

# AUTO BRAND SPOTLIGHT

Highlighting  
2020's hottest cars,  
trucks and SUVs



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# SPOTLIGHT ON Acura



## 2020 VEHICLES TO WATCH

### MDX



The 2020 MDX offers a dynamic driving experience with both a standard and Sport Hybrid version.

### TLX



The TLX's color palette expands from seven to eight, with the addition of four new premium exterior paint colors.

### NSX



Indy Yellow Pearl pays homage to Spa Yellow, one of two yellow paints offered on the first generation NSX.

## AT A GLANCE

**TECHNOLOGY:** Vehicles feature satellite communication systems with real-time traffic, Super Handling All-Wheel Drive, and Variable Valve Timing and Lift Electronic Control.

**HISTORY:** The Acura brand was introduced in the U.S. by Honda as a separate luxury car division in 1986.

**FAMOUS MODELS:** Legend, NSX, MDX.

**KNOWN FOR:** Consistently scoring high in J. D. Power's quality and satisfaction surveys.

## Technology and precision

Since its debut in 1986 with just two vehicle models, Acura has grown into its niche as Honda's luxury brand. Acura's products are well known for innovation, high performance and meticulous craftsmanship. Acura's Legend was the first luxury Japanese car in the U.S. market, and it was extremely effective in competition with existing European luxury cars.

Acura's reputation for innovation was cemented in 1990 with the debut of the NSX, which offered an all-aluminum body and Acura's Variable Valve Timing and Lift Electronic Control (VTEC).

The vehicles produced by Acura expand upon Honda's technological innovation. The AcuraLink Real-Time

Traffic and Weather, for example, shows weather conditions for any location and alerts the driver if a weather-related problem exists along the planned route.

Acura's sophisticated driver aids such as automatic collision-mitigation braking, active cruise control, and blind-spot detection are now nearly standard on all models. In addition, the manufacturer's Integrated Dynamics System (IDS) tailors the vehicle's independent suspension to accommodate the driver's preference for either a more sporting or a more comfortable ride.

In 2020, Acura's focus on future vehicle designs will continue to combine power, performance, and style with a car that's fun to drive.

SPOTLIGHT ON

# Audi



## 2020 VEHICLES TO WATCH

### S7



The all-new Audi S7 offers a sportier driving experience, excellent functionality, and seating for up to five passengers.

### S6



The all-new 2020 S6 delivers everything Audi customers expect from a true luxury sports sedan.

### A6



After an all-new model last year, the 2020 A6 brings additional technology and driver assistance features.

## AT A GLANCE

**TECHNOLOGY:** Aluminum space frame technology allows Audi to create cars that are easier to handle, maneuver and accelerate.

**HISTORY:** Founded in 1910 by August Horch, the Audi symbol's four rings represent its early merger with three other German companies.

**FAMOUS MODELS:** TT, A4, A8, 100, S8.

**KNOWN FOR:** Cutting-edge technology, high-end comfort and bona fide luxury.

## Innovative German design

Few automobile manufacturers can claim a place among the top echelon of designers and innovators, and Audi is definitely one of them. Since being founded by August Horch in Germany in 1914, this automaker has enjoyed a consistently excellent reputation as a producer of luxury cars. Since being purchased by Volkswagen in 1964, Audi has maintained a prominent place in the American auto industry.

In 1980, Audi kicked things up a notch with the introduction of the Quattro at the Geneva Auto Show. That model has since been discontinued, but the all-wheel-drive technology that made it so fresh and exciting — especially as a sport coupe — continues to be an Audi mainstay to this

day. Never before had the world seen a high-performance vehicle with all-wheel drive, and Audi never looked back.

One of the most remarkable things about Audi craftsmanship is the aluminum space frame technology it uses across the board. This design allows Audi vehicles to handle better and accelerate faster. When Audi's exquisite interiors are thrown into the mix, it's easy to see why this German brand has won over so many lifelong fans through the years.

In 1996, Audi underwent a major overhaul and launched new models like the A3 and A4. Along with the Audi TT, these vehicles have become the flagships of the Audi name. Audi's most luxurious sedan is the A8.

SPOTLIGHT ON

# BMW



## AT A GLANCE

**TECHNOLOGY:** BMW's cutting-edge performance tech is the benchmark for the world.

**HISTORY:** The automotive portion of BMW was founded in 1928; the company allowed Rolls-Royce and Bentley to start using BMW engines in the early '90s.

**FAMOUS MODELS:** 5 Series, Z4 Roadster.

**KNOWN FOR:** Precision engineering, high-performance sports sedans and advanced, forward-thinking style.

## Pushing the envelope

**B**MW isn't afraid to try new things. As a company with decades of experience engineering some of the finest automotive machines on the planet, BMW has made its reputation with its meticulous, highly functional design, but also has remained relevant by refusing to simply settle into a groove.

Aside from designing a new test electric vehicle, BMW also is exploring the opposite end of the sustainability spectrum with a rugged, no-doors, no-roof, no-extra-padding outdoor vehicle that makes you wonder if you're in a car at all.

The overwhelming success of the Z4 Roadster, with its incredibly sleek body and smooth handling, has kept BMW exactly where it needs to be —

pushing the design envelope without sacrificing either precision or style. Consider the classic, an intelligent vehicle that functions as a family car but also has the exhilarating driving dynamics of a top-notch sports sedan.

Because BMW manufactures a vehicle for every type of lifestyle and refuses to stop innovating on a variety of fronts, the company is poised to continue achieving magnificence in the years to come.

For 2020, BMW's continued focus on "efficient dynamics" and the evolution of its aggressive styling make the brand as compelling as ever.

It's another reason this German brand has spent decades as a leader in the auto industry.

## 2020 VEHICLES TO WATCH

### X6



The new 2020 BMW X6's muscular form and sharp, creased lines hint at its advanced powertrain and technology systems.

### 8 Series



The new Gran Coupes offer an unmatched combination of beautiful design, luxurious appointments and driver assistance systems.

### X1



The updated X1, available in front-wheel drive and all-wheel drive, offers one of the roomiest cabins in its class.

SPOTLIGHT ON

# Buick



## 2020 VEHICLES TO WATCH

### Enclave



Buick's flagship seven-passenger SUV enters 2020 with style and tech updates including a new Sport Touring package.

### Envision



The Envision continues to offer Buick's signature combination of design, performance and technology.

### Encore GX



The all-new Encore GX is positioned between the smaller Encore and the larger Envision and Enclave models.

## AT A GLANCE

**TECHNOLOGY:** The latest Buick models feature a blind spot indicator light on external mirrors and rear view cameras to improve safety.

**HISTORY:** The first Buick automobile was built in 1899. The company was established in Flint, Michigan, in 1903. By 1908, it was considered a leading car manufacturer.

**FAMOUS MODELS:** Enclave, Lucerne, Roadmaster, Regal.

**KNOWN FOR:** Affordability, luxury, performance and comfort

## Luxury at a practical price

The Buick brand name has been active in the auto industry since the very beginning. It currently serves as the entry-luxury division for General Motors, providing affordable alternatives to other luxury vehicles.

Buick jumps out of the gate in 2020 with a continued focus on comfort, performance and safety.

It's rolling out a long list of high-tech safety features across many vehicles in its lineup, including Rear Cross Traffic Alert and Side Blind Zone Alert. Many of the upscale, high-tech safety features seem more reminiscent of cutting-edge Volvo cars than what domestic family cars have traditionally offered.

Buick also is moving its cars upscale and closer to what many

drivers would expect from a more expensive luxury brand. The quality construction and smooth, quiet driving feel rival even its cousins from the Cadillac brand.

It's also offer 4G LTE data connectivity.

Overall, the Buick brand is in the middle of a renaissance that puts a new focus on the vehicle experience, from the silence of its engines to the precision build quality inside the cabin. Its styling also is improved in recent years, most notably on the handsome LaCrosse sedan.

With a long history and exciting future, Buick is continuing to provide quality luxury vehicles at an entry-level price. It's proving it can provide a better luxury value than ever before.



SPOTLIGHT ON

# Cadillac



## 2020 VEHICLES TO WATCH

### XT5



Cadillac's global best-selling XT5 is revamped for 2020, with a new turbo-charged engine and enhanced technologies.

### XT6



Cadillac expands its popular crossover and SUV lineup with the debut of the 2020 XT6, an all-new, three-row crossover.

