Focus Uses Newest Bags

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"We'll put higher pressure into that lower chamber because your pelvis can withstand higher loads, a little bit of lower pressure in the upper part where your ribs are a little bit softer - you can't take too much load in there," Niesluchowski said.

"And then we've added, what's new for the first time is the adaptive vent. So it's a smart adaptive vent that will work based on the size of the occupant that's there.

"If you have a large occupant, physically, their shoulder will cover up that vent and it will keep that pressure in that top bag a little bit stiffer and more appropriate for a large occupant.

"If it's a small occupant there, that vent is free to open up, it doesn't interact with the shoulder, it would be

above the shoulder, open up and allow that top chamber to be a bit softer, which is more appropriate for a small occupant, and it does that automatically."

In terms of safety, the new Focus will also feature a body that's 30 percent stronger and uses an extensive amount of high-strength and ultra-highstrength steels, including boron steel.

"So it's the strongest Focus that we've made and also the safest," Niesluchowski said.

Of all the major domestic automakers, Ford seems to have gone out of its way the most to demonstrate high-level technological improvements in a manner that media, analysts and the greater public can all collectively absorb in an intelligent fashion.

Changes in autos happen fast - but Ford is quick to explain them, too.

Ford Econolines help Bell System cut costs and improve customer service

Roomy Econoline Vans offer more loadspace, better service to customers...yet cut costs by more than two cents a mile

Ford Econoline Vans in Bell Sys-tem fleets now number well over 10,000. With good reason. The vans have room to carry a much wider selection of tele-phones and material—all within easy reach to speed the installer's work. Yet, fully equipped, they cost about \$200 less than the type of truck they replace.





An early-1960s Ford print ad for the Econoline van.

UM-Dearborn Reports Its Student Enrollment Rate

fall term, the University of Michigan-Dearborn welcomed higher numbers of new students to its campus.

New transfer student endents, the highest such number of incoming transfer students in 26 years.

New freshmen enrollment is more than 900 students, marking the fourth consecutive year of at least 900 fresh-

While final enrollment figures are expected to be published Sept. 22, combined transfer and freshman enrollment expected to be the highest in the university's long history in Dearborn.

freshman class has an average high school grade-point- demic excellence.

During the first week of the average of 3.54 and an average ACT score of 24.14.

These are the highest academic scores in 10 years at UM-Dearborn.

"We're pleased that despite rollment is more than 800 stu- the difficult economic environment, we're able to increase enrollment at UM-Dearborn," said Stanley E. This marks the fifth-consec- Henderson, vice chancellor utive year of over 700 newly for enrollment management

"We're seeing sustainable growth that demonstrates that higher education is being valued as a way to create better futures for people in our community.'

UM-Dearborn enrollment figures are attributed to the increased number of community college graduates, the university's recruitment ini-Also, this year's incoming tiatives, the university's reputation and tradition of aca-

Diesel Technology Forum Cites Contributions to Clean Air Act

WASHINGTON, D.C. - Allen ing America's air cleaner Schaeffer, the executive director of the Diesel Technology Foum, issued the following statement last week highlighting the role of clean diesel in the ongoing success of the Clean Air Act.

Schaeffer made his comments after attending last week's activities in Washington hosted by the Environmental Protection Agency and which celebrated the Clean Air Act's 40-year anniversary: "Congratulations to EPA

and Congressional leaders for the landmark achievements and success the Clean Air Act have achieved over the past 40 years," Schaeffer's statement read. "While we still have much

more to accomplish, it's fitting to honor and commemorate the important environmental gains we have accom-

plished since the Act was initiated in 1970. "The diesel industry is proud to have been a part of the history of the Act, its im-

while growing the economy.

"Diesel has been the primary power in America's economic growth and a major part of the clean air success story. Because of the Clean Air Act and the cooperative working relationship of the environmental health organizations, the diesel industry, and local government agencies, remarkable improvements have been achieved that has resulted in today's clean diesel technology. It powers the nation's trucks, construction equipment, farm equipment, ships, locomotives and buses. which today meet the most stringent emissions dards in the world." "In some parts of the U.S.

the air that goes into diesel engines will be dirtier than the exhaust that comes out.

'The Clean Air Act established guideposts and a framework that are still as vital today as they were upon enactment....

"These are significant acplementation, and most im- complishments, but we're not portantly, the results in mak- done yet."

Ford Stays No. 2 in Cars in Europe

Ford maintained its posi- ing market, and the unsustaintion as Europe's No.2 bestselling passenger car brand in August and for the first eight months of 2010.

Ford also remains market leader in the UK, Denmark, Hungary, Ireland and Turkey, and No.1 imported brand in Italy and the Czech Republic year-to-date. This is despite the fifth consecutive month of decline in the European total market, and the continuation of heavy discounting by many competitors. one of the

strongest players in the European automotive industry, earning \$429 million in the first half of the year," said Ingvar Sviggum, vice president for Marketing, Sales and Service at Ford of Europe.

