



# AUTO NEWS

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## A Road Trip In A Hyundai Elantra N-Line During Monterey Car Week



Hyundai Elantra N-Line at Entrance to Laguna Seca Race Track during Monterey "Car Week" (photo Auto News)

**AUTO NEWS**

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## Rita Case Wins Prestigious TIME Dealer of the Year Award

*This national award presented at the annual National Automobile Dealers Association convention honors retail automotive success and commitment to philanthropy*

Rita Case, president and CEO of Rick Case Automotive Group, the nation's largest female owned and operated automotive dealer group in America, received the 55th Annual TIME Dealer of the Year Award, one of the automotive industry's most prestigious and highest honors for a dealer. Rita is only the fifth woman to be named TIME Dealer of the Year.

Nominated by members of the Automotive Trade Association Executives, Rita represented the Florida Automobile Dealers Association as the Florida Dealer of the Year. Rita and 49 other dealers from around the U.S. were nominated from more than 16,000 dealerships. Awarded annually since

1970, the TIME Dealer of the Year Award, in partnership with Ally and National Automobile Dealers Association (NADA), recognizes the nation's most successful auto dealers who also demonstrate a long-standing commitment to community service.

"I want to thank TIME and Ally Financial for this recognition. I stand on stage with an amazing group of other dealers who all generously give of their personal time and resources to support and improve their communities. TIME Dealer of the Year is the highest honor and most prestigious recognition an auto dealer can receive from the auto industry, and I am humbled and grateful for this award," Rita said, as she received the award during the 107th Annual NADA Show in Las Vegas. "I'm proud

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by Bill McCallum

My ride for Monterey Car Week this year was the all-new 2024 Hyundai Elantra N Line. As you can see from the photo I couldn't wait to drive the sporty sedan on the winding roads surrounding Laguna Seca race track where Hyundai is the major sponsor.

According to Consumer Reports ".....The Elantra is one of the better

small sedans. It has a sleek and easy-to-use infotainment system, a well-tuned transmission, and a relatively roomy interior for the class, plus it gets impressive fuel economy." (35 mpg highway) The N Line MSRP (as driven) was \$28,465. The 1.6-liter GDI Turbocharged Engine produces 201 hp with a 7-speed Dual Clutch Transmission w/SHIFTRONIC

paddle shifters.

With 6 ADVANCED SAFETY TECHNOLOGY features including Blind-Spot Collision Warning and Rear Cross Traffic Collision Avoidance Assist drivers are safer when they put the "Pedal-To-The-Metal." The 2024 Hyundai Elantra N Line deserves a test drive if your in the market for a value priced sporty sedan.

## Serena Williams "World Famous Tennis Star" Introduces the All-New Lincoln Navigator in Monterey



Serena Williams (in white) Introduces Lincoln Navigator (photo Auto News)



TIME Dealer of the Year Rita Case (Photo credit Ron Bland Photography)

### Are You Voting with your Vehicle This Year?



Bill McCallum  
publisher

I thought I had heard everything in my 50 + years in the auto industry. But no ! Most of our 1 million monthly readers (see page 20) are saying .....“I am going to vote in this years election with my vehicle”..... In other words, Fossil Fuel vs EV That puts me in a strange position as the publisher/ founder of the largest consumer automotive publication in the U.S. As I have said before “.....I have never met an EV that I didn’t like, but the transition to EV’s from fossil vehicles is not going smoothly and WILL NOT happen as planned. As a result automakers and the U.S GOVERNMENT have and will continue to lose BILLIONS of tax payers dollars causing inflation and pushing us closer to a recession.

TRUMP and his “Drill Baby Drill” fossil plan will appeal to those who are tired or unable to pay the high price of gas at the pump and are asking “... are we better off TODAY than we were 4 years ago”. And for those environmentalists who have pushed for EV sales in the U.S. I am not sure how you can justify the fact that 10 year old children in Africa and around the world are mining rare earth minerals and we are once again starting to create “OPEN PIT MINING” in the U.S. to produce more EV batteries. I’m “stuck-in-the-middle” on this subject but our “VEHICLE VOTE” counts so be sure and cast your vote EARLY.

### The 35<sup>th</sup> NHRA Northwest Nationals at Pacific Raceways



Chris Chung  
International editor

The 35th NHRA Northwest Nationals at Pacific Raceways was nothing short of spectacular, delivering a weekend filled with roaring engines and thrilling finishes that captured the essence of drag racing.

Austin Prock, already a stand-out in the Funny Car category, continued his dominant season by clinching yet another victory. This time, Prock outpaced Paul Lee in a gripping final, showcasing his relentless drive and precision, which have become his hallmark at John Force Racing. With four wins under his belt this season, Prock’s trajectory in the sport is clearly pointing skyward.

In the Top Fuel class, Steve Torrence added another trophy to his collection, further cementing his status as one of the sport’s top competitors. Torrence’s performance in Seattle was a master-class in power and consistency, traits that have become synonymous with his racing style.

The Pro Stock category saw Jeg Coughlin Jr. return to the winner’s circle, demonstrating the veteran racer’s enduring skill and tactical prowess. Coughlin’s victory not only highlighted his career’s longevity but also his ability to perform at the highest levels against fierce competition.

Meanwhile, in Pro Stock Motorcycle, Chase Van Sant stole the spotlight with his remarkable victory. Van Sant’s triumph at

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### Honda CRV A Sporty Hybrid Test Drive Review



Sally Hanson  
editor

America’s best-selling Crossover Utility Vehicle (CUV) since its launch in 1997 and Honda’s best-selling vehicle since 2017, this year’s sixth generation CR-V line-up was further enhanced by the addition of the Hybrid All-Wheel-Drive Sport Touring model.

The completely redesigned CR-V offers bold styling on the exterior, increased performance, and more space and comfort inside the vehicle. Honda’s new hybrid models feature a new hybrid system for a sportier driving experience. My drive in the CR-V Hybrid AWD Sport Touring edition included a round trip from Seattle over the Cascade mountain pass to the Columbia basin in Eastern Washington. I was hoping to encounter slushy roads in the pass to feel the all-wheel-drive system work its magic, but heavy rain was all I got! My return trip to the wetlands was met by blinding rain where I was able to experience the stability of the CR-V on the road as well as the ease of operating all controls in adverse weather conditions.

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#### EV TEST DRIVES

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- Page 13 - Hyundai Instert
- Page 14 - Toyota bz4x EV

### Acura ZDX Test Drive Review



Dave Kunz  
LA feature writer

Just as numerous legacy auto brands have done in recent years, Acura has added a new fully-electric model to its portfolio, the 2024 ZDX. It’s a medium size two-row crossover SUV with good looks, good range, and the option of a real performance version.

“I get by with a little help from my friends.” Of course, The Beatles put those words to music decades ago, and now that’s what Acura (and parent company Honda) did to speed up getting their first EV to market. The ZDX, along with the Honda Prologue, shares the Ultium platform with General Motors. A cynic might say “borrows,” but the official line from Acura is that it was co-developed with GM.

Ultium is the scalable electric underpinnings now used beneath everything from the tidy Chevy Blazer EV to the intimidating GMC Hummer EVs. As much as possible, Acura was able to tailor the ZDX to integrate well with their other models. Primarily in the styling, done at Acura’s studio in Southern California.

Inside, it’s a lot of General Motors as far as functionality goes. One interesting example is that the ZDX offers what is basically GM’s Super Cruise hands-free adaptive cruise control. Built alongside the Cadillac Lyriq in Spring Hill, Tennessee, the ZDX qualifies for the \$7500 federal tax credit.

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### Ford Ranger Lariat: Mid-Size muscle, max attitude



Keith Turner  
SF feature writer

There’s no doubt about it, American’s love trucks. But they also appreciate the ability to: 1) Negotiate tight parking lots; 2) Transport full-sized passengers; 3) Save on fuel.

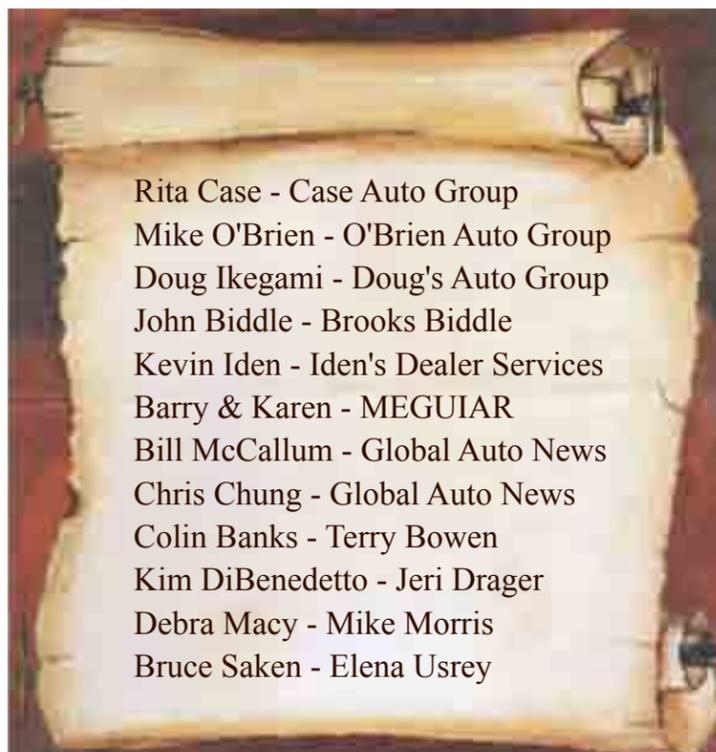
The 2024 Ford Ranger Super-Crew Lariat is the realization of what Americans want in modern mid-size truck. The Ranger features a versatile blend of power, comfort and technology packaged in a design that is as rugged as it is refined. Plus, with the introduction of the innovative Box Step integrated behind the rear wheel, Ford continues to add to the Ranger’s practicality and user-friendly features by making the Ranger not just a workhorse, but a daily driver that fits seamlessly into everyday lifestyles.

The exterior of the Ranger stays true to Ford’s design philosophy, emphasizing a rugged and robust appearance. The truck’s front end features a large grille and modern LED headlights, giving it a strong road presence, complemented by 18-inch alloy wheels. The Lariat trim adds chrome accents, which lend a touch of refinement to the otherwise workhorse-like design.

Climbing inside the Ranger is relatively easy compared to the lifted height of its larger F-150 sibling and the interior rivals many SUVs in terms of comfort and luxury. The premium leather seats are both heated and ventilated, providing comfort in any weather

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## "Thank You" To Those Who Donated To Our First Round of the Auto News Foundation !!!



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**Innovative Wind & Solar Tower Debuts at Auto Show**



Jim Trainor  
LA feature writer

**Emission-Free Electricity from Both Wind and Sun Can Charge EVs and Hybrids at Almost Any Location and Time**

The world's only hybrid power station "fueled" solely by a combination of wind and sun, the internationally-patented Wind & Solar Tower (WST), will be on display for the first time during this year's North American International Auto Show in Detroit. The automated 1:18 scale model will demonstrate how clean, off-grid power can charge electric vehicles in a way that is cleaner and more efficient than anything presently available. A full-sized Tower operated seamlessly and flawlessly for five years, even surviving two hurricanes.

The Tower will be a featured attraction at the Plug and Play Startup Arena at Automobili-D in conjunction with this year's show from Sept. 13 – 15.

"The Detroit Auto Show is one of the most influential annual automotive events in the world

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**Connie Peters Interviews Jana Askeland**



Connie Peters  
feature writer

Jana Askeland, a seasoned professional in sales, marketing, and advertising, has carved a niche for herself in the competitive world of radio and digital advertising. With a focus on catering to local businesses, particularly car dealerships, Jana brings a unique perspective to her role. Growing up surrounded by the car business, thanks to her father's wholesale ventures and her brother's passion for drag racing, Jana developed an innate understanding of the industry.

After college, Jana found her stride in radio advertising and was quick to establish partnerships with local car dealers. Her background not only in marketing but also in the automotive world allows her to empathize with clients, identifying pain points and offering innovative solutions. This dual perspective, both as a professional and someone immersed in the car culture, sets Jana apart in her field.

Beyond her professional endeavors, Jana has embraced her role as a resource for fellow moms seeking advice on family-friendly vehicles. Recognizing the fervor in moms' discussions about the ideal

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**Chevrolet Colorado Test Drive Review**



Howard Elmer  
truck writer

Every once in a long while release dates for a new class of trucks lines up. This year that class is midsize pickup trucks. For 2023 the GM Twins, Colorado and Canyon are new. Also, the new Ford Ranger is coming this late this year. From Toyota we will also see new Tacoma, though it will probably be released in '24. Of these trucks the Chevrolet Colorado is first out of the gate and I recently had a chance to drive it down in California.

Last updated in 2015, there are significant changes to this mid-sizer, starting with engine choices. There is only one – the 2.7L turbo I-4. The V6 and small diesel option is no more. The 2.7L is matched to a second-generation 8-speed automatic transmission. Despite there being only one engine, it is available in three different outputs.

Output Variant: **2.7L Turbo**  
Horsepower: 237  
Torque (lb.-ft.) 259  
Max Trailering: 4,300 lbs.  
Availability: Standard: WT & LT  
Output Variant: **2.7L Turbo Plus**

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**Hyundai Introduces 25K Inster EV**



Jordan Williams  
millennial writer

Exciting EV News from Korea: Hyundai introduces its \$25,000 Inster, an affordable EV in Asia and Europe

Crain's Automotive News recently published a June 26th, 2024 article by Hans Greimel introducing Hyundai's new \$25,000 EV, named Inster—an exciting read.

Why? Because EV affordability has always been a concern of Millennials — and other budget conscious, environmentally concerned global citizens.