### CT5



This all-new compact sedan advances the brand's legacy with a distinctive fusion of design, performance and comfort.

## AT A GLANCE

**TECHNOLOGY:** Intelligent cruise control and blind zone alerts make it easier to stay safe; CUE digital interface is cutting-edge.

**HISTORY:** The Cadillac Automobile Company was born in 1902 and quickly gained a reputation as making the world's most luxurious vehicles.

**FAMOUS MODELS:** Seville, Escalade, Eldorado.

**KNOWN FOR:** The American luxury car answer to Germany's Mercedes Benz and England's Jaguar.

## True American luxury

For decades, Cadillac, along with Chevrolet and Buick, has been one of GM's core brands. Cadillac is the brand that says "luxury" like no other American-made car.

Despite a long and storied history, and despite being indelibly etched into the American imagination, Cadillac had lost some of its luster by the 1990s. After a dramatic reinvention, including the introduction of the exciting CTS sports sedan and popular Escalade luxury SUV, this American brand once again competes with the world's best.

In 2020, Cadillac continues its focus on breaking luxury boundaries.

The brand is moving upmarket, competing more directly with high-

end cars from BMW and Mercedes-Benz by introducing the all-new CT6 at the top of its range. And it continues to focus on powerful, performance-oriented, muscular luxury vehicles like the CTS-V and ATS-V.

In short, the name "Cadillac" has conveyed luxury and style in a distinctly American way for decades. As GM rebounds, the Cadillac legacy will not just survive; rather, it will continue to set the trend for both American and foreign automakers looking to design classy luxury vehicles that would make anybody proud to own one.

It is, as the saying goes, becoming the Cadillac of automobiles once again.

# Chevrolet

SPOTLIGHT ON



## AT A GLANCE

**TECHNOLOGY:** OnStar offers safety, convenience and information; the electric Volt is already revolutionizing the auto industry.

**HISTORY:** Started by race-car driver Louis Chevrolet and General Motors founder William Durant in 1911. Purchased by GM in 1918.

**FAMOUS MODELS:** Camaro, Corvette, Silverado, Suburban.

**KNOWN FOR:** Affordable family cars, V8-powered performance vehicles, and tough work trucks.

## Affordable, powerful style

For nearly a century, Chevrolet has stood for value and style that everyone can afford. From its start as a brand to compete with Ford's Model T to today's high-tech family cars, Chevy has always been about bringing quality to the masses.

Now, more than ever before, it's also a brand in transition.

Chevy is entering a new era where car buyers and the government are demanding more efficiency across the board, which means an increasing emphasis on smaller cars that sip very little fuel. The recently redesigned Chevy Volt — an electric car — is even designed so that it only uses gasoline for long, extended trips.

To drive home the point on efficiency, Chevrolet introduced a lineup

of efficient crossover vehicles, some of which get more than 30 mpg on the highway.

That's an astounding figure for a mid-size SUV, setting the bar for crossover vehicles around the world.

At the same time, Chevy is holding onto its heritage as a maker of muscle cars and powerful, tough pickups. The Camaro hearkens back to Detroit's glory days in the 1960s, and huge, rugged vehicles like the new generation Silverado pickup and full-size Suburban SUV still set the standard for American workhorses.

From its smallest commuter cars to its biggest, most luxurious SUVs, there's a century of hard-working, blue-collar strength behind every vehicle.

## 2020 VEHICLES TO WATCH

### Silverado HD



The strongest, most capable Silverado HD ever offers a max towing capability of 35,500 pounds and fresh technologies.

### Corvette Stingray



With its new mid-engine configuration and sleek design, the 2020 Chevrolet Corvette Stingray offers unprecedented performance.

### Silverado



With the available, all-new 3.0L Duramax turbo-diesel engine, it delivers an EPA-estimated 33 mpg on the highway.

# SPOTLIGHT ON Chrysler



## AT A GLANCE

**TECHNOLOGY:** Stow-n-Go seats in the Town & Country. uConnect delivers entertainment and navigation.

**HISTORY:** Founded by Walter P. Chrysler in 1925. Purchased by Fiat in 2009.

**FAMOUS MODELS:** 300, Town & Country, Sebring, PT Cruiser.

**KNOWN FOR:** Classic styling combined with performance, particularly in the 300 models.

## Stylish, American value

Chrysler is the flagship American brand of Fiat Chrysler Automobiles, which also manufactures the Dodge, Jeep and Ram brands. Chrysler models generally are aimed at aspiring consumers, offering luxury features and stylish looks at reasonable prices.

In the early years, Chrysler vehicles were the first to make luxury performance features standard, including carburetor air filters and full-pressure lubrication. Chrysler also was the first to introduce innovations eventually adopted industry-wide.

In recent years Chrysler models have used interesting, classic styling to emphasize their all-American roots. The appeal of these vehi-

cles lies in their attractive design, reminders of better days for this and other American manufacturers.

Chrysler still offers strong models that stand out among the crowd of other vehicles in their class. These models prove to be impressively competitive and popular with buyers in a market flooded with efficient but bland options.

Cars like the 300 are especially noteworthy for their good looks and impressive performance. The 300, available with a HEMI V8 engine, offers a roomy cabin and head-turning body, while the Chrysler Pacifica is considered one of the world's best minivans after a complete redesign and new name. It's also available in an efficient hybrid version.

## 2020 VEHICLES TO WATCH

### Voyager



Expanding the company's popular minivan lineup, the Chrysler Voyager replaces the Pacifica L and LX levels.

### Pacifica



Inspired by the blacked-out look of the S Appearance Package, the new Red S Appearance Package is available.

### 300



The Red S Appearance Package is also available on the 300S, featuring Black Noise exterior badging and trim.

SPOTLIGHT ON

# Dodge

DODGE



## AT A GLANCE

**TECHNOLOGY:** Hemi V8 engines are practically synonymous with the Dodge name, and a digital dash on the Dart broke new ground for this brand.

**HISTORY:** Founded by brother Horace and John Dodge in 1914, Dodge has enjoyed several ups and downs throughout its storied history.

**FAMOUS MODELS:** Charger, Caravan, Neon and Avenger.

**KNOWN FOR:** Solid, reliable and powerful vehicles.

## Powerful, sturdy transit

The story of Dodge is very much the story of America; the fortunes and successes of this auto manufacturer have always been intricately linked to the economy and mood of the United States. Upon being founded by brothers John and Horace Dodge in 1914, Dodge immediately took off on an ambitious course of expansion and innovation. Basic passenger vehicles were quickly followed by roadsters and four-door sedans; by 1917, Dodge was already producing trucks.

World Wars I and II played a huge role in the development of the Dodge brand during the 20th century. After the second conflict, Dodge introduced Hemi-powered vehicles like the Coronet that brought a new level

of vim and vigor to everyday automobiles.

In many ways, the 1960s was Dodge's heyday, with popular models like the Dart — along with its muscle car, the Charger — cementing their place in households across America.

It was the Caravan, in 1984, that breathed new life into Dodge's fortunes. As the first bona fide minivan, the Caravan helped make Dodge relevant once more.

Today, Dodge has doubled down on its performance-oriented heritage with its 707-horsepower Hellcat-powered models, the Challenger and Charger, which are the most powerful muscle cars ever to come from Detroit. It's setting the stage for a fun future with lots of burning rubber.

## 2020 VEHICLES TO WATCH

### Charger



Dodge is literally expanding its high-performance Charger models for 2020 by adding a Widebody Package.

### Journey



Dodge simplifies the 2020 Journey lineup to two models: Journey SE Value and Journey Crossroad, offering improved value.

### Challenger



The wildly powerful Challenger gets a number of updates for 2020, including a choice of nine new wheels and finishes.

SPOTLIGHT ON

# Fiat



## AT A GLANCE

**TECHNOLOGY:** FIAT's new MultiJet diesel engine has taken Europe by storm. It's the result of more than 30 years of research and is a big reason the new 500 is so popular in Europe.

**HISTORY:** Its roots actually date back to the 19th century. The first FIAT car was exported to the United States in 1908.

**FAMOUS MODELS:** Topolino, 500, 1500, 850 Spider, 850 Coupe.

**KNOWN FOR:** Passionate Italian styling and fun-to-drive compact cars.

## Classic Italian styling

Fiat was founded in 1899 by a man with the wonderfully Italian name of Giovanni Angelli — a family that is still associated with the business today. His company exported its first car to the United States in 1908, but it had to pull out of the American market in 1984 after ever-increasing competition from Japanese brands.

