

Malibu Improves with Age as Car Reaches 50 – and Its 8th Generation

What a difference half-a-century makes.

In 1964, a gallon of gas cost 30 cents and a movie ticket cost \$1.25. The Dow Jones Industrial Average closed the year at 874 and The Beatles made their historic appearance on the Ed Sullivan show.

It was also the year Chevrolet introduced the Malibu.

And it's not just the price of a gallon of gas or the cost of going to the movies that have changed.

The 2014 Malibu is a technologically advanced midsize sedan delivering efficiency, comfort and connectivity unimagined in 1964, said GM spokesman Chad Lyons.

Compared with even the 2013 model, a new, standard 2.5L engine with stop/start technology contributes to 14 percent greater fuel economy in the city (25 mpg) and 6 percent improved mileage on the highway (36 mpg).

The 1964 Malibu made its mid-1960s debut as Chevrolet's first "intermediate" car – and one of the first midsize cars in America, Lyons said.

Before then, Chevrolet's passenger car lineup consisted of a range of full-size models, headlined by Impala, along with the compact Chevy II (Nova), Corvair and Corvette.

Named for the Los Angeles-area enclave that was the center of the beach culture in the 1960s, the Malibu was the top trim line for the intermediate platform, which also included the Chevelle as an entry-level model, and the El Camino truck, Lyons said. It was lauded for its robust, body-on-frame construction and responsive coil-spring front suspension.

The 2014 Malibu is the eighth generation of the nameplate and its standard 2.5L four-cylinder engine delivers 65 percent more horsepower than the original Malibu's standard 3.2L six-cylinder, Lyons said. The technological progress extends to safety, comfort and connectivity features.

And, over the years, there have been several iterations of the Malibu.

The first generation was between 1964 and 1967, Lyons said.



1964 Chevy Malibu

Although it was originally launched as a premium sedan for families, the first Malibu was quickly caught up in the muscle car wars of the 1960s and soon after its introduction, the sporty Malibu SS was born.

The Chevelle SS took the lead for Chevrolet's muscle cars in 1966 and the Malibu continued as the premium model, tailored for the growing number of suburban customers, Lyons said.

Generation Two lasted from 1968 to 1972, Lyons said.

Based on the original intermediate platform, the 1968-72 models' dimensions shifted with a slightly shorter 112-inch wheelbase for coupes and convertibles and a longer, 116-inch wheelbase for sedans and wagons. Like the 1964-67 models, each model year in the second generation had distinctive year-over-year styling differences.

The 1973 introduction of the third-generation Malibu brought a new frame that retained the previous 112/116-inch wheelbases, but to accommodate new federal crash standards, the bodies grew about five inches in length and one inch in width, Lyons said.

A European-inspired Laguna model briefly dethroned the Malibu from its perch atop the midsize hierarchy.

Chevrolet discontinued the Chevelle line after 1977 and the fourth generation of downsized midsize cars would stick strictly with the Malibu name from 1978 onward.

They were a foot shorter and more than 500 pounds lighter, offering both V6 and V8 engines. There was even a dedicated police car package.

The fourth generation ended in 1983.

After a five-year run, the sun set on Malibu from 1984 until 1997, when it was reborn as an all-new, front-wheel-drive sedan, offering four- and six-cylinder engines, Lyons said.

It was named *Motor Trend* Car of the Year for 1997.

In 2004, GM launched the sixth generation of Malibu.

The car moved to GM's award-winning global architecture for 2004, offering, said Lyons,

greater technology, efficiency and performance – including the return of the Malibu SS, which featured a 240-horsepower 3.9L V6.

The Malibu range also included the Malibu Maxx five-door extended sedan, which offered greater cargo room and innovations, such as the ability of the rear seat to slide seven inches fore and aft and a reclining rear seat.

In 2008, Generation Seven was launched.

Riding on an enhanced, longer version of the architecture introduced on the 2004 Malibu, the seventh-generation models introduced greater levels of refinement, performance and efficiency, said Lyons, along with enhanced safety features, including standard head curtain side air bags.

It was voted the 2008 North American Car of the Year at the North American International Auto Show at Cobo Center in Detroit.

Redesigned for 2013, Chevrolet further enhanced the eighth generation of Malibu for 2014 with greater efficiency, new connectivity features, comfort enhancements and a new front-end appearance, Lyons said.

It now offers the segment's first engine with standard stop/start technology and an available 2.0L turbo engine with 259 horsepower that continues a performance legacy established 50 years ago.



The perfect mix of creativity and technology!

Take your passion for design, add this new bachelor's degree from CMU's Global Campus in Troy, and learn to create your own technological masterpieces!

Bachelor of Science in Engineering Technology degree with a Major in Industrial Technology Management and a Concentration in Computer-Aided Product Design

Use the latest CATIA and NX design platforms (world leaders in integrated CAD programs) for a rewarding career in a wide variety of fields including automotive, industrial, medical and green design.

The only limit is your imagination! Classes in Troy.



Find out more today!

Information sessions:

Tuesday, August 20
Wednesday, September 25
Tuesday, October 22
between 5:30 and 7:30 p.m.

CMU's Troy Center
1650 Research Drive
Suite 165
Troy, MI 48083

RSVP at
cmich.edu/Troy

Central Michigan University's Global Campus in Troy and Online
cmich.edu/Troy | Troy.Center@cmich.edu | 248-526-2610

Individuals with disabilities who need accommodation should call 800-950-1144, ext. 3018 at least one week before the event. CMU is an AA/EO institution (see cmich.edu/aaeo). cmich.edu/globalcampus CMUglobal@cmich.edu 37565a 8/13

**FRESH, NEVER FROZEN
100% NATURAL BEEF**

**eclipse
BURGERS**

LUNCH SPECIAL
1/4 lb. burger,
fries & pop **\$5.99**

15 MILE RD
VAN DYKE
14 MILE RD

OPEN 10AM - 11PM
WE DELIVER TO YOUR WORKPLACE!
34780 VAN DYKE • STERLING HEIGHTS 48312 • 586.826.9999
www.eclipseburgers.com