Though automakers like Tesla have reduced EV price points thrice, hoping to entice new buyers, Inster's \$25,000 breaks a glass ceiling that to date has been upwards of \$40,000. In fact, the average price of an EV in the United States is still \$55,167, as per Cox Automotive.

Hyundai's target market with Inster is "the young, city-dwelling professional," they state. Inster is attractive, futuristic, but has compact dimensions, a range of 220 miles, and is convenient to park. These are all attractive features in today's world.

But the \$25,000 sticker price expects Inster to be in high demand,

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**Jacquelyne Newman Joins Auto News**



Jacquelyne Newman  
distribution manager

We are please to announce that Jacquelyne Newman has joined team Auto News as distribution manager in the Boise, Nampa, Meridian area of Idaho. It has been reported that Idaho is the fastest growing state in the union and a "hot-bed" for new car sales. Jacquelyne will also be calling on select new car dealers in the area and JACKSON ENERGY headquarters located in Meridian, Idaho. JACKSON is the largest chain of service stations in Washington, Oregon, Idaho, Arizona, Nevada, & California and part of the Auto News distribution network.

Jacquelyne recently moved to Idaho from Monterey, Ca. and helped us launch the Auto News Foundation at an event in Monterey during the Pebble Beach Concours d' Elegance. We welcome Jacquelyne to team "Auto News" as we continue to expand our brand across the U.S.

**Jacquelyne Welcome to "Team Auto News"! Bill**




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### The Balancing Act in EV Transition



Larry Weitzman  
EV specialist

New gasoline discovery will eventually double your fuel mileage, and nothing has changed.

Published the column below 14 years ago saying that current battery technology will not, if change and the future is petroleum. The column talked of a spoof miracle invention that would double the gas mileage of all cars by simply doubling the energy density of gasoline. It turns out that the energy density of current battery technology has also remained the same 14 years later. The only reason EVs travel farther on a charge is because the batteries have increased in size and weight in proportion to their increased range. The biggest batteries that power pickup trucks are over 2,000 pounds and occupy a quarter of the entire vehicle weight. Yet they can only tow a 6,000-pound trailer a measly 150 miles before needing a minimum 2-hour recharge that will cost a minimum of \$70. At home, the same charge on a 220v level II charger would take 20 hours.

October 30, 2010. While every-

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### BMW i4 eDrive 40 '23 "Test Drive"



Arv Voss  
feature writer

**OUTLOOK:**

The future of electric mobility is here now with BMW's i4 eDrive 40 Gran Coupe – a rear motor, rear-wheel drive, 5-passenger, 4-door hatchback. In actuality, it's technically a 4-door sedan in the guise of a sleekly designed coupe with a hatch rather than a conventional trunk. It's neat with no ICE here folks. And, it smokes its gas powered 430i counterpart.

There are those naysayers concerning BMW's focus on the electrification of their sedan lineup. Not to worry – even on the lower end of the spectrum with the i4 eDrive3 40.

**DESIGN:**

The i4 is in essence, an EV example of the gas powered 4-Series Gran Coupe. Both display the same longer roofline, frame less door glass and rear liftgate. Rear seat accommodations and cargo access both exceed what any 3-series sedan serves up. Plus, it's absolutely gorgeous.

**MOTIVE FORCE:**

Energy is provided by a current

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### 2024 Mazda CX-50 2.5 Turbo Meridian Edition



Harold Allen  
Texas feature writer

The Mazda CX50 Meridian Edition offers a great value for the \$43,850 price tag. Pricing for the CX50 starts at \$31,720 and goes up to \$44,720 for the Premium Turbo Plus model. No question I would go for the model that has the 2.5 Turbo engine. It has great get up and go and the six-speed transmission is very smooth.

Mileage ranges from 23 mpg in the city to 29 mpg on the highway. The interior is well-appointed and the Meridian model has great-looking and very comfortable seats. The interior has very little plastic and most surfaces are a soft touch.

Safety standard features include automated emergency braking, lane-departure warning, and adaptive cruise control. The design is better looking than the Subaru, but everyone has their taste in styling. As this is an all-wheel drive model the height of the vehicle will limit how much off-road it can tackle but for the East where they get snow and

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### CES 2024 Automotive Technology



Joyce Chow  
entertainment editor

Imagine orchestrating music by driving. Accelerate, slow down, turn left, turn right, the music responds to your driving nuances. Your car becomes an instrument where you can make recorded music live with MBUX SOUND DRIVE, the collaboration of Mercedes-AMG with multi-Grammy winning artist and entrepreneur will.i.am. The world premiere was at CES 2024 in Las Vegas.

It is not a traditional ambassadorship, Mercedes and will.i.am collaborated and created together. They assembled teams of engineers around the world to push technological boundaries through sensors where a car can express audibly how you drive behind the wheel and where you can create live music from previously recorded music with your car as an instrument. By creating a more immersive environment, it levels up and personalizes the relationship and emotional bond between you and your car where every drive is unique.

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### Lexus RX F Sport "Test Drive"



Scot McCallum  
feature writer

This is a story about an amazing car and the journey it gave us to the Methow Valley, one of the jewels of Washington State. The Lexus RX F Sport was the perfect vehicle for a trip over the North Cascades Highway (State Route 20). The RX has new design improvements including suspension and this scenic highway provided countless curves to test the RX handling. The 2.4 Liter Turbo Engine with Direct4 All Wheel Drive provided plenty of power and stability up the steep climbs and curves to Rainy and Washington Pass (5476'). The views going both directions over the North Cascades Highway are unbelievable; not just the best in Washington State but one of the best views from any highway in the U.S.

Our destination was Mazama and Winthrop, WA. Winthrop has original Western architecture for every building and includes a real Saloon – Three Finger Jacks. The RX Safety Technology Assist features came in handy parking in Winthrop's shopping district which has outstanding stores, restaurants and lodging.

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# EV (Electric Vehicles) News and Strategies



## AUTO NEWS

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## Are You Voting With Your Vehicle This Year? (Also see page 2) Editorial

by Bill McCallum

When I published my first Northwest weekly newspaper over 50 years ago. My mentor at the time said "...stay away from personal politics, because you will lose 50% or your readers on every subject you publish and you will eventually lose all your readers." So, that being said, see my page 2 editorial "ARE YOU VOTING WITH YOUR VEHICLE?" This story is for all the EV owners and potential EV owners.

As I have said before, "...I have never met an EV I didn't like." The EV's are all examples of "cutting edge design" with advanced technology, comfortable seating, ease of handling, and offering instant acceleration. OEM's including Tesla have brought enough new models to market to account for a little less than 10%

of the market. And YES there will be a transition to EV's over the next decade or two.

As I have mentioned over the last few years there are obstacles that manufactures and EV owners have and will deal with in coming years as the transition continues. The main one being the supply of ELECTRICITY in the U.S. and around the world. As AI power stations consume more electricity across the U.S. and more EV's are sold we must seek additional power sources to support the EV industry. Yes more charging stations are being built across the U.S. with more to come. So if your vote is ev's vs Fossil Fuel Vehicles "Vote Early." And yes, I am on both sides of the issue as the Publisher & Founder of an auto newspaper.

## Tesla Opening New Charging Stations



El Tejon Outlet Center North of L.A.

## BMW i4 eDrive 40 "Test Drive"

continued from page 4

excited synchronous AC motor mounted aft and driving the rear wheels. The battery pack is an 81.5 kWh liquid-cooled lithium-ion unit with an 11.0kW onboard charger and the transmission is direct drive. Should one require more performance, there's also an M50 with dual motors available.

0-60 time is 4.8 seconds (quicker than a Tesla Model 3, with a governed top-speed of 115 mph.

Fuel economy is rated at 100 MPGe city, 98 MPGe highway and 99 MPGe combined. Range is 282 miles. There's an 8-year/100,000-mile high voltage battery warranty.

The i4 eDrive 40 rides on strut suspension up front and multilink out back, with power-assisted four-wheel vented disc brakes and regen braking. Rolling stock consists of Hankook Ventus S1 245/40R-19 98Y in front and 100Y in the rear mounted on five machine

faced "Geo-petal" loops and black painted alloy wheels.

### PLEASING GREENHOUSE ENVIRONMENT:

The cabin of the i4 40 is stylish and well laid out featuring a tech-

packed curved-display screen with touch-screen functionality. Controls and switchgear are user friendly with learned familiarity adding to comfort and convenience. continued on page 7

## "Proud To Wear The Shirt"

by Lynn Rehn

*The Kindness of Canadians: How Cam Clark Dealerships Foster a Culture of Community Service*

### Introduction

The kindness of Canadians is renowned worldwide, a trait deeply embedded in the nation's culture and reflected in the actions of its citizens. Nowhere is this more evident than in the community service initiatives led by the team members at Cam Clark-owned dealerships. From its humble beginnings in Canada to its expansion into the United States, the Cam Clark Auto Group has built a reputation not just for exceptional customer service, but for fostering a deep commitment to community involvement and philanthropy.

To keep things personal I took guided tours and self guided snoops of 11 of these dealerships, it was a remarkable experienced

based on my own past, when I had carved a niche in our families dealership through volunteering in our community - directions came from ownership to write my own job description with a small stipend for my efforts included. No negotiations - just saying. One of my favorite quotes from the interviewing process was with a Parts and Service Manager as he described the community they served and service this man had said "I am PROUD TO WEAR THE SHIRT" with its Cam Clark logo on it and he meant it! Another General Manager has dedicated a shopping experience in what for most stores is a fail of retail opportunity. This GM has created a Nordstrom Environment upstairs next to Finance with music chosen specifically for its beneficial motivational effects on shoppers continued on page 8

## Breaking News: Auto News Reader Reach (RR) Scales to 1 Million

Breaking News: Auto News scales readership reach (RR) to 1,000,000 per month. Reader reach (RR), a new terminology of the digital world that includes our national print distribution, direct mail, our print distribution via automotive retail locations located in 7 Western states in addition to our digital editions including email digital fast blasts, YouTube, X (twitter), Facebook,

Pinterest, LinkedIn, Instagram, TikTok, and impressions from their 15 automotive writers across the United States.

Auto News intends to continue to build its readership reach with an aggressive expansion plan in 2024 for its print, digital and affiliate programs. Make sure to follow their progress at the link below or online at [autonewsonline.com](http://autonewsonline.com).

## AUTO NEWS® BYTES

### "Words Matter."

"Words Matter." After a recent auto show survey asking attendee's to give us a list of industry terms or words that have dual meanings or may confuse readers I give you.....

"A.I." (Artificial Intelligence) – real information distributed a different way using technology.

CIRCULATION – An outdated term used to confirm the number of readers for newspapers and magazines.

FAST BLASTS – a method of distributing data using companies like Mail-Chimp and others.

READER REACH (RR) – For those that still know how to read and practice the art it's a total of all the methods listed.

SOCIAL MEDIA – a term created by the tech industry to increase revenue streams, justify advertising, steal your data, while confusing the public.

STREAMING – a new way to deliver movies, TV programs, and series using a subscription model while increasing revenue.

VIEWS – a term originally associated with movies, TV, as in "viewers", but can include those of us that still read !!!

Remember "words matter" and don't stop reading.

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## Chevrolet Colorado Test Drive Review

continued from page 3

Horsepower: 310

Torque (lb.-ft.) 390

Max Trailering: 7,700 lbs.

Availability: Standard: Z71 & Trail Boss

Available: WT & LT

Output Variant: 2.7L Turbo

**High-Output**

Horsepower: 310

Torque (lb.-ft.) 430

Max Trailering: 7,700 lbs.

Availability: Standard: ZR2

(with a max trailering of 6,000 lbs)

This engine strategy (one engine, three outputs rather than

three separate engines) is just one example of a production streamlining I noted in the new Colorado. Another example, that was instantly obvious, was the 11.3-inch center stack screen. This single screen comes in every version of the Colorado; from WT to top-of-the line ZR2. So rather than changing up screens based on trim level – a single screen makes production easier. In fact, throughout the truck, I noted items that were common on all trims. In conversations with engineers on site I hypnotized that

the pandemic shortages and shipping issues caused them to review how and where they sourced parts from. The response was yes, to keep the lines running without interruption they had eliminated potential bottlenecks by limiting the number of build variations. Another big change is a move to a single chassis model – crew cab, short box model. Whatever you order, that's the body your truck will be built on. All these changes add up to a simpler build in the factory – which, (hopefully) also

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Chevrolet Colorado (photo Howard Elmer)

## Ford Ranger Lariat "Test Drive"



Ford Ranger Super Crew (photo Keith Turner)

continued from page 2

condition. The spacious cabin offers ample legroom, particularly in the rear, making long journeys comfortable for all passengers. There is even an under-seat storage compartment to keep tools and toys safe and out of the way of the rear seat passengers.

The Ranger doesn't skimp on technology either. The cockpit dashboard features a 12-inch touchscreen equipped with Ford's Synch 4A system, with seamless smartphone integration via Apple CarPlay and Android Auto. The system is intuitive and responsive, making it easy to control navigation, entertainment, and climate settings. The Ranger's Lariat trim

also includes a Bang & Olufsen sound system, delivering crisp, clear sound.

Under the hood, the Ranger SuperCrew Lariat packs a 2.3-liter EcoBoost engine, producing 270 horsepower and 310 lb-ft of torque. Paired with a 10-speed automatic transmission, this powertrain delivers smooth acceleration and plenty of power for both city driving and off-road adventures.

Fuel mileage estimates for the EcoBoost engine are decent for a rugged truck, with 21 miles per gallon (mpg) estimated in city driving, 26 mpg on the highway for a combined mileage of 23 mpg.

The truck's towing capacity

is an impressive 7,500 pounds, making it more than capable of handling trailers, boats and other heavy loads. Off-road enthusiasts will appreciate the available FX4 Off-Road package, which includes skid plates, off-road tires and an upgraded suspension. The Ranger's Terrain Management System offers a confident and controlled ride whether handling rocky trials or highway cruising.