"But Europe is becoming an increasingly difficult market to operate in given the declin-

able and brand-damaging discounting actions being pursued by many of our competi-

"At Ford, we see these market challenges as not just a barrier to our business, but as an opportunity. We will continue to do the right thing for our customers, employees and other key stakeholders by building on our successful product-led strategy, and looking for the right balance of revenue, volume and mar-August was the fifth month

of decline in a row in the European new car industry. Ford sales of 60,300 new vehicles in its traditional 19 European markets were 12,200 lower compared with August 2009. Market share in these markets was 7.5 per cent for the month, 0.6 percentage points

the second-highest August market share since 2006. Fiesta continues to be

Ford's best-selling new car, with 282,900 units sold during the first eight months of 2010. Since the latest generation Fiesta went on sale in October 2008, more than 940,000 Fiestas have been purchased by customers around the world, with 810,000 being sold in Eu-Ford registered 875,500 ve-

hicles in its traditional 19 European markets in the eight months of 2010, 69,100 units or 7.3 per cent below 2009.

Year-to-date August market share in the traditional main 19 European markets was 8.5 per cent, down by 0.5 percentage points compared with the same period in 2009. Ford's share increased in six of the traditional 19 European mar-

down on August 2009, but still kets in the first eight months

Ford of Europe sold 80,500 new vehicles in August across all its 51 markets, a reduction of 8.5 per cent or a decrease of 7,300 vehicles on the same

month 2009. Year-to-date, 1,023,300 new Ford vehicles were registered, a reduction of 61,400 on the first eight months of 2009. Compared with the same peri-

od 2009, Ford sales were 5.7 per cent lower. Analysts have said that Europe faces even more challenges than the U.S. auto market does, if only because the 2008-09 economic contraction actually led to the current

debt problems in Greece, and lingering worries Greece's fortunes continues to be a drag on the entire continent, including Euro car sales across the board.

Special Ford E-Series Van Commemorates 50 Years proved interior package and a

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seatbacks and unique "Econoline 50 Years" badging on the left-rear cargo door. It's all designed to appeal to

the enthusiast who recognizes the long-term durability of a van that has maintained a steady presence throughout 50 years of societal change. "Ford has maintained its

level of success for E-Series by continually monitoring its customers' needs and maintaining a high level of quality," said Craig Ruggirello, assistant marketing manager for E-Series. "If there's a secret to its success, that might just be E-Series debuted as the

Econoline in 1961, designed for commercial customers. Three bodystyles were available - pickup, delivery van and station bus. The pickup delivered up to 30 mpg and carried a three-quarter-ton payload in a big 7-foot box.

The van offered 204 cubic feet of cargo space - up to 57 cubic feet more than competitors - and had double doors at the side and rear for easy

The Station Bus, with twice the interior room of the biggest station wagon of the day, was designed to accommodate up to eight passengers when fitted with two optional bench seats as well as the standard driver and passenger buckets.

A year later, Club Wagon ar-

Changes Are Happening At The Henry

space will take place in the November-December frame and includes changes to the lobby and restaurant.

The hotel will replace its current "hunt club" look for what the company is calling comfortable elegance, which includes clean lines and light colors.

"This is more traditional furniture so it's more Englishstyle Ritz-Carlton traditional furniture, so I think you're going to see a more contemporary styling," Osborne said.

Also, the hotel's restaurant will have an updated food and drink menu.

Fine art will be distributed throughout the hotel and will be made available for purchase. The pieces will be contemporary and themed in na-"We're going to be consid-

ered a boutique-arts hotel," Osborne said. Guest room renovation will

begin next year and will feature a more contemporary Meanwhile, the hotel has

shown success in book a number of business lunches similar to the women's luncheon held there just last The hotel business has

been hampered nationally by the sharp reduction in business travel resulting from the 2008-2009 economic contraction, but The Henry has the built-in advantage of being in Dearborn, long a major Michitourist destination thanks to The Henry Ford and other area attractions such as the Automotive Hall of Fame. Tourist traffic tends to favor high-profile hotels like The Henry, travel ana-

lysts have said.

sion of the Econoline designed for family transportation along with light towing. As popular as those series

became, they soon weren't enough. What started as a light commercial vehicle had been discovered by campers and other outdoor vacationers. By 1965 the Econoline van - already America's biggest-selling van - had a new teammate: Econoline SuperVan. SuperVan was a full 16 inches longer than any other van, offering room to spare for loads eight-and-a-half-feet long behind the engine compartment. Historic print ads from that

era show Ford marketing the truck to utilities and the like.

By 1969, the second-generation Econoline vans had hit the market, modernized with V8 engines and air conditioning and joined by the Club Wagon series, which offered a revolutionary new twin Ibeam front suspension for a smooth, quiet ride.

In 1971, power steering became an Econoline option, and then the model line expanded again to include the Parcel Delivery Van and a cutaway model for the rapidly growing RV market. In 1975, when van populari-

ty hit new heights, Ford introduced the third generation of Econoline. The new van featured body-on-frame construction, higher gross vehi-

wider selection of engines. This design was offered in the same basic configuration for the next 17 years.

