

# Auto Alliance Rallies Against 'Texting and Driving'

The Alliance of Automobile Manufacturers last week joined The American Academy of Orthopaedic Surgeons (AAOS) and The Orthopaedic Trauma Association (OTA) in a national public education campaign on the dangers of texting while driving.

The partnership's initial efforts include placing the AAOS/OTA's already-successful "OMG: Get the Messages" campaign signs in thousands of doctors' office waiting rooms nationwide. The overall "OMG" campaign already includes patient-education materials (including postcards and posters) as well as airport advertising and billboards in hundreds of locations throughout the country.

While the groups have set up Web sites with more information at [www.aaos.org/donttext](http://www.aaos.org/donttext), [www.ota.org/donttext](http://www.ota.org/donttext) and [www.autoalliance.org/driverfocusfacts](http://www.autoalliance.org/driverfocusfacts), the broad campaign also will include social media initiatives and a radio advertising campaign.

"We see life-changing injuries from distracted-driving related crashes every day. We want people to know that that call, e-mail or text simply isn't worth the risk. Every driver believes he or she is immune to slip ups, but the shocking statistics prove that's not the case. Orthopaedic surgeons want to prevent the pain, suf-

fering and devastating injuries associated with texting-and-driving crashes," said AAOS President John J. Callaghan, MD.

"We're pleased to be able to work with these two leading medical associations to spread this message," said Alliance President and CEO Dave McCurdy.

"While our industry spends billions to continue developing technology that helps drivers focus on the road, we also support state laws banning the use of handheld cell phones and texting devices while driving. We also know that education and awareness are important parts of the solution, too."

"Digital technology has created a connected culture here in this country that's forever changed our society," added McCurdy. "Drivers are going to have conversations, listen to music and read maps while driving, and automakers are helping them do this more safely with integrated connectivity technologies. That's why automakers developed Driver Focus Guidelines that cover the way in-vehicle technology is designed, to help drivers keep their eyes on the road."

"OTA, with AAOS, has created a shocking advertisement with one goal in mind – to get drivers of all ages to take notice. We're seeing more and

more injuries – and even fatalities – related to texting and driving. Many of the traumatic injuries we treat can be avoided by simply choosing to stop texting behind the wheel, so we want drivers to 'get the message' that texting and driving is dangerous," said OTA President Timothy J. Bray, MD.

The partnership among the three associations will continue to deliver the message through social media outlets, radio ads and even in one-on-one conversations between doctors and patients of any age that texting while driving is a deadly distraction.

The Virginia Tech Transportation Institute's (VTTI) 100-Car Naturalistic Study found that the odds of a crash or near-miss more than doubled when a driver's eyes were off the road ahead for more than two seconds.

The Alliance's guidelines specify that displays must be mounted high enough in the vehicle so drivers can continue seeing the roadway with their peripheral vision, even while glancing at the display. They also limit the amount of visual and manual demand that any particular task can impose on a driver.

The Alliance of Automobile Manufacturers is a trade association of 11 car and light truck manufacturers including BMW Group, Chrysler

LLC, Ford Motor Company, General Motors, Jaguar Land Rover, Mazda, Mercedes-Benz USA, Mitsubishi Motors, Porsche, Toyota and Volkswagen Group of America. For more information, visit the Alliance Web site at [www.autoalliance.org](http://www.autoalliance.org).

With more than 36,000 members, the American Academy of Orthopaedic Surgeons, is the premier not-for-profit organization that provides education programs for orthopaedic surgeons and allied health professionals, champions the interests of patients and advances the highest quality of musculoskeletal health.

Orthopaedic surgeons and the Academy are the authoritative sources of information for patients and the general public on musculoskeletal conditions, treatments and related issues.

The mission of the Orthopaedic Trauma Association is to promote excellence in care for the injured patient, through provision of scientific forums and support of musculoskeletal research and education of Orthopaedic Surgeons and the public.

NHTSA has said that as much as 28 percent of all car accidents in the U.S. today are caused by not just distracted drivers, but drivers literally distracted because they are texting while in motion.

# Automakers Anxious to See if Public Buys Hybrids

By KEN THOMAS  
Associated Press Writer

WASHINGTON (AP) – The first wave of mass-produced advanced batteries funded by the Obama administration's economic recovery program are starting to roll off assembly lines, setting the stage for new hybrid and electric vehicles.

