



The Inside Scoop

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GM named '2008 Car Manufacturer of the Year' by premier Spanish-language automotive magazine Sobre Ruedas

DETROIT – After an exhaustive evaluation of more than 25 competitive automobiles, General Motors took center stage at the fourth annual *Sobre Ruedas* Awards Ceremony for its stellar 2008 line-up. Taking into consideration performance, styling, safety, technology and overall driving experience, an elite panel of judges selected GM for top honors in six out of the 13 possible categories, affirming GM's leadership in innovation and quality.

Several key GM executives were on-hand to accept the prestigious awards Nov. 9 at South Florida International Auto Show.

- General Motors – 2008 Car Manufacturer of the Year. Award accepted by Troy Clarke, president, GM North America
- 2008 Chevrolet Malibu – Best Vehicle of the Year and Best Sedan of the Year. Award accepted by Bryan Nesbitt, vice president of Design for GM North America
- 2008 Chevrolet Silverado – Best Pick-up Truck of the Year and Hispanic Choice Award. Award accepted by Tim Hudgens, regional marketing manager, Chevrolet
- 2008 Saturn Astra – Best Economy Car. Award accepted by Bryan Nesbitt, vice president of Design for GM North America



This Month's Stories

1. [GM Showcased "Diversity Behind Fuel Solutions" Product Review at the Los Angeles Auto Show](#)
2. [GM named 'Car Manufacturer of the Year' by premier Spanish-language automotive magazine Sobre Ruedas](#)
3. [GM flexes muscle at the 2007 SEMA Show](#)
4. [Museum of Chinese in the Americas honors GM Executive at 2007 Legacy Awards Dinner](#)

"GM's 2008 pipeline is loaded with dynamic vehicles," said Clarke. "We are honored by these multiple awards and proud they are in the categories that matter most to customers. There is no better way to kick-off the auto show season than with such high praise from such a highly-regarded source.

"All we can say is, 'Thank you. We appreciate your recognition and we will work hard to maintain your trust.'"

Sobre Ruedas Magazine is a leading authority of automotive news throughout the eight major U.S. Hispanic markets including Los Angeles, New York, Miami, Chicago, Houston, Dallas, San Jose and Phoenix. Each year the publication's executive staff, led by publisher and editor-in-chief Jaime Florez, log in approximately 3,000 hours test-driving domestic- and foreign-made cars to evaluate and rank performance against tough selection criteria.

"There are many automobile choices out there for today's consumer and GM continually excels at delivering on technology, performance and value," said Florez. "These winning models exemplify how GM is listening to what consumers want."

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