



Ford's Matt Van Dyke (left) interviews this year's American Idol finalists Crystal Bowersox and Lee DeWyze during Adcraft's "Ford Day" event at the Ford Conference and Event Center in Dearborn.

Ford Campaign to Focus On 'Idol' and Its Winners

By Stefanie Carano
Staff Reporter

The Adcraft Club of Detroit opened its 2010-11 season by bringing two of television's hottest pop stars to Dearborn.

Sept. 17 was Adcraft's "Ford Motor Company Day," at the Ford Conference and Event Center, an event highlighting Ford's "American Idol" marketing campaign, providing an entertainment extravaganza with live performances by this year's "American Idol" finalists Lee DeWyze and Crystal Bowersox.

"I very much recognize and respect Ford's many successes and what they're doing in the marketplace today," said Adcraft President Luana Flocuzio.

"Ford is synonymous with the Detroit community and the people at Ford really, really believe in the D."

For the last several years, Ford has been working with the producers of "American Idol" to help promote the automaker's product during the

show, the most recent being the new Fiesta, a subcompact car the company is marketing to Millennials – the up-and-coming generation of young people age 16-30.

Advertising on "American Idol" has been part of the Fiesta "Movement," which includes extensive social media marketing on sites like Facebook and Twitter, in addition to traditional print and television advertising.

Television advertising has included appearances by "American Idol" winners.

Other promotions included having "Idol" finalists decorate a Fiesta.

"Last year, the top 10 finalists got to decorate a Fiesta – we gave those to consumers," said Ford's Matt Van Dyke, director of U.S. marketing communications and host of the event. He said Ford did the same for this year's top 10 finalists.

Van Dyke said Ford's expectations for the "American Idol" Fiesta campaign is to

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Alan Mulally Receives Goodfellow of Year Award

By Stefanie Carano
Staff Reporter

This year, the Old Newsboys' Goodfellow Fund of Detroit will be honoring Ford Motor Company CEO Alan Mulally at their 21st Annual Tribute Breakfast Oct. 8 at Cobo Center.

Goodfellows, an organization known for providing a Christmas to metro Detroit's disadvantaged children, plans to present Mulally with their Edward H. McNamara Goodfellow of the Year Award, which honors influential community leaders.

"We try to pick somebody that's had an impact on society," said Bob Carabelli, Goodfellows president. "And, when you run a good corporation, people are not suffering like they are in other entities, because those are the people we try to help – the children whose parents no longer have jobs."

Each Christmas season, Goodfellows provides packages to families in need, which include toys, clothing, games, books and candy. This year's giving season begins Dec. 6 and the organization has a goal of distributing 36,000 packages.

"We've been around since 1914 and the need to give out packages is greater than its ever been," Carabelli said. "We need the help right now."

And that help, he said, is needed not just to provide the Christmas packages that the Goodfellows are most known for, but to fund all the services they provide for children.



Alan Mulally

Some of those services include free shoes, emergency dental programs, a summer camp program and a college scholarship program to Wayne State University's School of Journalism.

The breakfast and a metro-wide sale of special edition newspapers, which takes place this year on Nov. 29, are the only two fundraisers they hold all year.

Tickets for the breakfast are \$150 per person or \$1,500 for a table of 10.

Portions of the event will be broadcast live on WJR 760's "Paul W. Smith Show."

Past award recipients have included William Clay Ford, Jr., and his wife Lisa, UAW President Ron Gettelfinger, and Gov. Jennifer Granholm and First Gentleman Dan Mulhern.

Carabelli said the event gives people a chance to meet and greet with leaders in the community.

'We Can Compete with the Best' – Mulally

By Stefanie Carano
Staff Reporter

There's currently a fight for the soul of manufacturing in the United States, according to Ford Motor Company CEO Alan Mulally.

The Ford executive made the comments last week at the Michigan Municipal League's annual conference at the Hyatt Regency in Dearborn.

Mulally was the conference opening session keynote speaker, introduced by Dearborn Mayor John (Jack) O'Reilly, who described Mulally as the embodiment of the vision and innovation of Henry Ford.

"He recognized when he arrived at Ford that the company had lost focus and clarity with regard to their prime mission – he changed all that," O'Reilly said.

Mulally said it's great, in this manufacturing fight, to be able to demonstrate to the world that the company can compete with the best, and

do it here in Michigan.

He said he remembers when he got the call from Bill Ford, Jr., to come work for the company.

"I grew up in Lawrence, Kansas – almost every city has a blue oval – and there they take care of us. They give us their cars, they get us home, they fixed our cars when we had an accident.

"Like everybody, I grew up with Ford, that's why I talked to Bill Ford a lot about it. He told me the situation we were in, we had a house of rains, we were losing money and we just needed a fundamental transformation and a refocusing of Ford and he asked if I would join," Mulally said.

"And I actually called Bill after thinking about it and doing my due diligence and I declined. I said I think I was going to stay at Boeing. I had one more airplane I wanted to design, and it was one of those things where the minute I said it, I knew I was coming.

"The minute I said it, I knew

I was going to call back and join Ford and I am so excited that I did and I get a chance to serve a second American and global icon in the United States of America."

Mulally said he remembers four years ago when he had to announce at Ford's year-end earnings press conference that the company's automotive operations had lost \$17 billion.

"Do you know how fast you

can run out of money when you lose \$17 billion a year?" he said.

Mulally said one of the most important things the company did initially to turn themselves around was to come together about where they wanted to take Ford, and found tremendous inspiration in Henry Ford.

"At the top of his game, on

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PHOTO: STEFANIE CARANO

At a conference of the Michigan Municipal League, Ford CEO Alan Mulally with Mayor John (Jack) O'Reilly, Jr.



