

# Saturn to shut down after GM-Penske-Renault talks fail

By RAM SRINIVASAN  
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NEW YORK—After a 25 year run, the sun has set on Saturn Corporation. General Motors Co. said on Oct. 1 that it was closing its Saturn brand after Penske Automotive Group announced that deal talks broke off and it would cancel its planned takeover of Saturn.

With Penske out of the picture, and GM unable to find another buyer for what was branded a "different kind of car company," the automobile giant had no choice but to announce a halt to Saturn brand. GM created Saturn in 1985 to compete with Japanese automakers, after their success in selling smaller vehicles.

Penske pulled out of the deal nearly four months after agreeing to buy the rights to Saturn. The contemplated Penske-GM deal guaranteed that GM would continue to make the Aura sedan, the Vue and Outlook SUVs for 2009-2010. Penske was to find another manufacturer to continue making Saturn cars in 2011.

The other manufacturer was reportedly Renault SA, which is headquartered in France. On Wednesday, Renault COO Patrick Pelata said that talks with Penske over the Saturn unit had broken down at the last minute.

"We negotiated with them but we were unable to reach agreement at the end," Pelata was quoted by Bloomberg.

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June 2009, after a restructuring deal with unions fell through. It emerged a month later, focusing on core brands Chevrolet, Cadillac, GMC, and Buick.

The U.S. automobile market is also on a decline. Industry sales are expected to go down to 9.3 million cars sold per year, according to a new study by Edmunds.com, which represents a decline of 23 percent from last year.

Wall Street Journal estimated that General Motors had sold only 152,000 units in September 2009, down 46 percent from last year.

Chrysler, another automaker that filed for bankruptcy and is now owned by the U.S. government, also reported a drop in car sales last month.



The sales lot of the closed Saturn of Colma dealership sits empty on September 30, 2009 in Colma, California. General Motors announced today that it will close its Saturn brand after negotiations with Penske Automotive to sell the brand fell apart. JUSTIN SULLIVAN/GETTY IMAGES

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## Trent's money rules: Rule no. 11: Find your true passion

By TRENT HAMM

I've watched it over and over again: The people who succeed in a particular career path are the people who are able to tap into their natural passions and aim that fire hose into their professional life. They know what they love and they find ways to translate that into a way to make a living. Sometimes they make a nice income—and that's awesome. At other times, they earn just enough to get by—and that's awesome, too.

What matters is that in both cases, it's a joy to get out of bed in the morning and get started on your day. Your work itself fills you with joy and excitement. When you reach that point, the line between work and play disappears—you're happy doing whatever your day throws at you. That has a value that can't be measured in dollars and cents. It transforms your life.

I hear from many people who claim this is impossible. It's not. Every single day, I get out of bed excited to write. If anything, I write more each day than I did when my passion for writing was still new. I know others who feel the same way about what they do. It makes them want to get out of bed in the morning and get started. When you feel that passion surging through you, it makes a lot of the little difficulties of life not matter too much.

If this seems completely alien to you, you simply haven't discovered your passion yet. I discussed this a while ago, but here are seven ways to figure out your passions.

**MAXIMIZE YOUR HEALTH**  
Eat well. Get some exercise. Get away from any and all situations that are emotionally holding you back. Get plenty of sleep. Without these pieces in place, it will be hard for you to open up to new opportunities and directions.

**ASK LOTS OF QUESTIONS**  
If you come across something of interest to you, ask. Follow up with more questions until you're satisfied—at least for the moment. Research interesting topics online. Do things like a "Wikipedia stumble"—start with a general topic you're thinking about, then click on whatever article in Wikipedia that's most interesting to you—and keep

reading and following links.

**IGNORE WHAT'S 'COOL'**  
Remember the idea that you should stop trying to impress other people? It comes through big time here. If you enjoy it, it doesn't matter what others think. Don't be afraid to dive into something that seems exciting to you over a fear that others might find it "dorky." Their label says more about them than it does about the activity.

**DABBLE IN EVERYTHING**  
If something seems interesting, try it. You might not find it enjoyable, or you might find it fascinating. It's often hard to tell the difference until you dive in. For example, having a garden might seem interesting, but until you try it, it's hard to tell whether it's just conceptually interesting to you (but not necessarily in practice) or something that you truly enjoy.

**WHEN SOMETHING PIQUES YOUR INTEREST, DIG IN**  
You try it. You like it. So try it again. And again. There are many things that seem quite fun on the first shot, but grow boring quickly as you hit "the dip" (where the newness wears off, but you're not very good at it). If you're passionate about something, you won't mind that dip.

**ASSOCIATE WITH OTHERS WHO SHARE THIS GROWING PASSION OF YOURS**  
Look for events in your area where people might be involved with this interest. Look for groups online where people are talking about this activity. Join in, share your thoughts, and ask questions. Nothing's better for fostering a growing interest than a group of like-minded people.

**IF IT DRIES UP, DON'T PUSH IT**  
True passions are sustaining—you'll keep coming back to them because you want to. If you no longer want to engage in it, don't make yourself. Just back away and find another path. You may find yourself returning in the future, or you may find yourself on a completely different path.

You'll know your passion when you find it. It'll ring inside of you like a hammer hitting a church bell. It'll consume your thoughts and

your activities, even if you're not very good at it yet. You'll get up each morning excited to do more. This is how I feel about writing, for one.

What do you do if you discover your passion, but there doesn't seem to be any way to translate that into income? After all, you have to pay the bills, and even though you've found something you love so much you'd be happy to do it every day, it doesn't put food on the table.

There are countless avenues for channeling that passion into income. However, almost all of these paths require you to start doing it on a part-time basis. Give up the frivolous things you were spending your evenings on and devote some of that time to a new path. Here are 10 suggestions for transforming that passion into cash:

**BLOG**  
Start a blog on the topic you're passionate about. Share something new every day on there. Put a few ads on the site to earn a bit of revenue.

**TEACH/TUTOR**  
If you have patience, hang out your shingle and volunteer to teach your passion to others. This is a great avenue for a passionate musician.

**PROVIDE SERVICES**  
Maybe you've found that you're passionate about a particular task that others find to be drudgery—scooping snow or repairing computers. Sell these services directly to others.

**CREATE VIDEOS**  
If you want to teach how to do the things you love, consider making videos and sharing them online. Put them on YouTube and make a simple blog to share the videos. If you start gathering followers, sign up for their rewards program and you can translate this into solid income.

**SELL AT FARMERS MARKETS**  
If you make things, from soap to bread to wicker baskets, you can likely do well selling the items at farmers markets. It's a great way to make some sales and meet people interested in what you're doing.

Trent Hamm is the creator and author of [thesimpledollar.com](http://thesimpledollar.com).