

# Automotive News

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# OVERDRIVE

An Aired Line from GM



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## THIS WEEK IN OVERDRIVE

A new GM print ad-"Who's Driving the Hydrogen Economy?"-highlights GM's three-pronged approach to addressing environmental issues as we move toward the ultimate goal: a hydrogen economy. Here's an overview of GM's multifaceted strategy:

**Internal combustion engine.** GM has always been, and will continue to be, one of the leaders in fuel economy and emissions technology. In fact, when it comes to fuel efficiency, our trucks win more head-to-head comparisons than any other manufacturer. To compare the fuel economy ratings of GM vehicles to the ratings of other manufacturers' vehicles, visit [www.gmability.com](http://www.gmability.com). Click on "Environment" and then on "Fuel Economy & Emissions."

**Displacement on Demand.** Displacement on Demand, an important fuel-saving technology that addresses environmental and energy issues, allows a vehicle to run on half its cylinders when full power is not needed. When engine loads demand full power, the system shifts seamlessly without any input from the driver. Displacement on Demand will appear first on the 2005 model year GMC Envoy XL and Envoy XUV; and on the Chevrolet Trail Blazer EXT sport-utility vehicles. By 2008, GM forecasts more than 2 million GM vehicles with V-8 and V-6 engines are projected to have this feature, which can boost engine efficiency by up to 8 percent.

**Hybrids.** Powered partly by engines, partly by batteries, hybrids are being designed to deliver improved fuel economy with uncompromising performance. Last year, we announced an aggressive plan to take some of our most popular models and offer hybrid versions of them: cars, trucks, SUVs and buses you already know and trust, with an extra boost at the fuel pump. For example, fleet customers can currently take advantage of hybrid versions of GM's full-size pickups-the GMC Sierra Hybrid and the Chevy Silverado Hybrid. The vehicles increase fuel efficiency by 10 percent to 13 percent, achieving an EPA-estimated miles per gallon of 20 highway and 19 city (two-wheel drive), and 19 highway and 17 city (four wheel drive). These vehicles will be available in limited quantities to retail customers later this year.

Also, as part of the first phase of its hybrid technology rollout, GM is equipping 235 new buses at King County Metro Transit and Sound Transit in the Seattle area with hybrid technology from GM: When comparing these hybrid buses to conventional buses on an urban driving schedule, the hybrid technology will increase fuel economy by up to 60 percent- and the annual fuel savings from this new fleet will be equal to the amount of fuel saved if thousands of small cars with internal combustion engines were replaced

## Honoring Earth Day every day at GM



Beth Lowery  
GM Vice President,  
Environment and Energy

For the past 34 years, every April 22 has been Earth Day, a special day set aside when planned events and activities around the country seek to raise people's awareness of our responsibilities as guardians of the planet's precious resources.

But at General Motors, every day is important from an environment and energy perspective - not just April 22. A guiding principle at GM is our responsibility to create products and a business that respect the environment. And while we are developing advanced vehicles for the future that will preserve our environment and have less and less impact on air quality, we also recognize that, right now, the commitment of our partners at every level is essential. We are particularly reminded of this truth at this time of year, when Earth Day is again in the news. And we also are aware that real progress comes from more than a once-a-year event.

That's one reason why GM has partnered with the U.S. Environmental Protection Agency (EPA) and other automotive suppliers to help co-found the Suppliers Partnership for the Environment (SP). The goal of the partnership is to encourage new, innovative ideas in energy management and environmental protection across the supply chain - ideas that also make good business sense.

This approach encourages mutually beneficial collaborations by recognizing best practices.

In fact, SP grew out of one such collaboration between GM and the EPA. While working with the EPA on a pilot project initiated with our Saturn division, we identified real opportunities to improve both the environment and the competitiveness of companies in our supply chain.

In that project we discovered that just one waste-saving practice identified and applied during the production of the Saturn VUE to eliminate plastic seat wrappings could save up to \$520 million if adopted throughout the entire supply chain.

To facilitate the sharing of these best practices, SP has formed several workgroups, including Design for Environment (DfE) and Energy Optimization. The DfE team is currently working with suppliers to reduce or improve packaging issues through workshops and discovery sessions. The Energy Optimization team is helping suppliers evaluate how they manage and utilize energy at their facilities.

Together, we have found ways to reduce cost while decreasing waste and limiting or avoiding emissions.

The Supplier Partnership for the Environment is just one example of GM's commitment to creating sustainable solutions - a commitment that goes beyond just one plan or one answer, and touches every part of our business. A commitment that recognizes the importance of taking actions now to help sustain our earth's future, today and every day going forward. All of the GM family- employees, suppliers, dealers - must share in this commitment and make sure Earth Day is honored everyday.

Future generations are relying on us!