It seemed that Fiat had said “ciao,” never to return again, mainly because Italian cars had earned a reputation as, shall we say, finicky. Americans didn't want them when Japanese cars were seen as being more reliable.

Fast-forward to the financial crisis of 2008, and Fiat — which had been growing into a massive European industrial conglomerate all along — saw an opportunity to rescue the bank-

rupt Chrysler company and sell its own cars in America at the same time.

By 2009, Fiat took control of Chrysler and paved the way for its return to the U.S. market.

The first new car bearing the FIAT name was the 500, a compact car that competes most directly with the Mini Cooper.

Where the Mini has a spirit that's 100-percent British — complete with an available Union Jack on the roof — the Fiat models prided themselves on their Italian personality.

This is a cute car, with round headlights and a bubble shape, and it's become somewhat of an icon for the Italian brand. It's also paved the way for bigger cars like the 500L and 500X, along with the gorgeous new 124 Spider sports car.

## 2020 VEHICLES TO WATCH

### 500L



The 2020 Fiat 500L features innovative technology, including a standard Uconnect 7-inch touchscreen radio.

### 500X



The Fiat 500X offers an all-new 1.3-liter turbocharged engine. A black roof option is also available on all 500X models this year.

### 124 Spider



A new “Scorpion Sting” side-stripe and hood decal package is available on 124 Spider Abarth models.

# SPOTLIGHT ON Ford



## 2020 VEHICLES TO WATCH

### Explorer



America's all-time best-selling SUV is redesigned for the 2020 model year with lighter, leaner, stronger construction.

### Escape



With best-ever performance, flexibility and smart new technology, the all-new Ford Escape sets a higher standard.

### Super Duty



The new Tremor Off-Road Package available for 2020 F-Series Super Duty pairs off-road prowess with outstanding towing.

## AT A GLANCE

**TECHNOLOGY:** Ford's next generation SYNC system allows passengers to connect to the Internet; great gas and hybrid mileage.

**HISTORY:** Ford was formed in 1903 by Henry Ford. This groundbreaking Detroit company introduced mass-production techniques that enhanced the capacity of all car companies.

**FAMOUS MODELS:** Mustang, Expedition, Taurus, Ranger, Explorer, F-150

**KNOWN FOR:** Affordability, power, performance and durability

## Quality cars for the masses

The Ford Motor Company has always been careful to provide high-performance vehicles within the budgetary limitations of the average consumer.

In the early 20th century, this enhanced the productive capacity of humanity as Ford cars reached critical mass. This commitment to the provision of affordable and technologically advanced machines persists; Ford is leading the charge in the pursuit of energy efficiency.

The Fusion Hybrid, for example, is rated for 43 mpg in the city and comes with an affordable price. This vehicle satisfies the demand for an inexpensive and practical car that offers innovative features. Voice activation, satellite radio and Bluetooth compatibility make your new Ford into a convenient

media center.

As the market calls for efficient, affordable and innovative new vehicles, and Ford is prepared to meet this challenge. Its SUVs and crossover vehicles remain popular for doing just that: mixing efficiency with desirable tech features.

Ford also continues to dominate the truck market with its F-150 pickup. This truck not only offers the kind of raw power and durability to do the toughest jobs, but it also has the refinement of a luxury car in many ways. Whether doing hard work at a job site or traveling across America in comfort, the new, aluminum-intensive F-150 is designed to do it all.

It's another reason the Ford name will stand for value in the years to come.

# SPOTLIGHT ON Genesis



## AT A GLANCE

**TECHNOLOGY:** Genesis Connected Services links to Amazon's Alexa to do several actions. It can lock and unlock the doors remotely, start the engine with climate control and more.

**HISTORY:** Started as a luxury spinoff from the Hyundai brand in 2017.

**FAMOUS MODELS:** G80, G90

**KNOWN FOR:** Power, luxury and technology designed around the human experience, with an emphasis on being easy to use.

## A new kind of luxury car

America's newest luxury car brand, Genesis, offers a fresh take on upscale vehicles through its "human-centered" philosophy.

Genesis has announced that it plans to offer a full line of six models and will compete with the most storied sellers of luxury cars around the world.

The G90 sets the tone for the brand as its flagship luxury sedan. Available with a 5.0-liter V8 engine, the G90 is a powerful, sleek and sophisticated car that is designed to make the newest technologies easy to use.

Extensive use of real wood, leather and metal trim gives the cabin of Genesis models a rich, upscale feel.

In addition to the vehicles themselves, Genesis aims to offer a first-class ownership experience for its

customers. The Genesis Experience, as they call it, includes:

- 3 years/36K miles complimentary scheduled maintenance
- 3 years/36K miles complimentary valet Services
- 3 years complimentary Genesis Connected Services including Connected Care, Remote, and Guidance
- 3 years complimentary SiriusXM Travel Link (traffic and data) and Map Care
- Best-in-industry warranty with enhanced roadside assistance and concierge services

Genesis models are known for their technology, too. They aim to provide cutting-edge features that are designed in a way to make them easy and intuitive to use.

## 2020 VEHICLES TO WATCH

### G70



Introduced last year, the G70 is the brand's opening salvo in the highly competitive entry-level luxury segment.

### G80 Sport



The impressive G80 Sport offers three refined engine options: 5.0-liter V8, 3.8-liter V6 and a 3.3-liter twin-turbocharged V6.

### G90



The G90 offers simple packaging with the choice between two engines equipped with a smooth eight-speed automatic.

SPOTLIGHT ON

# GMC



## 2020 VEHICLES TO WATCH

### Sierra Heavy Duty



The all-new Sierra Heavy Duty adds innovation where it matters, combining greater trailering capability with tech.

### Sierra



The 2020 Sierra offers premium features with the addition of the 3.0L Duramax turbo-diesel engine.

### Acadia



The refreshed Acadia gets a distinctive new design, standard advanced safety equipment and technology advancements.

## AT A GLANCE

**TECHNOLOGY:** Developer of luxury hybrid technology for large vehicles; Denali line pushes boundaries of truck luxury.

**HISTORY:** Founded in 1908 to become one of the biggest auto-makers in the world.

**FAMOUS MODELS:** Yukon, Sierra.

**KNOWN FOR:** The premiere manufacturer of light-duty trucks and sport utility vehicles.

## Tough, luxurious trucks

For decades, the extensive line of GMC trucks dominated the marketplace. It was more than a simple vehicle; it was a lifestyle, and a sturdy representation of the American ideology of individualism.

Today's GMC is determined to show the world what it can do best: manufacture long-lasting trucks for the working man.

Greater fuel efficiency, and an emphasis on integrating electric/fuel hybrid technology into the existing models, has become a part of most of GMC's new line of trucks and SUVs. The company is bolstered by two things: its refusal to give up, even in a relatively difficult economic climate, and its clear determination to adapt to the changing demands of the mar-

ket, without alienating its core audience.

GMC's trucks are still geared toward the working man, but the working man of the 21st century. The company is modifying its template of the 20th century truck so that it encompasses the needs of the 21st century family, too.

GMC also is known for its luxury, particularly on the high-end Denali line, which offers the features of a luxury car with the toughness of a GMC truck.

In fact, the Denali line is taking on a life of its own, representing a huge portion of sales for many of GMC's models.

It shows that this brand makes a statement in both style and power.



# SPOTLIGHT ON Honda



## 2020 VEHICLES TO WATCH

### CR-V



The 2020 Honda CR-V is sporting fresh styling, new features and upgraded power-trains — including a new CR-V Hybrid.

### Civic



The 2020 Honda Civic Hatchback returns with updated exterior styling, new interior trim and a revised Sport trim.

### Pilot



Fresh from a thorough update for 2019, the Honda Pilot adds a new Black Edition trim for the 2020 model year.



## AT A GLANCE

**TECHNOLOGY:** Honda has made profitable and potentially market-changing advances in fuel cell, natural gas, ethanol and hybrid electric vehicles.

**HISTORY:** Founded in Japan in 1946 by motorcycle builder Soichiro Honda; expanded to the U.S. in 1959.

**FAMOUS MODELS:** Civic, Accord, CR-V.

**KNOWN FOR:** Efficiency, reliability and innovation.

## Rock-solid reliability

Soichiro Honda's dream to build a fast, efficient motorcycle took him nearly 20 years and several failed attempts to achieve — until he began to trust his instincts and stop racing around at dangerous speeds.

