

Retiree Newsletter

Info for GM retirees in Arizona

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President's Message

My comments this month will review our March and April Club events. On Tuesday, March 8th Ed Peper, Cadillac Division General Manager will be our speaker. John Lund, Lund Cadillac Dealership will bring some beautiful 2011 Cadillac cars as well as several collector cars. John has also graciously offered to host our luncheon on March 8th. Thanks John for all the nice things you do for our Club. For our April 5th event we are trying to "package" an outing to the beautiful New Talking Stick Resort on Indian Bend Rd in Scottsdale. Mike Neaves, Stan Owens and I spent an afternoon meeting with the management team at the Casino and they want us to come and we are working on an entertaining event for our first ever event at a Casino. More on this in our next Newsletter. We have already started planning fall events and Sands Chevrolet wants to host our October luncheon. What a great Dealer support group we enjoy and hasn't the support from Detroit been great.

Jim Harshman

Sec'y/Treasurer's Report

Membership	185
Bank Balance	\$9485.17

Cadillac U.S. sales surge 49 percent in January

After posting the largest gain of any major luxury brand in 2010, Cadillac reported today U.S. total sales of 12,580 in January for a 49 percent increase compared to the same month last year.

Cadillac's retail sales rose 55 percent in January. Cadillac has posted total and retail year-over year sales gains for 12 straight months. Last year, Cadillac was the fastest-growing major luxury brand with a total annual sales increase of 35 percent.

"Cadillac and its dealers experienced across-the-board sales growth in January," said Kurt McNeil, vice president of Cadillac sales and service. "CTS, SRX and Escalade all continue to win over customers in their respective segments and help the brand gain share in the luxury market."

Bio on Jon Moss

I was pleased to be nominated and accepted as our club Vice President and to work with the board to help guide our club to a successful 2011-12 season. I graduated from Michigan State University in 1963 and started my GM career at Oldsmobile. After only a brief 4 months, was drafted and served in the Army for 3 years. Upon returning, I restarted at Chevrolet Engineering, first as a Designer, then Design Engineer, Development Engineer at MPG, and Chassis Systems Manager, all on small car engineering platforms. In 1985 I went to Chevrolet Marketing to a newly formed group called Special Vehicles within the Chevrolet Race Shop. I became manager of that group until 1986 when I left Chevrolet and moved to a new Corporate Marketing Group, (Vehicle, Sales, Service, and Marketing), where I was the Special Vehicles Manager for all divisions and all brands in North America. I retired in 2004 with over 40 years of service and started my own Engineering and Design Consulting Company. I am married to my wonderful wife Susan, and we have 2 sons, 1 daughter, and soon to have 4 grandchildren.

Jon Moss

Update on Bruce Stevens

Hardly a meeting goes by that someone doesn't ask me "What do you hear from Bruce Stevens?" Last month I dropped Bruce a note and got a letter from him this week. It shocked me when he said he left Arizona nine years ago and recently celebrated his 90th Birthday with a big celebration and family reunion. He's still very active and enjoys good health. He brought our Club record keeping into the 21st century and Jim Irwin slipped into that job and never missed a beat. We are very lucky to have two very capable members to do this very important club function. Good luck, Bruce, nice to hear you are doing so well. Best regards, Jim Smeets

Ed Peper Bio

AWIM Update

This school year we have 16 ASU engineering students volunteering in 'A World In Motion' programs in the Phoenix area. We currently have active programs in 4 schools and we are looking for additional volunteers to help at Western Peaks Elementary School in Surprise. If you would like to volunteer, contact Tom Terry at 623.215.2511.

We recently received information from SAE that Becky Rose, one of the AWIM teachers at Western Peaks, won the 2010 Lloyd Reuss Award for Teaching Excellence for Elementary Schools and Karen Rascon and Trish Merrill, AWIM teachers at Taylor Junior High won the 2010 Gary Dickinson Award for Teaching Excellence for Middle Schools. These teachers will receive their awards at the SAE AZ NV Section dinner meeting at the Airport Hilton on Wednesday, February 16th.

Alba Colon, GM's Chevrolet Racing Manager, will be in Phoenix for the NASCAR race later this month. While here, she will meet with some of our AWIM students and the AWIM ASU engineering student volunteers.

January Sales UP 23%

General Motors says its U.S. car and truck sales rose 23 percent in January, a sign that the country's slow auto sales recovery will continue into 2011.

The largest U.S. car company says it sold 178,896 cars and trucks last month, fueled by strong demand for newer models and a gradually improving economy.

3rd Shift At Flint Assembly Plant

Flint Assembly currently employs nearly 2,100 hourly and salaried employees and operates two production shifts. In 2010 the plant produced 115,000 trucks, the majority of them regular and crew-cab versions of the heavy-duty Silverado and Sierra. Last year, the plant added production of regular and crew-cab version of the light-duty Silverado.

"I'm very proud of the Flint Assembly team and what we have accomplished in the past year to launch the light- and heavy-duty pickups," said Flint Assembly Plant Manager Amy Farmer. "The support of the UAW, its members and leaders was instrumental in making the heavy-duty truck the critical favorite when compared to trucks offered by our competitors."

GM Doing very well in sales

Every where you look the sales picture for General Motors shows an update for an increase in all departments.. Chevrolet, Buick, GMC and Cadillac all have a growth in their activities for the year 2010. 2011 is even doing better. We might be out of the hole very soon.

Have A Very Happy EASTER

Ed Peper has served as General Sales Manager of Cadillac since August, 2009 and is responsible for leading the Cadillac field organization and dealers. Prior to moving to Cadillac, he served as North American Vice President of Chevrolet since June, 2008. In addition, he was previously General Manager of Chevrolet, Regional General Manager for the General Motors Northeast Region and Vice President of Sales for Saab Cars, USA. During his tenure at Chevrolet, he launched 21 new products and led Chevrolet to overall sales leadership in the U.S. during 2005 and 2007.

Peper joined General Motors in 1984 as a Cadillac sales representative. Throughout his twenty-six year career, he has held many different field sales and marketing management positions with General Motors.

A native of Detroit, Michigan, Peper received his Bachelor of Arts degree from Hillsdale College in 1984 with a major in English. Peper also holds a Master of Business Administration degree from the University of Chicago.

Peper is a proud supporter of Detroit's Cornerstone Schools.

Peper is also a member of the Hillsdale College Athletic Hall of Fame and was a Hillsdale College Distinguished Alumni Award recipient in 2007. Peper resides in Northville, Michigan with his wife, Pam and two children, Emma and Hunter.

Aveos to be built at Russian Plant

"It's about keeping costs down and staying competitive with other manufacturers who have a higher level of locations.

General Motors Co. plans to assemble 30,000 of its Chevrolet cars at Russian group GAZ's plant to boost its local presence in the fast-growing market.

GM said production would begin with a view to selling the Aveo small-segment car starting in 2012. al presence," Chevrolet Russia managing director Alexander Moinov said on Tuesday.

Chevrolet 2012 Sonic

Chevrolet displayed the all-new 2012 Sonic at the North American International Auto Show. Its youthful, aggressive design is backed by turbocharged performance and agile ride and handling, combining to deliver an efficient, fun-to-drive small car.

The Sonic is offered in two body styles: a stylish four-door sedan and a sporty five-door. Each delivers class-leading rear-seat roominess and cargo space. A variety of connectivity features enhance the driving experience.

"The all-new Chevrolet Sonic blends the practicality of a small car with the passion for driving that Chevrolet vehicles like the Corvette are known for," said Chris Perry, vice president of Chevrolet