



George Lucas-inspired technology is coming to a 2011 Lincoln MKX crossover SUV near you. That's because Lincoln is offering the THX II Certified Audio system – and all of the crisply refined audio it suggests – as an option for only \$995 on this vehicle.

## Lincoln MKX Sound System Lets Buffs 'Rock Out'

The THX II Certified Audio system in the new 2011 Lincoln MKX crossover SUV rivals all others with exclusive technology, sound quality and value, Ford Motor Co. claims.

Offered as an available feature, the technology-rich THX II Certified system is only \$995, a fraction of the price of other premium audio brands.

With most car audio systems, "surround sound" is restricted to a handful of hard-to-find, DVD-Audio titles.

Meanwhile, the THX II Certified system, called DTS Neural Surround, lets audiophiles rock out with immersive 5.1

surround sound from hundreds of radio stations, including many HD Radio broadcasts. Even MP3s and other stereo music tracks can be up-mixed to surround sound with a push of a button.

Featuring a wide range of connectivity options and advanced technologies, the THX II Certified system gives Lincoln a sound advantage, Ford says. CDs deliver uncompressed music that mirrors the recording studio, and USB-connectivity brings your MP3 player's digital music library to life – accessible using the exclusive MyLincoln

Touch interface.

And, only Lincoln features a "THX Demo Button," giving drivers and passengers the legendary THX Deep Note "Ooommmmm" cinematic sound – anytime, anywhere.

Founded by filmmaker George Lucas and recognized by movie audiences around the globe, THX is synonymous with the design and certification of world-class cinemas, premium audio systems, HDTVs and blockbuster movies and games.

Products featuring THX defy convention and define quality in their class, whether in the cinema, at home, or on

the road, such as the option now available on the Lincoln MKX crossover.

The THX II Certified Audio system is powered by 600 watts and 14 strategically positioned speakers including an 8-inch subwoofer system and 12-channel DSP controlled amplifier.

A center-channel THX slot-speaker array, featured on the MKX dashboard, produces a wide, spacious sound stage and home theater-like ambience, Ford further says.

The quiet acoustics of the Lincoln MKX cabin minimizes road noise and brings out every nuance, Lincoln says.

## Law Students to Aid Charity by Chasing Ambulance

Wayne State University Law School alumni, students and friends are invited to assist a local nonprofit in its efforts to enhance the local community as the Wayne Law Student Board of Governors (SBG) hosts the 25th annual "Ambulance Chase" Charity Run/Walk at 5 p.m. on Wednesday, Sept. 29.

Consisting of a 2.2-mile race (shorter for those who prefer to walk), during which participants run or walk behind an ambulance, the event pokes fun at the stereotype of the ambulance-chasing lawyer. Typically, about 200 people run the race, with another 75 to 100 attending the event as spectators.

All proceeds, including profit from a \$15 entrance fee for students (who show a valid WSU ID) and \$20 entrance fee for non-students, will once again benefit Cass Community Social Services. CCSS is a Detroit-based charity dedicated to making a profound difference in the lives of those in need by providing for basic necessities such as affordable housing, promoting self-reliance, and encouraging community involvement and improvement.

"This year marks the 25th anniversary of the Ambulance Chase," said SBG President Aisa Villarosa. "We're thrilled to be raising money for Cass Community Social Services in SBG's largest charity event of the year. Our goal is to increase support and participation among Detroit businesses, organizations and, of

course, Wayne State University students, alumni and friends."

Added SBG Vice President Nadia Hamade, "Some of the events that SBG sponsors at CCSS include our semiannual Cass Dance Party and our annual Lasagna Lunch for the Homeless. At each of these

## India Auto Sales Hit an All-Time High

by ERIKA KINETZ  
AP Business Writer

MUMBAI, India (AP) – Car sales in India surged to a record for a second straight month in August on strong demand before the holiday season, despite rising prices and supply constraints.

Figures released last week by the Society of Indian Automobile Manufacturers showed that car sales hit 160,794 vehicles in August, up 33.2 percent from the year before.

Commercial vehicle sales totaled 52,030, up 28.1 percent from a year earlier. Total vehicle sales, which includes utility and other passenger vehicles, rose 33 percent to 256,257.

"Demand for vehicles continues to surpass supply. This is despite the fact that most auto majors have hiked prices, passing on the cost impact to the consumers owing to the high commodity prices and changes in the emission norms," Angel Broking analyst Vaishali Jajoo wrote in a recent report.

events, SBG provides meals for hundreds of needy members of the community. We are very proud that the sponsorship funds are going to such a deserving cause."

The Ambulance Chase will begin in front of the Law School, located at 471 West Palmer Street in Detroit. A

barbeque for participants and spectators will take place at the conclusion of the race.

Sponsorship opportunities still are available, and there still is time to register. Please contact Aisa Villarosa at aisa.villarosa@wayne.edu to sign up or to become a sponsor.

Faced with supply constraints, some automakers – like market leader Maruti Suzuki – have trimmed exports to meet domestic demand. August exports of passenger vehicles slipped 7.4 percent from a year earlier to 38,279 vehicles.