Honda's ability to mass-produce extremely well-engineered, highly efficient and innovative vehicles has paid off on a global scale and shows no signs of slowing down.

The company is aggressively developing a new fleet of vehicles that relies on alternative energy sources, including natural gas, ethanol, and fuel cell batteries.

As a sponsor of the Copenhagen climate talks, Honda continues to champion and increase the impres-

sive gas mileage of its vehicles. Honda's intrinsic belief that efficiency and profitability can be achieved in one package makes this global car company a pioneer in the new realm of environmentally friendly profit.

One of its most notable cars is the Insight hybrid, an affordable and advanced vehicle — and proof that green technology can be brought to the masses.

Honda also continues its reputation for reliability with cars like the rock-solid Accord, one of the world's most popular vehicles. The Civic, available in sedan and hatchback models, and CR-V crossover continue to be hot sellers thanks to the value and reputation they bring to the table.

# SPOTLIGHT ON Hyundai



## AT A GLANCE

**TECHNOLOGY:** Hybrid cars, advanced infotainment systems and new safety features are setting Hyundai cars apart.

**HISTORY:** The Hyundai Motor Company has been around — albeit under a slightly different name — since 1947. It didn't start producing cars until 1968.

**FAMOUS MODELS:** Sonata, Elantra, Genesis.

**KNOWN FOR:** Feature-packed, reasonably priced cars.

## Quality at a great price

After decades of struggling with a reputation for producing cheap economy cars, Hyundai has turned a corner and is now viewed positively by the vast majority of consumers. Since its humble beginnings in South Korea in 1947, to its gradual introduction into the world of automobile manufacturing beginning in 1968, Hyundai has rolled with the punches and has emerged on the other side a clear winner.

The 1970s saw Hyundai begin its true ascent into worldwide automobile manufacturing dominance. The Pony, which became its flagship car, was marketed successfully in Latin America and then in Europe. In 1982, the Pony was redesigned and then unveiled in Canada the fol-

lowing year. Just one year after that, the subcompact Excel became the first Hyundai vehicle sold in the U.S. Production exploded, and Hyundai was on its way.

In order to remain relevant in the coveted American marketplace, Hyundai began producing trucks in 1987. Soon thereafter, the company unveiled what would become its most successful model: the Sonata. The Sonata was the first car produced exclusively for the North American market, and it proved to be a turning point for Hyundai.

Today, Hyundai has been ranked among the top companies on the J.D. Power Initial Quality Survey and is a respected brand among consumers. It's proof that high-quality cars can also be affordable.

## 2020 VEHICLES TO WATCH

### Palisade



The Palisade is an all-new flagship SUV model for 2020. It features an expansive and airy interior.

### Venue



The Venue is an all-new entry-level SUV for 2020. Bold, modern design elements help it stand out with optional two-tone paint.

### Sonata



The Sonata is all-new with a four-door-coupe look. Sonata's Digital Key allows the vehicle to be driven without a physical key.

SPOTLIGHT ON

# Infiniti



## 2020 VEHICLES TO WATCH

### Q50



The enhancements to the popular Q50 include a revised model lineup with the addition of the Q50 3.0t PURE.

### QX50



For 2020, QX50 enhances its high level of versatility, efficiency and performance with the addition of two new grade levels.

### QX80



The QX80 full-size luxury SUV offers a number of enhancements, including revised ProAssist and Sensory package content.

## AT A GLANCE

**TECHNOLOGY:** Infiniti's Around View Monitor Package allows the driver to see the car from an above view while parking and negotiating lane changes.

**HISTORY:** This relatively new luxury division of Nissan Motor Company began selling automobiles in the U.S. market in 1989.

**FAMOUS MODELS:** Q45, G37, M, QX80d.

**KNOWN FOR:** Luxury, innovative options and technological sophistication.

## High-tech opulence

Infiniti was created by Nissan Motor Company to market high-end automobiles to U.S. consumers. This Japanese automaker has provided a standard of excellence to which many big spenders return for a premium driving experience.

You can be sure the latest Infiniti models will include all the extravagant options that can enhance the comfort of a ride on the open road.

Longtime fans of Infiniti will notice that its cars have a new naming scheme in recent years. While in the past, its cars and crossovers have mixed up an alphabet soup of names, today's lineup is simplified.

Sedans are all prefixed with a Q, and crossovers and SUVs get a QX prefix, ranging from the compact

QX50 to the QX80 luxury SUV with three rows of seating. It makes it easier to distinguish each vehicle's place in the lineup.

Infiniti continues to keep a finger on the pulse of the luxury consumer; new technological upgrades help these new models stand out among high-end vehicles.

Infiniti's flagship sedan, the Q70, is available in a long-wheelbase form.

One of the most interesting options is called the Around View Monitor Package. This technology takes the rear-view camera a step further, using video cameras mounted around the vehicle to give a complete, 360-degree view around the car. It's as if you're looking at your car from above while you park, an amazing feat.

SPOTLIGHT ON

# Jaguar



## 2020 VEHICLES TO WATCH

### XE



An enhanced exterior design offers a more assertive appearance with new front and rear bumpers and a new grille design.

### E-PACE



Featuring premium design touches and an expanded list of features, the E-PACE Checkered Flag Limited Edition is new.

### F-Type



Jaguar also announced the addition of a Checkered Flag Limited Edition model to the 2020 F-TYPE model lineup.

## AT A GLANCE

**TECHNOLOGY:** New sleek, aerodynamic lines make the new Jaguars look like the real big cats more than ever.

**HISTORY:** Jaguar started as a British company in 1922; Ford bought Jaguar in 1989, and recently sold to Tata Motors of India in 2008. Jaguar is now part of Jaguar Land Rover.

**FAMOUS MODELS:** XJ, XK, S-Type, E-Type.

**KNOWN FOR:** Sophistication, luxury and class.

## Poised to pounce in 2020

Jaguar Land Rover was purchased for \$2.3 billion from Ford Motor Company in 2008 by Tata Motors of India. Like any newer corporation eager to prove it can compete with the big boys, Tata has brought plenty of innovation and new ideas to the Jaguar and Land Rover brands.

Now Jaguar is advancing its brand in a major way with the introduction of the F-PACE.

The F-PACE is a spacious, mid-size SUV that also has the excellent driving dynamics, luxurious appointments and sense of style that all Jaguars are known for. It represents a new and exciting direction for the future of the brand.

Fortunately, the Jaguar XF and other new models have marked a

change in Jaguar's course without abandoning its celebrated past. Jaguar lovers can expect the company to continue to deliver in 2020 and beyond.

Jaguar also recently redesigned its classic XJ sedan, updating it with a far more modern design akin to the XF. And it has released the F-TYPE sports car in both convertible and coupe variants to rave reviews.

Jag is faced with an interesting position in the future as it balances a rich history of producing some of the most stylish cars in the world with the new needs of modern luxury buyers.

Judging from its latest cars, this brand steeped in British tradition will continue excelling for years to come.

SPOTLIGHT ON

# Jeep



## 2020 VEHICLES TO WATCH

### Gladiator



The all-new 2020 Jeep Gladiator – the most capable midsize truck ever – builds on a rich heritage of tough, dependable Jeep trucks.

### Wrangler



Diesel power will be offered in response to overwhelming consumer demand with a 3.0-liter EcoDiesel V-6.

### Grand Cherokee



For 2020, Grand Cherokee Trackhawk features the Signature Leather-Wrapped Interior Package.

## AT A GLANCE

**TECHNOLOGY:** Jeep continues to excel in rock-climbing and all-terrain durability; the company receives awards for its new safety features.

**HISTORY:** Commissioned by the U.S. government as a war vehicle in 1941; purchased by Chrysler in 1987.

**FAMOUS MODELS:** Cherokee, Wrangler, Patriot

**KNOWN FOR:** Indestructibility in almost any environment.

## Safety and adventure

Although the stories about Jeep's name being a combination of "General" and "Purpose" are questionable, the company's desire to create a vehicle that could travel on paved, unpaved or even nonexistent roads, is obvious for anyone to see.

Enthusiasts from around the world quickly embraced Jeep as the perfect vehicle in which to experience the outdoors. Years of innovation and refinement in engineering have increased Jeep's ability to not only handle rough terrain, but to do so safely.

