

# PALAY PRESS

## A bit of this, a bit of that...



“OVERHAUL” is a book written by **Steven Rattner**. It is Mr. Rattner’s account of the Obama Administration’s emergency rescue of the auto industry. It is an honest account of the massive work involved in this huge clean up. Mr. Rattner doesn’t hold back by talking about the ridiculous attitudes of all parties involved. He even quoted Obama as saying “why can’t GM or Chrysler build a Corolla!” Did you know that the United Auto Workers medical benefit coverage reflected THE most prescriptions for Viagra in North America! Ok so that wasn’t one of the major points in the book. The fact is that Mr. Rattner tells an exciting inside story that most of us read about daily for over a year. **This is a must read!**

### Presenting the all-new Chevy Cruze!

Under cloak and dagger the Chevrolet Cruze was finally unveiled in Canada on October 25<sup>th</sup>. The very next evening Birchwood Chevrolet Buick GMC hosted an open house for the new Cruze last Tuesday that went until 9 p.m. While nominally replacing GM's discontinued Cobalt, the Cruze is in a segment all its own. It is larger than a compact, but not as large as a mid-size model. In my 6 years in the business I've never seen a vehicle that will have such a huge positive impact on the small car segment! I sold 4 of the 10 we are receiving - sight unseen!

**The Automobile Journalists Association of Canada (AJAC)** is an association of professional journalists, writers and photographers whose focus is the automobile and the automotive industry. The majority of our journalists test-drive, and report on, new vehicles on an on-going basis in various media across the country. GM is proud to be big winners in 2011.....

2011 Car Of The Year Compact Car: Chevrolet Cruze LT

2011 Car Of The Year Family Car: Buick Regal

### The 2011 Florida Auto Show

I visited this show and from the very first step inside the convention centre it was evident that GM had the jump back in their step! It was definitely the line-up of vehicles that gave them the confidence! Whatever the segment - be it trucks, crossovers, compact cars, hybrids, and electric cars, it was GM that had the brunt of the consumer traffic! See my website, [www.michaelpalay.com](http://www.michaelpalay.com) for more photos of the Auto Show.



## Announcement from CancerCare Manitoba

Michael Palay of the Birchwood Auto Group is generously donating \$100 from every vehicle sold in memory of his dear wife Elana, who passed away in April 2010 at the tender age of 40. Elana touched people from all walks of life and had a profound impact on all who knew her.

Michael's spirited philanthropy will have the same impact at CancerCare Manitoba, the place you can trust to take the very best care of every Manitoban touched by cancer. All funds raised will support CancerCare's groundbreaking advances in treatment, compassionate care and support for patients and their families, and, of course, the research of today which will become the breakthroughs of tomorrow.

On October 6, 2010 Mr. Palay presented CancerCare Manitoba Foundation with his first cheque for \$1,700. Thank you Michael and to all of your very supportive customers.



Picture from 20 km CancerCare Walk. I have no idea how it only rained where I was standing?

Annitta L. Stenning, Executive Director  
CancerCare Manitoba Foundation






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**Michael Palay**  
Sales Consultant

ph. 204.837.5811  
after hours: 204.612.2776 fx. 204.831.4220  
email: michael.palay@birchwood.mb.ca  
40-3965 Portage Avenue, Wpg, MB, R3K 2H7



see me at: [www.michaelpalay.com](http://www.michaelpalay.com)

   
A donation will be made to CancerCare Manitoba with every purchase

**Please call Michael Palay to set up an appointment to discuss your vehicle needs.**

**Contact me at:**

**837.5811 or  
612.2776 (after hours)  
[michael.palay@birchwood.mb.ca](mailto:michael.palay@birchwood.mb.ca)**

**See me at [www.michaelpalay.com](http://www.michaelpalay.com)**

## Introducing the Birchwood Loyalty Rewards Card

Earn Valuable Birchwood Loyalty Reward Dollars after every purchase. ALL Reward dollars earned are applied to your Birchwood Card and are equal to real Canadian Dollars. Reward Dollars are accepted and can be used during future visits to ANY Birchwood Dealership.



*Call me to learn more about Birchwood's Loyalty Program. This program reinforces the fact, that I can be your one-stop shop. What other Salesperson can offer you thirteen different brands!*

## The 2011 Chevrolet VOLT - A New Era of Automobility

### The clock is ticking on the arrival of the next new era of GM

This will be one of the first Electric Vehicles (EV) to hit the markets. The 2 other notables are the Toyota Prius EV (different than Prius Hybrid), and the Nissan Leaf.

The Volt will first go on sale in Texas, New York, New Jersey, Connecticut, Michigan, California and Washington, D.C. The automaker plans to produce 10,000 by the end of 2011 and an additional 30,000 in 2012. The car is to be introduced in Canada in the second quarter of next year.

In the December 2010 Motor Trend Magazine it states "The Volt shows a lot of promise! You might already know that electricity always turns the Volt's wheels, and we can confirm that its 149-horse electric motor accelerates fairly smartly right up to its 101 – mph top speed – with or without the 84 – horsepower gasoline engine switched on. The surprising news is that, after you deplete the 16-kW-hr battery and the engine switches on, a clutch connects the engine and generator to the planetary transmission so the engine can help turn the wheels directly above 70 mph.

So is the Volt a real car? It shares the look and styling of the mind blowing Chevrolet Cruze. However due to its T-shaped battery pack it makes it quite cozy for only 4 adults. It's comfortable and eerily quiet! This Volt is a commuter vehicle, plain and simple! The quote from the Motor Trend's chief editor was interesting. "This is where the Volt shines. Quick and

nippy in traffic, it proceeds with a silent, oozing surge of acceleration, like a downsized Rolls-Royce Phantom." Another Motor Trend editor stated that "Volt engineers have done an excellent job matching the 'efficiency threshold' to L.A. traffic. On the commute in the morning I had no problem keeping the leafy green ball in the optimized zone."



The article goes on to compare the Chevrolet Volt to the new Toyota Prius EV. The Volt wins on:

- Overall efficiency (the Prius needed its gas engine to kick in MORE often)
- Battery is larger (The Volt provides 25 – 50 miles of real world electric operation vs. Prius EV of only 13 miles).
- The Chevrolet VOLT will not be mass produced. It is a niche vehicle. The cost will be greater than other EV vehicles but the technology is more advanced.

Mark my words, the competition will eventually migrate to the "Volt Technology."

## New Chevrolet Billboards Created for the Detroit Market

