







Saturn Corporation

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SATURN

Type	subsidiary of General Motors (1985-3Q 2009) subsidiary of Penske Automotive Group (Starting in 3Q 2009)
Founded	January 7, 1985
Headquarters	Detroit, Michigan Spring Hill, Tennessee (former)
Key people	Jill Lajdziak, general manager
Industry	automotive
Parent	General Motors (1985-3Q 2009) Penske Automotive Group(Starting in 3Q 2009)
Website	saturn.com

Saturn Corporation is a subsidiary of General Motors Corporation, established on January 7, 1985, in response to the success of Japanese and German small-car imports in the United States. As a "different kind of Car Company," Saturn operated outside the GM superstructure for a time, with its own assembly plant in Spring Hill, Tennessee, unique models, and a separate retailer network. On June 5, 2009, General Motors announced that they would be selling Saturn to Penske Automotive Group. Only the parts distribution and sales support will be sold. Penske is not buying the factories, some of which will close.

Previous models

The company's products used a dedicated platform called the Z-body and a dedicated engine, the 1.9 L Saturn I4 engine, and a dedicated plant in Spring Hill, Tennessee. All of the original Saturns featured dent-resistant plastic body panels which were also touted as allowing the company to change the look of the vehicles readily. However, in practice, the company did not take advantage of this capability often, due to flammability concerns.

Saturn S-Series cars were produced from 1991-2002. There were 3 Generations of S-Series Cars. First Generation S-Series cars were produced from 1991-1994. For the 1995 Model year, Saturn implemented a "First Generation" exterior, and "Second Generation" interior. The exterior of the 1995 model year looked the same as the first generation cars, but exhibited larger gauge faces on the instrument cluster, and a redesigned middle console. First Generation engines were rated at 85 horsepower (63 kW) for the Single Overhead Cam Engines, while the Dual Overhead Cam Engines were rated at 124 horsepower (92 kW) for the entire run of S-Series cars (1991-2002). In 1996, the Second Generation S-Series Sedan was introduced and remained virtually unchanged for the rest of the vehicle's production run. In 1997, the Second Generation of the Sport Coupe model was introduced with a more "scooped" headlight front. The S-Series was produced in three variations: Coupe (SC), Sedan (SL), and Wagon (SW). The Wagon was introduced for the 1993 Model year and was produced until 2001.

The first real change came with the 2000 Saturn L-Series mid-size car. It shared the GM2900 platform with the Opel Vectra, along with its engine, and was built at a GM factory in Wilmington, Delaware. The Saturn Sky is now being produced in the Wilmington factory along with the essentially identical Opel GT and the closely-related Pontiac Solstice.

In recent years, sales have been in decline. Ion production lines were halted for two weeks in 2003 to allow dealer inventory to reduce. The L-Series was canceled after production of the 2005 models, and the Ion was canceled after 2007.

Today

In 2004, GM and the UAW dissolved their unique labor contract for the Spring Hill, Tennessee manufacturing plant.

As of 2009, the company shares GM's Delta, Epsilon, Lambda and Theta platforms, and the company's Ecotec engines - including the new 2.4L LE5 I4, Turbo 2.0L LNF I4, and DCVCP 1.8L I4 - with the V6's being the High Feature LY7 3.6L V6 and High Value LZ4 3.5L V6 engines. The Saturn Vue used a Honda engine in the past, and the plastic body panels have been discontinued on all current vehicles.

The 2009 Saturn models are the Sky roadster, the Aura sedan, the Astra hatchback, the Vue small crossover SUV and the Outlook full-size crossover SUV built off the GM Lambda platform (replacing the Relay minivan).

Some current Saturns are virtually identical to certain Opel/Vauxhall models. For example, the 2008 Saturn Vue is a rebadged Opel Antara, while the Opel GT is based on the Saturn Sky. The Opel Astra is imported from Antwerp, Belgium as the Saturn Astra (replacing the Ion as the entry-level car). On the other hand, the Saturn Aura, while sometimes compared to the Opel Vectra, is a unique model for the North American market similar to the Pontiac G6.

The company offers two sub-lines of vehicles: "Red Line" Saturns are performance-oriented, while "Green Line" cars are more environmentally friendly hybrids. The Vue and Ion Red Line models, launched in 2004, have been joined by Vue and AURA Green Lines for the 2007 model year and a Sky Red Line the same model year. Saturn's Green Line vehicles utilize mild hybrid technology.

Fate of the Saturn brand

In US Congressional hearings on December 2, 2008, General Motors announced its intentions to focus on four core brands (Chevrolet, GMC, Buick, Cadillac), with the sale, consolidation, or closure of Saturn and the remaining brands (Pontiac, Hummer, and Saab). General Motors Chairman and former CEO Rick Wagoner announced during a news conference on February 17, 2009 that Saturn will remain in operation through the end of the planned lifecycle for all Saturn products (2010-11). In the interim, should Saturn retailers as a group or other investors present a plan that would allow a spin off or sale of Saturn Distribution Corporation, GM would be open to any such possibility. If a spin off or sale does not occur, it is GM's intention to phase out the Saturn brand at the end of the current product lifecycle. If the brand were to be phased out, it would be the third such action for GM in the 21st century, following those of Oldsmobile, which ceased production in 2004, and Pontiac, which will cease production by the end of the 2010 model year.



In recent news concerning restructuring of GM the corporation declared its intent to part with this brand by closing or selling the division, either to investors or to dealers, as part of plans dependent upon the receipt of a second round of government loans ("bailout" funding).

After months of speculation and discussion, Saturn's parent company General Motors announced on April 27, 2009 that it will phase out the brand along with its Pontiac brand by the end of 2010, unless there is a reasonable offer to purchase the brand. As of the end of May 2009, GM has narrowed the list of potential bidders from about twelve to "two or three." News reports indicate that Penske Automotive Group will purchase the Saturn brand and dealer network. GM hopes to conclude a deal by the end of the third quarter. Penske will not be buying the factories and will eventually have other car companies build cars sold as Saturns. GM will build the Aura, Vue, and Outlook for Penske for two years.

Advertising slogans

- 1985
 - "What Kind Of Car Is That? It's A Saturn!"
- 1989 – 1994:
 - "A Different Kind of Car Company" (US)
 - "We've reinvented the automobile." (Canada)
- 1994 – 2002: "A Different Kind of Company, A Different Kind of Car."
- 2002 – 2004: "It's Different in a Saturn"
- 2004 – 2006: "People First"
- 2006 – 2007: "Like Always. Like Never Before."
- 2007 – present:
 - Formerly "Rethink American.", later "Rethink.", then "We're Still Here." (US)
 - "Like Always. Like Never Before.", later "Rethink." (Canada)
 - "Passion for the Road." (Spanish-speaking US slogan)

