Pricing for the Ford Ranger SuperCrew Lariat 4X2 starts at \$43,525. Our test vehicle included the Equipment Group A option with a spray-in bedliner, towing package, locking differential and touchless keypad, so the total price, including destination and delivery, was \$47,374.

Overall, the Ford Ranger SuperCrew Lariat is a well-rounded mid-size truck that offers something for everyone. Its combination of power, comfort and practicality make it a standout in the mid-size truck class.

For a full video review of the Ford Ranger, check out Carguy-Drives on YouTube.

**Soul, electrified.**

The soul has many aspects. It is variable and constantly changing. When viewing the Porsche Taycan, it reveals itself by a smile that expresses total delight. The Taycan is uncompromising and perfect for the everyday. Striking proportions, timeless and instantly recognizable design. With a spacious interior and two luggage compartments, providing comfort and convenience for four.

Experience true electrified performance.  
The Taycan Turbo S.

## Is It Time To Visit New Power Sources?

continued from page 3

and a showcase for emerging technologies like The Wind & Solar Tower," said the inventor of The Tower, Jim Bardia. "With its vertical axis wind turbine, "frictionless" levitation hub, and self-cleaning/self cooling solar panel, The Tower generates prodigious electrical output on a small footprint, making it a compelling addition to EV-charging choices.

**Can operate independent of grid**

"The Wind & Solar Tower is more than merely an EV-charging device simply linked to today's electric charging grid; it goes beyond because unlike all other charging systems, it can function independent of the grid or be supplemented by the grid.

"The U.S. electric grid needs strengthening because it is being asked to deliver far more energy than ever before," Bardia explains, "but we can't be spending billions of dollars to build additional power plants that will increase pollution by burning more fossil fuels."

**Renewables are key to survival**

"Using more wind, solar and hydroelectric power is the key to survival of our grid and the continuation of the comfortable lives we've come to enjoy."



PORSCHE

# The Balancing Act in the Transition to EV's

continued from page 4

one is looking for the “magic battery” sometimes referred to as “unobtainium” which will make electric cars more practical and less expensive, Dr. Ralf von Hammerschmidt from the University of Heidelberg, Grossaspach has discovered a way to double the energy content of petroleum gasoline. After 12 years of intensive research and development and through the use of a newly invented Thermal Dynamic Spatial Reducer, Dr. von Hammerschmidt and his team of dedicated German and Austrian scientists and physicists have been able to nearly double the BTU content of a gallon of gasoline from its current 115,000 btus to 212,000 btus, nearly doubling vehicle fuel economy.

The process is not all that dissimilar to the Fischer Tropsch process developed nearly 100 years ago by fellow German scientists who were able to gasify coal and make it into a liquid. Through the use of the recently discovered Spatial Reducer, they have been able to effectively add more molecules into the same space on the end product. Using several new reactive catalysts, Dr. von Hammerschmidt has successfully combined more carbon and hydrogen into the same space already occupied by the normal gasoline molecules which enhances the energy content of the liquid without the need for higher temperatures or increased pressures. The end result is a liquid product with the same volatility and vapor pressures of gasoline that contains over 200,000 btus per gallon. Dr. von Hammerschmidt and his team are working to further add to this process and eventually achieve the astounding Btu content of gasoline to 300,000 per gallon.

Part of this process has the added benefit of reducing CO2 content from the atmosphere as Dr. von Hammerschmidt has successfully used the carbon from this compound and re-processed it through the thermal dynamic spatial reducer along with pure hydrogen. Dr. von Hammerschmidt estimates the process will add approximately 25 cents to a gallon of gasoline on a volume basis.

For those that worry about CO2 and climate change, this will reduce the CO2 output of vehicles because CO2 emissions per mile will be cut in half because the carbon for this process is extracted from the atmosphere. The reality is that it would be 80 percent more

eco-friendly than a current hybrid vehicle and as eco-friendly as an electric car and at a fraction of the cost.

The process would be put in place during the actual refining of the gasoline in a current facility and it would be just another step from crude oil to the end product. Part of the estimated 25 cents per gallon considers the added processing of petroleum and the attendant new equipment.

There would be some negatives. First while reducing the demand of oil, it would put a damper on developing other alternative technology such as hybrids, electric vehicles, and fuel cells because gasoline as a fuel would have a significantly reduced cost per mile (essentially cut in half) thereby making any alternatives even less attractive.

While strides have been made in electric vehicles, they still suffer from two significant issues. First the range of electric cars is still extremely limited to less than 100 miles and as with the current Leaf, at 70 mph and using the climate control system, the maximum range is just 55 miles. Secondly, eclectic vehicles take hours to recharge. Hybrids which already never return their extra cost (about \$5,000 per vehicle) will become even less attractive and will now have a higher unreturned premium on investment. Already extremely expensive fuel cells will have to compete with a more efficient use of hydrogen attained by the thermal dynamic spatial reducer.

Dr. von Hammerschmidt has virtually made all current known alternatives vehicles potentially obsolete with this newly developed process. However, he still recommends that research should continue into alternative vehicles. However, before investing, any idea should be examined by a nonpolitical body of scientists and that the idea passes a rigorous scientific test before billions of dollars are wasted on fruitless ventures. Perhaps the magic battery has been discovered right under our noses and it was the same tried and tested fuel that currently powers our transportation system. The doctor has done the impossible, something he says that will never happen with the solid-state battery.

Here we are 14 years later, and EV demand is falling. It is too expensive and too inconvenient and now the energy cost is more expensive than gasoline. Yet our autocratic government is still trying to shove it down our throats (or stick it somewhere else in our scared body) and using your money to do it.

## BMW i4 eDrive 40 "Test Drive Review"

continued from page 5

Connectivity and Infotainment AS TESTED:

My test Bimmer i4 40 wore a Tanzanite Blue exterior finish and sported a Canberra Beige and Grey interior. The base price was set at \$55,400. While optional extras elevated the total to \$68,270. Options included: the Dynamic Handling Package, Driver's Assistance Pro Package, Shadowline Package, M Sport Package, Parking Assistance Package, Premium Package, and Acoustic Protection.

PERFORMANCE:

Driving the i4 eDrive 40 is both exhilarating and pleasurable based on one's mood. It is fast, smooth and the handling may be adjusted to satisfy various scenarios in terms of

ride quality and steering response. Yes it costs more than the 430i, but it certainly seems worth it

THE FINAL ANALYSIS:

If you're in the market for an ideal electric vehicle, try on the “Ultimate Driving Machine” – (hold the ICE) and give the BMW i4 eDrive 40 Gran Sport Coupe a go on the road or track. You won't be disappointed.

SPECIFICATIONS:

BMW i4 eDrive 40  
 Base Price: \$55,400.  
 Price as Tested: \$68,270.  
 Motor Type and Size: Current excited Synchronous AC with liquid-cooled lithium-ion battery pack 81.5kWh and 11.0kWh onboard charger.  
 Horsepower (bhp): 335 @ 8,000-17,000 rpm

Torque (ft./ lbs.): 317 @ 0-5,000 rpm

Transmission: Direct Drive Drive Train: Rear Motor – Rear Wheel Drive

Suspension: Front - Struts

Rear - Multilink

Brakes: Power-assisted four wheel vented discs

Tires: Hankook VentusS1 evo3

- 245-40R-19 98Y front (100Y

Rear)

BMW i4

Wheelbase: 112.4 inches

Length Overall: 185.5 inches

Width: 72.9 inches

Height: 57.0 inches

Curb Weight: 4,699 lbs.

Fuel Capacity: 0- electric

EPA Mileage Estimates: 100

MPGe mpg city - 98 MPGe

highway / 100 MPGe combined

- Range

0 - 60 mph: 4.8 seconds

## Chevrolet Colorado Test Drive Review

by Howard Elmer

continued from page 6

keeps costs and wait times in check.

The 2023 Colorado lineup is re-engineered with three distinct chassis setups for everyday tasks and off-road adventures:

Standard: WT, LT and Z71 trims 2-inch Factory-Lifted, Wide Stance: Trail Boss

High-Performance 3-inch Factory-Installed Lift & Wide Stance: ZR2

All models are built on a new chassis that gives the 2023 Colorado a 3.1-inch-longer wheelbase than the current Crew Cab/short box model. A shortened front overhang contributes to a more aggressive stance and significantly improves the truck's approach angle.

Within the trim packages there is also a shift. First, the Trail Boss version is built off the work truck trim – this makes for a much more affordable, yet distinctly competent off-roader. In fact, I expect this will be the meat of the market. The Z71, which has long been considered Chevy's mainline off-roader has migrated to a milder, luxury package. Now at the top of the ladder is the ZR2; a legit dirt brawler that will cost you - with all the expensive additions like a 3-inch lifted suspension and upgraded Multimatic DSSV dampers.

The interior on the Colorado has been fully updated. A common layout runs through each trim model which I found made the WT nicer than before, while the upscale Z71 adds just enough to the interior appointments to set it apart. As you'll see in the photos the sheet metal has also been bent to create an angrier look on the Colorado. It's a striking design and certainly attracts attention. In fact, this seems to be the current trend – though I'm sure why every new truck needs to look pissed off.

New and Enhanced Electronic Technologies include Colorado's new 11.3-inch-diagonal infotainment screen is the gateway to new and innovative technologies — especially when trailering or driving off-road.

Other features:

Customizable and configurable screens

Segment-first available Google built-in. With Google Assistant, Google Maps and Google Play you get access to hands-free communications, live traffic updates and more.

All-new Off-Road Performance Display: an available app that monitors real-time off-road performance with different readouts for Overlanding (altitude and GPS guidance), Terrain (pitch, roll and tire pressure) and Baja (g-force, wheel slip indicator and transfer case status) driving situations

Up to 10 camera views accessible on the infotainment screen — including a segment-first available underbody camera on Z71 and ZR2.



Chevrolet Colorado (photo Howard Elmer)

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## Bring A Trailer and Pennzoil Partner to Deliver Enhanced Content, Incentives and Exclusive Experiences

*Joint initiatives will focus on enhancing the experience of the companies' respective enthusiast Communities*

Automotive auction platform and enthusiast community Bring a Trailer (BaT) is partnering with leading global lubricant brand Pennzoil on several collaborative projects.

Both companies bring a shared passion for enthusiast vehicles and the indelible experiences enjoyed by their drivers. BaT, with its actively engaged community of buyers and sellers, and Pennzoil, through its Long May We Drive campaign, aim to enhance the BaT user experience as well as provide Pennzoil application expertise, brand engagement, and other opportunities for the companies' respective audiences.

Both companies will benefit from the relationship through a wide array of activation elements, including collaborative content, a dedicated page on BringATrailer.com, co-promotion of the brands, educational elements, giveaways, charity auctions for exclusive experiences, and more.

"Bring a Trailer is all about connecting enthusiasts with the cars of their dreams regardless of era or category. This creates a natural synergy with our Pennzoil Long May We Drive initiative, which celebrates cars, the inspired lives they help us lead and is our

pledge to help keep every engine protected," said Andrea Bottini, Marketing Manager for Pennzoil. "Since 1913, Pennzoil has led the way in pioneering motor oils, and we're thrilled to partner with Bring a Trailer to support their community for an unbeatable driving experience, so all drivers can ignite their passions."

"Pennzoil was built on innovation, protection and quality, all attributes valued by our community of automotive enthusiasts," said Randy Nonnenberg, Co-founder and President of Bring a Trailer. "We look forward to working with them to introduce programs that will enhance the experience of fans of both brands in the coming months."

The collaboration brings together two of the most trusted companies in their respective industries: Pennzoil, one of the leading global providers of oils and lubricants, and Bring a Trailer, which reinvented the collector and enthusiast vehicle auction industry with unmatched transparency and a highly engaged community of over one million users.

For more information, visit the Bring a Trailer Pennzoil page at: <http://bringatrailer.com/pennzoil/AboutBringATrailer>

Bring a Trailer (BaT) is a digital auction platform and enthusiast community founded in 2007 to connect buyers and sellers of

classic, collector and enthusiast vehicles. BaT curates vehicles submitted by sellers and helps them craft transparent auction listings that present the vehicles as they are — without superlatives or dubious used-car-lot language. At the end of a successful auction, BaT connects the seller and buyer so they can work together to complete the transaction. BaT's knowledgeable community of more than 1,000,000 registered users vet each listing so potential buyers can bid with confidence. BaT auctions are listed at a flat rate, starting at just \$99 with a sell-through rate of 83%. Bring a Trailer Shipping is the company's fully integrated vehicle transport service, available for both BaT auction listings and private vehicles in the contiguous 48 U.S. states. For more information, visit [www.bringatrailer.com](http://www.bringatrailer.com).

### About Pennzoil

Innovating since 1913, Pennzoil is passionate about driving the future and relentlessly works to help transform the motor oil category. Pennzoil Synthetic motor oil gives you unsurpassed engine protection.

Pennzoil is the most trusted motor oil brand in America and is backed by our 500,000-mile Pennzoil Lubrication Limited Warranty.

For more information about the full line of Pennzoil lubricating products, motor oils and filters, please visit [www.pennzoil.com](http://www.pennzoil.com).

## "Proud To Wear The Shirt" for the Cam Clark Brand

by Lynn Rehn

continued from page 5

who while waiting for delivery "shop" this Stores Logo laden Hudson Bay Company worthy displays of quality goods anyone would use in their daily lives right down to the pen, thus putting this stores Logo ALL OVER TOWN in the most casual and natural of ways Subliminally in your faces ingenuity! One man who grew up in the Cam Clark stores spoke so eloquently I left my husband in the office to have a small weep as I had heard enough heartwarming details to write a script for the Hallmark Channel and not a small community service piece.

