

# Retiree Newsletter

Info for GM retirees in Arizona

<b>President:</b>	<b>Jim Harshman</b>	<b>Staff Factotum:</b>	<b>Jim Smeets</b>
<b>Vice President:</b>	<b>Jon Moss</b>	<b>Staff Media:</b>	<b>Bob Bowden</b>
<b>Secretary/Treasurer:</b>	<b>Bill Von Kampen</b>	<b>Staff Record Keeper:</b>	<b>Jim Irwin</b>
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January, 2011

## President's Message

I would like to thank Mike Neaves and the entire Board for their dedicated service in running Club activities for 2010. Our meetings were filled with excellent speakers and activities and as a result we all benefited. I am very pleased to serve as your President for 2011. I was with GM for 37 years spending 18 of those years with Chevrolet Field Sale, Dealer Networking and Carline Planning activities. The rest of my years were taken up with assignments at Saturn Corporation, North American Dealer Development and marketing assignment in the Kingdom of Saudi Arabia. I am married with 5 grown daughters.

*Jim Harshman*

## Sec'y/Treasurers Report

Membership                      Is getting lower                      189

## New Additions to Denali Lineup Help Raise GMC's Profile

When Mark Sundberg of Seattle, Wash., made the winning bid for a 2011 GMC Acadia Denali at a charitable auction last year, he had a good idea of what to expect when he took delivery. Sundberg already owned a 2008 Yukon XL Denali.

"Everything about the Denali vehicles are done well," said Sundberg, who switched from Ford to GMC in 2004. "They're beautiful, nice to drive, quiet and luxurious, but not gaudy. I like the way they're laid out on the inside and they have the amenities I want. They're everything I want in a car."

Sundberg isn't alone. In December, car buyers attracted to Denali's distinctive blend of refined luxury and rugged capability helped GMC achieve its 15th consecutive month of retail sales increases, with sales up 30 percent in 2010. Denali accounted for 13 percent of GMC sales last year, an improvement of 20 percent over 2009, thanks in part to the addition of Sierra Denali HD and Acadia Denali.

## Steve Mosshart to be Speaker

Our Speaker will be Steve Mosshart, President and Chief Investment Strategist of StraightLine who has been a part of the GM retirement Programs since 2002 and has been managing money for over 25 years. He has a great understanding of the financial issues confronting GM now and for the next several years.

He has spoken at four of our meetings in the past and has been accurate in delivering his messages even when they were not the most popular. He gave us the true facts concerning the dire position GM was in prior to the bankruptcy and most likely help many avoid potential substantial losses.

He also is considered at the top of his profession in terms of offering general market forecasting because of his attention to detail. He was selected to attend the Harvard Investment Management Review in 2006 and 2009, a program that brings together the worlds top money managers for the purpose of understanding macroeconomics and their affect on the global economy and their relevance to the stock markets.

In his discussions he will review the current state of GM and help us understand the direction of the common stock, He'll also give us an idea on where the markets should go for 2011 and beyond. The best part of his attendance is his desire to answer any questions we may have and he always explains in a language we understand.

It will be a very special meeting and we hope all will attend.

## Lunch Price Rollback

Our luncheon on February 8<sup>th</sup> at Oakwood Country Club in Sun Lakes will be at very reduced price of \$13.50 per person. This price was made possible because Don Robins used his skills at negotiating with Oakwood for a "Full Meal Deal" and then Coulter Motor Company gave us a very nice contribution. President Jim Harshman decided to hold the line on cost and applied Coulter's contribution to our luncheon costs.

A special thanks to Coulter Motor Company for their generous contribution. They have long history of support for our club and will have some of the wonderful 2011 Buicks and Cadillacs on display at our meeting.

## **GM's Buick To Get Luxury Compact**

For the first time in its history, General Motors' Buick luxury brand will get an upscale compact car.

The company says it will unveil the Buick Verano on Monday at the Detroit auto show. It's a small car based on the Chevrolet Cruze that GM says is designed to compete against the Audi A3 and Volvo S40 in the entry-level luxury market.

