Group Recruits 'Vet of the Year' For Dearborn

The Dearborn Allied War Veterans Council is accepting nominations for the 2010-2011 Dearborn Veteran of the

The award is presented each Veterans Day to the Dearborn veteran judged to have made a significant contribution to the Dearborn community and to the interests of veterans. Nomination forms need to

be completed and turned in to the Department of Public Information by Tuesday, Sept. Nomination forms are avail-

able online and at the Department of Public Information in Dearborn City Hall, 13615 Michigan Ave. Nominees must be a Dear-

born resident and those eligible to make nominations include Dearborn residents or Dearborn veteran organizations. The nominee's community service work, or work on behalf of veteran organizations, must have been done only on a volunteer basis. Nomination materials must contain proof of military serv-

The Veteran of the Year award will be presented during the City's Veterans Day ceremony, which will take place at 11 a.m. on Thursday. Nov. 11 at City Hall. Everyone is welcome to attend. For more information, call

(313) 943-2285.

20 Car Debuts Planned for '10 LA Auto Show'

Last week, the Los Angeles Auto Show announced that more than 20 World Debuts are now confirmed for the 2010 Press Days, Nov. 17 and

Many important North American premieres are also anticipated, bringing the total number of overall vehicle debuts to approximately 40. This year's LA show will

feature a greater number of significant World Debuts than ever before. Because the unveilings are coming from manufacturers in Europe and Asia, in addition to the U.S., more international media are expected to attend.

"The growing global significance of the LA show is clearly demonstrated by the number and importance of the debuts," said Andy Fuzesi, general manager, LA Auto Show.

In addtion to more debuts, the auto industry's continued overall economic recovery has spurred greater participation and engagement from

Notably, Nissan and Infiniti are returning with a major presence after a one-year break away from the LA show.

year's show also marks the long-awaited arrival of the electric car era.

After years of preparation and debate, final-production electric vehicles will be on sale to the general public.

The show will feature the highly anticipated, first-tomarket, Chevrolet Volt and Nissan Leaf, as well as a number of other electric vehicles coming to market in 2011.

Vehicle news will also be accompanied by critical infraannouncements that make EVs more viable.

Ford Offers New Engine Lineup on F-150s CONTINUED FROM PAGE 1

available gears while in Drive. Also enabled is two/haul mode, which provides better control when haulnig a heavy load or towing a trailer, especially when descending grades.

The improved system uses an array of sophisticated electronic sensors to better predict the driver's need for a downshift to provide engine braking and enhanced control.

Along with more improved fuel economy, another key benefit of EPAS is that the steering gear can be more precisely tuned for optimum feel for onroad and parking efforts. The tuning is software-based, so the steering can be programmed and essentially customized to each model based on wheelbase, powertrain and other factors. "The addition of EPAS is a

huge step forward for the F-150," said Eric Kuehn, chief engineer of the 2011 Ford F-150. "It allows for lighter parking lot efforts but will retain that on-road feel and steering precision truck customers expect."

The wide range of powertrain options is complemented by the greater variety of offerings in the 2011 F-150 as well as the expanded content. A 4.2inch LCD message center and

era screen are among the new customer conveniences available. New clusters include the available 4.2-inch LCD message center screen's menu options display, which includes information related to fuel economy, towing performance and off-The menu is navigated

through a fiv-eway button on the steering wheel. The screen int he rearview mirror for the rear view camera option not only is larger, it has higher resolution than the outgoing version. Further, customers can zoom in or out, which particularly helpful during towing hookup and other towing op-Other new standard and

three-point safety belt and head restraint for the middle passenger in the front seat, express up and down front windows, 110-volt outlet, Remote Start, telescoping steering wheel, HD Radio and perimeter alarm. Two technology stalwarts of Ford trucks are available again

available content includes a

for 2011 - SYNC and Ford Work Solutions. SYNC with Traffic. Directions and Information leverages industry-leading voice recognition software, integrated GPS technology and a Bluetooth-capable mobile phone to deliver personalized traffic re-

rections and up-to-date information including business listings, news, sports and weather - without the need for a builtin navigation system. Ford Work Solutions features

an in-dash computer that provides full high-speed Internet and wireless accessories that include a mouse and printer; Tool Link, a Radio-Frequency Identification asset tracking system that enables customers to maintain a real-time inventory of tools or equipment stored in the vehicle; Crew Chief, a fleet telematics and diagnostics system; and Cable Lock System to secure large tools or equpment in the cargo New for the 2011 Ford F-150

are a set integrated shoulder belt for the front middle seat, a head restraint for the secondrow middle seat and integrated spotter mirrors. These additions join numberous standard safety features, including an advanced safety cage with highstrength steel and six standard

