

Women car buyers in six categories

(NC)—Market researchers at Chevrolet Division of General Motors have found that women car buyers comprise at least six distinctive buyer groups. These groups include:

Value Seekers (20%) — The largest of the six groups has an average age of 29 and the highest number of single women. These are often first-time buyers. They tend to be optimistic and idealistic, and want cars with low operating costs and good maneuverability. They're divided 50/50 on domestic versus import cars.

Driving Enthusiasts (18%) — These women are involved with driving in a way generally thought to be exclusive to males. They look for sporty, stylish performance vehicles.

Comfort Seekers (17%) — This is the oldest segment, with 57 as average age. They seek value, safety, dependability and comfort in their vehicles.

Domestic Budget-minded (17%) — Although their educational and occupational levels are the lowest of all segments, they buy the second highest average purchase price cars. They are the most loyal (98%) to North American-produced vehicles, primarily full-sized and fully equipped.

Affluent Luxury Seekers (15%) — This group has highest average household income. They are assured, self-confident and in control. They like stylish and luxurious cars.

Voluntary Minimalists (13%) — These women have the highest educational and occupational levels, but spend the least on their automobiles. Even though they drive the most of all segments, their primary concern is low-cost, reliable transportation.

Keeping glass surfaces clean

(NC)—All glass surfaces of a vehicle should be cleaned on a regular basis or whenever visibility is reduced because of foreign matter on either the inside or outside of the glass. Failing to keep windows and the windshield clean produces a potential safety hazard.

According to automotive specialists at General Motors, you should never use abrasive cleaners on any car glass, as they may cause scratches. If an abrasive cleaner is used on the inside of the rear window, the electric defogger element (if the vehicle is so equipped) may be damaged. And decals should never be placed on the rear window, since they may have to be scraped off later.

Windows can be cleaned with an ordinary liquid household glass cleaner. Such a cleaner will effectively remove normal tobacco smoke and dust film sometimes caused by materials that are used in vinyls and interior plastics.

If your windshield is not clear after using the windshield washer and wipers or if the wiper blade "chatters" when running, wax or other material may be on the blade, or on the windshield. GM auto specialists recommend that the outside of the windshield be cleaned with Bon-Ami brand cleaner. The windshield is clean if beads do not form when rinsing with water.

Wiper blades can be cleaned by wiping a cloth soaked in a solution of one-half water and one-half methanol alcohol. Rinse the blade with fresh water.

Some vehicles have a special plastic-coated windshield surface on the inside to help protect occupants in a collision. This "Glass Plastic Material" (which will be so marked at the lower centre) requires special cleaning, and you should not stick decals on the inside of the glass. Consult your owner's manual if your vehicle is so equipped.

Chevrolet wins at Molson Indy

(NC)—Chevrolet's Indy V8 engine has been establishing itself as a front-runner in the CART Indy Car racing series. On the leading edge of technology, the 2.65-litre, four-cam, 32-valve, turbocharged V8 is a joint effort of Chevrolet, Penske Racing and Ilmor Engineering Ltd.

In this year's CART Indy Car series, three teams consisting of five drivers are Chevy-powered. They are: Penske Racing — Danny Sullivan and Rick Mears; Patrick Racing — Emerson Fittipaldi and Kevin Cogan; and Newman/Haas Racing — Mario Andretti.

The Chevrolet Indy V8's first win this year was the season opener at Long Beach, California, where Mario Andretti led the entire race. Andretti also was the fastest qualifier for the Indianapolis 500 this year and led most of the race until sidelined with a fuel system problem.

Proving to be equally at home on road racing circuits as on oval tracks, the top two finishers of the second annual Molson Indy in Toronto this summer were Chevrolet Indy V8 racers piloted by winner Emerson Fittipaldi and second-place finisher Danny Sullivan.

Chevrolet racing engines are also featured in numerous other racing series, including NASCAR, IMSA GTP, IMSA GTO, SCORE/HDRA Truck Events, NHRA, BUSCH Grand National and SCCA Showroom Stock. For four consecutive years, Chevrolet Motor Division has captured the NASCAR Winston Cup Manufacturer's Championship, and is already on its way to a fifth consecutive win this year. One of Chevrolet's top NASCAR drivers is Dale Earnhardt in his Chevrolet Monte Carlo.



AUTO FACTS

Improving engine technology

(NC)—Many of the new 1988-model Buick passenger cars will be powered by the redesigned version of the 3.8-litre fuel-injected V6 engine. The latest generation powerplant is designated the 3800 and incorporates numerous changes for improved performance, reliability and fuel economy.

The new 231-cubic-inch engine features roller lifters and other related components to reduce internal friction, a leading cause of engine failure, and to improve combustion efficiency. A balance shaft has been added to reduce engine vibration.

To make the 3800 even more efficient than its predecessor, the engine block was redesigned to bring all components on centre. Cylinder heads were revised to fit the new block. A one-piece intake manifold is brand new, which adds to the engine's efficiency through improved combustion. This, in turn, significantly reduces exhaust emissions, improves fuel efficiency and provides a better performance feel.

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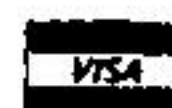


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