GM engineers say they went to great lengths to make the car different from the Cruze, enhancing its handling and ride with a European suspension.

The car also is expected to attract younger buyers, helping Buick as it tries to shed its image of offering cars for senior citizens.

Buick sales rose 52 percent last year with a series of revamped vehicles.

## **GM 2010 Sales Rise 6.3 Percent On Strong Line-up**

General Motors says sales of cars and trucks in the U.S. rose 6.3 percent last year as a strong line-up of new models helped the company make a comeback from its 2009 bankruptcy.

GM says it sold 2.2 million cars and trucks, even though it got rid of four brands to focus on Chevrolet, Buick, [Cadillac](#) and GMC.

Industry analysts expect overall sales for the industry to rise 10 percent for the year. Consumers are buying again as the economy slowly recovers.

GM is the first of the major car companies to report year-end U.S. sales on Tuesday.

The company's December sales rose 7.5 percent because of hot sellers such as the [Chevrolet Equinox](#), a smaller SUV that seats about five people.

## **Cadillac CTS-V Wagon wins award**

“The CTS-V Wagon is not only far cooler than the sedan and the coupe that share its raucous powertrain and chiseled good looks, it’s also evidence that Cadillac is willing and able to play to the desires of the keenest automotive enthusiasts in America.”

## **2011 Silverado named Truck of the year**

The Chevrolet Silverado HD is the 2011 Motor Trend Truck of the Year, completing a rare same-year sweep of the prestigious car and truck awards.

“On the outside the 2011 Chevrolet Silverado HD appears to have been given a subtle makeover, but it’s what’s under the skin that makes this truck a winner,” said Motor Trend Editor-in-Chief Angus MacKenzie. “Chevy engineers focused on three key areas – powertrain, frame, and suspension – to deliver a truck with significantly improved capability and more refinement.”

## **Chevrolet Equinox Posts Its Best Sales Month**

The fuel-efficient Chevrolet Equinox sales jumped 79 percent in December, to 22,764 total sales – the best month on record for the compact crossover. Total Equinox sales have climbed by more than 60 percent for three consecutive months, as increased production from Oshawa Assembly began arriving at U.S. dealers.

Chevrolet has increased Equinox production three times since 2009 to meet sustained customer demand. With the CAMI facility in Ingersoll, Ontario, running at full capacity, Equinox regular production began at the Oshawa Assembly Plant in late September 2010.

The unique approach utilizes excess capacity from the new CAMI body shop to build additional Equinox bodies, which are transported from Ingersoll to Oshawa for paint and final assembly. This adds capacity to build 60,000 to 80,000 more Equinox and GMC Terrain (also built at CAMI) for the Canadian and U.S. markets.

## **Three Vehicles Given Top Safety Ratings**

The National Highway Traffic Safety Administration (NHTSA) gave the 2011 Buick Enclave, Chevrolet Traverse and GMC Acadia five-star overall safety ratings in the new Five-Star Safety Rating program. These SUVs are based on the same platform and shared the same crash-test performance results for the all-wheel drive and front-wheel drive versions. Each vehicle received five-star ratings for the overall side crash test and four-star ratings in the overall frontal crash test and rollover test.

## **GM Works To reduce environmental footprint.**

Gened Environmental Excellence Award from Hart Energy Publishing, recognizing the company’s progress toward the sustainable use of global natural resources and reducing its environmental footprint.

“We work hard to reduce our environmental impact throughout all of our business practices from sustainable facilities and greener vehicles to recycling and reusing materials,” said Mike Robinson, vice president of Environment, Energy and Safety policy at GM.

When designing new vehicles, GM engineers use materials from renewable resources whenever economically and technically possible. Materials come from many sources, including old soft drink bottles, nylon carpet, used tires and recycled vehicle bumpers. For example, the 2011 Chevrolet Cruze’s sound insulation material is made from recycled blue jeans.

At the end of their lifecycles, GM vehicles are at least 85 percent recyclable and 95 percent recoverable by weight.