So how will consumers respond?

Fending off criticism of the \$787 billion stimulus program, the administration has cited the battery industry as one of the success stories. With new facilities coming online in the Midwest, battery manufacturers for the advanced vehicles are providing a test case for the government's attempt to revive the economy.

Battery maker A123 Systems Inc. planned to open a new lithium ion battery plant in Livonia. About 300 workers, many formerly laid-off auto workers, were to join Energy Secretary Steven Chu and Michigan lawmakers to promote their production of battery cells and components. The Watertown, Mass.-based company received \$249 million under the stimulus program and plans to open a second facility next year in Romulus, Mich.

Automotive supplier Johnson Controls Inc. last week started shipping batteries

that were made at a Holland, Mich., facility built with the help of \$299 million in federal grants. The factory expects to employ 90 workers by late next year and could produce 75,000 to 150,000 batteries a year, depending on the mix of hybrid and electric vehicles it supplies.

The Energy Department estimates that the 48 advanced battery and electric drive projects announced last year under the \$2.4 billion program could lead to the production of about 75,000 batteries by next year and 500,000 batteries annually by 2014. Michigan, Indiana, Ohio and South Carolina are the states with the largest share of the projects.

Despite the fanfare, the battery industry faces many very practical hurdles.

Gas-electric hybrid vehicles represent about 1 percent of new vehicle sales, and many plug-in hybrids and battery electric cars are just entering the market.

Costs are high. The government has estimated that a battery with a 100-mile range costs about \$33,000, although stimulus money could bring that down to \$10,000 by the end of 2015.

The federal money has raised questions about whether the projects could create more capacity to build the electric batteries than will be met with demand for the

vehicles in the future.

Mary Ann Wright, a Johnson Controls vice president, said if all of the battery companies follow through on plans to build up the industry, it could create more capacity than is needed in the short term. But she said the administration was working to address that by creating tax policies to encourage consumers to buy the vehicles and directing government fleets to adopt the technology.

"The rapid buildup of production capacity by companies with limited experience for product with challenging market may prove wasteful," said Menahem Anderman, founder and president of Total Battery Consulting, a California-based battery consulting firm.

Anderman said by e-mail that if by 2013-14 the factories are profitable and running at full capacity, Obama officials will be able to claim success. "Unfortunately that scenario is pretty unlikely," he said.

Matthew Rogers, an Energy Department senior adviser who has overseen the battery grants, said the administration was "very confident" that the demand for the vehicles – both for typical consumers and commercial fleet customers – will keep the factories operating.

"The prices of these batteries are coming down faster

than we expected," he said last week.

The companies further say the federal incentives played a major role in opening the plants in the United States. Without the money, they would have turned to Asia, where the vast majority of electronic batteries and components are now built.

"This money was instrumental in the decision to put manufacturing in North America. We think that without this, it's very unlikely that plants of this size and nature would have been happening in the U.S.," said David Vieau, A123 Systems's chief executive.

With unemployment levels close to 10 percent across the nation and higher elsewhere, state governments say the battery program could create a transformative industry that could pay dividends for years.

Gov. Jennifer Granholm, D-Mich., whose state economy has been ravaged by the economic downturn, said the federal battery program, along with state incentives, are projected to create 63,000 jobs in Michigan. Having the "entire battery ecosystem" will help her state compete for more work as electric vehicles take root.

"This is not the end-all and be-all. This is one slice of the stimulus that has worked and will work – not just for temporary jobs but for long term."

# Chem-Trend Marks 50th Anniversary

HOWELL, Mich. (AP) – Fifty years in business is a tremendous accomplishment, according to Chem-Trend Limited Partnership President and CEO Devanir Moraes.

The company, established in Howell in 1960, is commemorated its golden anniversary in August.

"To be as successful as we've been through all these years and be the size company we are is amazing," Moraes said.

Howell-based Chem-Trend is a global organization with manufacturing operations in North and South America, Europe and Asia; sales offices in 17 countries; and distributors in more than 50 countries. Its world headquarters is in Howell at 1445 W. McPherson Park Drive. The company's very first plant, at 3205 E. Grand River Ave., opened in 1961 and is still operating today.

