

MIAMI



PHOTO: FORD

Ford identifies marketing trends in places like Boston, Miami.

New Ford 'App' Focuses On Fiesta Car Highlights

Fiesta fans have something to cheer about, according to Ford Motor Company, with the debut of a new interactive sales brochure that brings the features and attributes of Ford's widely acclaimed new small car to iPad.

The company is launching the Fiesta application, or "App" available to download at the online Apple store, in order to reach out to customers in a brand-new and interactive way.

With more than 3 million Apple iPads sold, this is the perfect opportunity for Ford to reach out to customers by creating an interactive sales brochure that provides depth of information not found in a typical dealer brochure.

"Fiesta target consumers are heavily digitally inclined and often lead the way with new technology adoption. The Fiesta App gives these customers the information they want, in a format they expect," said Thomais Zaremba, Ford car marketing communications manager. "It's another way for us to reach out to customers in the digital and social media space."

The Fiesta App gives customers interested in a Fiesta a rich experience with Ford's

newest small car, providing a depth of information that couldn't be achieved in a typical sales brochure.

"This app is purpose built for the iPad to deliver information in a way that iPad users are accustomed to receiving information. It's very interactive, yet very educational at the same time," Zaremba said, "It brings together the gratification of holding a brochure while sharing interactive content like videos that are typically found on Web sites."

App users will be able to check out all of Fiesta's 15 class-exclusive features, including keyless entry and available push-button start. The screen lets viewers scroll down to each of the features, where a description and short video then shows how the technology works.

One screen also details all of the available tattoos and graphics, with viewers able to scroll through to see the choices for themselves.

They all also describes how the Ford Fiesta with the six-speed PowerShift automatic transmission achieves an EPA rating of 40 mpg highway, delivering class-leading fuel economy.

Timken Buys QM Bearings

On Sept. 21, The Timken Company announced it has completed the acquisition of QM Bearings and Power Transmission based in Ferndale, Wash.

That location, as well as manufacturing facilities in Prince George, British Columbia and Wuxi, China, along with distribution facilities in Ontario, Texas and Cuyahoga Falls, Ohio will become part of the Process Industries segment of Timken's Bearings and Power Transmission Group.

The acquisition is expected to be accretive to Timken's earnings in its first full year with the company.

The addition of spherical roller-bearing steel-housed units and elastomeric and steel couplings expands Timken's capabilities beyond its existing, core lines for especially demanding application such as sawmill and cement operations, reportedly profitable lines of business.

"We welcome QM associates to Timken's family of businesses and look forward to serving our customers with a broader offering of high-performance products

for demanding power transmission applications," said Michael C. Arnold, president of Timken's Bearings and Power Transmission Group.

Ford Campaign Will Focus On TV's 'Idol'

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raise awareness and favorable opinion, which will transition into sales.

"The advertising continues. We're working on what we'll do for next year, we're looking at the new global Focus," Van Dyke said.

Ford Day also helped metro Detroit's hungry families by encouraging participants to donate to Ford's food drive for Gleaners Community Food Bank, held outside the Ford Conference and Event Center prior to the performances.

Ford has announced they recently donated two 2010 Transit Connects to Gleaners, which will be used for distributing donation boxes to locations around metro Detroit.

UM-Dearborn Hosts Competition For Global Security Businesses

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Start-up business Lincoln Advanced Technologies, based out of Hinckley, Ill., presented their product called, "Respira," a facial mask developed to protect human beings against biological warfare and pandemic viruses.

Canada-based Nimtech was chosen for their non-invasive measurement technology, which is intended to very accurately measure nearly any type of matter, whether liquid, solid or gas. This was a leading example of new tech impacting homeland security.

UM-Dearborn Dean of Engineering Subrata Sengupta said homeland security is an important economic market that can help move the U.S. and state economy forward.

"It's an important topic given the world we live in," Sengupta said.

He said the college is currently in the process of adding cyber security to their

list of degree programs.

"This particular competition is very much within our scope of interest, our passion," he said.

Leslie Touma, CEO of MiSN said homeland security is a growth market and her organization, which was developed to encourage the growth of national security companies within the state, focuses on three key areas - cyber, border and biological security. MiSN works with both new and mature businesses.

"We work with all of them and have a great interest in expanding their opportunities in the market," she said.

Finalists chosen from last week's Global Security Challenge competition will go on to compete in the final competition - which offers a \$500,000 grand prize - taking place Nov. 11-12 in London.

Top contenders from previous competitions have subsequently raised over \$80 million in new capital.

