'Hottest' Debuts at SEMA **In Three New Categories**

SEMA Show exhibitors will that improve performance, choose three outstanding vehicles as the winners of an allnew award, simply called the "SEMA Award."

Presented in three different categories – Hottest Car, Hottest Truck and Hottest 4x4-SUV – the new SEMA Award marks the first time ever that the "exhibitor's choice" will be tallied, recognizing the year's top trendsetting vehicles. "The SEMA Award allows us

to celebrate the outstanding vehicles and trends in the specialty-parts industry," said Chris Kersting, president and CEO of the Las Vegas-based aftermarket trade

"We will be able to tap into the exhibitors' unique ability to identify what's hot, just as the trends are gaining mo-

To determine the winners of the SEMA Award, show organizers will survey every booth vehicle at the annual SEMA Show, which takes place Tuesday - Friday, Nov. 2-5, in Las Vegas.

As noted, the most prominent buzz vehicles in each category - car, truck and 4x4-SUV - will be named winners of the award.

"While the concept is new, it really is based on a phenomenon that we've experienced many times before," "Each year, there seemed to

be a handful of vehicle models that set the tone for the show - vehicles that are so popular it seems they are dominating the event.

With more than 1,500 exhibiting companies each year, the SEMA Show typically includes more than 700 qualified booth vehicles. Modifications range from products

Explorer Being Tested in Dubai

The 2011 Ford Explorer has been redesigned from bottom to top, inside and out to meet the needs of SUV drivers from Dubuque to Dubai. While the atmospheric conditions of eastern Iowa can be closely replicated in Ford's Dearborn facilities, there's no substitute for being there when validating vehicle capabilities for Dubai customers.

"The sweltering heat and humidity conditions of Dubai have helped us develop a better Explorer," said Chief Engineer for Vehicle Engineering Don Ufford.

"With midday temperatures pushing 125 degrees Fahrenheit - aggravated by nigh humidity near the sea coast - Dubai represents an ideal environment to test and validate vehicle performance in some of the world's most extreme conditions."

Ufford and his team make the trek to Dubai for more than the opportunities that are inherent in the extremecondition testing the humid desert climate provides. They are here to listen to customers, too.

"We regularly sell close to 10,000 Explorers per year in the Middle East market," Ufford says.

ADVERTISING SALES

Sales positions available selling news paper display advertising to retailers, for this Metro Detroit newspaper publisher. One position covers the area north of Maple Rd. in Oakland County, west to U.S. 23. Another position covers an area north of 10 Mile Rd., to M-59 in Macomb County. The third position covers the area south of Maple Rd. (15 Mile) in Oak land County, south of 10 Mile Rd. in Macomb County, and west to 1-275 in Wayne County. Resume not required but accepted; experience and ability are.

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safety and convenience, to those that enhance appearance and comfort.

The vehicles that are most likely to be in the running to win the SEMA Award have been identified by a panel of industry experts. Several indicators were used to select the contenders, including pre-registrations of feature vehicles, involvement in one or more SEMA / OEM collaboration programs, and coverage in enthusiast and buff-book publications. "The contenders

proven themselves to be significant in the industry," said Kersting. "Each contender is noteworthy, whether it's because of its sales record, previous interest from the industry or from exhibitors, existing accolades or simply the buzz that has surrounded the vehicle.'

In so many words, it's SE-MA's new "buzz car" award.

Ford SuperCrew **Now Offered as Raptor Option**

A new standard 6.2-liter V8 engine pumping out 411 horsepower, new technologies and a newly available SuperCrew option that gives Raptor customers more choices in cab size all ensure the 2011 Ford F-150 SVT Raptor will remain the off-road performance truck champion in the new model year, the automaker says.

When we launched the F-150 SVT Raptor, consumers were blown away with the capability of the vehicle," said Jost Capito, director of global performance vehicles and motorsports business devel-

"By adding the SuperCrew, we have expanded the versatility of Raptor, and now even more enthusiasts will be able to experience the no-compromise off-road performance that only Raptor delivers."

The F-150 SVT Raptor is the first-ever high-speed off-road performance truck offered by any manufacturer and highlights 33 years of Ford truck sales leadership by emphasizing F-150's Built Ford Tough durability, innovation and engineering.

Developed with the DNA of an off-road pre-runner, comprehensive modifications focused on chassis and suspension enhancements, the automaker savs.

The F-150 SVT Raptor is 7 inches wider than a base F-150 to make room for the additional suspension components that give Raptor its unparalleled off-road abilities. The wider stance also gives the truck an aggressive appearance. Internal triple-bypass shocks by FOX Racing Shox – the first on a production truck - provide positionsensitive damping and extra suspension travel for extreme off-roading and a smooth ride on the road.

Raptor also has unique cast-aluminum front control arms and SVT-tuned 35-inch All-Terrain BFGoodrich TA/KO 315/70-17 tires.

These components give Raptor 11.2 inches of front suspension travel and 12.1 inches of rear suspension travel on either SuperCab or the new SuperCrew.

The new available 145-inchwheelbase SuperCrew offering with a 5.5-foot box adds to the extensive list of F-150 SVT Raptor features.