Maruti Suzuki said this week that it will open a third plant in India to keep up with burgeoning sales.

Top utility vehicle maker Mahindra & Mahindra has also been hurt by shortages of components like tires and fuel injection pumps, according to Macquarie Securities analysts.

Ford Motor Co. expects India to be the world's third-largest auto market by decade's end, after China and the U.S. Like other global auto majors, it's pushing hard to gain market share from industry leaders Maruti Suzuki, Hyundai and Tata Motors. Ford plans to launch eight

more India models by the middle of the decade on the heels of its successful Figo launch.

Strong industrial production and economic growth helped Tata Motors, India's largest commercial vehicle maker. Domestic sales of its key medium and heavy commercial vehicles rose 34 percent over last August.

"A normal monsoon season, improving consumer sentiment and an overall recovery in the economy should benefit auto sales," Macquarie analyst Sanjay Doshi said in a recent research note.

"We expect sales numbers to remain healthy at least until the festive season, as inventory levels are below average. Increasing interest rates can affect sales in the second half of the fiscal year."

Note that India's and China's populations now account for well over one-third of the world's people.



Ohio Gov. Ted Strickland spoke to GM employees at the launch of the Chevrolet Cruze at the Lordstown assembly plant last week. There are high expectations nationally for the Cruze in the U.S.

## Cruze Launches in Ohio

CONTINUED FROM PAGE 1

before sales begin this month in the United States.

"We are delivering a car with the quality which Americans desire matched with features they would not expect in this segment, from 40 mpg on our Eco model to 10 airbags as standard across the range," General Motors North America President Mark Reuss said.

"Of equal importance, we are working to redefine the views on a domestic carmaker building such a car here in the United States."

When the first Cruze sedans arrive at U.S. dealerships, they will offer consumers more for their money, with class-leading standard safety features, expected class-leading fuel economy, and more standard equipment than competitive vehicles.

With a starting price of \$16,995, the Cruze includes 10 air bags, StabiliTrak electronic stability control with rollover sensing, traction control, anti-lock brakes, collapsible pedal system, and OnStar with Automatic Crash Response.

"Our new body shop is among the best in the world. Our team is inspired and energized by the build of the Cruze. It's a safe and reliable compact car with that mid-size experience," said Dave Green, president of UAW Local 1714 at the Lordstown Metal Center.

Safety is the primary selling point for Tim Arbutina of Sagamore Hills, Ohio, who recently ordered a Cruze for his 17-year old daughter. The Arbutina family was among the crowd celebrating the first cars coming off the line at Lordstown.

"I did it because the Cruze is a great car. And above all, it's a safe car," Arbutina said. "It offers me peace of mind knowing that my daughter will be driving one of the safest cars on the highway today. The 10 air bags and the solid structural steel really got my attention."

The Lordstown Complex, which built its first car in 1966, has produced more than 14 million vehicles, making it one of the most productive automotive facilities in the world.

"The third-party reviews of the Cruze in North America have been fantastic," said Lordstown Plant Manager Bob Parcell. "Our Chevrolet dealers tell us Cruze demand is hot and interest levels are the highest they have seen in 20 years. This will help drive our complex and Chevrolet into a new and exciting era."

The 4,500 team members at the Lordstown Complex are scheduled to begin shipping the Cruze to U.S. and Canadian dealers next week.

"We have been working hard toward this goal for the past two years," said UAW Local 1112 President Jim Graham. "We have a small car that we are proud of."



PHOTO: STEFANIE CARANO

The Czech and Slovak Festival visited Dearborn recently. Pictured is Sokol Cultural Center president Renata Greene, right, with her husband Gorton, a Ford retiree.

## Retired Ford Man, Wife Organize Czech Festival

By Stefanie Carano  
Staff Reporter

Recently, Detroit area Czechs and Slovaks welcomed the public to their annual cultural festival, offering a day of traditional music, food and beer.

Held at the Sokol Cultural Center in Dearborn Heights, the event was intended to keep young Czech and Slovak descendants aware of their heritage and to introduce the general public to Czech and Slovak culture. This year's theme was "Road Map to Czech and Slovak Republic," highlighting different cities and what they're famous for.

"Every year it gets bigger and bigger," said James Mack, festival organizer, "We get people from all over coming in for the festival. Dearborn has a sizeable Czech population... and everybody loves the food. We have imported beer, Czech beer, which is excellent."

In speaking about the culture, Zack said that it was actually a little brewery in Bohemia, Czech Republic where Anheuser-Busch adopted the recipe and made a name for himself. The beer was known as Budvar or Czechvar.

Gorton Greene, a Ford retiree from West Bloomfield, calls himself an "adopted" Czech. He's very involved with activities at Sokol Detroit, based out of the Sokol Cultural Center though he is not of Czech descent.

His wife Renata, maiden name Zboril, is a Czech and has been the president of Sokol Detroit, based out of the Sokol Cultural Center, for ten years.

Her mother served as president for 18 years previously. Her grandparents were also

involved in the organization, having immigrated from the Czech Republic in 1912 on her mother's side and 1910 on her father's side.

