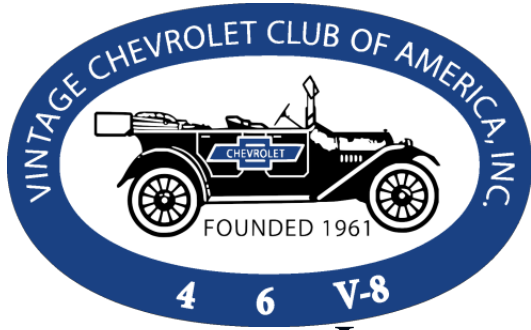


D e c e m b e r 2 0 2 3
CHEVY CHATTER



Lower Michigan Region

Chevrolet's 2023 Holiday Ad


If anyone watched the Thanksgiving Day football game between the Detroit Lions and the Green Bay Packers, you might have seen Chevrolet's new holiday commercial. The 2023 Holiday Commercial is titled, "A Holiday to Remember" and highlights the importance of the automobile in family life and making memories.



The ad starts out with a family getting together for a holiday meal and some young girls trying to give their grandmother a gift, but the grandmother has a blank expression on her face and does not recognize the girls. The grandfather then explains that grandma has Alzheimer's and some days are worse than others. Then another older granddaughter's tells the grandmother that they are going to make today a good day and uncovers the family's old 1972 suburban and takes her grandmother on a drive through town.



While on their drive, they pass important landmarks in grandma's life including her childhood home, her old school and they finally pull into the drive-in theater where grandma and grandpa had their first kiss. The memories start flooding back to grandma and she corrects her granddaughter on the story of the first kiss with a smile on her face. Then grandma remembers about the holiday party and says she has to get back to help with the festivities.

The commercial was filmed in Michigan with scenes of Holly and Dearborn and reminds us all that cars are more than just tools, but important parts of our lives and are used to share important moments with those that are most important to us. If you have any family photos or memories to share, please send them to the editor so they can be shared with the club. That is what it is all about. 

Important Announcements!

The LMR Annual Awards Banquet has been changed from Fall to Spring and is scheduled for April 20, 2024. See page 2 for details.

Annual Awards Banquet Changed from Fall to Spring

Based on the current "flight patterns" of our membership, it was decided to change our annual awards banquet to the spring, when hopefully more people will be in Michigan (after wintering in the warmer climates) and able to attend.

Our banquet is scheduled for Saturday, April 20. This year, we have selected the Brookshire Golf Club in Williamston, MI (between Lansing and Fowlerville off I-96). Because our attendance at the banquet has been declining, the banquet planner at Brookshire suggested that we offer a limited menu that people can order from. Those selections will be made available probably in February. There will be a small registration fee to cover other costs, but each person will pay for their meal at the event.

Registration for the event will be necessary, and a registration form will be available early in 2024.



GM in the News

General Motor's Chief Financial Officer, Paul Jacobson, said on November 30th that profit margins on Electric Vehicles (EVs) are "substantially negative" but that the company expects to make a profit on EVs in 2025.

Specifically, Jacobson cited issues with machinery that stacks battery cells into the modules that get installed into vehicles. GM hopes to get these production issues fixed and with the help of clean energy tax credits offered through the Federal Government, have an operating profit in the "mid-single digits" in 2025. While GM has slowly revised its short-term EV production capacity down, it is still targeting production capacity of 1 million EVs/year by the end of 2025. Although, Jacobson did say that GM might not utilize that entire capacity, "I don't want to stuff vehicles into a market that does not want them."

Information for this articles was taken from the Detroit News, The Associated Press and Reuters.



Left: GM's Ultium EV technology: under the seat battery modules and between the wheels, front and rear drive units.



Above: GM's EV portfolio

UPCOMING EVENTS

January

- | | | |
|----|---|-------------|
| 7 | Great Lakes Region – VCCA Swap meet | Peotone, IL |
| 20 | Jackson Swap Meet *new location this year | Jackson, MI |
| 28 | Script A Swap Meet, McDonald Cadillac, | Saginaw, MI |

February

- | | | |
|------|---|---------------|
| 2-3 | KAARC Swap Meet, Kalamazoo Event Center | Kalamazoo, MI |
| 9-11 | B2B Chrome & Ice Car Show, Dort Ice Arena | Flint, MI |

March

- | | | |
|----|---|--------------------------|
| 17 | LMR St. Patrick's Day Meeting, Junction Restaurant | Layton Corners MI |
| 17 | Eastside A's Swap meet, Russ Milne Ford | Macomb, MI |

From Behind the Steering Wheel

with Brian Granger

All regional members have their dues due in January 2024. There was a renewal form in the November Chevy Chatter or you can do so on-line at the VCCA-LMR web site. If by snail mail, you send them to Bill Anderson, Membership Chairman, at LMR VCCA Membership, 3301 Saddle Ridge, Highland, MI 48357-2535. Make checks payable to VCCA Lower Michigan Region. If any questions, Call me at (810) 348 5198.



There are over 37+ holidays between December 1st and December 31st, so Happy Holidays, everyone. Happy Birthday to all you December babies and Happy Anniversary to all you couples married in the month of December.

Stay safe this winter and I will see you at the March 17th (St. Patrick's Day) general membership meeting, 2 p.m. at Junction Of Hope, Layton Corners, MI.

Corrections

In the November Chevy Chatter, I had the year of Bruce Granger's first car incorrect. The year of the car was 1956.

I regretfully left out an LMR member from the Hershey article. Paul Pawlowski also made his way out to the AACA fall meet. My apologies for forgetting about you!

Happy Anniversary!

Larry & Melissa Lauria
December 11, 1999

Bill & Joann Tylka
December 22, 1979

Richard & Jeanette Beach
December 28, 1976

Doug & Joan McFarlen
December 31, 1966

Happy Birthday!

- 4 Michael Buller
- 6 Rod Thomas
- 7 Scott Taylor
- 9 Andy West
- 17 Linda Patrick
- 26 Joann Tylka
- 29 Brian Granger
- 29 Bruce Granger

Membership renewal: If you have not yet renewed your membership for 2024 please do so by December 31st 2023, even if there has been no change to your contact or car information. A renewal form was included in the November Chevy Chatter

If you wish to renew online by check or credit card, go to <https://lmrvcca.org/membership/>

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The purpose of the VCCA is to promote interest in the preservation and restoration of vintage Chevrolet manufactured vehicles and GMC manufactured trucks. Ownership of a vintage Chevrolet or GMC is not a prerequisite for membership. LMR region dues are \$20 per year. To become a member, an applicant must be a National VCCA member in good standing. National dues are \$40 yearly.

Thank you to the following sponsor of the
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Please remember to renew your membership with Bill Anderson for 2024!

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