### The Heart of Cam Clark Dealerships: A Culture of Service

At the core of Cam Clark's business philosophy is the belief that success is not only measured by sales and profits but by the positive impact a company can have on its community. This ethos is evident in every dealership owned by the Cam Clark Auto Group, where team members are encouraged to actively participate in community service and charitable initiatives.

This culture of service is not just an added bonus; it is an integral part of the company's identity. Whether it's volunteering at local food

banks, sponsoring youth sports teams, or organizing fundraising events for local charities, Cam Clark dealerships are committed to making a difference in the lives of those around them.

### A Ripple Effect: Expanding Kindness Across Borders

The impact of this community service culture has not been confined to Canada. As the Cam Clark Auto Group expanded into the United States, the same values and principles were carried across the border. American team members, inspired by their Canadian counterparts, have embraced the culture of kindness and community involvement with enthusiasm and dedication.

This cross-border spread of kindness is a testament to the universal appeal of compassion and the positive impact it can have on communities, regardless of geography. The culture of service that started in Canadian dealerships has taken root in the U.S., leading to a growing number of community initiatives and charitable activities organized by Cam Clark team members in their local areas.

### Community Service in Action: Real Stories from Cam Clark Dealerships

The stories of community service from Cam Clark dealerships are as varied as they are inspiring. In Canada, one dealership organized a toy drive during the holiday season, collecting thousands of toys for underprivileged children in the community. Another dealership in the United States hosted a charity car wash, with all proceeds going to support a local children's hospital.

In addition to these one-time events, Cam Clark dealerships are also involved in ongoing community service efforts. Many team members volunteer their time on a regular basis, serving at local shelters, mentoring youth, or participating in environmental clean-up efforts. These activities not only benefit the community but also foster a sense of camaraderie and purpose among team members, strengthening the bonds within the dealership teams.

continued on page 9

## INSIDE VIETNAM AUTO NEWS BYTES

by Bill McCallum

### Automechanika Ho Chi Minh City 2024 blends trade fair experiences with the pulse of everyday life

The sixth edition of Automechanika Ho Chi Minh City, taking place from 20 to 22 June 2024, is set to host an impressive line-up of global industry players. More than 500 exhibitors will showcase innovative mobility solutions, advanced technologies and a wide range of automotive products and services across halls A and B of the Saigon Exhibition and Convention Center. The exhibition is built on mobilising domestic and international resources to serve as a platform for networking, trade, and knowledge exchange, fostering collaboration and community to drive the progression of the Vietnamese market under a backdrop of sustainability.

"The green energy transition, electrification and digitalisation are influencing all parts of society and reshaping people's daily lives and commuting habits," said Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd. "In Vietnam, the roadmap for advancing the automotive industry will transform manufacturing, business processes and the aftermarket, as electric mobility emerges as one of the nation's solutions for environmental protection. From this standpoint, innovation, new technologies, skilled professionals, efficient management practices and new business models are growing necessities, which is why our goal for Automechanika Ho Chi Minh City is to provide a platform for business people to explore trends while creating an open environment that can educate the general public about future transportation and mobility."

To address the demand of capturing momentum in the rising new energy vehicle market, the new Automotive Mobility Zone will be a prime spot for promoting the digitalisation, AI adoption, sustainability and ESG efforts that are shaping the future of transportation. The area is set to feature an impressive range of electric and autonomous vehicles technologies, as well as connectivity and smart mobility solutions with related conferences to address the ever-evolving industry needs. Topics will provide insights into logistics, warehousing, supply chain management, automotive manufacturing, and automation to help participants understand different stages of their digital transformation. Experts are expected to present use cases on applying management systems for AI-based products and services and the implementation of Industry 4.0 and industrial automation (mechatronics, PLC, sensorics, pneumatics and robotics).

Mr Sehong An (Sean), Domestic Sales Team / Team Leader at CTR, mentioned: "Vietnam's automotive industry has a lot of potential, which is why we are here to expand our business in the market; to look for new dealers through our presence at the show." The company exhibited last year and has already confirmed their participation at the next edition. "We believe the fair can also help us to identify opportunities in the domestic electric vehicle market, as we offer products for this segment as well."

Other zones across the exhibition grounds include Parts & Components and Automotive Repair, Maintenance & Care / Accessories & Customising. Leading brands comprise the likes of:

- Oils and lubricants: Royal Super, Motorix, PROFI-CAR, UG Lubricants, and YOKOHAMA OILS
- Repair equipment and toolkits: Autel, Intradin (Vietnam), Launch Tech, OBD Vietnam, and Wedo Tools
- Car detailing and car washing: Carlas
- Accessories: FIRSTCOM and IROAD
- Parts and components: ADD, Canstar, CTR, Hengst, Mancando, NBK and XGM (starters, alternators, bearings, planetary gears, armatures, voltage regulators, electrical fuel pumps, starter motors, lighting, alternator brakes and brake pads)
- Tyres: Hui Bao, Koryo, Lionstone, and New Century

## INSIDE CHINA AUTO NEWS BYTES

by Bill McCallum

### Auto Aftermarket Guangzhou 2023 closes, witnessing a significant jump in industry participation

The 8th edition of Auto Aftermarket Guangzhou (AAG) concluded on 13 October 2023 at the Poly World Trade Expo Center (PWTC Expo) in Guangzhou, with an increase in both exhibitor and visitor numbers. This year's fair fully embraced the development of the Guangdong-Hong Kong-Macao Greater Bay Area, showcasing the latest advancements in the region's automotive industry. Throughout the three-day show, the enhanced fringe programme successfully fostered connections between various sectors of the automotive industry and other related industries.

Key figures of Auto Aftermarket Guangzhou 2023:

- 1,035 exhibitors (69.7% growth)
- 50,000 sqm across four exhibition halls
- 31,329 visitors from 57 countries and regions (44.5% increase)
- 30 fringe events

Mr Xia Wendi, Chairman of China National Machinery Industry International Co Ltd remarked: "China has been the global leader in car sales for an impressive 13 years, presenting both opportunities and challenges for the country's auto aftermarket. Since its inaugural edition in 2015, AAG has become a highly influential exhibition dedicated to South China's automotive aftermarket. In recent years, the show has actively embraced the prosperity of the Greater Bay Area, serving as a comprehensive platform for product showcases, technological exchange, and information sharing. In doing so, AAG effectively promotes the advancement of China's auto industry, aligning with the national strategy of the Great Bay Area."

Mr Jason Cao, Principal Consultant of Messe Frankfurt (Shanghai) Co Ltd, expressed his delight in witnessing a significant growth in both exhibitor and visitor numbers. "The accomplishment not only signifies the creativity and vitality of China's car market, driven by supportive policies, but also represents a milestone as the exhibition leveraged the industry resources of its two organisers." Mr Cao added: "I believe that as the industry continues to evolve, AAG will continue to shoulder a responsibility of fostering the expansion of the automobile industry in South China and the Greater Bay Area. We are committed to offering a high-quality business platform, catering to the growing demand for personalised, intelligent and diversifying product needs within the auto industry."

Auto Aftermarket Guangzhou (AAG) is jointly organised by Messe Frankfurt (Shanghai) Co Ltd and China National Machinery Industry International Co Ltd. The next edition of the show is set to be held from 28 to 30 August 2024.

For more information, please contact Messe Frankfurt (HK) Ltd on + 852 2802 7728, visit [www.aag.org.cn](http://www.aag.org.cn), or email [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com).

## Auto News Introduces All-New QR Code





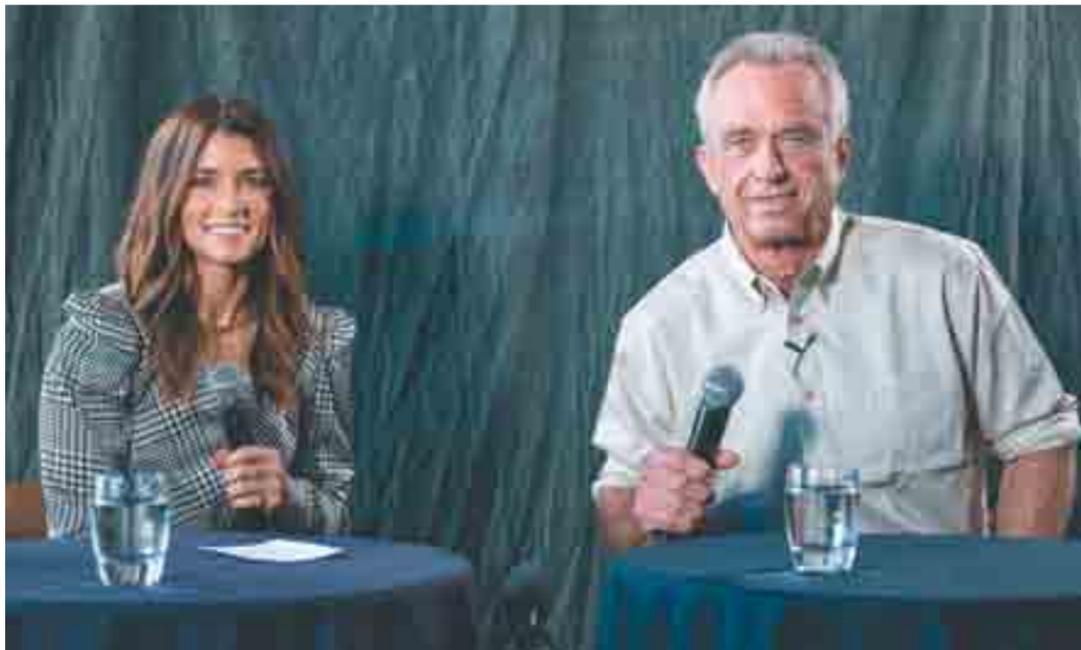
# International Auto News



## "Proud To Wear The Shirt" by Lynn Rehn



Lynn and Tony Rehn at the Evergreen Auto Group Sponsored Event. . . . !



Danica Patrick and Robert F. Kennedy Jr. "Pretty Intense" podcast meet and greet during Formula 1 Race in Las Vegas (photo credit: Joshua Foster)

## Proud To Wear The Shirt for the Cam Clark Brand . . . . . !

continued from page 8

### The Impact on the Cam Clark Brand

The culture of community service at Cam Clark-owned dealerships has had a profound impact on the brand's reputation. Customers recognize and appreciate the company's commitment to giving back, which has helped to build strong relationships with local communities. This, in turn, has translated into customer loyalty and trust, essential elements for long-term business success. One of these is the "Conference Room", at any Cam Clark facility at any given time, you may walk into this room and find a group of knitters working on items for donation to a Senior Center that some of the employees grandparents reside in, or a Kiwanis or Rotary meeting going on, I haven't even touched on the sponsoring of all things sports!

Moreover, the emphasis on kindness and community service has attracted employees who share these values, creating a positive and supportive work environment. Team members are not only proud of the work they do but also of the company they represent, leading to high levels of job satisfaction and employee retention.

### Conclusion

The kindness of Canadians, as reflected in the community service culture at Cam Clark-owned dealerships, is more than just a national trait; it is a guiding principle that has shaped the company's identity and its approach to business. As this culture of service spreads from Canada to the United States, it continues to inspire team members to make a positive impact in their communities.

Through their actions, Cam Clark dealerships are demonstrating that kindness knows no borders and that the values of compassion, generosity, and community involvement are universal. In a world where businesses are increasingly judged Cam Clark Auto Group is leading by example, proving that success and kindness can go hand in hand.

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## Around the Track – Racing News



### Full Throttle Triumphs: Recapping the 35<sup>th</sup> NHRA Northwest Nationals at Pacific Raceways

by Chris Chung  
continued from page 2

Pacific Raceways was both bold and commanding, underscoring his rising prominence in the sport and his potential for future successes.

Beyond the individual accolades, the NHRA Northwest Nationals was a celebration of the sport's community and competitive spirit. Each race was a testament to the precision engineering and teamwork required to excel in one of motorsport's most challenging arenas. Drivers and teams pushed their limits, striving for that critical edge that could make the difference at the finish line.

The atmosphere off the track was just as vibrant, with fans who gathered in droves, bringing an infectious energy that only NHRA racing can elicit. The event was more than a series of

aces; it was a gathering of passion, a testament to the rich tapestry of stories and history that define the sport.

As we reflect on the 35th edition of the NHRA Northwest Nationals, it's clear that the event is not just a highlight of the racing calendar but a pivotal chapter in the ongoing story of drag racing. With new records in sight and rivalries heating up, the stage is set for more heart-pounding action as the season progresses.

Whether you're a seasoned fan or new to the world of NHRA, the Northwest Nationals at Pacific Raceways is an event that promises unmatched excitement and showcases the best of what drag racing has to offer. Here's to more tire-smoking, adrenaline-pumping action in the years to come!



35th NHRA NW Nationals at Pacific Raceways

### My Test "Drive Review" of the Sporty Honda CR-V Hybrid . . . . .!

by Sally Hanson

continued from page 2

The hybrid power train consists of a two-motor hybrid system with a 2.0-liter DOHC 16 valve with Intelligent Variable Valve Timing and Lift Electronic Control (iVTEC) inline 4 cylinder engine delivering 204 horsepower and is paired with a continuously variable transmission (CVT). The CR-V hybrid offered ample power on the highway as well as excellent maneuverability on city streets. The EPA fuel economy is 37 mpg average with 40 mpg in the city and 34 mpg on highways.

The sporty exterior styling of the new CR-V includes a bold gloss black honeycomb front grille and grille bar with sport stainless steel dual finishers under the grille and in the rear around the dual exhaust. 19-inch black alloy wheels with 235/55 all season tires made the Canyon River Blue Metallic color CR-V that I drove an attractive CUV. Sport gloss black door mirrors, roof rails, and rear spoiler trim are also part of the sport package.