Chem-Trend formulates and manufactures chemicals for use in die-casting, rotational molding, general rubber, polyurethane, tires, thermoplastics and composites for other manufacturers.

To celebrate the milestone, Chem-Trend employees were recently treated to a barbecue on the grounds of the company's headquarters.

Moraes, who started out in sales with Chem-Trend in 1989 and worked his way through several areas of the

company before being named president and CEO in January 2009, said having forward-thinking strategies and an established business model have played a huge role in his company's prosperity. He said focusing on making the company known worldwide has led to its success, as well.

"We've been able to stick to our vision and mission through a number of different stages and experience growth," Moraes said. "And that has enabled us to establish manufacturing plants on nearly all the world's continents."

At the core of Chem-Trend's business are industry-standard mold-release agents, die lubricants, tire paints and purging compounds engineered to maximize productivity while delivering high-quality finished parts.

Chem-Trend during its history has provided numerous products for the auto industry, according to Moraes. But the company's chemicals are used to make a number of other products, including plastic bottles, tires, shoe soles, automotive seat cushions, boat hulls and wind-turbine blades.

In the 1950s, Chem-Trend founder Peer Lorentzen began to experiment with the development of release agents for polyurethane foams, using the kitchen of his Howell

home as a lab and production area for four months, according to Moraes.

Lorentzen, who had recently immigrated to the United States from Denmark, had observed the evolution of car-seat cushions in the automotive-component industry, Moraes said, which was moving toward the use of molded polyurethane foam. The lack of specialized products necessitated the use of plain floor wax to separate the molded polyurethane cushions from the mold, an inefficient method that caused high scrap rates and downtime, the current Chem-Trend president and CEO added.

However, Moraes added, Lorentzen's observations led to the development of new release agents that made polyurethane foam molding easier, more reliable and more cost-efficient than before.

"(Lorentzen) had a vision of establishing a business that would support the fast growth of automakers in the U.S.," Moraes said. "The company started in a modest place and has built a solid reputation."

That reputation spread into the community. As a way of commemorating the company's 50th year in business, employees from the manufacturing company Chem-Trend planted a large community garden this year. The produce

will be given to Gleaners Community Food Bank of Livingston County. The "giving garden" is on company property next to the Howell headquarters.

Moraes said Chem-Trend administrators asked staffers how to celebrate the anniversary, adding they brainstormed and came up with the garden, which can be seen through windows in Moraes' office. The garden consists of about 20 different types of vegetables, Moraes said. Chem-Trend employees tend to the garden on their lunch breaks, he added.

"We were shooting for about 1,000 pounds of vegetables to take to Gleaners, but we've already passed that," Moraes said. "We're expecting to have up to 2,000 pounds to box up and take to Gleaners."

Based on the response the garden has received from employees, Moraes said, contributing to Gleaners may become an annual occurrence.

Not many changes will be made within the company over its next 50 years, Moraes said.

He said Chem-Trend will maintain its focus over that time and otherwise he sees tremendous opportunities for expansion. He also said his company is looking at the possibility of getting into new industry segments, such as "green" energy.

# U.S. Auto Scene®

– First Published in 1993 –

P.O. Box 2040  
Dearborn, Michigan 48123  
313-565-5500

Info@USAutoScene.com

Stefanie Carano, News  
News@USAutoScene.com

AD DEADLINE: Thursday 5:00 p.m. for the next edition  
Ads@USAutoScene.com 586-939-5850 Fax - SPC Warren

William L. Springer II, Publisher  
Gerald Scott, News Director  
Debra Joswick, Ad Design  
Chris Zawilinski, Circulation

Springer Publishing Co., Inc. © 2010  
31201 Chicago Road South  
Warren, Michigan 48093  
586-939-6800

U.S. Auto Scene and Detroit Auto Scene are registered trademarks of Springer Publishing Co., Inc., a Michigan corporation – by the publishers of Detroit Auto Scene –

# NASCAR Driver Gordon Likes His 'Chase' Chance

By JENNA FRYER  
AP Auto Racing Writer

NEW YORK (AP) – Jeff Gordon has one win in his last 103 races and is mired in the longest losing streak of his illustrious NASCAR career. Yet as he heads into the Chase for the Sprint Cup championship, he likes his title chances.

