

# Ford House Makes Ready 'iTouch Tour'

By Stefanie Carano  
Staff Reporter

The story of Edsel and Eleanor Ford and life on their estate in Grosse Pointe Shores is now available for viewing on the latest Smartphones.

The estate has introduced an interactive video tour program for its visitors called iTouch Tour available for download for free on iPod Touch, iPad and iPhone through Apple's online store.

"One of the things that we're really excited about with this is that we have the opportunity to bring technology into this estate which is following a real trend of the Ford family," said Kathleen Mullins, executive director of the estate. "The family is very interested in their technology. They also have it in their cars today if you look at the innovation and you look at even the Explorer, it's all about technology. So, we thought how appropriate to tell the family's story in this way."

Visitors to the estate will be offered the use of an iPod Touch to accompany them on their tour as a means to enhance their experience and to guide them through the grounds.

The iPod touch is available free of charge with general admission and is \$5 per person for those that purchase a grounds-only tour.

The iTouch Tour of the Henry Ford estate includes a number of videos taken at the time that Edsel and Eleanor lived there, including film shot by Edsel Ford himself.

The tour consists of 20 video segments that can be played in any order by selecting them from an interactive menu.

"What we've been able to



PHOTO: STEFANIE CARANO  
**Christopher Shires demonstrates the "iTouch Tour" developed by Edsel Ford House.**

do with this is really bring emotion in to the tour," Mullins said, "and by doing this, we're bringing more immersion into the story in a way that you couldn't do otherwise, which is why technology is so great."

She that since releasing the iTouch Tour at the end of July, there have been a little over 800 downloads in the first several weeks.

"This is amazing because we had predicted 50 for the entire year," she said.

Mullins said downloads have come from as far away as China, Australia and Europe.

"We're so pleased, even if they may not be coming to visit, they're getting the information," she said.

Mullins said there was a time when the Internet was young that museums were fearful of putting themselves online but now it's helping pique public interest.

# Three Teams Share \$10 Million 'X Prize' Award

The X PRIZE Foundation, an educational nonprofit prize organization, and Progressive Insurance, the country's fourth largest auto insurance group, today, at the Historical Society of Washington, D.C., awarded \$10 million to three teams who successfully completed the rigorous Progressive Insurance Automotive X PRIZE. The winning teams – Edison2 of Lynchburg, Virginia; X-Tracer of Winterthur, Switzerland; and Li-ion Motors Corp. of Mooresville, North Carolina – emerged from an original field of 111 competing teams, representing 136 vehicle entries from around the world. The winning vehicles were showcased to an audience of auto industry, business and government leaders. Each of the winning teams was also presented with a towering bronze trophy designed by Harry Winston, Inc.

The Progressive Insurance Automotive X PRIZE was launched in 2008 to inspire a new generation of viable, safe and super fuel-efficient vehicles capable of achieving 100 miles per gallon or the energy equivalent (MPGe). Now, after nearly 30 months of vehicle and business plan development, on-track testing at Michigan International Speedway which included dynamic safety testing by partner Consumer Reports, and laboratory verification at the Department of Energy's Argonne National Lab, three vehicles emerge as winners:

- \$5 Million Mainstream Class Winner:  
Edison2 "Very Light Car #98" (Charlottesville, VA). Economy: 102.5 MPGe. Fuel: E85 ethanol

Boasting the lowest drag coefficient of any car with four wheels tested in the GM wind tunnel and at the Chrysler Proving Grounds, this vehicle demonstrated over 100 MPGe on the test track, and verified in the lab, under stringent testing conditions using a highly innovative small displacement engine. Its low weight of just 830 pounds is a tribute to its use of light weight materials, reduced engine displacement and a host

of other weight-saving innovations.

- \$2.5 Million Alternative Side-by-Side Class Winner:  
Li-ion Motors Corp "Wave II" (Mooresville, NC). Economy: 187 MPGe. Fuel: Battery Electric

This side-by-side two-seat battery electric car was built on a lightweight aluminum chassis and weighs in at only 2,176 pounds, despite the weight of its powerful lithium ion batteries. The Wave II demonstrated outstanding low mechanical and aerodynamic drag that resulted in 187 MPGe in combined on-track and laboratory efficiency testing, a 14.7s zero-to-60 mph acceleration time, and over 100 miles range over a real-world driving cycle.

- \$2.5 Million Alternative Tandem Class Winner: X-Tracer Team Switzerland "E-Tracer #79" (Winterthur, Switzerland). Economy: 205.3 MPGe. Fuel: Battery Electric

This tandem two-seat vehicle combines the best of motorcycles and automobiles. This clever design has two extra outrigger wheels that deploy at low speed to stabilize the vehicle.