Jeep occupies an unusual place in the automotive industry; neither car nor truck, Jeep has forged its own identity as a rugged, reliable off-road

machine, a welcome and trustworthy companion of adventuresome individuals.

The spirit of Jeep is best exemplified in the Wrangler, the classic Jeep. This vehicle is designed entirely for off-road driving, with the kind of high ground clearance and robust four-wheel-drive system that allow it to cross virtually any terrain on the planet.

The Wrangler, Jeep's most iconic vehicle, has a new design that stays true to its heritage while also gaining efficiency and refinement.

By resisting pressure to significantly change the intent of its vehicles, Jeep has based its future survival on being exactly what it has always been—and by all accounts, this seems to be a lucrative path.

SPOTLIGHT ON

# Kia



## 2020 VEHICLES TO WATCH

### Telluride



The all-new 2020 Telluride begins a new adventure for Kia with its biggest, boldest SUV ever.

### Sportage



The refreshed 2020 Sportage boasts a bold new look, a new S trim, more convenience and available driver-assist features.

### Soul



The all-new 2020 Soul offers a completely new yet familiar version of Kia's beloved and award-winning urban runabout.

## AT A GLANCE

**TECHNOLOGY:** Surprising perks abound for these cars, including USB ports, Sirius Satellite Radio and advanced safety features.

**HISTORY:** From the 1940s to the 1970s, Kia produced bicycles and scooters. Today, it is one of the top budget auto manufacturers in the world.

**FAMOUS MODELS:** Forte, Optima and Rio.

**KNOWN FOR:** Budget-friendly vehicles that are bursting with a surprising number of amenities and features.

## Sporty cars to fit a budget

In many ways, Kia Motors learned the art of auto manufacturing from the ground up. Upon debuting in South Korea back in 1944, the company produced bicycle parts and tubing. Over time, it segued into manufacturing the actual bicycles themselves; later, scooters and other motorbikes came along. Finally, in the 1970s Kia made the leap into manufacturing cars.

After partnering with Ford for some time to produce Mazda-derived cars for the South Korean market, Kia became incorporated in the United States in 1992. Starting in Portland, Ore., the car manufacturer began marketing its wares in 1994. Gradually, it expanded its radius out of the Pacific Northwest and operates hundreds of dealers in the

United States today.

The first model debuted by Kia in the U.S. was the Sephia; from there, the car manufacturer jumped into the SUV craze of the mid-1990s with its Sportage model.

Kia has emerged as one of the foremost budget vehicle manufacturers in the United States today. Enhanced warranty programs and the inclusion of several key features and innovations have made models like the Optima, Sedona and Forte immensely popular.

In fact, while Kia was once known exclusively for budget-oriented cars, its vehicles are increasingly moving upmarket and becoming more luxurious. The powerful and aggressive Stinger is a perfect example of how Kia is changing today.

SPOTLIGHT ON

# Land Rover



## AT A GLANCE

**TECHNOLOGY:** Touch-screen infotainment systems; advanced traction control systems; efficient Evoque bucks the energy-inefficient Land Rover stereotype.

**HISTORY:** Land Rover began in 1948 in the UK when auto designer Maurice Wilks was inspired by a tough World War II American Jeep.

**FAMOUS MODELS:** Range Rover, Range Rover Sport, Discovery LR3.

**KNOWN FOR:** Pricy and luxurious but powerful and safe.

## Entering a new era

Perhaps the worldwide financial crisis will turn out to be a good thing for Land Rover. Under Ford's leadership, Land Rovers gained a reputation for guzzling gas. Ford sold both Jaguar and Land Rover to the up-and-coming Tata Motors of India for \$2.3 billion in 2008.

Like all the brands and former brands of the big three automakers, Land Rover stands poised to enter into a new era.

Nowhere is this more evident than in the introduction of its iconic high-end off-roader, the Range Rover. It's been completely redesigned from the ground up recently, and by all accounts it raises the bar for what is possible in a rugged, luxurious SUV. It's as comfortable as it is tough,

capable of helping drivers relax on the highway or get to destinations far from pavement.

The Evoque also is turning heads for all the right reasons. A gorgeous, modern-looking vehicle, it's also designed to be the most efficient Land Rover ever. As other brands struggled through the recession, just hoping to survive, Jaguar Land Rover reported a jump in its sales recently.

Those are all good signs for this iconic British brand. The reputation it's built — for constructing comfortable, luxurious off-road vehicles that can travel anywhere with the amenities of home — is just as secure as it ever was.

As it enters a new era, Land Rover is showing how a brand can thrive when it makes great products.

## 2020 VEHICLES TO WATCH

### Defender



The new Defender is the toughest and most capable Land Rover yet, combining a new body structure with fresh technologies.

### Range Rover Evoque



The all-new 2020 Range Rover Evoque features reductionist exterior design and a luxuriously-crafted interior.

### Discovery Sport



Discovery Sport receives significant updates for 2020 including elevated exterior and interior design.

# SPOTLIGHT ON Lexus



## 2020 VEHICLES TO WATCH

### RX



For the 2020 model year, the Lexus RX and RXL have a more responsive steering and added multimedia options.

### RC



Freshly updated for the 2020 model year, the RC F coupe now boasts improved performance and revised styling.

### GX



Thanks to an all-new available Off-Road Package featuring Multi-Terrain Select, tackling tough terrain is easy.

## AT A GLANCE

**TECHNOLOGY:** Lexus has led the way in key, up-and-coming innovations like pedestrian detection, driver facial recognition monitoring and lane keep assistance.

**HISTORY:** Since being launched in the U.S. as the luxury branch of Toyota in 1989, Lexus has enjoyed an impeccable reputation.

**FAMOUS MODELS:** LS, IS and HS sedans and the GX and RX SUVs.

**KNOWN FOR:** Reliable luxury cars that bring technology, comfort and elegance to the table.

## World-class luxury

From the very start, Lexus has been a force to be reckoned with in the luxury vehicle market.

Since being introduced by Toyota in 1989, the goal of this brand has been to bring exquisite craftsmanship and unrivaled performance to United States consumers. Considering that Lexus sold its 1 millionth vehicle in 1999 — just in time for its 10th anniversary — it is safe to say that it got off to a phenomenal start.

Since then, Lexus has consistently produced solid, reliable cars that routinely earn top marks for design and quality. Silent cabins and powerful engines are hallmarks of the Lexus brand and can be expected regardless of model.

Initially devoted to producing luxury sedans — the ES 250 and the LS 400 were its inaugural models — Lexus has expanded over the last two decades to include a line of luxury performance sedans like the GS, SUVs like the LX and even several hybrid-powered cars like the RX and LS 600h in recent years.

Lexus' styling has taken a new, much more aggressive turn in recent years, going from one of the automotive world's most conservative brands to one of its more forward-looking. The NX and RX crossovers both turn heads with sharp styling, and the latest generation of the full-size LS flagship also looks more sleek and coupe-like than ever before.



# SPOTLIGHT ON Lincoln



## AT A GLANCE

**TECHNOLOGY:** Intelligent Access with push-button start; collision warning with brake support

**HISTORY:** Founded in 1917 by Henry Leland, a former GM executive. Bought by Henry Ford in 1922 to become the luxury car division of Ford Motor Company.

**FAMOUS MODELS:** Zephyr (1936), Continental (1939), Town Car (1922, 1959, 1981-Present), Navigator SUV, MK Series.

**KNOWN FOR:** Large luxury cars, luxury SUVs.

## History of luxury excellence

Lincoln was founded in 1917 by former General Motors executive, Henry Leyland, to build aircraft engines for WW II military airplanes. After the war it was converted to luxury automobile manufacture.

Henry Ford acquired the floundering company in 1922 to be the luxury car division of Ford Motor Company. Lincoln competed successfully with the likes of Pierce Arrow, Packard, Cadillac and other luxury brands with well-made touring cars like their 1929 model.

In 1936 a 4.4 liter V-12 engine was developed and installed in an attractive, flowing design coupe and sedan called "Zephyr." This model was so successful that it became a separate brand name under the Lincoln banner.

ner.

The Town Car name first appeared in 1922 on huge, limousine style vehicles. It appeared again 1959 as a trim package on Lincoln sedans. In 1981 Town Car became a separate model, about the time the Continental became a smaller Lincoln model.