Ford Says City Impacts Car Color Choice

It may be no surprise that customers in sizzling Phoenix order the most Ford vehicles paint Molten Orange. Or that the most red-colored Ford cars are sold in Cincinnati - hue of the Cincinnati Reds. But who knew that rainy and cool Seattle would be number one in moonroofs and air-conditioned seats?

Those are just a few of the findings from Ford's annual look at U.S. car buying preferences. Ford analyzes its U.S. sales data to identify buying patterns and to better understand unique consumer preferences by region. The analysis helps Ford ensure it is delivering the specific vehicles, colors and options to those parts of the country where they're most in demand.

"New car buyers are not all the same, and they can surprise you," said Brad Munn, Ford's cross-vehicle product strategy manager. "It's important that we know what people are buying from coast to coast to make sure we are matching the right vehicles with regional consumer tastes."

San Francisco and Seattle, known for environmentally

conscious consumers, are one and two in hybrid sales. L.A., Washington, D.C. and Phoenix make up the remainder of the top five hybrid markets. It's also no surprise that the top Ford market for green cars is none other than Boston, where the Boston Celtics are an institution.

But as the popularity of moonroofs in Seattle shows, the data also can turn up unexpected trends. For example, residents in some large cities have an affinity for the traditional stick shift, defying the popular perception that only rural owners like to shift their own gears. The top five manual transmission markets include Minneapolis, Phoenix and Boston.

Muted colors, including gray and silver, are most popular in large cities on the coasts, with California and the Pacific Northwest showing a particular affinity for gray cars. Red is popular in the Midwest, regardless of body style or vehicle type. And the East is distinctly green, with Philadelphia, Washington, D.C., Pittsburgh and New York rounding out the top five in that color.

"Car and truck owners

throughout the country often try to convey different messages about themselves to the world," explains Susan Swek, Ford group chief designer, color and materials design. "Color choice is a powerful way to do that."

Navigation systems are understandably popular in sprawling Los Angeles, but when it comes to knowing where you are going, L.A. is actually number two behind San Francisco, the leading market for the increasingly popular option. New Yorkers order the highest percentage of rear seat DVD players, followed by Los Angeles and Dallas.

Top markets for two packages include the perennial pickup truck capitals of the country: Dallas and Houston. Towing is also a priority for residents of Memphis, Kansas City and Atlanta, however, likely reflecting the presence of businesses that require towing capability and residents interested in getting out of town with either a boat or a travel trailer hitched to their truck. Not surprisingly, the peak cities for towing packages closely parallel the top markets for

Ford. "About 95 percent of our Super Duty customers tow," notes Doug Scott, Ford Truck Group marketing manager.

As Ford continues to expand its technology offerings, consumers in tech-savvy regions of the country are embracing the latest innovations. Software hub Seattle ranks as the top market for vehicles equipped with both a rear view camera and Ford's Blind Spot Information System (BLIS). Seattle also takes second place only to San Francisco for active park assist, a system that offers drivers hands-free parallel parking.

Thanks to extensive sales analysis along with feedback from customers and dealers, Ford has been able to optimize its model mix and meet customer needs.

"Ford focuses its efforts on delivering the right option combinations for its customers, and everyone reaps the benefits," said Munn. "We can offer more options for the same - or less - money, and customers are more likely to find the vehicle they're looking for on a local dealer's lot."

Hyatt to Host TARDEC's 'Hybrid Truck Convoy'



The TARDEC Army engineering lab will be organizing the world's largest-ever convoy of hybrid trucks at this week's Hybrid User Forum in Dearborn.

Army Detroit Arsenal in Warren - plays a prominent role in the conference. TARDEC engineers will speak on panels and be available for discussions at a display with some of the Army's "greenest" technologies.

On display will be TARDEC's Clandestine Extended Range Vehicle (CERV). Jointly designed by Quantum Fuel Systems Technologies and TARDEC's NAC, CERV was designed for quick-paced mobility operations, including reconnaissance, surveillance and target designation.

CERV pairs Quantum's new advanced all-wheel-drive diesel hybrid-electric powertrain with a light-weight chassis to produce a torque rating that exceeds 5,000 foot-pounds. The unit can maintain speeds of 80 miles per hour and climb 60-percent grades - all while reducing fuel consumption by up to 25 percent compared with conventional vehicles of comparable size.

Ten years ago, the U.S. Army and collaborative partner CALSTART launched an initiative to promote hybrid and high-efficiency technologies for the commercial trucking industry.

This week, the U.S. Army Tank Automotive Research, Development and Engineering Center (TARDEC) and CALSTART will convene the 10th annual Hybrid Truck Users Forum (HTUF) National Conference with discussions, unveilings, demonstrations and the world's largest-ever convoy of hybrid trucks.