The wheelbase of the new CR-V is 1.6 inches longer than the previous model making the overall length of the vehicle about 4 inches longer. The width has added just a half an inch. The ground clearance in the sport touring model is 8.2 inches. These figures make the classification of the CR-V more of a Comfortable Runabout Vehicle than a Compact Recreational Vehicle.



The interior of the CR-V is quieter and more comfortable than its predecessor. It features the most cabin and cargo space in the model's history. It has 33.2 cubic feet of cargo space with the rear seats up and 69.7 cubic feet with the rear seats down.

The rear seating reclines as well as offering a fold down 60/40 split seat. Leather trimmed seats with orange stitching are an attractive addition. The nine-inch color touch screen is my favorite interior enhancement. It is simple to navigate and offers great visibility with rear view camera activation.

The Honda CR-V has an even brighter future ahead with the production of an all-new hydrogen fuel cell electric vehicle (FCEV) based on the all-new Honda CR-V starting in 2024 in Maryville, Ohio. The new CR-V-based FCEV will mark North America's first production vehicle to combine a plug-in feature with FCEV technology in one model, which enables the driver to charge the onboard battery to deliver EV driving around town with the flexibility of fast hydrogen refueling for longer trips.

This zero-emissions vehicle will contribute to Hondas previously announced goal to make battery-electric vehicles (BEVs) and FCEVs represent 100% of its global auto sales by mid twenty-first century.



Honda's CR-V Hybrid All Wheel Drive Sport Touring is part of the completely redesigned sixth generation CR-V and is parked by the Mukilteo Lighthouse.

### 2024 Mazda CX-50 2.5 Turbo Meridian Edition

continued from page 4

lots of rain it will do fine.

The only two options on the CX50 Meridian Edition were the paint color and the roof rack which I would leave off as the wind noise is horrible with the sun roof open. The standard equipment list is too long to list. I would say this is an incredibly well-equipped SUV.

Two items I did notice are at outside temps over 100 degrees the AC has a hard time cool-

ing the cabin. The Infotainment system is not very user friendly. It seems to have a mind of its own. The tires are Falken Wildpeak A/T premium quality and add to the handling of the vehicle's performance. The color choice is Zircon Sand Metallic with terracotta trim on the seats. The other is a Polymetal Metallic with the same terracotta trim. All in all, it's a great value and well worth the price and compares well with other SUVs in its class.



2024 Mazda CX-50 Turbo Meridian provided by Drive Shop (photo Harold Allen)



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From Around the U.S.



Steve Saleen Visits NW for Mustang Event



Steve Saleen with his wife Liz during Mustang Roundup (photo Auto News)



Steve Saleen accepts Award at Mustang 60th Anniversary Event (photo Auto News)

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2024 Jeep Rubicon Wrangler X-A Blend of Rugged Luxury & Enhanced Drivability **Jeep**

by Chris Chung

Back in 2018, during an extended stint in San Jose, I used a Jeep Wrangler as my daily driver. The iconic ruggedness had its appeal, but let's be honest, the ride wasn't exactly plush, the gas mileage could make you wince, and the interior? It left a lot to be desired. Fast forward to 2024, and Jeep has rolled out the Rubicon Wrangler X, pitching it as the luxury-tier model of their storied Rubicon line. Naturally, I had to see if it lived up to the hype.

**Upgraded Drivability**

Right off the bat, the 2024 Rubicon X addresses many of the old Wrangler's shortcomings. Despite its 35-inch tires, the X model cruises with a surprising quietness and stability that old models could never claim. There's minimal tire noise, and the road wandering that used to define the Wrangler's highway experience? Nearly non-existent. The ride is smoother, more controlled—Jeep has clearly done some work on the suspension and handling, making the Rubicon X genuinely pleasant to drive both in the city and off-road.

**Luxurious Interiors**

Inside, the transformation is even more apparent. The utilitarian vibe of yore has given way to something far more refined. We're talking about an upscale cabin featuring a significantly larger touchscreen (12.3 inches to be exact) with an updated UConnect system that functions seamlessly. The materials have been given a serious upgrade too—think high-quality leather and detailed stitching, 8-way power adjustable drivers seat, heated steering wheel and seats all of which contribute to an overall sense of luxury that was previously foreign to the Wrangler lineage.

**Off-Road, Uncompromised**

Of course, it wouldn't be a Rubicon if it didn't excel off-road. Here, the Rubicon X shines as brightly as its predecessors—if not more. This beast is equipped with all the off-road trimmings you'd expect: a push-button sway bar disconnect, front and rear locking differentials, and a robust suspension ideal for rough terrain. From rock crawling to mud-slinging, the Rubicon X handles it all with the aplomb you'd expect from a Jeep. It's clear that while they've upped the comfort, there's been no compromise on capability.

**Fuel Efficiency and Eco-Friendliness**

In a nod to modern necessities, the 2024 Rubicon X also boasts improved fuel efficiency. The 2-door version that I test drove got 20 city, 23 highway for a combined 21 mpg average. For those of us who cringed at the old Wrangler's thirst, this is a welcome upgrade, and for those that are even more eco-conscious the 4xe plug-in hybrid version is particularly notable in this department, balancing power with eco-friendliness.

**Conclusion**

The 2024 Jeep Rubicon Wrangler X marks a pivotal moment in the evolution of a classic. It retains all the rugged charm of its forebears but introduces a level of refinement and efficiency that propels it into new territory. Whether you're navigating city streets or the backcountry trails, the Rubicon X promises a ride that's as smooth as it is thrilling. Jeep enthusiasts, let me tell you, the wait has been worth it. The new Rubicon X isn't just a step up — it's a whole new summit.



Jeep Rubicon Wrangler X (photo Chris Chung)



## From Around the U.S.



# Hyundai Introduces 25K Inster EV as O.E.M.'s Expand Production

continued from page 3

for that reason and that reason alone.

Inster will be sold in Europe and Asia initially.

But look for Jeep/Stellantis, Tesla, General Motors, Ford and to compete, embracing a manufacturing goal of a more affordable EV by late 2026/2027.

A \$25,000 electric Jeep will be the brand's third EV for the US market. GM plans to revamp the

Chevy Bolt, and Tesla is due out with a "mystery" EV. Many people call this goal the industry's new target market.

Hyundai calls its Inster cute/compact with an attractive / futuristic exterior and a modern, spacious interior. I wonder who will be second to the finish line with EV affordability... Congrats to Hyundai- as Rocky would say, "Keep punching, automakers!"



Hyundfai Inster EV (photo Jordan Williams)

# Another Balancing Act In The EV Transition

by Larry Weitzman

*King of the traffic light grand prix*

About a month ago, I remarked that part of the government's push for EV's is selling their performance or more precisely, their acceleration. Since Tom McCall invented 0-60 mph acceleration as an automotive performance benchmark in 1947, being quickest from 0-60 mph has been a key performance bragging right and enabler of a driver to be king of the traffic light grand prix.

It happened again today, Motor Trend Automotive Magazine (MT) published its lead story on the new \$250,000, 2024 Lucid Air Sapphire, a brand I wrote about that is "only" losing about \$400,000 a copy. They only sold about 6,000 Lucids last year at about \$90-150,000 apiece. How many would they sell at \$650,000 so as not to lose money? You could say Ford did great last quarter losing \$132,000 each on all 10,000 EVs it sold.

But today, the lead headline in MT was "2024 Lucid Air Sapphire First Test: Quickest Quarter-Mile car we've ever tested?" Even faster in some runs (standing start 1/2-mile) than the much less expensive (about \$110,000) Tesla S Plaid. But it tied the Plaid for the Quarter-Mile time and lost by a tenth of a second in the 0-60 mph time (2.2 seconds). All obtained with sophisticated electronic controls and allowing the computer and battery about 15 minutes time to reprogram itself to accomplish the eyeball flattening acceleration.

A quick calculation done in my head says the battery would be capable of about 30 runs before a zero-charge state. It would, however, go into limp-home mode after about three runs as the battery draw would be about 900 kW causing a battery overheating issue. Its three motors combined for about 1,234 horses. That is almost the stable capacity of Churchill Downs, the home of the Kentucky Derby.

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## The All-New Toyota bZ4x EV Offers Cutting Edge Design and is Priced Right

by Bill McCallum

As I have said before, “I have never met an EV I didn’t like.” (During a test drive) The Toyota bZ4x more than qualifies with that statement. The bZ4x is one of the best designed EV’s on the market. It has the “thumbs-up” look that you are looking for when buying a new EV. And when it comes to the purchase price, How about \$46,700, as tested.

Powered with 201 Total System Horsepower and a single Electric Motor (150 KW) producing 114 MPGe. A level 1 Charging Cord (120V) is included and the bZ4x is DC Charging Compatible. The Toyota Safety Sense 3.0 System with Pre-Collision and Pedestrian Detection is also included. If there is an EV in your future be sure and test drive the Toyota bZ4x EV.

## CES 2024 in Las Vegas Features New Technology

continued from page 4

“I believe in a world of music. This is going to one of those things that alters how artists create. Fans of the music ... will have a better engagement and experience and relationship with the song,” shared will.i.am in a roundtable with Markus Schäfer, Chief Technology Officer, Member of the Board of Management of Mercedes-Benz Group AG.

It’s “beyond a dream come true” for will.i.am who dreamed about getting out of the ghetto and having a Mercedes one day. In his vision, it’s all part of a renaissance of creativity with a community of music makers that changes how we make music and listen to music. As an artist, will.i.am outgrew dreaming of just music to how he could transform lives especially in STEAM (Science, Technology, Engineering, Arts, and Mathematics).

Being a little skeptical, I was wondering how much was concept vs. reality and was able to experience a test drive in a Mercedes-AMG EQE sedan. “I Gotta Feeling” by The Black Eyed Peas was one of the 16 different MBUX SOUND DRIVE tracks available with a quick swipe on the dashboard. I could literally hear how I was driving through the pulse, tone, and volume with beats and whooshes of sound. It was so immersive it became a visual painting of an audio journey created by my driving. Exhilarated from the drive, my appreciation of the driving experience will never be the same. Getting behind the wheel of an AMG with MBUX SOUND DRIVE for more than a test drive can’t come soon enough, but mid-2024 is quickly approaching.

# SHOWCASE REVIEWS

### Honda Civic R Type



The Honda Civic Type R is the sports sedan that offers the power & design that enthusiasts young and old look for.

**BASE PRICE:** \$44,795 \*  
**TYPE:** Sports Sedan  
**ENGINE:** 2.0-Liter Turbo  
**HORSEPOWER:** 315 hp  
**TRANS:** 6-speed Manual  
**MPG:** 28 highway

### Honda Passport Trailsport



The Honda Passport is available in 3 Trim Lines, Black Edition, EX-L and the Trailsport, preferred by “Off-Road” fans.

**BASE PRICE:** \$44,500 \*  
**TYPE:** 4-door SUV  
**ENGINE:** 3.5 Liter VTEC V-6  
**HORSEPOWER:** 280 hp  
**TRANS:** 9 speed AT  
**MPG:** 24 highway

### Honda Pilot Black Edition



The Honda Pilot is roomy, comfortable, and user friendly with 8 passenger seating. Great for road-trips.

**BASE PRICE:** \$37,090 \*  
**TYPE:** 4-door SUV  
**ENGINE:** 3.5 liter V6  
**HORSEPOWER:** 285 hp  
**TRANS:** 10 speed AT  
**MPG:** 21 overall

### Hyundai Kona Ltd.



The popular Hyundai Kona is available with both gas and all-electric editions. Lots of room for road-trips and priced right for budgets.

**BASE PRICE:** \$34,695 \*  
**TYPE:** 4-door SUV  
**ENGINE:** 1.6L Turbo i4  
**HORSEPOWER:** 190 hp  
**TRANS:** 8 speed CVT  
**MPG:** 29 highway

### Genesis GV 70 Sport AWD



As Genesis expands their lineup their SUV’s are gaining market share across the United States.

**BASE PRICE:** \$69,350 \*  
**TYPE:** 4 door SUV  
**ENGINE:** 3.5L Twin-Turbo V6  
**HORSEPOWER:** 375 hp  
**TRANS:** 8 Speed AT  
**MPG:** 24 highway

### Genesis G 70 Sport RWD



The Genesis G70 RWD Sport Prestige gives buyers another choice When buying a luxury sedan.

**BASE PRICE:** \$49,950 \*  
**TYPE:** Luxury Sedan  
**ENGINE:** 3.3 Liter V6 Turbo  
**HORSEPOWER:** 365 hp  
**TRANS:** 8 Speed AT  
**MPG:** 24 highway

\* All information listed “AS TESTED”

**SHOWCASE REVIEWS**

**The Lexus LC Coupe**



Ranks high on most luxury lists across the United States and offers a V8 engine

**BASE PRICE:** \$97,790 \*  
**TYPE:** Luxury Coupe  
**ENGINE:** 5.0L V8  
**HORSEPOWER:** 471 hp  
**TRANS:** 10 speed AT  
**MPG:** 24 highway

**2025 Mazda CX-70**



The all-new 2025 Mazda CX-70 joins the growing Mazda lineup across the United States

**BASE PRICE:** \$55,950 \*  
**ENGINE:** G 3.3L Turbo  
**HORSEPOWER:** 340 hp  
**TRANS:** 8 speed AT  
**MPG:** 28 highway

**Toyota Camry XSE Hybrid**



The Toyota Camry is an all-time best seller for Toyota both in the United States and worldwide.

**BASE PRICE:** \$36,125 \*  
**TYPE:** Sedan  
**ENGINE:** 2.5L 4-cyl  
**HORSEPOWER:** 232 hp  
**TRANS:** EVCT  
**MPG:** 44 combined

**Toyota Land Cruiser Hybrid**



The Toyota Land Cruiser is popular with the "off-road" crowd and offers a hybrid model for better MPG.