PHOTO: FORD

Ford's 2011 F-150 with 3.5-liter EcoBoost engine is expected to deliver best-in-class towing and torque while also achieving great fuel economy.

Ford Offers New Engine Lineup on F-150 Trucks

The signature class-leading capability and durability of the Ford F-150 are enhanced for 2011 with projected class-leading fuel economy and performance.

Ford F-Series, America's best-selling truck for 33 years running, now comes equipped with an all-new powertrain lineup that will deliver best-in-class horsepower, torque and projected fuel-economy leadership.

"For the past 33 years, the Ford F-150 has stood alone as the truck people really rely on," said Mark Field, Ford president of The Americas.

"The class-leading capability of the F-150, combined with the durability that defines 'Built Ford Tough,' has made it the number one choice of full-size pickup buyers. Now for 2011, that class-leading towing and payload capability is enhanced even further with engines that deliver projected class-leading fuel economy, allowing our customers to be more productive by maximizing their workload and their fuel economy."

Including the 3.5-liter EcoBoost, which will be available in early 2011, a total of four new powertrains are available in the 2011 F-150. Each new engine is mated to a six-speed automatic transmission. Ford is the first and only manufacturer to equip its entire full-size pickup truck lineup with fuel-saving six-speed automatic transmission as standard.

Another fuel saver is the addition of class-exclusive electric

power-assisted steering to the 3.7-liter V6, 5.0-liter V8 and 3.5-liter EcoBoost powertrains.

The EPAS system replaces a conventional hydraulic system, which runs continuously off the engine with a system that draws power only when needed. Additionally, EPAS enables several other driver convenience technologies and provides better steering feel. Ford is the first manufacturer to widely offer EPAS on full-size pickup trucks.

"The 2011 Ford F-150 lineup offers our customers the widest array of powertrain solutions," said Bob Fascetti, director of large gas and diesel engine engineering. "From the entry-level to the high-end customer, each 2011 F-150 will deliver projected best-in-class capability, power and fuel economy along with features and conveniences our competition can't match."

The three new truck engines available at launch are the 3.7-liter V6 and 5.0-liter V8, each with fuel-saving and performance-enhancing twin independent variable camshaft timing (Ti-VCT) technology, and a version of the 6.2-liter V8 that is the base engine in the 2011 Ford F-Series Super Duty.

SelectShift functionality is available in the six-speed automatic transmission. SelectShift allows customers to select the desired gear. The transmission also feature progressive range select, which allows the customer to lock out the

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UM-Dearborn Hosts Competition For Global Security Businesses

By Stefanie Carano
Staff Reporter

Entrepreneurs with the latest ideas in security technology came to the University of Michigan-Dearborn last week for the Midwest Regional final of the Global Security Challenge competition.

Sponsored by the Michigan Security Network, the competition invited business owners from U.S. and Canada's Midwest regions to demonstrate products they've developed that are intended to protect the public from terrorism.

Judges for the competition included representatives from the U.S. Army Department of Defense; the DRDC Centre for Security Science (Ottawa, Canada); the National Automotive Center; the U.S. Army's Tank Automotive Research, Engineering and Development Center, and UM-Dearborn's Department of

Computer and Information Systems.

Of the six finalists that came to compete at UM-Dearborn, two companies were selected – Lincoln Advanced Technologies and Nimtech – to move on to the final competition.

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Subrata Sengupta

Full Output of New Transit Electric Set for April

By Jim Stickford
Staff Reporter

Hard work, determination and cooperation came together in Oak Park on Sept. 22 when Gov. Jennifer Granholm unveiled the Ford Transit Connect Electric, a new light-duty electric vehicle entering the marketplace.

The new vehicle was developed jointly by Ford Motor, Azure Dynamics, Johnson Controls-Saft, AM General and the state of Michigan.

Ford ships a vehicle body or "glider" to AM General's assembly facility in Livonia. Azure Dynamics then integrates its ForceDrive electric drivetrain into the Ford body.

The ForceDrive powertrain uses an advanced lithium-ion battery, which is built in Holland, Mich., by Johnson Controls. The completed vehicle is then shipped throughout North America.

"Electrified vehicles are a key part of our plan to offer a portfolio of green vehicles for retail and fleet customers, and we are building a center

for excellence here in Michigan to develop and produce those vehicles," said Nancy Gioia, Ford director of Global Electrification. "The collaboration we share with our suppliers on the Transit Connect Electric is a critical component in our delivery of the first of five new electrified vehicles we are bringing to market within the next two years, including hybrids, pure battery electrics and plug-in hybrids."

The Ford Transit Electric can achieve a range of up to 80 miles on a single charge and has a top speed of 75 mph. The battery is rechargeable using either a 240-volt or standard 120-volt outlet.

Commercial vans are considered excellent candidates for electrification because they generally drive predictable short-range routes and return to a central location at the end of the drive cycle for convenient overnight recharging.

It's possible for companies that use the Ford Transit Electric to eliminate gas costs.

Mary Ann Wright, vice presi-

dent for technology and innovation at Johnson Controls, credited efforts by Granholm's administration for getting the company's new battery plant in Holland built.

The federal stimulus grant and the state of Michigan's incentives substantially changed the company's footprint expansion, Wright said. The company had originally planned building batteries in either Eastern Europe or perhaps

Asia.

But less than 10 months after receiving the incentives, the company is shipping batteries out of Holland and into the marketplace.

Rick Smith, president of AM General Commercial Business, agreed with Wright, saying the company's engineering and product development center is located in Livonia.

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PHOTO: JIM STICKFORD

The new Ford Transit Connect Electric was introduced to the media last week as a combined product of Ford, Azure Dynamics, Johnson Controls, AM General and the state of Michigan.