At 1436 pounds, the E-Tracer is able to deliver over 100 miles in range, led the competition with over 200 MPGe in combined on-track

and laboratory fuel efficiency and achieved a zero-to-60 mph acceleration time of just 6.6 seconds.

The awards ceremony participants included Representative Nancy Pelosi, Speaker of the U.S. House of Representatives; Progressive Insurance President and CEO Glenn Renwick; X PRIZE Foundation Chairman and CEO Dr. Peter H. Diamandis; Representative Edward Markey, Chairman, House Energy and Environment Committee; Cathy Zoi, Assistant Secretary for Energy Efficiency and Renewable Energy; Dr. John P. Holdren, Assistant to the President for Science and Technology Director of the White House Office of Science and Technology Policy; and Senator Mark R. Warner, U.S. Senator from the Commonwealth of Virginia.

Also present at last week's announcement were several of the other vehicles that competed in the Progressive Insurance Automotive X PRIZE.

"We've seen a shift in the market since we first launched this competition, and a greater awareness by people everywhere to think more seriously about the actions we take, and how they affect our environment," noted Peter Diamandis, Chair-

man and CEO of the X PRIZE Foundation. "Gas mileage ranks as one of our top concerns when purchasing a new vehicle and I believe strongly that the innovations showcased throughout the life of this competition will continue to impact and improve our car buying options for the future."

Much of the testing for the Automotive X Prize competitive fleet took place earlier this year at the Michigan International Speedway in Brooklyn. There, the teams ran various challenges in phases, such as endurance, fuel economy and more.

The overriding concern of the participants and organizers of the X Prize challenge was to help mainstream cutting-edge automotive technologies including the use of exotic and lightweight metals, new types of propulsion systems that increase fuel economy in a quantum leap, and other modifications.

The competitive, racing team aspect of the larger event helped to drive a think-on-your-feet attitude among the participants, who came from across the country and around the world.

X PRIZE organizers hope to publish a series of papers and results that will help push all of this leading-edge technology into commercial autos.



The winners of the Automotive X Prize were announced in Washington, D.C., last week. Three teams shared the \$10 million prize. The teams' preliminary runs were held at the Michigan Speedway.

# Goodyear, Dunlop and Michelin Score Highest in CR Road Testing

Ultra-high performance summer tires from Goodyear, Dunlop and Michelin topped Consumer Reports' ratings of 21 different models from 19 companies in tests conducted at CR's Auto Test Center in Connecticut.

The Goodyear Eagle F1 Asymmetric, Dunlop SP Sport Maxx GT and Michelin Pilot Sport PS2 all achieved "Excellent" scores in Consumer Reports' evaluations of braking, handling, hydroplaning, tread life, rolling resistance, and noise.

The Continental Extreme Contact DW and the Hankook Ventus V12 evo K110 scored just below those three top-rated tires.

Both were priced lower, but the Hankook was considerably less than the top-three rated tires.

With short, low-profile sidewalls and a wide tread, ultra-high-performance tires are designed to provide tenacious grip and superior handling. But they usually wear more quickly and cost more than standard, all-season passenger car tires.

UHP tires used to be found as factory rubber on high-end sports cars and sports sedans, but they're now showing up as original equipment on many lower-priced cars, such as the MazdaSpeed3 and Mini Cooper S.

In addition to testing summer UHP tires, Consumer Reports also rated 17 different models of all-season, ultra-high-performance tires and 15 models of performance winter tires.

All-season UHP tires provide some performance in wintry conditions, but give up a little dry-wet grip compared to their summer-only cousins.

Performance winter tires are further designed to provide better grip on snow and ice, and come in sizes and speed ratings that make them a good winter alternative to UHP tires.

Consumer Reports' tire tests demonstrate that there's no shortage of good performance tires to choose from. All of the 38 summer and all-season UHP models tested earned a Very Good score.

# 'Pure Michigan' Cancels Fall Advertising Due to State Budget Cuts

Travel Michigan announced last week that the 2010 Pure Michigan fall advertising campaign has been cancelled.

The Pure Michigan promotion budget for 2010 is \$17 million, down 37 percent from \$28 million in 2009. To maintain a second year of national cable TV advertising for spring/summer, regional advertising was dramatically reduced. This includes all fall advertising in key markets like Chicago.

This is the first time since 2005 that Michigan tourism will not have a presence with fall advertising. Travel Michigan spent \$1.7 million on fall advertising in 2009.

"Cancelling the fall campaign was not something we wanted to do, but there was no other choice. It is a major blow to Michigan's tourism-related businesses and will result in the loss of revenue at tourism businesses as well as

reduced state tax collections," said George Zimmerman, vice president of Travel Michigan, a business unit of the Michigan Economic Development Corp. (MEDC).

"We had difficult decisions to make because of the reduced budget. On the advice of our advertising agency, McCann Erickson, we decided maintaining the momentum of the national campaign was the top priority for 2010," Zimmerman added.

