



GMC, the official vehicle of the NFL, will be active this week with several pre-game activities.

## GMC heads to the 2014 Pro Bowl and Super Bowl

The National Football League post-season is in full swing and so is GMC's support as the Official Vehicle of the NFL.

Even before the Super Bowl kicks off, there will be plenty of action on Super Bowl Boulevard Engineered by GMC.

In Times Square from January 29 through February 1, there will be concerts, football skills challenges, and fans can check out the GMC display where they can get their picture on the EA SPORTS Madden NFL 25 cover and take a photo with the Super Bowl MVP trophy.

Additionally, fans can take a wild ride down Broadway on the Tobog-

gan Run Engineered by GMC. Standing 58 feet tall and stretching 180 feet down Broadway between 40th and 41st Streets, the toboggan run will cost \$5 per ride with proceeds benefitting a New York charity.

The entire GMC family of vehicles will be displayed along Super Bowl Boulevard, including the all-new 2015 Yukon and 2014 Sierra Denali.

GMC continues its partnership with the NFL and the fan-elected Never Say Never Moments award presented at the "3rd Annual NFL Honors" awards show airing nationally on February 1. GMC is also a sponsor of the NFL Characters Unite public service program and NFL Total Access.

## Cadillac ELR earns green laurels

Green Car Journal has awarded the Cadillac ELR electrified luxury coupe its 2014 Green Car Technology Award for the Regen on Demand system, which allows the driver to use paddle shifters on the steering wheel to temporarily regenerate energy and store it as electricity in the battery pack for later use.

Traditional performance vehicles allow drivers to upshift and downshift the mechanical transmission through steering wheel-mounted paddles.

ELR's Regen on Demand feature is

unique to the vehicle and builds on Cadillac's performance-bred heritage.

Powering the ELR is a combination of pure electric drive and an efficient, range-extending 1.4-litre gasoline-powered electric generator.

A T-shaped, 16.5 kWh lithium-ion battery pack is located along the centerline of the vehicle, between the front and rear wheels to make the most of weight distribution.

The pack supplies energy to an advanced electric drive unit to propel the vehicle.

## Infiniti Q30 concept will debut in T.O.

Infiniti Canada has announced the Infiniti Q30 concept, will make its national debut Feb. 14-23 at the Canadian International Auto Show (CIAS)

in Toronto.

The complete Infiniti line-up will also be on display, including the 2014 Infiniti Q50 sports sedan.



MODEL FB2E2EEX

**\$0 DOWN PAYMENT /OAC**  
**\$0 SECURITY DEPOSIT**

**\$88@2.99% APR**

**THE ENHANCED 2014 CIVIC DX**

LEASE BI-WEEKLY\* FOR 60 MONTHS<sup>2</sup>.

FROM 7.3 CITY / 5.5 HWY (L/100 KM)<sup>3</sup>



MODEL GE8G2EEX

**2014 FIT DX**

**\$83@2.49% APR**

LEASE BI-WEEKLY\* FOR 60 MONTHS<sup>2</sup>.

FROM 7.1 CITY / 5.7 HWY (L/100 KM)<sup>3</sup>

**\$0 DOWN PAYMENT /OAC** **\$0 SECURITY DEPOSIT**

**2014 CR-V LX**

**\$149@2.99% APR**

LEASE BI-WEEKLY\* FOR 60 MONTHS<sup>2</sup>.

FROM 9.0 CITY / 6.4 HWY (L/100 KM)<sup>3</sup>

**\$0 DOWN PAYMENT /OAC** **\$0 SECURITY DEPOSIT**



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\*BI-WEEKLY LEASE ONLY AVAILABLE ON 48-MONTH TERMS OR GREATER.



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Limited time lease offers available through Honda Financial Services Inc. (HFS), to qualified retail customers on approved credit. Selling prices and payments include freight and PDI (ranges from \$1,495 to \$1,695 depending on 2014 model), EHF tires (\$29), EHF filters (\$1), A/C levy (\$100 except Civic DX and Fit DX models), and OMVIC fee (\$5). Taxes, license, insurance and registration are extra. <sup>2</sup>Representative bi-weekly lease example: 2014 Civic DX Sedan // 2014 Fit DX // 2014 CR-V LX 2WD on a 60 month term with 130 bi-weekly payments at 2.99% // 2.49% // 2.99% lease APR. Bi-weekly payment is \$87.93 // \$82.93 // \$148.74 with \$0 down or equivalent trade-in, \$650 // \$725 // \$0 lease incentive deducted from the negotiated selling price before taxes (applies only to Lease contracts through HFS, and can be combined with subvented rates of interest offered by Honda as part of a low rate interest program), \$0 security deposit and first bi-weekly payment due at lease inception. Total lease obligation is \$11,431.45 // \$10,780.69 // \$19,336.43. 120,000 kilometre allowance; charge of \$0.12/km for excess kilometres. PPSA lien registration fee of \$45.93 and lien registering agent's fee of \$5.65, due at time of delivery are not included. For all offers: license, insurance, PPSA, other taxes (including HST) and excess wear and tear are extra. Taxes payable on full amount of purchase price. Offers only valid for Ontario residents at Ontario Honda Dealers. Dealer may sell/lease for less. Dealer order/trade may be necessary. Vehicles and accessories are for illustration purposes only. Offers, prices and features subject to change without notice. See your Ontario Honda Dealer or visit [HondaOntario.com](http://HondaOntario.com) for full details. <sup>3</sup>Based on Association of International Automobile Manufacturers of Canada (AIAMC) data reflecting sales between 1997 and December 2013. <sup>4</sup>Based on Fuel Consumption Guide ratings from Natural Resources Canada. Transport Canada approved test methods used. Your actual fuel consumption will vary based on driving habits and other factors – use for comparison only.