Lincoln is expanding its success today into crossovers, including the Aviator with its focus on an extremely quiet, comfortable ride and an upscale, sophisticated cabin. The smaller Corsair combines power and technology beautifully.

In addition, the full-size Continental and family-friendly Navigator offer spacious, first-class accommodations that will continue to raise the bar for luxury for years to come.

## 2020 VEHICLES TO WATCH

### Aviator



The all-new 2020 Aviator is the brand's first midsize three-row SUV, broadening the Lincoln portfolio.

### Corsair



The all-new Lincoln Corsair is a spacious two-row SUV that combines refined power and a wealth of purposeful technologies.

### Navigator



The Monochromatic Package, available on the Navigator Reserve series, offers on-trend exterior sweeps of color.

# SPOTLIGHT ON Maserati



## 2020 VEHICLES TO WATCH

### Levante



A limited edition Levante for 2020 features black brake calipers and 21-inch polished Helios rims.

### Quattroporte



This extremely elegant car embodies the exclusive, luxurious character of this Italian brand in 2020.

### Ghibli



The Maserati Ghibli, produced in Turin, will soon be the first hybrid electric propulsion for the Italian brand.

## AT A GLANCE

**TECHNOLOGY:** Maserati has always focused on sophisticated engineering solutions to improve performance. Ultralight alloys, hydraulic brakes, fuel injection, turbochargers and LED lighting were all moved forward by this company's engineers.

**HISTORY:** Founded in 1914 in Bologna, Italy, its reputation was forged on the racetrack including Formula One and sports cars.

**FAMOUS MODELS:** 250F, Bora, Quattroporte, GranTurismo.

**KNOWN FOR:** Exclusive Italian speed and style.

## Italian style and speed

Any car fan can tell you what Maseratis are about: mixing race-bred speed with classy Italian styling that no other company can match.

The brand traces its roots to the five Maserati brothers who were pioneers of European car engineering in the early 20th century. They were experts at extracting the most speed from race cars, and after honing their skills for other companies, they went independent under their own name in 1926.

One of their first race cars won the famous Targa Florio that same year, setting the stage for countless wins in sports car and grand prix racing in the decades to come.

By the late 1950s, the company turned its attention more fully

to road cars. It used many of the same innovations that brought the company so much success on the racetrack and incorporated them into beautiful, stunningly styled street-legal cars.

Some of the world's most iconic performance vehicles were built by Maserati in the 1960s and '70s, including the mid-engined Bora, with its futuristic, eye-catching body.

Today, Maserati continues to build on its foundations of speed and style. Its cars are more luxurious than ever, and they retain an air of exclusivity and taste that few vehicles can match.

As new Maserati vehicles are rolled out, this is a brand to watch as it blends its heritage with a forward-looking vision.

# SPOTLIGHT ON Mazda



## 2020 VEHICLES TO WATCH

### Mazda3



Last year the all-new Mazda3 made a bold statement in its debut with striking redesigns for the hatchback and the sedan.

### Mazda6



The Mazda6 was recently named a "Top Safety Pick+" by the Insurance Institute for Highway Safety.

### CX-9



Also a "Top Safety Pick+," this three-row crossover is one of the most fun-to-drive family vehicles for sale today.

## AT A GLANCE

**TECHNOLOGY:** Mazda has distinguished itself for years by including innovative and efficiently-designed engines, like the Wankel and the Miller cycle engine, in its vehicles.

**HISTORY:** Began as a machine tool manufacturer in Hiroshima during the 1920s; first entered the car manufacturing world in the 1960s.

**FAMOUS MODELS:** Miata, Protege, 323, 626.

**KNOWN FOR:** Cars with exciting designs and fun-to-drive performance.

## Budget-minded excitement

From machine tools to three-wheeled vehicles, all the way through to the sleek, slick — and wildly popular — cars that it produces today, there is no question that Mazda has long been an innovative and adventurous automobile manufacturer.

Indeed, this Japanese automaker has proved its mettle in more ways than one, and enjoys a reputation for manufacturing exciting cars for the general public these days.

Mazda's first four-wheeled car was produced in 1960. The R360 took off like wildfire, and set the stage for the brand's later popularity in North America. The following decade marked the beginning of Mazda's presence in the United States; the RX-2 was its first American offering

and it fared very well. Wankel engines and other innovative perks enhanced the brand's reputation considerably throughout the 1970s.

Following a series of financial troubles, Ford purchased a 25 percent stake in Mazda in 1979. Since then, the two have been linked, and the merger has been a fruitful one. With it, the Mazda brand was reborn and enjoyed a major boost throughout the 1980s.

In 1990, the Mazda's MX-5 Miata — with its exceptional handling and overall aesthetic appeal — made a huge splash. Today, the Miata is the best-selling roadster in the world. Mazda also won the Le Mans race with its 787B model, cementing its reputation for producing fast, zippy cars.

# SPOTLIGHT ON Mercedes-Benz



## 2020 VEHICLES TO WATCH

### GLS



The all-new GLS has raised the bar yet again as the largest and most luxurious SUV in the Mercedes-Benz lineup.

### GLB



A durable and practical SUV with powerful proportions yet compact dimensions, the GLB is new for 2020.

### GLC Plug-In Hybrid



The plug-in hybrid GLC 350e 4MATIC EQ Power impresses with its third-generation plug-in technology from Mercedes-Benz.

## AT A GLANCE

**TECHNOLOGY:** The new BlueEFFICIENCY technology harnesses detailed user profiles to enhance energy efficiency based on the habits of Mercedes-Benz drivers.

**HISTORY:** Karl Benz invented the first petrol-fueled motorcycle in 1886. A Mercedes vehicle was marketed for sale in 1901. In 1926, the company began mass producing cars.

**FAMOUS MODELS:** C-Class, E-Class, S-Class, CL-Class, G-Class

**KNOWN FOR:** Luxury, dependability, performance.

## Sophisticated engineering

**M**ercedes-Benz has remained at the forefront of quality and reliability in the market of luxury automobiles. The company has maintained steady innovation in driving comfort throughout the 20th century, and its engineering is peerless. Mercedes-Benz automobiles are of legendary durability.

The Mercedes-Benz GL looks to be a true sales leader for large luxury SUVs. This model is back with brilliant options, making this comfortable and durable car a better value.

The E-Class models are equipped with a variety of safety features. Attention assist technology helps motorists stay awake on the road. Automatic emergency braking, lane

tracking, and speed limit programs are included in a package of the latest intelligent technologies that put driver safety first.

The Mercedes-Benz also has been recently redesigned with a long list of world-first technologies designed to make the driving experience more comfortable and safe.

Mercedes also offers a full line of practical, family-friendly SUVs, ranging from the nimble GLC to the luxurious GLS.

With new innovations in safety, energy efficiency and comfort, the Mercedes-Benz brand is poised to thrive in a market that craves more value for the money. Its cars have long been the most cutting-edge the world has ever seen.

SPOTLIGHT ON

# MINI



## AT A GLANCE

**TECHNOLOGY:** Designed with a transverse-mounted 4-cylinder engine and front-wheel drive so 80% of body area could be used for passengers.

**HISTORY:** Designed by Sir Alec Issigonis in 1959 for British Motor Cars (BMC) and introduced as an Austin Mini and Morris Mini.

**FAMOUS MODELS:** MINI Cooper, Clubman

**KNOWN FOR:** Small, compact, transverse engine, sporty cars.

## Sophisticated engineering

It's interesting that the Mini — perhaps the most well-known British car — was re-made for the modern age by a thoroughly German company.

BMW acquired the foundering Rover Group/BMC, which produced the original Mini, in 1994 and continued production of the small car through the 2000 model year.

The original Mini was offered in the 3-door hatchback and estate car (a woodie) as well as a pickup. A Jeep-like Mini Moke was offered briefly. A John Cooper Works Mini model was very successful as a racing and rally car.

In 2003, BMW introduced an all new MINI Cooper — changing the name to all caps at the same time.

Using the original design intent, the car was all new, but resembled the classic version.

The larger, more powerful MINI was an immediate hit. The vehicle is fun to drive, carries four passengers in relative comfort, is quite fast and nimble and gets good fuel mileage.

The Bavarian owners supplied engineering and production assistance, and the MINI is made to BMW's standards of excellence.

For 2020, MINI has expanded to a wider lineup than ever before, ranging from the sporty Hardtop 2 Door to the spacious and practical Countryman. It's proving that this brand's fun-to-drive appeal isn't limited exclusively to one kind of vehicle.

