

**'HOME IN' ON AMERICA'S  
MOST INFLUENTIAL  
AUTOMOTIVE AUDIENCE**



**CAR BIZ**  
The Automotive  
Community Magazine

Trying to reach automotive executives who make major marketing, financial and purchasing decisions for their companies?

Looking to reach influential families that make high-income buying and investment decisions in the nation's third-wealthiest consumer market?

You'll find Car Biz magazine delivers this kind of reader monthly with a circulation of 150,000. Car Biz has a unique editorial and advertising concept: a "people and product" automotive medium that was founded in 1975 to provide advance product information, marketing forecasts and product analysis for automobile and truck OEM and aftermarket, and top-level management interviews.

Car Biz is distributed as an automotive supplement to the homes of America's automotive influentials and their families through five different newspaper groups: The Grosse Pointe News; Times Herald Newspapers; and selected issues of the Community News and Observer and Eccentric Newspapers.

**500,000 MONTHLY READERSHIP!**

This includes the Detroit suburban communities of Bloomfield Hills, Bloomfield Township, Birmingham, Grosse Pointe, West Bloomfield, Grosse Pointe Farms, Grosse Pointe Park, Dearborn, Dearborn Heights, Grosse Pointe Shores, Grosse Pointe Woods, Farmington, Farmington Hills, Troy, Rochester, St. Clair Shores, Livonia, East Detroit, Lincoln Park, Roseville, Southgate, and Melvindale.

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At Home in America's  
Leading Automotive  
Communities

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# backpage

## JOHANN STRAUSS VS. ACCELERATION

To a society that's grown up with an era of sub 30-cent gallons and more than 300 cubic inch V8s, the buck a gallon/55 mile per hour mentality of 1979 is enough to bring on a near fatal case of culture shock. Now, you might say 'where's this guy been hiding? Those changes have been going on for 5 years'. But just because something happens doesn't mean we'll pay attention, and even if we do, there's still less chance we'll change in response to it.

It's a popular misconception in some quarters that the long, gasless winter of '73-'74 changed the way Americans think about cars. It didn't even touch us!

Behavioral scientists can explain the whole thing. They'd call it a phenomenon. It doesn't take a Ph. D. in psychology, however, or a lab full of drooling dogs (messy when the phone rings) to figure out we Americans are conditioned to buy the cars we buy thanks to the tremendous effort the auto industry's made to sell them to us for the last 30 years. Any behavior that ingrained is bound to take a lot of time and input to change.

The lack of fuel in the early '70s was like a 2x4 across the chops. It caught our collective attention, but the climbing gasoline prices that followed in short order apparently weren't enough to hold it. Even downsizing, and all the government clatter about fuel economy, didn't faze us . . . we went on buying the largest cars and engines in huge quantities, and slurped up OPEC's equivalent to Johnny Walker Black at a prodigious rate.

Finally, though, we seem to be waking up. The cumulative effect of all these assaults on our consciousness seems to have been triggered by a growing realization creeping across the country that we could very well be facing another gas shortage. A full blown 'crisis', with gas station lines, limited purchases, and gasless days could happen right in the middle of summer, with demand at its highest.

Which brings us to Strauss, Maniow, Zappa, et. al. Contrary to what Jimmy Carter preaches, Americans are neither fond of nor willing to put up with suffering (I don't know about you, but I can think of a whole slew of things better for my soul). We've got it good, like it that way, and protect what we have with a passion. If anyone tries to take anything away, they're met with a fury that would make scorned women seem tame. That leaves the folks in the car business in an unusual bind.

Thanks to Federal regulation, domestic auto makers have been forced to take away some of the things many Americans expect, size, acceleration, top speed, and eventually the very cornerstone of American cars, the V8 engine. To make up for that lost ground have come tradeoffs, each at least as satisfying in its own way as the things we're giving up. CB radio, ultra-quiet interiors that won't interfere with home-quality sound systems pumping out 'Tales from the Vienna Woods' at concert volume, on-board computers with mind bending capabilities and zoomy digital display, and, in the not too distant future, a telephone in every car. Not only are today's cars better than ever, so are the ways they entertain us.

There are sure to be those who'll complain, and continue long after we, and they, have forgotten what they're complaining about. In fact, the very things they want will be back in just a few years, courtesy of technology, and almost no one will notice. Our priorities will have changed.

Trading waltzes for weight and The Allman Brothers for acceleration isn't giving things up, but merely shifting and refocusing our attention; a healthy sign of growth and maturity. The American car and its business haven't changed much since World War II; now it looks as if it, and we, are showing real signs of growing up. ■