While contributing additional space and flexibility for the customer, the SuperCrew delivers performance as well, the automaker said.



Jet Ski, Pontoon Boat, Jet Boat Rentals.

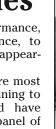


PHOTO: JIM STICKFORD

Organizing the UAW Region 1 Car Show are, from left, Frank Giera, Carleton Pace, Alan D. Opra, Jim French, Jr. and Wally Allport. The Sept. 19th car show in Warren benefits Michigan veterans.

UAW Region 1 Hosts Charity Car Show

By Jim Stickford Staff Reporter

The UAW Region 1 Veterans Council is holding its 11th annual Car Show on Sunday, Sept. 19.

The event, which starts at

the Region 1 Veterans Council, and has been involved with the Car Show for the past several years.

"This is a family event," Opra said. "There will be all

Electric Connect Chooses Excel

Xcel Energy and a coalition of its customers have been selected to be among the first in the country to receive the all-electric Ford Transit Connect Electric commercial van. Azure Dynamics Corp., a hybrid electric and electric power train innovator for the commercial truck market, has named Xcel Energy to its "Lead Customer" program to receive a total of 13 vans.

An initial van will be delivered in late 2010 with the remaining 12 vans scheduled for delivery in 2011. Ford Transit Connect Electric is a collaborative effort between Ford Motor Company and Azure and reflects the increasing interest in electrified vehicles for the commercial sector.

Xcel Energy, a major U.S. electricity and natural gas company, will add two of the 13 vans into its corporate fleet. The company will also provide \$20,000 grants from its Chairman's Fund to support the purchase of 11 additional Ford Transit Connect Electric vans for its project partners. These partners will agree to invest the remaining cost to take delivery of each

"We are excited to be part of this innovative initiative that will help encourage the market for electric vehicles and supports our company's environmental leadership strategy," said Dick Kelly, Xcel Energy chairman and

"The Ford Transit Connect Electric is a significant technological achievement in electric transportation, and we want our company and key partners to be among the first to experience this new technology and to help promote it within the communities we serve."

The Chairman's Fund is provided through Xcel Energy shareholders, and supports innovative community that projects demonstrate or promote clean energy technologies. Xcel Energy will help fund the vehicles for a number of mugovernment nicipalities, agencies and businesses that wish to purchase the vehicles and demonstrate the technol-

The city of Saint Paul, Minn., is expected to receive the first pre-production Ford Transit Connect Electric in late 2010. The company is finalizing agreements with others eligible to participate, including the city of Minneapolis and Hennepin County in

Minnesota and the city of Denver in Colorado. All vehicles will be deliv-

ferent from others. But the most important thing to remember is that all the proceeds go to help Michigan veterans.' There will be seven differ-

ent auto class categories, Opra said. They include: Original - 1900 to 1985, Original Modified - three major enhancement, Street Rod - 1900 to 1948, Custom or Special Interest - Car or Truck, Pro Street - tubbed: reduced axle car or truck, Street Machine -1949 and up and Truck - all

He expects at least 250 cars to be registered, and said the qualit of the tropheys alone justify attending. There will also be a DJ, Bel Air Bill. At 10 a.m. there will be a bocce ball tournement. Registration is \$20 per team.

the cars for the public to view and kiddy attractions such as trampolines, a trackless train and an uproar ride like the kind seen at local carnivals is great, the important thing to remember is who the event is being held for.

our veterans."

Opra said the council and volunteers visit the John D. Dingell VA Hospital in Detroit, bringing veterans books, toiletries and other items. They visit the facility on Easter and Valentine's Day. The council also helps the

Piquette Square Apartments. The facility contains 150 units and helps homeless vets. "We helped furnish the

place," Opra said. "At Christmas we bring them gifts. So many of us from the council donate our time to help out. Southeast Michigan Veterans Stand Down is a program that we donate at least \$500 to. Stand Down provides things like counseling, hair cuts, cloths, really anything basic need a homeless vet might need to get back on his feet."

Opra said he hopes those attending the car show enjoy seeing GM Motorsports, the P3 Team from Chrysler, as well as the song stylings of singer Karla Pace, who will sing the national anthem. The Region 1 Honor Guard will attend the raising of the flag during the singing of the national anthem.

'Not everyone on the council is a veteran," Opra said. "But you don't have to be a veteran to help a veteran."

Van Dyke, north of 11 Mile.

007's Movie Car **Goes to Auction**

Arguably the world's mos famous car, the actual 1964 Aston Martin DB5 driven by James Bond - Sean Connery in both "Goldfinger" and "Thunderball" will be on display for only four days this month in New York City as it readied to be the lead attraction for RM Auctions' annual Automobiles of London event Oct. 27th at the Battersea

Presented by RM, in association with Sotheby's, this DB5 is expected to bring more than \$5 million during the auction, which would be the most money ever paid for a 'movie" vehicle.

From Sept. 14-17, the DB5 will grace the lobby of the Sotheby's building at 1334 York Ave. in New York City. Well-known around the

world by its original United Kingdom registration number, FMP 7B, this Aston Martin is one of two, and the sole remaining, of the "007" DB5s that were featured on screen in the two Bond films. (The other was sold twice at auction before being stolen in 1997 form a Florida airport. It was never recovered).

