Classifieds

Advertise

# **Autos** Autos Insider

Home Auto Autos Insider

Stay Connected

eEdition

FEBRUARY 1, 2012 AT 12:22 PM

## Volt sales fall in January

BY DAVID SHEPARDSON DETROIT NEWS WASHINGTON BUREAU 238 COMMENTS

Customer Service

Washington- General Motors extended-range electric Chevrolet Volt had its worst sales month since August, as negative publicity over fire risks hurt vehicles sales in January.

GM sold just 603 Volts - above its sales in January 2011, but far below GM's best-ever sales month in December, when GM sold 1,529 Volts.

Last week, GM North America President Mark Reuss said sales of the Volt have been hurt by bad publicity.

Reuss said bad publicity from the government's investigation into fire risks of post-crash Volts is "definitely a component" of the decline in sales.

GM sold about 7,700 in 2011, below GM's target of 10,000. GM abandoned its sales target of 45,000 for 2012 last month, saying it would match "supply to demand."

GM was outsold by Nissan Motor Co.'s all-electric Leaf in 2011, as the Japanese automaker sold nearly 9,700 last year. Nissan said it sold 676 Leafs in January, down from 954 in December.

Nissan hopes to double Leaf sales this year.

Reuss said that when GM restarts production in February at its Detroit-Hamtramck Assembly plant, it will build Volts in a "very reasonable" volume. He said there is some pent-up export demand.

Reuss says Volt awareness has gone up over the last two months in the wake of publicity over the government's investigation.

GM is focused on rehabilitating the Volt's reputation. "It's a tough road, but we've got to do it," Reuss said.

Last week, Congress held a hearing into the Obama administration's handling of disclosure of a fire in a crash-tested Volt. GM Chairman and CEO Dan Akerson testified at that hearing. He said the Volt is safe, and that the Volt has become "a political punching bag." He said the Volt has suffered "collateral damage" because of two months of rentless bad publicity.

The National Highway Traffic Safety Administration closed its investigation into the Volt in January after finding no unreasonable risk to safety. GM has agreed to make some voluntary upgrades to the Volt to guard against fires in post-crash Volts, but stopped short of issuing a formal recall.

dshepardson@detnews.com

(202) 662-8735

#### Join the Conversation

The Detroit News aims to provide a forum that fosters smart, civil discussions on the news and events that we cover. The News will not condone personal attacks, off topic posts or brutish language on our site. If you find a comment that you believe violates these standards, please click the "X" in the upper right corner of the post to report it.

Community Policy Privacy Policy Terms of Service



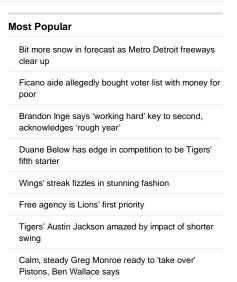
Shopping

GM sold about 7,700 in 2011, below GM's target of 10,000. GM abandoned its sales target of 45,000 for 2012 last month, saying it would match 'supply to demand." (GM)



#### See Also

GM sales down 6%; Chrysler jumps 44%, Ford 7%, Nissan 10.4%, Toyota 7.5%



#### **Events Calendar**

like old days



## **Monster Jam Trucks**

Police impound Cadillac in Bashara murder case

Michigan, Ohio State appear set to dominate Big Ten

Saturday, Mar 3, 7:30 pm Ford Field, Detroit



#### Tyga

Tuesday, Mar 13, 7:00 pm Royal Oak Music Theatre, Royal Oak



#### Rodrigo Y Gabriela

Saturday, Apr 14, 8:00 pm Royal Oak Music Theatre, Royal Oak

#### Add an Event | More

24 26 28 ΑII Music Sports & Outdoors Restaurants Top events Performing Arts Community Detroit events



Purchase outstanding photos from Detroit's past and present

Go to the PhotoStore



Facebook social plugin

### More From Autos Insider

2:12 PM

### Autorama revs Detroit suppliers



When Detroit's annual winter homage to the hot rod begins today, suppliers for the high-performing vehicles hope to cash in. 2:07 PM Photos: A look at some of the eye-catching cars at Autorama

1:02 PM GM plant resumes rollout of Volts

2:12 PM

Honda, Porsche, Nissan announce new recalls

10:22 AM

Fiat may close two Italian factories

10:22 AM

Volkswagen more than doubles earnings in 2011

10:22 AM

Fiat to ship most of its Serbia-made cars through Montenegro

#### More from The Detroit News



Explore the improvements and updates to detroitnews.com

Take the tour

SUBSCRIBE

Sign up for home delivery

today

### FOLLOW US ON TWITTER

As we close in on the Mi primary we built a Twitter list of the candidates' tweets #mielect http://t.co /WSdrWbW0

Follow @detnews

THE DETROIT NEWS APPS

# Stay up to date on the go with the latest from The Detroit News apps

The Detroit News connects you with the best news, sports, auto and entertainment coverage from our team of award-winning journalists.



ARCHIVES

Yesterday, Feb. 23

Wednesday, Feb. 22

Tuesday, Feb. 21

Monday, Feb. 20

Sunday, Feb. 19

Saturday, Feb. 18

Friday, Feb. 17

See our **paid archives** for news older than a week.

615 W. Lafayette Blvd.	The Detroit News	Subscriber Services	Buy Ads	Store	Connect
Detroit, MI 48226	Directory + Contacts	Newspaper Subscriptions	Online Ads	Photographs	Contact The Detroit News
313) 222-2300	Jobs at The Detroit Media Partnership Terms of Service Privacy Notice Ad Choices Newspapers In Education	Manage Account Report a Delivery Issue eEdition Newsletters Mobile RSS	Newspaper Ads Classifieds Death Notice		Contact The Detroit Media Partnership Facebook Twitter

2 of 2