## 2020 VEHICLES TO WATCH

### Cooper SE



Urban mobility with purely electric drive can now also be experienced in hallmark MINI style with the new MINI Cooper SE.

### JCW Countryman



The 2020 John Cooper Works Countryman ALL4 gains a new generation engine that puts out 301 horsepower.

### Clubman



The Clubman gets a refresh for 2020 that includes a redesigned front end featuring a new grille and piano black exterior trim.

SPOTLIGHT ON

# Mitsubishi



## 2020 VEHICLES TO WATCH

### Outlander Sport



A major exterior styling redesign boasts a new, stronger Mitsubishi signature “dynamic shield” grille up front.

### Eclipse Cross



The sporty Eclipse Cross benefits from the addition of new Special Edition (SP) trim slotting in between LE and SE trims.

### Outlander PHEV



A new Premium Interior Package is available on the GT trim for \$400, offering a more upscale appearance.



## AT A GLANCE

**TECHNOLOGY:** Exciting perks like magnesium paddle shifters on late model cars are Mitsubishi’s way of promoting its close race-car driving ties.

**HISTORY:** With roots going all the way back to the 1870s shipping industry in Japan, Mitsubishi has enjoyed a long and storied history in the world of automobile manufacturers.

**FAMOUS MODELS:** Lancer, Eclipse, Galant.

**KNOWN FOR:** Sleekly modern vehicles that boast top safety features and accessories.

## Adventurous, sporty, safe

**A**s Japan’s first mass producer of automobiles — the model A first rolled off the line back in 1917 — Mitsubishi is a venerable name in that country. Its roots actually go way back to 1870, when the company focused on shipping and mining operations, among other things.

Throughout World War II, Mitsubishi focused its efforts on producing vehicles and ships for Japan’s war efforts. The company didn’t get into serious vehicle production and design until 1960, when the compact Mitsubishi 500 became its largest scale passenger vehicle yet.

In 1971, Mitsubishi — with a 15 percent contribution by Chrysler — produced the Colt in the United

States. Its alliance with Chrysler also meant that the car was marketed under the Dodge brand.

Beginning in 1982, Mitsubishi began selling its cars in the U.S. under its name. It really became successful during the 1990s with the 3000GT and the Eclipse.

Today, Mitsubishi’s focus on safety features and exotic perks are helping it increase its market share.

Mitsubishi has also gained a reputation for its performance vehicles, especially the Evolution series that draws inspiration from European-style rally racing.

Its emphasis has shifted to more efficient cars in recent years, including electric models, matching the demands of today’s drivers.

# Nissan

SPOTLIGHT ON



## 2020 VEHICLES TO WATCH

### Titan



The Nissan Titan full-size pickup undergoes an extensive redesign for the 2020 model year.

### 370Z



The 2020 Nissan 370Z 50th Anniversary Edition, with a distinctive racing livery appearance, is available.

### Versa



The new 2020 Versa offers a higher level of refinement with a dramatic design and is loaded with technology and safety features.

## AT A GLANCE

**TECHNOLOGY:** Nissan's VQ engines, which are configured much like V6 engines, have routinely been placed near the top of the list in terms of performance and craftsmanship.

**HISTORY:** Officially founded under the Nissan name in 1933, the company marketed its vehicles under the Datsun brand for several decades.

**FAMOUS MODELS:** Altima, Sentra and Maxima.

**KNOWN FOR:** Edgy, high-performance vehicles that span a broad array of categories.

## History of luxury, speed

Although a relative newcomer to the average American — after all, Nissan didn't start using that name until 1981 — this automobile manufacturer has enjoyed a long history that spans all the way back to 1933.

The company initially restricted its focus to Japan. After World War II, though, it expanded its efforts worldwide using the Datsun name.

A 1960s merger with Prince Motor Company spurred the company to shift its focus to luxury vehicles. The first car that it designed exclusively for the U.S. market, the Datsun 510 sedan, increased its overall popularity considerably. During the 1970s, the Datsun 240Z sports car became a favorite of car enthusiasts around the world. In 1981, though, the

Datsun name was phased out and the Nissan name was put into exclusive use.

Fun cars like the 300ZX, the Sentra and the Maxima helped give Nissan an edge over the competition, especially among sporty luxury vehicles. A slight slump during the late 1990s was more than made up for after 2000, when Nissan unveiled the redesigned Altima and Sentra models — along with the Titan and the Armada — winning over new fans once more and proving yet again that it is a true force to be reckoned with in the world of slick, sleek cars that everyday people can enjoy.

No matter what name it has, it's good to see Nissan continue its focus on affordable luxury and performance.

# SPOTLIGHT ON Porsche



## AT A GLANCE

**TECHNOLOGY:** Porsche has always been at the forefront of automotive technology. Most recently it has led in direct-shift gearboxes.

**HISTORY:** Porsche was started by Ferdinand Porsche in 1931 in Maffersdorf, Austria-Hungary.

**FAMOUS MODELS:** 911 Carrera, Cayenne, Boxster, Cayman.

**KNOWN FOR:** Speed, performance, luxury and maneuverability.

## Limitless German speed

Since the Porsche 356 first attained road certification in June of 1948, this brand name has been associated with vehicles of premium performance and legendary luxury. Classic models like the 911 Turbo have captivated fans of sports cars for decades.

While Porsche has always been known for its top racers, the company has entered the sedan market with the Porsche Panamera. This high performance luxury vehicle serves double duty as a daily driver and a speed demon that can hold its own on the autobahns.

It also gives a nod to practicality with the Cayenne, one of the highest performance SUVs ever sold. Its sparkling handling and finely honed,

powerful lineup of engines makes it a true Porsche that just happens to be family-friendly.

In addition, Porsche is at the forefront of electric car technology. As an engineering giant, this company continues to push the limits of performance while also seeking advanced hybrid drivetrains and other ways to produce power and speed without doing too much harm to the environment.

Porsche always produces cars at the pinnacle of automotive capability, and today's lineup is no exception. It builds on a long history of exceptional German engineering and subtly evolved styling.

It's a wonderful combination of heritage and technology.

## 2020 VEHICLES TO WATCH

### 911



Porsche is expanding its new 911 lineup further with the all-wheel drive 911 Carrera 4 and 911 Carrera 4 Cabriolet models.

### Panamera



The new 2020 Panamera 10 Year Edition models feature upgraded standard equipment and exclusive design highlights.

### Macan Turbo



The Porsche Macan Turbo returns for the 2020 model year with quicker acceleration and a higher top track speed.



# SPOTLIGHT ON Ram



## 2020 VEHICLES TO WATCH

### 1500



Building on the success of the new-generation truck, the 2020 Ram 1500 EcoDiesel is rated for an impressive 32 mpg.

### Heavy Duty



Ram Heavy Duty Night Edition includes a monochromatic design enhanced by black 20-inch wheels and black badging.

### ProMaster



The tough ProMaster van gets a factory-installed trailer hitch with maximum trailer tow rating of 6,800 pounds.

## AT A GLANCE

**TECHNOLOGY:** HEMI V8 engines and the innovative RamBox storage system set Ram trucks apart from the competition.

**HISTORY:** While Dodge trucks have been around since the early 20th Century, the Ram truck name first appeared in 1981.

**FAMOUS MODELS:** The Ram 1500, 2500 and 3500 all offer different levels of capability and comfort.

**KNOWN FOR:** Tough, powerful pickup trucks with distinctive big-rig styling.

## Truck brand has deep roots

**R**am may be one of the newest automotive brands, but it actually has a long history under the Dodge umbrella.

Until the last decade, Ram was the name of a Dodge pickup truck that had developed a reputation for being tough, powerful and stylish. It only made sense for the Chrysler Corporation's new owners to look to a familiar name — Ram — when they wanted to separate their trucks into a completely different brand in 2009.

Today, Ram trucks still have that reputation for durability and capability, but they're no longer considered Dodge vehicles. Dodge focuses on cars, and Ram focuses on trucks.

The Ram truck name dates back to 1981, when it was named for the ram's head logo that had adorned

Dodge vehicles since the 1930s. The earliest Rams were popular with companies that operated fleets of work trucks, but their sales numbers still came in a distant third behind Ford and Chevy.

