardi, assistant regional marketing manager for Cadillac.



Grand Marshal Yewki Tomita riding in the parade on a Chevy Corvette

Both Fusciardi and Julie Johnson of Bewley Allen Cadillac were on hand to present a special Cadillac jacket to 2008 Olympic hopeful Yewki Tomita, the honored Grand Marshal of this year's event.

Tomita, in response, presented Fusciardi with a USA 2008 medal as a gesture of his appreciation. The pair gave interviews and took photos together for Chinese media.

Tomita also signed festival pamphlets featuring GM's logo for fans and media alike, and was photographed alongside the Chevy Malibu and the Cadillac CTS.

During the parade, Tomita rode in a new Chevy Corvette, the "American Super Car," courtesy of GM, through the route. A 2007 Saturn Sky, dubbed the "most wanted car" by Edmunds.com, also participated in the procession.

In addition to the parade, the GM Auto Square featured the newest Buick Enclave, Chevy Malibu and Cadillac CTS models. Booth visitors were able to explore the automobiles and speak with product specialists present during the festival.



From left: Lily Tung, GM product specialist; Grand Marshal Yewki Tomita, Julie Johnson, Bewley Allen Cadillac, Alhambra; 2008 Motor Trend Car of the Year '08 Cadillac CTS, Pinki Chen, K&K Communications; Tony Fusciardi, Cadillac marketing

### This Month's Stories

1. [GM Diversity Launches 'I am GM'](#)
2. [African American history celebrated.](#)
3. [GM helps ring in Chinese New Year](#)
4. [GM helps Between the Lines celebrate 15th Anniversary](#)

### Chevrolet Showcases the all-new 2008 Malibu at the 20th Anniversary Celebration of Univision's Premio Lo Nuestro

**MIAMI** – Chevrolet was the exclusive automotive sponsors at this year's 20th anniversary celebration of Premio Lo Nuestro a la Música Latina (Lo Nuestro Latin Music Awards) on Feb. 21. For over eight years, Chevrolet and Univision Network's Premio Lo Nuestro have celebrated Latin music, bringing the hottest talent to people's homes.

As part of this year's 20th anniversary celebration, Chevrolet joined forces with Univision to showcase the all-new Chevy Malibu by integrating the Malibu into the broadcast of this premiere awards show. Malibu provided millions of viewers with exclusive "back stage" access throughout the broadcast. In addition, as part of their official automotive sponsorship of Premio Lo Nuestro, Chevrolet played a key role in recognizing a singular achievement by one of the evening's special performers and made sure all of the evening's celebrities and VIP's arrived in style to the Red Carpet in a fleet comprised of Tahoes, Suburbans, and a Corvette.

Celebrating this star-studded event, Chevy also brought two of its most famous "stars". The acclaimed Chevy Malibu, recently named "2008 North American Car of the Year" at the North American International Auto Show along with the star from this past summer's action movie hit "Transformers," the beautiful Camaro "Bumblebee".

"Music and entertainment are a strong part of Chevy's tradition, and we are thrilled to be a part of this great celebration that pays tribute to Latino talent," said Ed Peper, Chevrolet General Manager. "Chevy is committed to bringing the music to the fans, and having Latin music fans interact with our vehicles is invaluable."

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