



## The Inside Scoop

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### Driven by Design, Technology and Lower Environmental Impact

General Motors introduced a portfolio of innovative, stylish vehicles among its Cadillac, Saab and Saturn brands at the 2008 North American International Show that deliver exceptional performance while reducing their environmental impact.

"We intend to continue the buzz we created last year with the announcement of transformational technologies such as our E-Flex electric propulsion system," said Mark LaNeve, GM North America vice president, Vehicle Sales, Service and Marketing. "The cars and trucks we brought to Detroit this year combine exquisite design and technologies that deliver what customers want while saving fuel and reducing emissions."

GM Alternative Fuels Announcement



One of the vehicles that made its world premiere is the 2009 Chevrolet Corvette ZR1, an American supercar that establishes new benchmarks for production-based technology, power and performance. It was unveiled at the exclusive GM Style event held on Jan. 12, the day before the show opened to the media.

Other introductions included the HUMMER HX concept, an E85-capable vehicle featuring a design based on the ideas developed by a trio of diverse young designers who are new to the HUMMER studio; and a bioethanol concept by Saab.

Cadillac featured the 2009 Escalade Hybrid, the world's first fuel-saving hybrid applied to a large luxury SUV. Powered by an innovative, fuel-saving advanced hybrid system, the Escalade Hybrid will deliver more than a 50-percent improvement in fuel economy in city driving – while delivering the same distinctive style, segment-leading features and full-size capability that have made the Escalade an icon. Cadillac also bought the Cadillac Provoq concept featuring a fuel cell version of GM's E-Flex electric propulsion system.

### This Month's Stories

1. [GM Again Delivers Style to NAIAS](#)
2. [GM's "Diversity Behind the Wheel" Events Spotlited at 2008 North American International Auto Show](#)
3. [GM collaborates with Korean American Society to fund scholarship](#)
4. [Driven by Design, Technology and Lower Environmental Impact](#)

### Cadillac Accelerates with Style

Saturn, which has undergone a total product renaissance during the past two years, brought a fuel-saving production vehicle and concept vehicles to the show, demonstrating the brand's continuing value-driven connection to its customers. Saturn also announced that production may begin as soon as 2010 on a plug-in hybrid electric version of the Saturn Vue Green Line, expected to be the first regular production plug-in hybrid electric vehicle. Depending on a consumer's drive cycle, the Vue plug-in hybrid will be the most fuel-efficient vehicle offered by a major automaker.

This Vue Green Line will use a modified version of GM's two-mode hybrid system and plug-in technology, a lithium-ion battery pack, highly efficient electronics and powerful electric motors to achieve significant increases in fuel economy. When the lithium-ion batteries are fully charged, the Vue plug-in hybrid will potentially double the fuel efficiency of any current SUV. After electric-only propulsion depletes the lithium-ion energy storage system to a specified level, the battery is replenished by utilizing the two-mode hybrid system's electric motors and regenerative brake systems.

"We announced late in 2006 that a plug-in hybrid electric vehicle was a top priority, and the fact that we're now announcing production timing to bring the industry's first plug-in to market, while tackling many technology hurdles along the way, demonstrates our commitment to diversifying from petroleum and reducing emissions," said Saturn General Manager Jill Lajdziak.

### Saturn Line Goes Greener

In early testing, the Vue Green Line plug-in hybrid is capable of electric-only propulsion for more than 10 miles at low speeds. At higher speeds or when conditions demand it, such as

brisk acceleration, a combination of engine and electric power or engine power-only drives the vehicle. The vehicle's lithium-ion batteries can be fully recharged in four to five hours by simply connecting the vehicle to any standard 110V household electrical outlet. The connection port on the vehicle will be integrated into the front fender. By recharging rather than refueling, the Vue Green Line plug-in hybrid reduces petroleum consumption.

A plug-in hybrid-electric vehicle differs from a non-plug-in hybrid-electric vehicle by offering extended electric-only propulsion, additional battery capacity and the ability to be recharged from an external electrical outlet.