Travel Michigan's 2009 Pure Michigan advertising campaign delivered a significant return on investment (ROI), according to a study conducted by Longwoods International, a research firm specializing in tourism and tour-advertising's return on investments.

In addition, the study also determined the effectiveness of the campaign on the regional level. Longwoods International assessed the impact

of the 2009 Pure Michigan summer ad campaign on the residents of Chicago, Cleveland, Indianapolis, Cincinnati, Dayton, Columbus, St. Louis, Milwaukee and Ontario, Canada markets.

The regional campaign attracted 1.3 million out-of-state visitors to Michigan last summer, visitors who then spent \$338 million directly in-state, Michigan-based businesses.

The Pure Michigan campaign was able to improve its regional return on investment from \$2.86 since 2004, up to \$5.34 in 2009.

Meanwhile, Michigan's tourism industry is a vital component of the overall state economy. Visitors to the state spend \$15.1 billion annually traveling in Michigan, generating \$850 million in state taxes and supporting 142,500 jobs for Michigan residents.

Travel Michigan, a division of the Michigan Economic Development Corp., is the state of Michigan's official agency for the wider promotion of tourism. Travel Michigan markets the state's tourism industry and provides valuable visitor information services.

# Motorsports is Still an Effective Way of Marketing, Study Reveals

By Christine Snyder  
Staff Reporter

Automakers have been hosting motorsports events to promote their vehicles since cars have rolled off the assembly line.

A new survey has found that it is still an effective form of marketing. "Not everybody is into motorsports, but those who are tend to be more car focused and are car enthusiasts," said Ron Hein, executive vice president of Foresight Research, a Rochester-based market research firm specializing in the automotive industry.

People who attend motorsports events also engage in more word-of-mouth recommendations, too.

"It doesn't end at the race," said Hein. "There is a multiplier effect. We call these people the shouters."

According to Foresight's recent survey, "2010: Automotive Marketing Return On Investment" study, which included 8,500 respondents, 18 percent of the total survey database claimed to make vehicle recommendations over the past year. That figure rises to 44 percent after attending a racing event.

Those who attend motorsports events tend to buy larger cars, sports cars and pickups at a higher rate than the average population, too.

"New vehicle buyers who are influenced by motor-

sports typically love cars and trucks and they are opinion leaders for other car buyers; they give an average of 25 or more vehicle recommendation per year to others," said Steve Bruyn, president of Foresight.

"More importantly, people follow their advice," said Bruyn. "There is a downstream impact from the races in the form of ongoing word-of-mouth recommendations. That's why we say that the roar for a race car continues away from the track."

NASCAR, Formula 1 and IndyCar are the most influential racing organizations, the survey found.

"Race day is a total automotive immersion experience," said Bruyn. "When marketers have a display at a race, 63 percent of those highly influential buyers actually pre-planned their visit to include vehicle brand displays at the motorsports venue. These folks are there for the race, but when they're in the market for a new vehicle they take the opportunity to visit the display."

Bruyn said that the number of potential new car shoppers may be small at any given race, but there is always enough to make a presence pay off.

"Then, after the race, they are far more inclined to spread vehicle recommendations versus the total market average."

# NAIAS Adjusts 'Charity Preview'

The 2011 North American International Auto Show (NAIAS) Charity Preview event announced last week that it will provide a new structure to maximize proceeds from the annual black-tie gala, one of the top single-night fundraising events in the entire nation.

Under the new structure, two of the event's traditional beneficiaries – Northeast Guidance Center and Easter Seals Michigan – will now receive support through the Detroit Auto Dealers Association Charitable Foundation Fund, a fund of the Community Foundation for Southeast Michigan.

The remaining organiza-

tions will continue to receive funds from the Charity Preview ticket sales directly.

Those organizations include: Boys & Girls Club of Southeastern Michigan; Boys Hope Girls Hope of Detroit; The Children's Center; Judson Center; The Detroit Institute for Children; Think Detroit PAL; March of Dimes; the Children's Hospital of Michigan Foundation; and the DADA Charitable Foundation Fund, a fun of the Community Foundation for Southeast Michigan.

"Like the automotive industry itself, there are charity organizations which are larger or smaller and of varying capacity," said Barron Meade, 2011 NAIAS Chairman.

"However, like the smaller and larger companies in our industry, that size doesn't diminish the level of good, quality product. Each of the charities involved with NAIAS Charity Preview do outstanding and necessary work in this community. Allowing two to be supported outside of normal ticket sales structure allows those organizations to still receive funding even though resources . . . might not be equal."

## ADVERTISING SALES

Sales positions available selling newspaper 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. (1.5 Mile) in Oakland County, south of 10 Mile Rd. in Macomb County, and west to I-275 in Wayne County. Resume not required but accepted; experience and ability are.

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