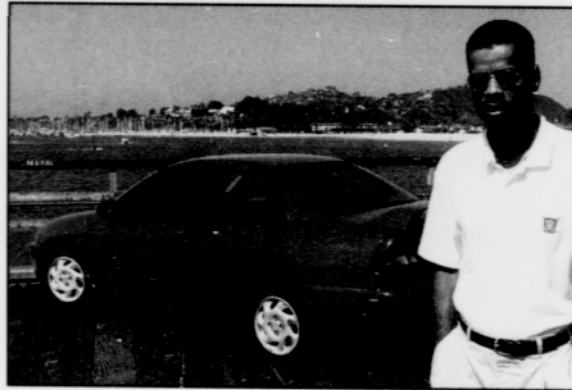


## FROM THE PUBLISHER

We can all relate to automobiles



1997 Mitsubishi Mirage in Santa Barbara, CA.

**A**re you a car enthusiast, a car owner, or just interested in seeing what we're all about? If you flipped the page and got this far, you must fall under one of those categories -- and that makes you a reader.

The fact is more of us own cars than we do homes. Having a car is something we can all relate to. Most of us also need information about our beloved vehicles -- furnishing this knowledge is simply why *AAOW* exists. Although we focus entirely on news about the auto industry as it relates to African Americans, the difference is, we're bringing the industry closer to you.

Well, now that you're here, I might as well tell you a little bit about this issue. Our cover story focuses on the future -- the new cars and technology offerings for 1997. Associate Publisher Myron D. Stokes gives you his list of next year's new cars, while our Senior Editor Jacqueline Mitchell looks at the industry's burgeoning new technologies.

Reporter, Genea Luck, suggests an ideal Christmas gift for your teenager -- enrollment in a good driving school. Automobile accidents are the number one killer of teenagers, but many parents don't consider taking preventative measures. With increased traffic and the absence of driver education at many high schools, we suggest you read her column.

Finally, columnist Warren Brown, writes about blacks in motorhomes. An initially apprehensive Warren and his wife spent the summer touring the country in a motorhome. He recounts the surprising experience in a funny tale that will keep you laughing throughout.

Enjoy!

*Randi Payton*

### STAFF

Publisher and Editor In Chief  
Randi Payton

Associate Publisher  
Myron D. Stokes

Managing Editor  
Vivienne Samms

Senior Editors  
Blair Walker  
Warren Brown  
Ken Gross  
Jacqueline Mitchell

Advertising Representative  
Christine Anderson,  
Motor City Media

Writers  
Genea Luck  
Paul Eisenstein

Reporter/Researcher  
Ngina Johnson

Art Director  
Ed Towles

Contributing Artist  
Brenda Spears

Photographers  
Mat Mendelsohn  
Nina Padgett

Online Services Editor  
WebVisions, Inc.

Cover:  
Kim Frazier and Richard Simms  
Photo by Mat Mendelsohn

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### African Americans On Wheels

2034 National Press Building  
Washington, DC 20045  
Tel. 202-588-9459  
Fax 202-588-5136

### Advertising Director

Christine Anderson  
Motor City Media  
22 Cambridge  
Pleasant Ridge, MI 48069  
810-544-8762

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To hear some people tell it, buying a Saturn was kind of nice.



Neither snow, nor rain, nor gloom of night can keep a Saturn owner from telling us how much they enjoyed buying their car. That's right, enjoyed. Although words such as "elated" and phrases like "I can't tell you how pleased" are often substituted, we figure they mean enjoyed just the same. What we can't figure, however, is why this is anything to write home about. After all, when we first started selling Saturns we figured we'd just treat people the same way we would want to be treated ourselves. It's an experience rooted in common courtesy more than anything else. Yet apparently, it's an experience that is not all that common. Or so we've been told. And told. And told.



THE 1997 SATURN SL

### I ♥ SATURN

Not every letter we get comes via the mail. A lot of it comes via computer. If you haven't visited the Saturn Internet site, you might want to give it a try. It's a great way to learn about Saturn and the cars we're building this year—like our new coupe.

*Dear Saturn,*

One of the nice features of owning a Saturn is our Customer Assistance Center.

**Thank you for**

Got a question about your car? Interested in finding your nearest Saturn retailer? Want

*the wonderful way*

directions to Spring Hill? Operators are standing by.

Actually, they're sitting, but what the hey.

**you treated me.**

**A DIFFERENT KIND of COMPANY. A DIFFERENT KIND of CAR.**

This 1997 Saturn SL has an M.S.R.P. of \$10,995, including retailer prep and transportation. Of course, the total cost will vary seeing how options are extra, as are things like tax and license. We'd be happy to provide more detail at 1-800-522-5000 or look for us on the Internet at <http://www.saturncars.com>. ©1996 Saturn Corporation.