All that changed in 1994, though, when Dodge introduced an all-new, redesigned Ram that was styled like a big-rig truck. The new body, comfortable cabin and strong performance helped the Ram quadruple sales volume from 100,000 units in 1993 to more than 400,000 units in 1996.

Today's new-generation Ram trucks build on that foundation by offering pickups designed to do tough jobs — with some of the best performance on the market — all with a surprising amount of comfort.

# Subaru

SPOTLIGHT ON



## AT A GLANCE

**TECHNOLOGY:** Standard AWD vehicles, boxer engines and Vehicle Dynamics Control make Subaru reputed for excellent traction and handling.

**HISTORY:** Subaru, founded on July 7, 1953, debuted vehicles in 1954. Initially, vehicles were made in Japan from the conglomerate Fuji Heavy Industries.

**FAMOUS MODELS:** Impreza, Legacy and Forester.

**KNOWN FOR:** Competitively priced AWD vehicles and safety.

## Affordable, safe AWD rides

Since its inception in the 1950s Subaru has manufactured reliable, inexpensive vehicles. Most vehicles contain boxer engines, and some models have turbocharged engines that enhance acceleration and speed.

From 1995 to 1997, the Impreza WRX and WRX STi, made Subaru known for its expert handling and speed when modified Imprezas won the title World Rally Championship.

In a time of dual family wage earners and economic decline, Subaru continues to be an excellent choice for purchasers seeking excellent handling, traction and fuel efficiency. The all-wheel drive system (AWD) helps Subaru vehicles hug the road and offer a quality ride at a reasonable

price.

Modern Subaru models are sleek and attractive, combining styling with the reliability and price tags that promote customer loyalty.

Safety continues to be a priority in 2020, and Subaru — the only manufacturer to recently have top ratings for all models by the Insurance Institute for Highway Safety — continues to provide vehicles that protect its consumers.

The excellent safety ratings make Subaru vehicles ideal for the casual or frequent driver.

And, increasingly, high-performance models like the STi and WRX are giving this brand an exciting reputation to go along with its tradition of reliability.

## 2020 VEHICLES TO WATCH

### Outback



The all-new, sixth generation of the iconic Subaru sport utility vehicle is the roomiest, most capable Outback ever.

### Legacy



The all-new version of Subaru's midsize sedan remains the only sedan in the U.S. market with all-wheel drive standard.

### Ascent



Subaru introduced the spacious Ascent for 2019 with Symmetrical All-Wheel Drive and EyeSight Driver Assist Technology.

# SPOTLIGHT ON Toyota



## 2020 VEHICLES TO WATCH

### Highlander



Toyota is on a major roll with new SUVs, especially the next-generation three-row 2020 Highlander debuting this year.

### Corolla



The all-new Corolla sedan features both a gas model and the U.S.' first-ever Corolla Hybrid.

### Yaris



The all-new Yaris embodies the formula for modern hatchback appeal: make it fun, make it efficient and keep it affordable.

## AT A GLANCE

**TECHNOLOGY:** As the first major automotive manufacturer to mass produce hybrid vehicles, Toyota is well known for its electric technology.

**HISTORY:** Toyota's first prototype, the A1, was unveiled in 1935. A decade later, the company had sold more than 100,000 cars.

**FAMOUS MODELS:** Camry, Corolla, 4Runner, Land Cruiser.

**KNOWN FOR:** Durability and reliability that aren't matched by other brands.

## Ahead of the curve

Since being founded in 1937, Toyota has stood apart from the crowd with its attention to detail and the quality of its craftsmanship. This Japanese auto maker became a genuine brand to be reckoned with in the United States over the ensuing decades. Its influence extends beyond the borders of the U.S., though. Toyota was recently the top vehicle manufacturing company by volume.

Initially, Toyota exclusively designed and produced compact cars. In fact, compact vehicles were Toyota's bread and butter for some time. During the 1990s, demand increased for larger, roomier cars and Toyota responded in kind. At the top of the list in terms of popularity were Toyota's SUV offerings, including the

RAV4 and the 4Runner.

As concerns about gas prices started to loom large in the 2000s, Toyota was once again on the cusp of emerging trends and innovations. The launch of its hybrid vehicle, the Prius, in 1997 proved once more that Toyota was keeping its finger firmly on the pulse of public opinion. The popularity of several of its smaller, more fuel-efficient cars — including the Corolla and the Yaris — also confirmed that the company was on the right track.

Going forward, Toyota continues to demonstrate a dedication to innovation in terms of a reduced reliance on oil. Hybrids, plug-in hybrids and plug-in cars are all part of its current lineup.

# Volkswagen

SPOTLIGHT ON



## 2020 VEHICLES TO WATCH

### Passat



The new Passat features a coupe-like profile, dominant grille and dramatic lines, giving the car a bolder look.

### Golf



The Golf is available in one well-equipped trim — the new Value Edition. It includes the next-generation Car-Net system.

### Tiguan



The new Tiguan SE R-Line Black trim features 20-inch black aluminum-alloy wheels and black-accented R-Line bumpers.

## AT A GLANCE

**TECHNOLOGY:** Highly efficient diesel engines have been a VW hallmark in recent years.

**HISTORY:** Volkswagen was initially formed in Germany by Ferdinand Porsche in 1937 to accommodate production of a new family car prototype.

**FAMOUS MODELS:** Beetle, Golf, Passat, Jetta, Rabbit.

**KNOWN FOR:** Safety, diesel engines, reliability and fuel economy.

## Attainable German cars

Volkswagen has been delivering affordable and reliable family vehicles to the average consumer since the 1930s. This German automaker began as a reasonably priced alternative to the Porsche brand.

While Volkswagen has always enjoyed a reputation for safety and efficiency, the 21st century brand looks to lead the pack in fuel economy.

Turbocharged Direct Injection engines deliver high-mileage performance. Volkswagen has proven responsive to the consumer demand for better motion at a reduced energy cost.

For people who enjoy driving, one of the best aspects of Volkswagen's

vehicles is their sense of fun from behind the steering wheel. They seem to have a cheerful, playful personality and are designed to make drivers smile with their sporty handling.

The brand also has expanded into the SUV market with the Touareg and Tiguan. The sporty Volkswagen GTI gained its second Automobile of the Year award from Automobile magazine recently.

Increasingly, Volkswagen is known for its European styling, including the sleek, Mercedes-like Arteon and the always-popular Jetta.

With top safety ratings on numerous vehicles, innovative new prototypes and a new factory in Chattanooga, Tenn., Volkswagen has a bright future.

SPOTLIGHT ON

# Volvo



## 2020 VEHICLES TO WATCH

### XC90



The SUV's exterior design was upgraded for the 2020 model year with new wheels, exterior colors and a modern new grille.

### V60



The V60 raises the bar in the segment with natural materials and new details on the dashboard and instrument panel.

### XC60



Volvo is adding a 415 horsepower plug-in hybrid electric variant of its award-winning XC60 mid-sized SUV.

## AT A GLANCE

**TECHNOLOGY:** Volvo has long been a leader in safety innovation. Its cars today use a range of sensors and cameras to help keep their occupants protected.

**HISTORY:** Founded in 1927 by Gustaf Larsson and Assar Gabrielsson; purchased by Ford in 1999.

**FAMOUS MODELS:** C30, XC90, XC60.

**KNOWN FOR:** Solid design and the best safety technology in the world.

## Total focus on safety

Latin for “I Roll,” Volvo has always been associated with diligent craftsmanship and sustainability. If you’re driving a Volvo, it’s difficult not to feel safe.

Severe Swedish weather prompted the company to engineer cars that would remain impenetrable to the cold. This weather restriction inadvertently started a legacy of solid durability and design.

Volvo’s recent moves toward using electric batteries to power certain models is extremely exciting for both the company and the larger electric battery movement.

Although smaller outfits have created pure electric vehicles, and other companies have launched successful hybrid lines, no company with the

stature, class and refined engineering sense of Volvo has seriously pursued creating a mass-market electric vehicle.

Unlike other electric vehicles, Volvo aims to preserve its trademark sensible-yet-roomy luxury in an electrically powered form.

In December of 2009, Zhejiang Geely Holding Group, a Chinese company, reached an agreement to purchase Volvo from Ford. This expansion of Volvo into the Asian market increases the potential major impact that its fleet of vehicles could have on the world at large.

It’s safe to say that, no matter who owns Volvo, this brand will still leave its drivers with a feeling of safety for a long time to come.