



## **2013 Chevrolet Malibu Eco Priced Under \$26,000**

The all-new 2013 Chevrolet Malibu Eco midsize sedan will start at \$25,995 when it arrives in dealerships in the first quarter of next year, reinforcing the value proposition of the midsize segment's longest-running nameplate.

The suggested retail price includes a \$760 destination charge but excludes tax, title, license and dealer fees.

The 2013 Malibu Eco is Chevrolet's most fuel-efficient Malibu ever. It is the first Chevrolet to feature General Motors' eAssist battery electric/gas propulsion system, which uses a state-of-the-art lithium-ion battery and an electric motor-generator to enable regenerative braking, electric assist and start-stop functionality. That helps deliver a GM-estimated 26 mpg in city driving and 38 mpg on the highway.

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## **General Motors is making a big bet on small cars, but is there enough room for all of them?**

This past week, GM's Chevrolet formally introduced the latest, the 2013 Chevrolet Spark mini car, at the Los Angeles Auto Show. It's the third small car, followed by the successful Cruze compact and the competent Sonic subcompact.

The Sonic, which Drive On tried out last month in Las Vegas, seems like a great little car -- peppy, and just enough room to be bearable. We're not sure there's room for anything smaller in the Chevy line, especially with super-small competition such as the Smart, Scion iQ and Fiat 500 making for a crowded field.

But GM North American chief Mark Reuss says he has no worries. In an interview with Drive On last week, he says each of the small cars will find customers. Even though sales have fallen for the stellar Cruze, he's not worried about the possibility that small cars might pile up on sales lots.

Plus, GM thinks it has a strong package in super-small Spark. The automaker crowns that it's the only car in its segment to offer a seven-inch color touch-screen radio capable of displaying smartphone-based navigation, media and contacts for hands-free calling.

Spark is described as a sporty four-passenger, five-door hatchback aimed at first-time buyers and city dwellers who want bold styling and colors, affordability and 10 standard air bags. Like other small cars, it's sold as a fuel miser. It has a 2-liter four-cylinder engine and five-speed manual transmission.

## **Spring Hill Assembly Reborn as Ultra-Flexible Operation**

GM will invest \$61 million to bring its idled Spring Hill assembly plant back to life as one of the world's most-flexible manufacturing facilities capable of building any GM car or crossover based on customer demand or manufacturing need.

The investment will create 594 hourly jobs and 91 salaried positions for the flexible operation scheduled to begin with the hot-selling Chevrolet Equinox in the second half of 2012. The additional production will supplement Equinox production in Canada, the main assembly sites of the midsize crossover vehicle and its sibling the GMC Terrain.

The Equinox has been so popular – U.S. sales were up 18 percent in October – that GM has increased production three times since it went into production in 2009.

*Have a safe and very Happy Holiday Season*