**BASE PRICE:** \$55,950 \*  
**TYPE:** 4-door SUV  
**ENGINE:** I-Force MAX 2.4L  
**HORSEPOWER:** 326 hp  
**TRANS:** 8 speed AT  
**MPG:** 25 highway

**Toyota Venza Limited**



The Toyota Venza is a value priced 4-door SUV with above average MPG

**BASE PRICE:** \$43,065 \*  
**TYPE:** 4 door SUV  
**ENGINE:** 2.5L 4 cyl.  
**HORSEPOWER:** 219 combined  
**TRANS:** CVT  
**MPG:** 39 combined

**Volkswagen Atlas Peak Edition**



The VW Atlas introduced a few years ago has been gaining ground in the 3-Row SUV class with economy, style, value, & more options, room and improved ride.

**BASE PRICE:** \$50,435 \*  
**TYPE:** 4 door SUV  
**ENGINE:** 2.0L DOHC 4-cyl Turbo  
**HORSEPOWER:** 269 hp  
**TRANS:** All Wheel Drive  
**MPG:** 24 highway

**Auto News To Increase EV "Test Drives" as Automaker OEM's Push Back EV Transitions**

As we increase our EV test drives during the coming months: see page 4, BMW i4 eDrive 40 review, page 5 Toyota bZ4x review and page 27 Ford Mach E review, my hope is automakers consider these 5 facts.

1- My University of Washington business 101 class stated ..... "never follow a startup company when introducing a new product." A startup company is defined by time in the market place NOT the valuation of their stock. REASON "Let the startup company make the mistakes if the new idea takes hold."

2- The EV charging issue will ONLY be solved when we connect our 3 regional grids and the Texas grid. Estimates indicate that could take 20 to 30 years if we start TODAY.

3- The cost of reducing EV's production will ONLY happen through industry consolidation.

4- The idea of developing an EV truck needs new research for a number of reasons. As we have discovered TODAY the mass market want's a well designed, roomy, low cost sedan.

5- The acceleration of the transition of EV's to the mass market will only happen when we reach "PEAK OIL". (Defined as: when the global supply of oil starts to decline.)

Thank you for taking the time to share my thoughts and have a nice day !!

**The All-New Toyota bZ4x EV Offers Cutting Edge Design and is Priced Right**

by Bill McCallum

As I have said before, "I have never met an EV I didn't like." (During a test drive) The Toyota bZ4x more than qualifies with that statement. The bZ4x is one of the best designed EV's on the market. It has the "thumbs-up" look that you are looking for when buying a new EV. And when it comes to the purchase price, How about \$46,700, as tested.

Powered with 201 Total System Horsepower and a single Electric Motor (150 KW) producing 114 MPGe. A level 1 Charging Cord (120V) is included and the bZ4x is DC Charging Compatible. The Toyota Safety Sense 3.0 System with Pre-Collision and Pedestrian Detection is also included. If there is an EV in your future be sure and test drive the Toyota bZ4x EV.

\* All information listed "AS TESTED"

**WOMEN in the  
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## Women in the Auto World

**WOMEN in the  
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### Previously Featured: "Women in the Auto World"

Lyn St. James – Indy Race Driver  
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 Mary Barra – GM CEO  
 Michelle Christensen – Acura Design  
 Lisa Copeland – FCA Dealer  
 Sandra Button – Pebble Concours  
 Courtney Kramer – Auto News  
 Amber Geissler – Reaction Motorsports

Monika Kalenski – MEK Magnet  
 Chanterria McGilbra – Prancing Ponies Foundation  
 Nancy LeMay – LeMay Family Collection  
 Muffy Bennett – Car Collector  
 Jennifer and Abbie Biggs – Repair Shop Owner  
 Carolyn Jackson – VP Brand Strategy Barrett-Jackson  
 Monterey Touring Vehicle (MTV) Heather Gardner  
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Joyce Chow – Social Media Mogul in Hollywood  
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 Ashley, Courtney & Brittany Force – Drag Racing Champions  
 Toyota of Marysville – Ladies at Work  
 Dana White – Chief Comm. Officer - Hyundai N. America  
 Rita Case – Rick Case Auto Group  
 Connie Peters – Automotive Writer

### Jana Askeland

continued from page 3

SUVs for various family needs, she decided to turn her knowledge into a hobby. Starting with short social media videos, Jana has expanded her reach to longer YouTube content and a dedicated website. Her genuine approach, including showcasing the ups and downs in her videos, resonates with her growing audience.

Married to a chiropractor from Iowa, Jana and her family, including two elementary school-aged boys live in North Carolina. Her daily driver, a 2023 Hyundai Palisade, reflects her practical and aesthetic considerations when it comes to vehicles.

Despite her success, Jana remains down-to-earth, acknowledging the challenges of juggling her content creation with a full-time job and family responsibilities. She embraces the authenticity of her reviews, opting for a more aesthetic and functional evaluation rather than delving into intricate details. Jana's journey, marked by passion and authenticity, reflects not just a career but a genuine commitment to helping others find their perfect match in a new vehicle.

Find Jana online at [realmomcartours.com](http://realmomcartours.com)

### Rita Case Wins Prestigious TIME Dealer of the Year Award

continued from page 1

to be proof to the next generation that the auto industry is a great business and provides support to their community. It's so much fun, and I'm hoping that all the dealers in the room will pass their dealerships on to the next generation so that we can continue to prove that the American dream is alive and well."

Jessica Sibley, CEO of TIME, and Doug Timmerman, Interim CEO of Ally Financial and President of Ally's Dealer Financial Services, announced Rita as the winner at the ceremony.

"Rita epitomizes the qualities the TIME Dealer of the Year Award was designed to recognize – a relentless determination to make this incredible industry even better and to support causes that strengthen her community," Timmerman said. "She's paved the way for women in the dealership business and found innovative ways to sell cars, while also working to provide those in need everything from housing and scholarships to healthcare and education."

Since moving Rick Case Automotive Group's headquarters to South Florida from Ohio in 1985 to open the nation's first Acura and Hyundai dealerships,

Rita and her husband Rick Case, who passed away from cancer in 2020, built an award-winning company that is one of America's most respected retail automotive brands, with 12 dealerships in South Florida and Atlanta. The dealerships consistently rank in top volume sales nationally and are recognized for operational excellence. The dealerships employ 1,300 dedicated associates and account for \$2 billion in annual sales.

Rita didn't marry into the auto industry; she was born into it. Her parents owned a small foreign car repair shop in Santa Rosa, California and later added Honda motorcycles in 1959, the first year Honda was introduced in the United States. Rita swept floors, answered phones and polished bikes at only eight years old. Her family's dealership became the first Honda auto dealer in America in 1970, and Rita sold the Honda cars to her friends at school and after school at the dealership. With a sale price of only \$1,295, great gas mileage and easy to drive, it was a great hit at high school.

"Every year for 45 years, I've come to NADA, and I've admired the TIME Dealer finalists' portraits that were dis-

played in the convention lobby. To see my picture there this year was a thrill," Rita said. "I am so proud to be an automobile dealer. Cars provide the freedom of mobility to my community and all of us."

A 2022 Horatio Alger Award recipient, Rita sits on the Federal

Reserve Bank of Atlanta Miami Branch Board of Directors; the Horatio Alger Association, Nova Southeastern University and Broward Workshop board; and served on the Boys & Girls Clubs of Broward County board for 35+ years.

continued on page 22



Rita Case with Legends of Auto Award at Rick Case Auto Group Headquarters

### Acura ZDX Test Drive

continued from page 2

My test vehicle was the Type-S version, which if you know your Acuras, means the higher-performing one. Quick acceleration is always a selling point with EVs, and the ZDX Type-S does not disappoint. The twin electric motors send power to all four wheels, and that lets this not-light vehicle accelerate pretty briskly. To round out the Type-S upgrades, air suspension, large Brembo brakes, and stylish 22 inch wheels shod with 275/40 tires, either all-season or summer grade.

As for range, it varies from a high of 313 miles for the single-

motor base model, to 278 miles for the Type-S. Interestingly, after a few days of normal driving and topping up the battery, the estimated range for my Type-S was showing closer to 290 miles. And no, I was not "hypermiling" it.

Pricing for the ZDX falls pretty much in line with other luxury or near-luxury EVs. The basic single-motor A-Spec (RWD) starts at \$64,500 before shipping. Add \$4000 to that for the dual-motor AWD version, and the ZDX Type-S starts at \$73,500. Acura is offering "charging packages" with this vehicle, either home chargers or credit for a network of DC quick-charging stations.



2024 Acura ZDX Type-S (photo Dave Kunz)



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# Car Collections



## McCormick's 76<sup>th</sup> Palm Springs Exotic Car Auction Results

McCormick's Palm Springs Exotic Car Auctions, a long standing name in the classic car auction industry, boasts higher sale rate and dollar sales from previous year. The highly anticipated gathering took place February 23rd, 24th and 25th, resulting in the sale of 204 out of the 336 timeless automobiles that crossed the auction block.

Among the standout lots that contributed to the success of the auction were:

1. Lot 457: 1987 Buick GNX. This iconic 1987 Buick GNX stole the spotlight, achieving a sale price of \$109,180.
2. Lot 264: 1958 Chevrolet Corvette. The classic allure of the 1958 Chevrolet Corvette was evident as it fetched an impressive \$98,580. A timeless design with a modern twist, this vintage beauty resonated with bidders who recognized its one of a kind look.
3. Lot 453: 1969 Mercedes 280SL. The 1969 Mercedes 280SL proved its timeless elegance, commanding a final bid of \$94,500.

Next event is scheduled for November 22nd, 23rd & 24th (See Ad on page 9)

## Why We Repeat Stories

by Bill McCallum

For the last 40 years, since we published our first Auto News, readers have asked, WHY DO WE REPEAT STORIES? So, I think it's time to answer that question. Basically we are a new vehicle publication supported by automotive OEM's new car dealer groups, and individual new car dealers, (see Cam Clark of Canada story on this page and back page Santa Monica Ford ad.) We have

and will continue to explore other areas of interest such as COLLECTOR CAR AUCTIONS to grow reader interest.

The fact is, only 5% to 6% of the population buys a new vehicle each year. So that means the majority of our readers may only read Auto News when they are in the market for a new vehicle.

That's why we have maintained a solid distribution network, a direct mail network and a growing digital platform for the last 40 years and repeating stories is an important planned part of our business model.



1958 Chevrolet Corvette (Lot 264) at McCormick's

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## Auto News Reader Reach (RR) Scales to One Million.

Breaking News: Auto News scales readership reach (RR) to 1,000,000 per month. Reader reach (RR), a new terminology of the digital world that includes our national print distribution, direct mail, our print distribution via automotive retail locations located in 7 Western states in addition to our digital editions including email digital fast blasts, YouTube, X (twitter), Facebook, Pinterest, LinkedIn, Instagram, TikTok, and impressions from their 15 automotive writers across the United States.

Auto News intends to continue to build its readership reach with an aggressive expansion plan in 2024 for its print, digital and affiliate programs. Make sure to follow their progress at the link below or online at [autonewsonline.com](http://autonewsonline.com). See AD on page 20

## Tim McGrane M1 Concourse C.E.O. Is Honored As A Legend of Auto



Tim McGrane - M1 Concourse CEO is honored as a "Legend of Auto" Member

## Lexus RX F Sport Test Drive Review

continued from page 4

There are many attractions in Winthrop and Mazama which is about 14 miles from Winthrop. In Mazama you must stop into the Mazama Store which sits at the base of Goat Peak and Goat Wall, a popular rock climbing destination. And drop into the Public House, the new Pub in Winthrop, for some great food and beverages. A must see just outside of Winthrop is driving up to Sun Mountain Lodge. The Lexus RX sound system with wireless Apple CarPlay and Android Auto compatibility had country music playing as we drove around Patterson Lake and up to the Lodge. The view from the bar deck at Sun Mountain Lodge while you sip your favorite beverage and enjoy five-star food is something you must experience.

Next we drove over to Bear Creek Golf Course in Winthrop which AAA has called "a hidden gem." For avid golfers, you might be familiar with Desert Canyon and Gamble Sands – two amazing golf experiences in eastern Washington. On your next golf outing, you must stop and play Bear Creek golf course which has spectacular mountain

views from multiple tee boxes. It is a par 72 full size course with three challenging par four holes. Ash and Linda Court have owned the course for many years and the course was built by Ash's father, Herman Court. The picture you see in this article was on the course which is in the finest shape I've seen in my 40 years of playing it. This is due to the new Course Management team led by Bart & Rick Northcott. The course has amazing staff including Angie Andrew, Deb Hardy, Dorothy Mitchell, Laurie Myers, Regina Wallenberg and the Groundkeepers. This is course that will challenge accomplished golfers, and is also super fun for the average golfer who wants to play in the sun and see amazing views.

We drove the RX on many back roads with incredible vistas with very little vibration or noise due to the solid Lexus design. There are countless activities in and around Winthrop. My suggestion is stop into a Lexus dealership and buy the Lexus RX F Sport SUV. Then contact the Winthrop Visitors Information Center at 509-996-2125 and ask about all the fantastic dining, shopping and recreation options available including many hotel, motel and B&B accommodations to fit your budget. Enjoy your trip!

