

Improving Saturn Parts to Carry Its Vision for Green Cars Production

From the first initial slogan of Saturn's "A different kind of company. A different kind of car", it rocketed its way to popularity and recognition to most auto enthusiasts. The brief history of Saturn shows the reason why General Motors had undergone a business amalgamation of creating a wholly owned subsidiary. In a business view, wholly owned subsidiary means that the parent company still owns the common stock of the subsidiary. For Saturn, General Motors is still responsible for all the concerns in all its production. In fact, Saturn was the GM's response to the growing popularity of Japanese small-car imports. GM made Saturn a vehicle that focuses more on American family needs, offering more comfort hence, alleviating the level of satisfaction by equipping improved Saturn Parts and features.

Today, the recent slogan of Saturn in the US is "Rethink", a single word leaving "just something to think about" effect in introducing their latest five models since 2007. These models are lined-up with what is exclusively known as Saturn sub-line of vehicles—the Red-line or Green line. The Red Line having performance Saturn parts while the Green Line promoting a more environment friendly driving. The models for 2007 are the two Green Line hybrid models; the Vue SUV and Aura sedan and the three Red Line models namely the Sky roadster, Astra hatchback and Outlook crossover SUV.

One of the good things about Saturn's upmarket is how it takes a firm position in offering green car types. Green cars are the vehicles that provide more fuel efficiency, making them less harmful to the environment. This is achieved by encouraging low emission targets. With this, Saturn has incorporated more efficient Saturn parts like the exhaust components. A hybrid car is an example of an economical car that Saturn is still developing with improved on-board conventional propulsion systems and electrically charged energy storage system.

While these developments are still ongoing, Saturn also focuses in introducing leading edge [Saturn parts](#) like the flexible plastic side panels. This polymer side panels are dent-resistant which greatly influence the stance of its vehicle's look. Since Saturn also offers performance vehicles aside from the more popular Green Line for future vehicle, the company still promotes cutting edge engine design with advance performance making Saturn vehicle stand out from the rest.

About the Author

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