The DB5 was originally loaned to EON Productions for the movies' filming and returned to the Aston Martin Lagonda factory after its subsequent promotional tour.

Jerry Lee, a radio broadcaster based in Philadelphia, convinced the factory to sell car FMP 7B to him in 1969 for \$12,000, thereby becoming its first - and only - owner. The car, with very limited public appearances, has remained in Lee's possession for more than 40 years.

Lee plans to ue the proceeds from the sale of FMP 7B to further the charitable work of The Jerry Lee Foundation, a multi-national initiative dedicated to solving social problems associated with poverty, also with an emphasis on crime prevention.

"The James Bond car has brought me much enjoyment for 40 years," Lee said about the pending auction.

Jaguar Toasting 75th Anniversary

Jaguar Cars celebrated its 75th anniversary at the recent Pebble Beach Automotive Weekend with a series of memorable heritage events, featuring an unprecedented gathering, and driving, of Jaguar's greatest creations.

The weekend culimated back in mid-August at the fabled Pebble Beach Concours d'Elegance, where Jaguar was honored as the featured mar-Jaguars invited to the show

"2010 is such a wonderful year for Jaguar Cars. We celebrate our 75th Anniversary and the creation of a whole new generation of beautiful cars," said Mike O'Driscoll, Managing Director of Jaguar Cars.

"It is especially fitting that this celebration is taking place at Pebble Beach, the ultimate destination for the world's automotive enthusiasts, where Jaguar has such a rich history. We invite everyone to join us in commem-



Decades of Jaguar automotive heritage was on display recently in connection with the annual Pebble Beach Concours d'Elegance

design and innovation, and also take a new close look at the renaissance of our product lineup, led by the spectacular all-new XJ.'

loan from the Petersen Automotive Museum, the XKSS,

in California. Jaguar marks 75 years in business in 2010. morating Jaguar's 75 years of formerly owned by actor Steve McQueen, and it also debuted the exclusive 2011

Jaguar XKR175 Coupe. The XKR175 is powered by a supercharged V8 and 510 Also, Jaguar displayed, on h.p. and 461 lb.-ft. of torque and top speeds raised to an electronically limted 174 mph.

U.S. Traffic Deaths Drop by 9.7 Percent in 2009

"we have a long distance yet

Forty-one states, the Dis-

trict of Columbia and Puerto

Rico saw reductions in high-

way fatalities, led by Florida

with 422 fewer deaths and

The rate of deaths per 100

Year-to-year declines in

highway deaths have oc-

curred in previous economic

downturns, when fewer peo-

ple are out on the road.

to travel."

Texas, down 405.

1.26 the year before.

By KEN THOMAS Associated Press Writer

deaths have plummeted across the United States to levels not seen in more than a half-century, spurred by technology, safety-conscious driv-

WASHINGTON (AP) - Traffic

ers and tougher enforcement of drunken driving laws. The Transportation Department said last week that traffic deaths fell 9.7 percent in 2009 to 33,808, the lowest

number since 1950. In 2008, an estimated 37,423 people died on the highways. Government and auto safe-

ty experts attributed the improvement to more people buckling up, side air bags and anti-rollover technology in

more vehicles and a focus in many states on curbing drinking and driving. Economic conditions were also a factor. Transportation Secretary Ray LaHood called the new data "a landmark achieve-

Traffic deaths decreased in the early 1980s and early 1990s when difficult economic conditions led many drivers to cut back on discretionary travel.

Last year's reduction in fatalities came even as the estimated number of miles traveled by motorists in 2009 increased 0.2 percent over 2008

come a long way," he said, Highway Safety Association, said the new data was "particularly encouraging given that estimated vehicle miles traveled actually increased slightly in 2009, thus exposing the public to greater risk on our roadways.'

LaHood said the weak economy was a contributing factor million miles traveled also as many Americans chose not dropped to a record low. It fell to go out to bars and restauto 1.13 deaths per 100 million rants after work or on the miles in 2009, compared with weekend.

But he said many motorists are more safety conscious behind the wheel.

About 85 percent of Americans wear seat belts while benefiting from safety advances found in today's cars and trucks, the Department of Transportation has said.

Side air bags that protect the head and midsection are becoming standard equipment on many new vehicles. Electronic stability control, which helps motorists avoid rollover crashes, is more common on new cars and trucks, while some luxury models have lane departure warnings and other safety features.

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11 a.m. and runs until 4 p.m. will be held at the Region 1 Union Hall, located at 27800 George Merrelli Drive in War-

Alan D. Opra is a member of

sorts of activities that the kids can do. We'll have rides. a coloring contest, inexpensive food. It's things like this that make this car show difIt's free to get in, Opra said.

Opra said that while having

"We owe so much to our

veterans," Opra said. "Part of what the council does is encourage members of the locals to get involved in helping

The union hall is west of

ment for public health and safety" but cautioned that too many people are killed on the

Barbara Harsha, executive road each year. "While we've director for the Governors

ered by year-end 2011