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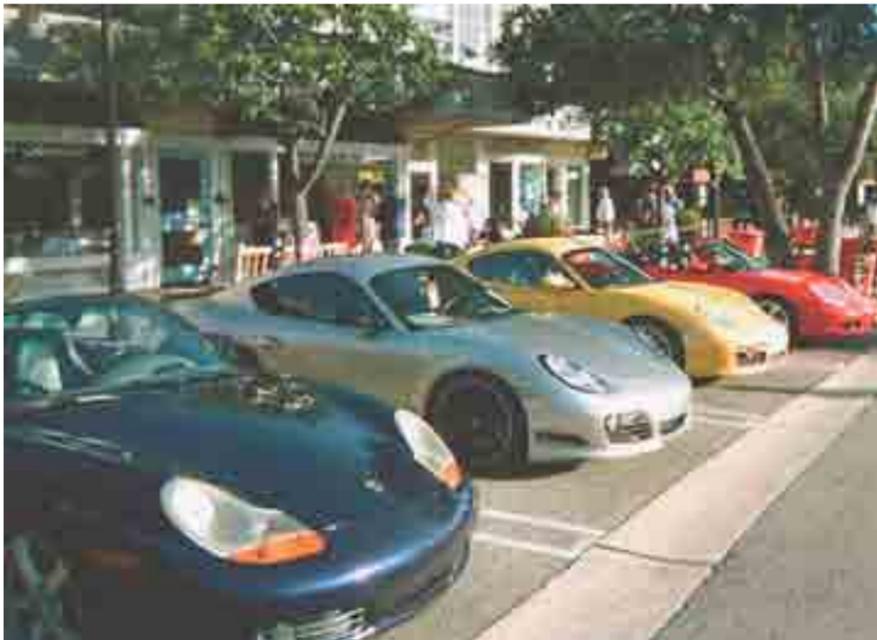
## A Photo Recap of Monterey & Pebble Beach "Car Week"



Jim Owen, a Ford Mustang Manager with the All-New 2025 Mustang GTD (photo Auto News)



Jim Farley, Ford, CEO speaking with a customer at Lincoln Navigator Reveal (photo Auto News)



Monterey Porsche Club meets at Carmel Valley Cross-Roads Event (photo Auto News)



Beau Boeckmann, Pres. of Galpin Auto Group with reproduction Porsche EV to be built by Galpin (photo Auto News)

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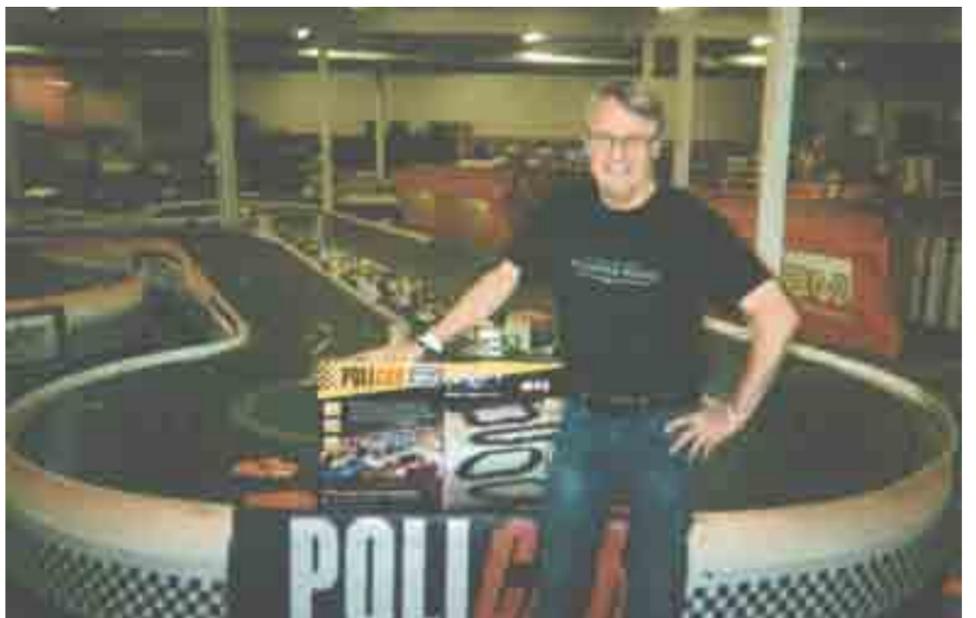
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Alan Smith, Scale Racing Center Owner, Demonstrates PoliCar Slot Car Starter Kit at his Center in Tacoma



Chris Chung  
International editor

After years of anticipation, I finally experienced the excitement of Mudfest, an event

dedicated to testing the latest trucks, SUVs, and crossovers in a uniquely challenging environment. Hosted by the Northwest Automotive Press Association in Shelton, Washington, Mudfest 2024 brought together automotive enthusiasts and professionals to evaluate a variety of

vehicles across both on-road and off-road courses.

**Dynamic Testing and Diverse Winners**

The event, which took place over two days at The Ridge Motorsports Park, featured a series of comprehensive tests designed to assess everything

from acceleration and handling to off-road capability. The 2024 Lexus GX 550 Overtrail emerged as the Northwest Outdoor Activity Vehicle of the Year, praised for its luxurious features and impressive off-road ability. On the rugged end of the spectrum, the 2024 Jeep Wrangler 2-Door

Rubicon X was crowned the Extreme Capability SUV of the Year, continuing Jeep's legacy of off-road excellence.

**Personal Highlights from Mudfest 2024**

As an avid automotive enthusiast, here are some of my personal takeaways from the event:

**Subaru Solterra:** This electric vehicle was a revelation, proving that EVs can indeed tackle tough terrain. Despite my initial reservations about taking an EV through water, the Solterra handled it with aplomb, demonstrating both nimbleness and capability off-road.

**Chevrolet Colorado ZR2 Bison:** Chevy's 2024 redesign of the Colorado ZR2 Bison did not disappoint. Its robust features and strong performance made it stand out among the contenders, justifying its win in the Pickup Truck category.

**Ram Rebel:** The Ram Rebel was pure fun to drive off-road. Its power and handling made navigating the challenging courses feel effortless and thrilling.

**Toyota Tacoma:** The 2024 model impressed with its crawl mode, allowing me to ascend steep inclines with the same ease as if I were ordering at a drive-through—truly a testament to its design and technology.

continued on page 21



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## Braking News.....! Auto News Reader Reach (RR) Scales to One Million.

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## "Good Things Come In Small Packages" Ford Maverick Lariat

Despite its compact size, the Maverick Lariat is big on utility. Ford's FlexBed system offers a versatile and configurable bed that can adapt to various cargo needs. It includes slots for dividers, multiple tie-down points and even a built-in bottle opener. The bed can also handle standard 4x8 sheets of plywood, a welcome addition for DIY enthusiasts and professionals alike.

Additionally, the Maverick comes with several storage solutions inside the cabin, such as under-seat storage compartments and a large center console, providing ample space for tools, gadgets, and even groceries.

The Maverick Lariat is brimming with safety features, with Ford Co-Pilot360 consisting of a suite of advanced driver-assistance features. Standard on the Lariat are automatic emergency braking, lane-keeping assist, and a rearview camera. Optional features include adaptive cruise control, blind-spot monitoring, and rear cross-traffic alert, all of which contribute to a safer driving experience.

The base price for the 2023 Ford Maverick Lariat hybrid with 2.5L engine is \$27,955, with options and delivery charges this vehicle totaled \$37,505 as tested.

The 2023 Ford Maverick Lariat is a testament to the idea that good things come in small packages. Its stylish design, comfortable and tech-savvy interior, efficient performance, and practical utility make it a compelling choice for those seeking a versatile and economical compact truck. Whether you're navigating city streets or tackling weekend warrior projects, the Maverick Lariat is well-equipped to handle the demands of modern life.

For a full video review of the Maverick Lariat, check out Carguy Drives on YouTube.

## A Thrilling Test of the Latest Off-Road Vehicles by Chris Chung

continued from page 20

**Jeep Wrangler Rubicon:** The 2024 Jeep Wrangler Rubicon provided a surprisingly comfortable ride compared to its predecessors, both on and off the road, enhancing its appeal as a versatile off-roader.

**Kia EV9:** The battery life on the Kia EV9 was exceptional. After a full day of testing, it still had 91% charge, showcasing its efficiency and resilience in demanding conditions.

**Lexus GX 550 Overtrail:** The winner of the event, this vehicle provided luxury comfort on rugged terrains at a price point that makes it a standout choice for those seeking both opulence and functionality in an off-road capable vehicle.

**INEOS Grenadier:** Perhaps one of the most talked-about highlights was the INEOS Grenadier, which captured everyone's attention with its starkly utilitarian look. This vehicle, born

from Jim Ratcliffe's vision of a rugged, traditional off-roader akin to the original Land Rover Defender, stood out for its cool styling and robust build, directly appealing to purists who favor practical design over modern sleekness.

### Looking Forward

Mudfest 2024 was more than just a test of vehicle performance; it was a celebration of automotive innovation and adventure. The event provided invaluable insights into the latest advancements in vehicle technology and design, especially in terms of electrification and off-road capability. As the automotive industry continues to evolve, Mudfest remains a pivotal event for experiencing firsthand the cutting-edge developments in the world of SUVs, trucks, and crossovers. I look forward to seeing how these vehicles progress in the years to come and am already excited for what Mudfest 2025 might bring.

## Pirelli PZero Trofeo RS Is Born: The Most Sporting Tire In The Road Car Range Yet

*Designed As Original Equipment For Supercars To Offer Performance On The Track And Safety On The Road*

Pirelli presents the PZero Trofeo RS: the latest version of the semi-slick tire designed for carmakers aiming to highlight the performance of their most sporting models. Pagani Automobili was the first to request a specific version of the new tire for the Utopia: its latest hypercar.

The new tire was born as the technical evolution of the P Zero Trofeo R and distinguishes itself by its position in the marketplace. The P Zero Trofeo R was originally designed as an aftermarket tire to improve on-track performance, while the P Zero Trofeo RS is primarily intended as original equipment, giving manufacturers the chance to

supply cars that are already primed for a sports driving experience.

This new generation of semi-slick Pirelli tires offers even more performance in dry conditions, as well as extra consistency. When the tire is being used most intensively, performance is maintained longer to allow for more speed and safety over several different track sessions: a result obtained thanks to Pirelli's extensive experience in the top categories of motorsport. The materials, especially in the tread pattern compound, make full use of this know-how, adapting it to both road and amateur track use. As this tire is original equipment for hypercars and supercars

homologated for the road, Pirelli's engineers also focused on safety in wet asphalt conditions.

Pirelli's research and development department applied a series of innovative technologies to the P Zero Trofeo RS, developed thanks also to the company's engagement in top-level motorsport. These are available from an on-demand portfolio, to reach the targets defined by manufacturers for each specific model. Examples include **Multi-compound Tread**: a technology that allows tires to be personalized to complement the individual characteristics of each car by matching them to different tread pattern compounds from Pirelli's Prestige

catalogue. For the Pagani Utopia, P Zero Trofeo RS tires are capable of elevating performance in extreme sports driving compared to the P Zero Corsa, without compromising the balance of the car or the feeling experienced by the driver. This mission was accomplished thanks especially to the selected compounds. For the rear tires in particular, the most performance-focussed compounds were chosen to deliver speed and safety on the track as well as ease and predictability on the road.

Another innovation that Pirelli's engineers had at their disposal was **Virtual Geometry Development**, which allowed them to assess a huge number of different profiles and footprints through virtual modelling, in order to define the reaction of the tire to driver inputs with maximum precision. This virtual development process was used extensively for the Pagani Utopia, before the first physical prototypes were driven on track. Work was done on the contact patch in particular, to offer the ultimate in grip and control.

The new Pirelli P Zero Trofeo RS is already available for the cars using it as original equipment, and will be available in the future for a wide range of aftermarket tires. The P Zero Trofeo R will remain available in a specific selection of sizes.

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## Rita Case Wins Prestigious TIME Dealer of the Year Award

continued from page 16

### Commitment to the Community

Rita and Rick’s impact extended beyond the showroom floor. They have had a profound influence in uplifting countless children and families in South Florida. Together, they created, developed and led fundraising initiatives that raised more than \$100 million for organizations in South Florida, a legacy that Rita continues today. Her philanthropic efforts have been life-changing for residents who need a hand up.

Among the non-profits and initiatives Rita, the Case family and the company support are the American Cancer Society, American Heart Association, Boys & Girls Clubs of Broward County, Broward Center for the Performing Arts, college and vocational scholarships for deserving students, Feeding South Florida, Habitat for Humanity of Broward, Broward Health, Cleveland Clinic, Holy Cross Health, Memorial Health, Baptist Health, Huizenga Park Reimagining, Pace Center for Girls Broward, Soles4Souls’ 4EveryKid initiative, United Way and Women in Distress.

In 1982, Rita and Rick launched Rick Case Bikes for Kids, which has distributed more than 100,000 new and gently used bicycles to children in need during the holidays. The couple also became involved with Soles4Souls in 2013 by providing coats and shoes to children at Boys & Girls Clubs in Broward County. Rita, along with

Soles4Souls, has since founded the 4EveryKid program in Broward County and partnered with Broward County Public Schools (BCPS) Homeless Education Assistance Resource Team (HEART) to provide new name-brand athletic shoes to students facing housing instability. Since becoming the founding sponsor and chief fundraiser for 4EveryKid Broward in Spring 2022, Rita has raised nearly \$500,000 for the program with many five-year commitments to secure funding for years to come. To date, nearly 7,000 Broward kids have received new athletic shoes through the initiative.

Over the past decade, Rita and Rick dedicated time, leadership, support and creativity to help the American Heart Association (AHA) achieve goals and take the organization to new heights. They laid the foundation for the annual Broward Heart Walk, enabling the AHA to give the gift of time back to so many families in the community. Thanks to a generous multi-year donation from Rita to AHA, multiple Broward County Public Schools in under served neighborhoods will continue to receive newly upgraded CPR in Schools Training Kits™.