Why? Because the four-time champion believes consistency can carry him to a fifth title.

"Consistency has always been one of our strengths, which is why I think the old points system worked well for us," said Gordon, who won his last title in 2001 under the season-long championship structure, but has not finished higher than second in five Chase appearances.

"We'll approach these 10 races with the same mindset. Sure, you're trying to win each race, but 10 races is longer than many people realize. You want to make sure you get the absolute best finish you can each week, and not put yourself into a position where you end up with a 30th- or 35th-place finish.

"Those are the things that allow you to put top-fives and top-10's together to win championships."

Gordon is one of five drivers headed into Sunday's Chase opener at Loudon, New Hampshire with a 60-point deficit to leader Denny Hamlin. He spent most of the season ranked second in the standings, dropped to third after Saturday's race at Richmond, and then fell to eighth under the reseed of the Chase field.

He's spent the past several weeks downplaying his failure to win a race this season, instead choosing to focus on his 13 top-10 finishes over the first 26 races. He was in position to win about five different times, but came up short and settled for finishing second or third six times this season.

So he now finds himself at the back of the pack needing a near flawless run at New Hampshire to close the gap on the championship leaders.

# Ford has New F-150 Deal

CONTINUED FROM PAGE 1

"Customers tell us they're really impressed with the specs of the new engines – including best-in-class horsepower, torque, trailer tow and fuel economy – but they want to get behind the wheel and compare it with the competition."

Participants who sign up for the drive experience will be able to test drive the new 2011 F-150 and compare the power to competitive vehicles in an acceleration drive, set up like a drag race. They'll also be able to see for themselves how the EcoBoost en-

But there are many who believe the champion will have to win at least one race during the Chase, and there will be no room for even one poor finish in such a stout field. It makes the opener at New Hampshire critical under the seeding system, particularly for the drivers who already find themselves 60 points out.

Among them is Carl Edwards, who had a red-hot summer to toss his name into the ring of contenders. Still winless since the 2008 finale, he has managed to break free of the early season Roush-Fenway Racing problems to emerge as their best championship hope.

Edwards has eight top-10 finishes in the last nine races, and the exception was a 12-place finish at Bristol. So long as he qualifies well, he thinks he's got a shot on Sunday.

"It's a short race without a lot of cautions, so qualifying will be important," he said. "We've been qualifying a lot better lately and our setups have been pretty good, so I'm very optimistic that we will be contenders at Loudon. We need to start off the Chase on the right foot and not get behind from the start."

Edwards is at the bottom of the pack with teammate Matt Kenseth, the 2003 series champion who has been up-and-down this season and has just one top-five in the last 14 races. Kenseth has had three crew chiefs this season and managed to stay inside the top 12 despite the turmoil.

But New Hampshire is not a great track for him. He was 17th there in June, and in 21 career starts has only 11 top-10s.

"I'm really happy that we're a part of the Chase this year, now our focus has to be to make sure that we go out and perform the best we can so that we're able to close up some of the point difference between where we're at versus the leaders," he said. "New Hampshire is a track that has always been a challenge for me, and I feel like it hasn't been one of my better tracks on the circuit."

gine performs towing a trailer.

Consumers are encouraged to share their experience on Facebook.

In addition to the drive activities, there will be plenty of information on display with product experts on hand to answer questions, as well as activities the whole family can enjoy including a remote-control F-150 SVT Raptor race course and a bounce house for the kids.

The first drive event will be held in Dallas at Texas Motor Speedway Sept. 24-25. Other cities include Houston, Atlanta, Orlando, Los Angeles and Aberdeen, Maryland.

# MDOT Sponsors 'Adopt'

Adopt-a-Highway volunteers are preparing for their third and final pickup of the season, beginning Sept. 25 and ending Oct. 3, according to the Michigan Dept. of Transportation (MDOT).

More than 32,000 volunteers are heading out to Michigan highways for their final clean sweep on more than 5,700 miles of highways.

The popular statewide beautification program that enables

volunteers to adopt a stretch of state highway – and then clean it three times each year, is now in its 20th season.

"Every year, Adopt-a-Highway saves MDOT about \$1.5 million, which is a critical savings when our resources are so limited," said Kirk T. Steudle, State Transportation Director.

MDOT expects to pick up 20,000 bags of trash during this current run.