Over the years, Ford kept tabs on the wants and needs of its customers. In 1976, for instance, the Econoline made a youthful statement with the Cruising Van, a factory-customized model with mod paint schemes, porthole panel windows and a carpeted in-Econoline continued to ex-

tend its reach, and its popularity grew. Third-party van conversion companies helped make Econoline a favorite among buyers looking for customized features. Other bodymakers, including ambulance companies and shuttle van manufacturers, adopted Econoline. Partly because of the van's popularity with commercial bodymakers, Ford introduced a chassis cab model in 1978.

Over the next few years, the improvements continued. In 1981, higher payloads appeared on most models, and halogen headlamps became standard. In 1987, an eightpassenger Club Wagon was introduced. Then in 1992, the entire line got a redesign.

The fourth generation of Econoline vans and Club Wagons were completely modernized after 17 years - redesigned aerodynamically and stylistically to meet the cle weight ratings, an im- needs of the '90s. Airbags

was new. There was new front end styling and dramatic improvements in quietness. Popularity of the full-size vans

continued to soar. In fact, Mo-

tor Trend magazine named the 1992 Ford Econoline Chateau Club Wagon its Truck of the Year. In 1997, the line was refreshed with overhead-cam engines, including the only V10 in the segment. For 2001, Ford introduced the E-Traveler model, keeping up with the increasingly

crowded market of SUVs and passenger vans, and debuting the shorter, snappier "E" version of the name. "E-Series" replaced "Econoline" in company literature, and Ford kept close tabs on an ever-changing mark. Then, for 2008, Ford streamlined the E-Series, reintroducing the series as a strictly

vamping the offerings to meet its emerging fleet customer For 2011, the E-Series' winning streak continues - it proudly carries the title of

America's best-selling full-size

commercial vehicle and re-

van for 31 consecutive years. Available technologies like Ford Work Solutions, SYNC voice-activated communications and entertainment system, and a Navigation System with HD Radio bring E-Series squarely into the future, setting the stage for both productivity and customer satis-



Freudenberg NOK's Sarah O'Hare presents a check for \$5,000 to journalist Mitch Albom, left, to benefit the SAY Detroit Family Health Clinic, as part of the Plymouth supplier's automotive event.

We're Up Double Digits' – Ford's Davis safety, and fuel economy. I our intent to be leaders, ab-

CONTINUED FROM PAGE 1 "Expedition – even Expedition

is up in a big way." He said the company is

picking up a little bit of share with the Lincoln brand and they're excited about the MKX, which includes the new MyLincoln Touch product. "MvLincoln Touch is some-

thing where everybody is saying, 'Wow, this is blowing away your competition by a year or two' - and that's pretty useful material," Davis said. Demonstrating the Volt was Doug Parks, GM's Chevy Volt

global vehicle line executive. "I would say this is a great example of aggressive, new

technology development where we think this makes a lot of sense," said Parks. "Not every GM vehicle has this much technology, and frankly, this much cost in it, and I think all of our vehicles will safety, customer features.

have a very strong push toward new technology, primarily aimed at fuel efficiency, "So, in one regard, yes, I think we're going to be very aggressive in developing tech-

nology that gives customers

features and content, and

just think this may be a more aggressive push in that regard and will be standard across the portfolio. "We're trying to develop

the technology, we're trying to bring it out to the real world, make it available for customers. And as we get volume up, it's certainly our intent to drive the costs significantly downward." Parks said the Volt is truly

an electric vehicle, but it's a practical one. 'You don't have to have another car sitting there if you

go outside of your electric range," Parks said. "Another new car we're

coming out with is the Chevy Cruze and the Chevy Cruze has a lot of technology in it. It has a 1.4-liter turbo engine in it. It's a very high-technology answer that gives people significant fuel economy benefit. It's not with all super-high technology that the Volt has in it, but it's very usable." He said the Volt and Cruze are examples of all of GM's

and quality.

new products that include not only technology but styling

radio program.

Freudenberg officials also presented Albom with a check for \$5,000, all to benefit Albom's SAY Detroit Family Health Clinic charity, which has been doing hands-on work for people struggling in

cles that come out, clearly our goal is to be best-insegment.' Chrysler demonstrated its new Jeep Grand Cherokee Overland 4x4 and Dodge Chal-

solute leaders," Parks said.

General Motors come out with a product again where,

'Hey that's pretty good, that's

average in the segment.' I

think that with all of our vehi-

"I don't think you'll see

The Overland is the top-ofthe-line model for the new Jeep Grand Cherokee - the first and latest vehicle to be launched bv the new Chrysler, and built within the

city of Detroit as well. The auto event at Freudenberg NOK in Plymouth was also broadcast live over WJR-AM 760 as part of popular journalist, author and broadcaster Mitch Albom's evening

"This does demonstrate the city.