In 2015, in partnership with Habitat for Humanity of Broward, Rita launched the establishment of ‘A Rick Case Habitat Community.’ When complete, this Pompano Beach community of 76 homes will be the largest affordable home ownership

community in the county’s history.

In 2023, the Community Foundation of Broward recognized Rita as a Community Builder and celebrated the establishment of the Rita & Rick Case Family Fund during a special ceremony. The fund fuels their lifetime commitment to philanthropy and ensures support for initiatives that have the greatest impact on children, families, education and healthcare in Broward County. Rita has been involved with the Community Foundation of Broward since 2002, serving as a board member and on the strategic planning committee.

### About The Rick Case Automotive Group

Founded in 1962, the Rick Case Automotive Group has been honored by Automotive News as the National All-Star Dealer and is one of the largest auto groups in America, offering Honda, Hyundai, Genesis, Ioniq, Volkswagen, Kia, Acura, Audi, Mazda, Maserati, Fiat, Alfa Romeo, Honda Motorcycles and E-Z-Go golf carts. Celebrating more than 60 years in business, the Rick Case Automotive Group has 12 dealerships in Florida and Georgia. Those dealerships are known for holding national sales records, consistently ranking among the top performers in markets they serve. Rick Case Automotive Group is headquartered at 14500 W. Sunrise Blvd. in Sunrise, Florida. For more information, visit [www.RickCase.com](http://www.RickCase.com).

## See: CES Story on pages 4 and 14



Artist will.i.am with influencers McKenzi Brooke and Nick Bencivengo at CES 2024 in Las Vegas (photo credit: Sylvia Hernandez)

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(See Story on Page 25)



# Auto News Foundation



## O'Brien Auto Group Supports "AN Foundation"



Irena, Team Auto News presents Jim Roes, O'Brien Auto Group GM with award (photo Auto News)

## Kevin Iden Joins The Auto News Foundation Board of Directors



Kevin Iden (right) accepts Legend Award from Irena, Auto News (Story on page 25) (photo Auto News)

# Auto News Foundation Board Member Comments on How To Build A Foundation

by Sally Hanson

When the AutoNews Foundation was beginning to take shape, I was told by dear friends about the amazing accomplishments that their friend had achieved in his life after completing the Automotive Technology program at Columbia Basin College (CBC) located in the Tri-Cities in Washington State. His success story resonated with me over the past few years as we formed the foundation to invest in education and innovation at automotive technology schools and to encourage passion for automobiles and technological advancement in that field.

Now it is my pleasure to introduce you to John Stregé. He graduated in 1970 from Columbia High School in Richland, Washington—a dozen years before the school was renamed Richland High School. His grades in high school were poor, he had no clear direction or plans for the future and doubted any college would accept him based on his high school transcripts. What he did have going for him was the encouragement of his girlfriend, Terry, who inspired him to apply and enroll at CBC in the Automotive Technology classes. (John and Terry have now been married 53 years.)

After acceptance into the two-year associate degree program at CBC, Stregé attended general studies classes the first half of the day and classes in the automotive shop in the afternoon. The general studies classes serve to complement the automotive technology career by including reading improvement, psychology, and mechanical drawing. Upon completion, he received an Associate degree in Applied Science with a 3.96 GPA. Stregé then began a long career using the knowledge, mentorship and hands-on experience that CBC offers in the automotive technology program.

The final quarter of his last year in the program, he was sent to work at Al's Repair Shop in Pasco, where he continued to work for two and a half years after graduation servicing automobiles, trucks and a wide variety of farm machinery. Then he put in a stint at a lube shop before becoming a mechanic at a service station in Richland.

continued on page 25

Foundation QR Code



Foundation QR Code



## "Finding Tomorrows Technicians Today for Dealers"

### About the Auto News Foundation

The Auto News Foundation is a 501c3 non-profit foundation that was created with the intention of empowering the next generation of automotive technicians while supporting community colleges and tech school automotive programs.

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All donations are tax deductible. 100% of donations shall go towards starting the Auto News Foundation Scholarship Fund to help aspiring youth join the automotive industry.



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## Auto News Foundation



### Twisp WA., a small town in North Central Washington, partners with local School District and Residents to create Automotive Tech School



Twisp, WA. Automotive Tech School students with Matt Kennedy, Instructor (second from right in Blue Shirt)

### Building A Foundation by Sally Hanson

continued from page 24

In 1976, he was offered a job at the Hanford Site as an industrial mechanic using skills he had learned at CBC working on fans, bearings and pumps. Four years later he moved up the ranks to become a planner/scheduler with a contractor at Hanford. Later he became a manager of an insulator crew and then manager of various maintenance crews. Strege has been retired for ten years.

John Strege could be a poster person for CBC because he has plenty of rave reviews about what the Automotive Technology program and related courses provided to create his successful career. "I became excited about learning at CBC," Strege states, "Everything I learned there, I can apply to everyday life in order to excel. My entire life is a direct result of my education at CBC." And this includes the person who encouraged him to attend — John and Terry have been married 53 years!

The AutoNews Foundation is exciting as we grow and continue to offer scholarship opportunities and educational resources designed for students, apprentices and young professionals who plan to enter automotive technical training. It is our mission to nurture passion in the industry and encourage students like John Strege.

If you would like to learn more about the AutoNews Foundation, please visit our website: [autonewsfoundation.org](http://autonewsfoundation.org).

### Inside Toyota's T-TEN Program: Shaping the Future of Automotive Technicians



Ben Melcher, a Toyota Instructor from Regional Office at Shoreline Community College (photo Auto News)

### Inside Toyota's T-TEN Program: Shaping the Future of Automotive Technicians

by Christopher Chung

Toyota's commitment to excellence extends beyond its renowned lineup of vehicles and into the realm of education. A shining example of this commitment is the Toyota Technician Training & Education Network (T-TEN), a comprehensive training program designed to develop factory-certified technicians for over 1,400 Toyota and Lexus dealerships across the United States.

We recently had an opportunity to connect with Ben Melcher, a Service Training Specialist with Toyota, and fellow T-TEN program graduate himself at Shoreline Community College.

"The T-TEN program offers a blend of academic instruction and hands-on dealership experience, equipping students with both theoretical knowledge and practical skills. It's a testament to Toyota's future-centric mind set as well as a great retention tool for dealerships." Said Melcher, and he was right. While other automotive brands are seemingly not focused on training the next generation of technicians at all; Toyota is laying the groundwork to have a steady stream of quality talent who know their vehicles front to back. The curriculum covers a broad range of topics, including Toyota's hybrid systems, advanced safety technologies, and customer service principles. As a result, graduates are prepared to diagnose and repair

Toyota and Lexus vehicles, as well as provide top-notch customer service.

One of the program's unique features is its integration of paid dealership experience. This allows students to apply what they've learned in a real-world environment, gain valuable experience, and build a strong foundation for their future careers.

Under Melcher's guidance, students in the Shoreline Community College T-TEN program are well-positioned to succeed in the rapidly evolving automotive industry. His wealth of experience and deep understanding of the industry inform his teaching, ensuring the program remains relevant and effective.

The success of the T-TEN program is evident in the caliber of its graduates, who are highly sought after by Toyota and Lexus dealerships nationwide. These technicians are well-prepared to meet the challenges of the automotive industry, thanks to the robust training they received through the T-TEN program.

In summary, Toyota's T-TEN program is a testament to the automaker's commitment to nurturing the next generation of automotive technicians. By investing in high-quality education and hands-on training, Toyota is not only upholding its own standards of excellence but also contributing to the overall growth and development of the automotive industry.

### "Thank You" To Those Who Donated To Our First Round of the Auto News Foundation !!!



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## Auto News Foundation



Apartment Locations in Northwest and California (photo Auto News)



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### Global Auto News Expands

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by Bill McCallum

When you start on a journey sometimes you have no idea when or where it will end. That's where I was 40 years ago when the idea of an auto newspaper was born. I was publishing 2 weekly newspapers at the time "Uptown News" in Bellevue WA and the Coal Creek Newcastle News to the South. Both papers had a small auto section and were growing. I wasn't a car guy but I grew up in the business with family members involved with new car dealerships. I discussed the idea of an auto newspaper with Jim Hammond, the founder of the Puget Sound Auto Dealers Association and the original organizer of the Seattle Auto Show. He said "go for it" and you can count on my support. Thus Puget Sound Auto News was born. A few years later we expanded to Eastern WA, and Oregon and changed the name of the paper to Northwest Auto News.

With California being the largest new car market in the U.S. that was the next big step in our expansion and another name change to Auto News of America.

Enter Jay Leno. I first saw Jay at a comedy club on Sunset Blvd. shortly after we started circulating our paper in LA. Jay was the "car guy" that inspired me to expand our reach to include car collectors and collector car auctions. (see back page ad) I watched Jay's first TONIGHT show and attended his last TONIGHT show in person.

Next chapter. From our launch in Calif. we build a network of over 1,000 retail automotive distribution locations in four more states. (Ariz, Nv, Id, & Mt) and changed the name of our paper to GLOBAL AUTO NEWS and launched our online program. ([www.autonewsonline.com](http://www.autonewsonline.com)) Currently we have added a digital platform sending out e-mail "fast blasts" reaching over 500K auto enthusiasts, media & PR firms, OEM's and car collectors.



### Auto News Foundation to present Awards at Monterey "Car Week"



Legends of Auto Gala Event attendees at dinner during presentations at previous event.

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#### Legends of Auto Celebrates 14 Yr. Anniversary



(Left to Right) Bill McCallum, Auto News Publisher/Founder, Dan Brigatino, Scholarship Winner, Luk Blackwell (Pierre Ford), Steve Saleen, Jason Anucinski (Pierre Ford), Beau Boeckmann, Pat Bondurant, Barry McGuire, Lyn St. James, John Kraman (Mecum Family) and Rita Case **Congratulations to Rita Case – 2024 Time Dealer**

**Mission Statement** To recognize and award individual accomplishments, that have significantly advanced the auto industry around the world and to help develop the next generation of auto industry leaders.

### Auto News Introduces Foundation QR Code



## Ford Bronco Everglades Test Drive

The 2023 Ford Bronco Everglades is a testament to Ford's commitment to delivering rugged, off-road ready vehicles, encapsulating the perfect blend of vintage style and modern performance. With the iconic Bronco name resurrected, the Everglades trim stands out for its robust off-road capabilities right out of the box.

Featuring an air snorkel, the Everglades trim breathes efficiently even when the air thickens with dust, snow, or water, ensuring the engine's optimal performance. This feature becomes a game-changer in off-road conditions, reinforcing the Bronco's go-anywhere attitude. The snorkel, combined with raised air vent plumbing for the axles, transfer case, and transmission, increases the safe wading depth from 33.5 inches to 36.4 inches. This enhancement allows the Bronco to traverse deeper waters without risking damage to vital components, thus inviting enthusiasts to conquer challenging terrains and minor floods with confidence.

In addition to these, the Everglades trim includes a heavy-duty modular Ford Performance bumper, equipped with a Zeon 10-S Warn winch and protective safari

bar. Whether it's recovering from a difficult spot or helping another vehicle out, the winch is a valuable tool in the off-road toolbox. The interior isn't left behind either, with marine-grade vinyl seats designed for easy cleanups after adventurous days of mudding or dusty trail rides.

On the road, the Bronco Everglades offers a fun, albeit bumpy ride. It's no silent cruiser, but it's not meant to be. It's a joy to drive, even when the trails get rough. The vehicle's G.O.A.T (Goes Over Any Type of Terrain) modes, including Normal, Eco, Sport, Slippery, Sand, Mud/Ruts, Rock Crawl, and Baja, make it adaptable to a variety of terrains. The Bronco Everglades is a vehicle that demands respect, both on and off-road, and its performance doesn't disappoint!

With a multitude of off-road-ready features, the 2023 Ford Bronco Everglades is not just another SUV. It is a capable, fun-to-drive off-roader that stays true to the Bronco heritage while pushing the boundaries of what is possible in an off-road vehicle. With the Bronco Everglades, Ford has not only resurrected an icon but has also redefined off-road adventure.



2023 Ford Bronco Everglades Off-Road (photo Chris Chung)

## Ford Mach-E Electric Vehicle Sales Are Growing With New Incentives

by Chris Chung

In 2019, for the first time ever, the Mustang had an SUV trim. That SUV, was the Mustang Mach-E. Being an all-electric vehicle, the Mach-E features stellar performance numbers and thus its name was created as a nod to the iconic Mustang Mach 1, a high performance variant of the Mustang that was first introduced in 1969. I recently had the opportunity to test drive a 2023 Mach-E GT on loan from Bill Pierre Ford in Lake City, and I must say the performance this vehicle had absolutely blew me away.

Under the hood, the Mach-E GT features a dual-motor setup

that produces a combined 459 horsepower and 612 lb-ft of torque, allowing for a 0-60 mph time of around 3.5 seconds. This impressive acceleration is complemented by a top speed of 114 mph, making the Mach-E GT a true performance vehicle that will blow the doors off of most IC cars.

The Mach-E GT also boasts a range of up to 270 miles on a single charge, making it practical for everyday use and longer trips. It supports fast charging, allowing for up to 61 miles of range in just 10 minutes of charging time. I thoroughly enjoyed the fuel savings during my week with the Mach-E.

Inside, the Mach-E GT is spa-

cious and comfortable, with a modern and high-tech cabin featuring a large touchscreen display and a variety of driver-assist and safety features. The Mach-E GT also comes with a host of standard features, including a B&O sound system, wireless charging, and heated front seats.

Overall, the 2023 Ford Mustang Mach-E GT is a compelling electric SUV that offers impressive performance, practicality, and cutting-edge technology. If you're in the market for an electric SUV that delivers a thrilling driving experience, the Mach-E GT is definitely worth considering.



Josh Rehn (left) with Tony Rehn Sr. and Ford Mach-E (photo Auto News)

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