Operated by CALSTART under contract to the U.S. Army, HTUF is the Nation's leading program driving production and use of medium and heavy-duty hybrid and high-efficiency trucks and buses.

The national HTUF conference takes place Sept. 28-30, 2010, in Dearborn at the Hyatt hotel.

"While I'm proud of the work we have accomplished, there is much more to do," explains TARDEC National Automotive Center (NAC) director Paul Skalny.

"This year's convoy promises to be the biggest yet, and I expect the discussions to be a convergence for conversations happening at all levels of the government, at corporations across the country, at leading universities and in truck cabs on our roads today."

TARDEC - based at the U.S.



U.S. Army National Auto Center Director Paul Skalny, right, will have TARDEC's CERV hybrid dune buggy on display at the Hybrid Truck Users Forum at the Hyatt in Dearborn this week.

In addition, TARDEC will display a Maneuver Sustainment Vehicle (MSV). As a result of several contracts between TARDEC's NAC and BAE Systems M&PS Sterling Heights, the armored "future truck" contains many new technologies including:

Also, a semi-robotic crane designed to operate with "boom tip control" will be on display. The crane unfolds and folds using only one control, and the operator can back up to and load 13 tons without leaving the safety of the armored cab.

In addition to serving as the world's premier technical and marketplace event in the advanced truck world, HTUF

2010 features the world's largest medium and heavy-duty hybrid and high-efficiency vehicle ride-and-drive for fleet managers, original equipment manufacturers, suppliers, attendees and the media.

Leading-edge hybrid-electric, hybrid-hydraulic, plug-in hybrid and electric trucks will be available for visitors to see, including some brand new models for the mass market.

The Army regularly partners with the Big Three car-makers on a variety of auto-related projects. Some of these will be discussed during panel talks at the HTUF conference at the Hyatt for three days in a row later this week.

Dearborn Historical Museum Hosts Cemetery Tour

In the month of October, the Dearborn Historical Museum will be offering a tour of three area cemeteries - Mt. Kelly, St. Alphonsus and Woodmere.

Each cemetery contains the remains of persons who have historical significance to Dearborn.

One of the grave sites to be visited include that of Patrick Ahern, Henry Ford's grandfather, who is buried at St. Alphonsus Church.

"Patrick Ahern and Henry Ford were tight," said Helen Mamalakis, Dearborn Historical Museum archivist and guide for the cemetery tours. "He got along real, real well with him."

Ahern was technically a foster father of Ford's mother, Mary Litogot.

Ahern and his wife, Margaret were looking after Mary at the time when she met Ford's father, William. Ford's parents continued to live with the Aherns after they were married and started a family.

Mamalakis said that growing up, Ford doted in his grandfather, who died in 1882 when Ford was 19.

Though Ahern was not blood related to Ford, Mamalakis said he is the grandfather Ford grew up with and knew well.

Visitors to the site will notice that Ahern is buried as Patrick O'Herin. Mamalakis said historical records have him listed under multiple name spellings and though

he was buried as Patrick O'Herin, in life he was known as Patrick Ahern.

Other cemeteries on the tour include Mt. Kelly and Woodmere in Detroit.

The Woodmere visit includes viewing the grave sites of Pvt. Eddie Slovik - the only U.S. soldier executed for desertion during World War II, the Ross family and the men who died as a result of the Ford Hunger March.

Mamalakis said both Woodmere and Mt. Kelly are garden cemeteries, a style of burial ground that has a park-like setting.

The three-hour cemetery



PHOTO: STEFANIE CARANO

The grave of Patrick Ahern, Henry Ford's grandfather, is one of the sites visited as part of the upcoming cemetery tour with the Dearborn Historical Museum. Patrick Ahern was buried under the name Patrick O'Herin.

tour takes place Oct. 17, where visitors will come to the museum to board a trolley that will take them first to Woodmere, then St. Alphonsus, then Mt. Kelly before returning the museum for refreshments and further discussion about other burial sites and graves of historical importance.

The deadline for reservations is Oct. 15 and fees for the tour is \$25.

Meanwhile, those interest-

ed in hearing more about the Woodmere Cemetery can attend a public lecture taking place at 7:30 p.m. on Wednesday, Oct. 6 at the McFadden-Ross House, 915 Brady St. in Dearborn.

On this occasion, author and Woodmere volunteer Gail Hershenson will present images of the cemetery, discussing various citizens lain to rest at Woodmere who "lived and died through ordinary circumstances."



PHOTO: STEFANIE CARANO

St. Alphonsus Church Cemetery is part of the upcoming cemetery tour offered by the Dearborn Historical Museum.