She said the "Sokol," a Czech word for eagle has been representing those of Czech and Slovak descent in the Detroit area since 1867. The Sokol Cultural Center (known as the National Bohemian Hall) moved from Detroit at Tillman and Butternut to its location in Dearborn Heights in 1967.

"It's part of the national program under the umbrella of the national Sokol, national headquarters are in Chicago," Renata said.

She said as an organization, each local Sokol, including Detroit, heads gymnastics program.

She said Jim Hartung, an Olympic gymnast of Czech descent and got his start at his local Omaha Sokol organization in Omaha, Neb.

Renata said Sokol Detroit welcomes gymnasts of all fitness and skill levels, from children to adults.

"Our organization is geared toward gymnastics as a physical fitness tool rather than an elite gymnastics club," she said.

Gorton said that it's programs like these that help keep young families involved in the cultural center and to keep membership strong.

"Being Czech has been a wonderful experience for me," Renata said. "It's allowed me to learn all about the history, maintain the culture in my family and educate the public on Czech culture. It's very important and that's why we hold this festival."

The Czech population in the overall Metro Detroit area is very high, Renata said.

## Minn. Governor Meets with Ford Officials

ST. PAUL, Minn. (AP) – Minnesota Gov. Tim Pawlenty met last week with Ford Motor Co. executives to talk about the future of the company's St. Paul truck plant.

Pawlenty's official schedule lists a private meeting recently at the Ford Product Development Center in Dearborn.

The Republican governor was traveling with St. Paul Mayor Chris Coleman and Commissioner Dan McElroy of the Department of Employment and Economic Development. They also toured a Ford factory.

A new state law Pawlenty signed in April offers the carmaker tax breaks to keep the St. Paul plant operating.

Ford would be exempt from some income, property and sales taxes and could get a

tax credit for new jobs if it stays and upgrades the Mississippi River facility.

Thanks to general Big Three automotive cutbacks, state governors with Ford and other major auto facilities are nervous about the jobs they represent, especially when automakers hedge about future products or future staffing in these facilities.

It can even be argued that the Big Three have lost clout in Washington, and regional state capitals, in part because they have closed so many assembly plants, stamping plants and warehouses in those same states over the years.

The Minnesota governor's visit to Ford was made within this context of states wanting to go "the extra mile."

## EV Carmaker Tesla Eyes D.C. for Dealership Spot

By JONATHAN O'CONNELL  
The Washington Post

WASHINGTON (AP) – A luxury car dealership and service station is on its way to downtown Washington, but don't expect to get your oil changed there.

Luxury electric carmaker Tesla Motors is nearing a deal to lease space for its first D.C. store on K Street, in what would add to the Washington area's status as a testing ground for the nascent electric car industry.

Founded in 2003, Palo Alto, Calif.-based Tesla raised more than \$200 million at its initial public offering in June. Its sporty, battery-powered cars, of which it has sold about 1,200 worldwide, can be plugged into most electrical outlets, charged overnight and driven 245 miles without needing a recharge.

Tesla spokesman Ricardo Reyes confirmed that the company is nearing a deal to bring a Tesla store to 1050 K St. northwest, a downtown office building owned by the Lenkin Co. and the Tower Cos. The company already sells cars through stores in New York, Chicago, Seattle, Boulder, Colo., outside Fort Lauderdale, Fla., and in Menlo Park and Santa Monica, Calif.

"Although no lease has been signed, this is a site we're considering," Reyes said.

He said the car a Tesla buyer is most likely to be replacing is "a hybrid or like a Porsche 911 Turbo," probably because Teslas can travel from zero to 60 miles per hour in 3.7 seconds. With a base price of \$109,000, the area's high incomes don't hurt either. "You have all those things in D.C.," he said.

Tesla acts more like a technology company than a traditional automaker. Its strategy, Reyes said, is to "supply a premium vehicle for kind of

early adopters and take everything you learn from that premium vehicle and use it to build ever-more-affordable electric cars."

"The approach we took is a very different approach from what a typical car manufacturer would do," he said. One example is Tesla's plan to sell its car like Apple sells computers; the carmaker owns and operates its own stores as the tech giant does, rather than contracting with independent dealers, and services cars itself. In July, Tesla announced the hiring of a former Apple executive to be the company's vice president of design and store development.

Though established automakers have yet to begin selling their own electric cars en masse, Washington is already shaping up as a competitive sales market. The area is one of more than a dozen American markets where Nissan has formed partnerships aimed at unveiling its electric Leaf car this year and is also one of the early markets in which General Motors will make its electric Chevy Volt available. Both are expected to sell for less than half what a Tesla does.

D.C. already has 13,900 registered electric hybrids and had the fourth-highest sales nationwide for such vehicles in 2008, according to a report by Travelers and the Polk Center for Automotive Sales.

City officials hope Tesla's arrival on K Street will also enliven downtown retail. D.C. Deputy Mayor Valerie Santos said in an e-mail that the company has "a very Park Avenue, high-end feel" and that its entrance shows that D.C. "bucks the trend on the decline of retail options in other metropolitan cities." To make way for the company, she and other city officials have been examining zoning rules.