

A GUIDE TO HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

Chevrolet Motor Division and *Ebony* magazine have teamed up for the second straight year, to produce and distribute 100,000 copies of a "1996-1997 Guide to the Nation's Top Historically Black Colleges and Universities." The comprehensive reference book for college-bound African-American high school students and their parents is distributed free to leading churches and major African-American organizations across the country. The 120-page guide includes information on choosing a college and on how to apply for admission and financial aid. Eighty-eight colleges and universities, along with some of their most famous alumni, are profiled in the guide. Copies are also available directly from Chevrolet at (800) 201-9571.

MERCEDES SIMPLIFIES LEASING

Acknowledging the growing trend towards leasing for personal use, Mercedes-Benz of North America has introduced "The First Class Lease" to help make the process less confusing. Besides shrinking the leasing documentation from six pages to one, there are flexible term and mileage options, and one that allows payments to be deducted automatically from the leaser's checking account. "The First Class Lease" is available on any new or "certified pre-owned" Mercedes-Benz.

FORD APPOINTS 2ND BLACK TO BOARD

Homer Neal has become the second African American to join Ford Motor Co.'s Board of Directors. Neal, 54, is currently interim president of the University of Michigan in Ann Arbor, MI. He is also vice president for research at the university. Ford Chairman Alex Trotman cited Neal's technical expertise and understanding of research and development as key attributes in his selection.

VOICES *by Genea Luck*

In the light of recent debates about airbags, what are the issues that concern you the most?

How safe do you think airbags are? Should more emphasis be placed on their redesign or in educating the public about their danger to small children or the importance of wearing seat belts?



"I'm still in favor of airbags. There have been a few cases where people have lost their lives through airbags, but this is not the cause in the majority of cases. They save more people than they kill and people need to be aware of that."

*Patrick Thomas
Charleston, SC*



"More lives are saved with airbags nowadays. I do think, however, that small children should sit in the back and more women should also be cautious. I'm in favor of the idea that if people are uncomfortable with their airbag, they can have their dealer disconnect it."

*Gwen Rogers
Miami, FL*



"I think that airbags need to be redesigned. Automakers also need to develop sensors that will know to deploy in the chest and not in the face. They already have sensors that will not allow drunk drivers to start their cars, so why not have some sort of protection device for airbags?"

*Stephanie and Richard
Freeman
Philadelphia, PA*



"If a person buys a car with an airbag, they should pay attention to all the warning labels. But there also needs to be more media coverage about the issue. Manufacturers should also install indicator lights to warn drivers that children of a certain age need to be seated in the back."

*Roxanne Williams
New York, NY*



"There's no foolproof system. It can be dangerous in the back or front seats. You just have to make your own best judgment about where to place your child."

*Robert Lane
Fort Washington, MD*



"Manufacturers should install internal alarms or voice messages to tell people to wear seatbelts and to put their small kids in the backseat. These alarms should alert drivers even before they turn on the ignition switch."

*Jerry and Alberta Richards
Richmond, VA*

GM PLANS SERIOUS PUSH TO WOO MINORITY BUYERS

General Motors Corp., hoping to regain market share among minority consumers, plans an aggressive advertising push in the next year. The first efforts are being made by the Oldsmobile division, which is conducting an agency review. Once chosen, the agency of record will target more marketing dollars to African Americans, Asian Americans and women. The GMC division, under the leadership of Roy Roberts, was the first division to target African Americans.