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DETROIT'S BIG THREE PLAY THE GAME WITH HEART

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In sports, sometimes a player has to get cut to get him to raise the level of his game and discover how good he can really be. For some players, a cut is the only way to get them to wake up and tap their raw talent through discipline and dedication. It's the only way to make them realize how much they love playing the game.

Other than a few idiots in Congress, no one publicly disputed the Big Three's potential for greatness. I'd bet that everyone on the planet has fantasized about owning a Motor City dream machine

— a 1968 L88 Corvette, a 1969 Boss 429 Mustang, or maybe a 1970 Hemi Cuda. These classics are what driving dreams are made of. No question that chicks and dudes alike dig Detroit muscle. Years ago, when I was in the scantool biz, one of my Toyota customers glowed as he told me all about his shiny new Ford Mustang. Motor City machinery is special.

Detroit's players have something critically working for them in the market that the other players don't have — nostalgia. Few car buyers are indifferent to Detroit's Big Three comeback in market-share tryouts. They hope that Ford, Chrysler and GM can dig deeper, find purpose in playing the game, and stop sitting back on their laurels as they take their talent and fans for granted. Last year car guys and gals watched the Big Three get back to the "gym" to retrain their muscle memory and to the videotape and chalkboard to improve their understanding of how the game is played in the twenty-first century.

The world cheers them on at the 2011 Detroit Auto Show, at the impressive site of Detroit's players reentering the playing field with more tenacity and more finesse.

I'm looking forward to this year's show. Word is that the Motor City players are performing strong, that they got their Detroit game on. A true Motor City girl, I've always bought Detroit-made wheels; so as a strong team supporter, I'll be scouting them this weekend.

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