The two-mode hybrid system to be introduced on the 2009 Saturn Vue Green Line 2 Mode will be altered for use with plug-in technology. In addition to plug-in capabilities and the modified two-mode hybrid system, the Saturn Vue Green Line hybrid SUV's powertrain will feature two interior permanent magnet motors within the two-mode transmission and GM's 3.6L V-6 VVT gasoline engine with direct injection. The lithium-ion energy storage system will be replenished by utilizing the two-mode hybrid system's electric motors and regenerative braking systems.

The Saturn Vue Green Line plug-in maintains two driving modes - one for city driving, the other for highway driving - and four fixed mechanical gears to maximize efficiency while maintaining performance. In addition, special controls will be utilized to enable higher speeds during electric-only propulsion and maintain electric-only propulsion for longer periods of time.

### **Chevrolet Malibu Named 2008 North American Car of the Year**

*The Malibu was also named Car of the Year by Urban Wheel Inc. and FAMA Magazine*

**DETROIT** – For the second consecutive year, a car from General Motors took top honors in the North American Car and Truck of the Year (NACTOY) awards.

The Chevrolet Malibu was chosen by this year's media jury from a field of 15 cars and 13 trucks. The award was announced at the opening of the North American International Auto Show. GM vehicles also captured four of the final six candidate spots for the awards.

"This award is the result of our intensive efforts to put a renewed emphasis on design, execution and craftsmanship into our cars and trucks," said Bob Lutz, GM vice chairman. "We're honored that both automotive journalists and consumers are recognizing our efforts. The fact we had four of the six finalist vehicles is more than we could have hoped for."



North American Car & Truck of the Year Award

At the 2007 NAIAS, GM accepted the NACTOY award for the Saturn Aura. The NACTOY award is not the only thing that the Malibu and Aura have in common. The interior design of both vehicles were led by Crystal Windham, GM interior design manager. Windham takes tremendous satisfaction in her work at GM and finds the rich diversity of GM's design teams one of the company's great strengths.

"The diversity of our teams reflect the diversity of our global customer base. It is exciting to be part of such a dynamic company whose products are recognized all over the world as stylish and innovative," said Windham, a mother of two children. "I am proud to be a part of it."

The NACTOY awards are given annually by prominent automotive journalists who evaluate the vehicles on factors including value for the dollar, innovation, handling, performance, safety and driver satisfaction. This year's jury consisted of 45 automotive journalists from throughout the U.S. and Canada. Last year, the Saturn Aura and Chevrolet Silverado were

winners.

The 2008 Chevrolet Malibu delivers strong performance, fuel economy and refinement, wrapped in Chevrolet's global signature design. A broad range of detailed, well-appointed and efficient models is offered, including a fuel-saving Malibu Hybrid model. Sales of the new Malibu began last November.

"Our goal with the 2008 Malibu was to give customers a stylish, uncompromising package that can challenge even the most formidable competitors in the midsize segment," said Ed Peper, Chevrolet general manager. "Customers are getting that message, because the new Malibu's are selling faster than we can put them on dealers' lots."



Chevy Malibu Stand at the NAIAS

GM continued to collect awards throughout the opening week of the NAIAS for its diversity in employees and product designs. Known as the "Academy Awards" of the auto industry, the Urban Wheel Awards named the Chevrolet Malibu and the Buick Enclave its 2008 Urban Car & Truck of the Year. The Malibu also won an Urban Wheel Award for its diversity print ad, "Turn up the Heat."

The Urban Wheel Awards is where celebrities present awards to automotive manufacturers, executives, suppliers, advertising agencies and motorsports organizations that have helped advance the cause of diversity in the industry. The event was co-hosted by actress Rosie Perez and Kevin Frazier, anchor, Entertainment Tonight. Grammy award-winning R&B vocalist Musiq Soulchild closed the show, which also featured appearances by music mogul Dame Dash and Hip-Hop Legend MC Lyte.

*FAMA* Magazine, a leading Hispanic entertainment news magazine, presented its "Car of the Year for Women Award" to Chevrolet for the 2008 Chevrolet Malibu. OnStar received the *FAMA* "Humanitarian Award" for its role in saving lives and offering help in emergencies such as Hurricane Katrina in New Orleans and the recent fires in California. The award was presented to OnStar President Chet Huber, who said that it was the first humanitarian award the company has received.



Ileana Muniz, co-publisher of FAMA and Ed Peper, general manager, Chevrolet

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