The basic trim levels – XL, STX, XLT, FX2/FX4 and Lariat are again offered in addition to King Ranch®, Platinum, SVT Raptor and Harley-Davidson F-150. Joining the XLT lineup is the new XLT Custom package tailored for customers who opt

ports, precise turn-by-turn difor the 3.7-liter V6. Available in all cabs in two-wheel-drive configuration, the XLT Custom exterior includes 18-inch machined aluminum wheels, chrome exhaust tip, body-color 4-inch running boards, bodycolor front and rear bumper fascias, unique grille with bodycolor surround and chrome The 2011 F-150 FX2 and FX4

> are now more unified, with FX2 customers able to share the sporty vet rugged off-road look originally pioneered by the FX4. The FX2 and FX4 share common grilles, 18-inch (20-inch optional), body-color power mirrors, body and tailgate handles, black surround headlamps and taillamps. trucks are differentiated by unique badging on the box and front fenders.

Both the XLT and Lariat have added off-road packages, including electronic locking rear differential, skid plates and offroad-tuned front and rear shock absorbers.

Returning to the F-150 lineup for 2011 is the popular Lariat Limited, which debuted in 2008. This premium offering, limited to 3,500 units in the U.S., is powered by the 6.2-liter V8 rated at 411 horsepower.

The 2011 Ford F-150 will be

Auto Council Promotes Fall Maintenance The Car Care Council is

urging people to celebrate Fall Car Care Month in October by getting your vehicle in shape for the cold weather approaching and protecting your mobile investment. The Car Care Council recommends taking care of simple maintenance now to avoid costly repairs down the road "Making your vehicle last

longer makes good financial sense," said Rich White, Car Care Council executive director, "By simply budgeting the equivalent of just one car payment, you could cover an entire year's worth of basic maintenance.

Basic Fall Car Care maintenance includes checking the oil, filters and fluids, the belts and hoses, brakes, tires and air conditioning. The council also recommends an annual tune-up and wheel alignment.

Results of vehicle inspections at community car care events across the country in April and October of 2009 revealed that 80 percent of vehicles tested actually do need service or parts.

To help motorists take care of their vehicle investment, a free digital Car Care Guide can be found on the council's website found online at carcare.org/car-care-guide. The guide is available in English and Spanish, and includes information on service interval schedules, questions to ask a technician and tips to drive smart and save money.

The Car Care Council is the source of information for the Car Care consumer education cam-

paign promoting the benefits of regular vehicle care, maintenance and repair to cus-

Child Car Seat **Supplier Opens**

Plant in Indiana COLUMBUS, Ind. (AP) _ A company that makes child car seats has opened up a new Indiana where it will develop

and test the safety devices. Dorel Juvenile Group unveiled last week the new \$3.6 million center that involved the renovation of 40,000 square feet at its Columbus facility. The *Republic* newspaper reports the company expects to hire about 25 people for design, engineering and devel-

opment jobs at the center. Dorel Industries president Martin Schwartz says the center is part of a \$21 million expansion in Columbus adding about 100 jobs by 2013. center's opening showed the company's commitment to the

city for years to come. The new center includes three crash test sleds and slow-motion video cameras that shoot at 1,000 frames per

Ford EcoBoost Engine Preps for Desert

Boost stands ready to chaltesting the 3.5-liter EcoBoost lenge and conquer the harsh truck engines underwent beenvironment that makes the fore we starting manufacturworld-famous Tecate SCORE ing, it will take anything the Baja 1000 an unparalleled test of man and machine - and the world racing debut for Ford's EcoBoost engine.

Ford will enter a 2011 F-150 in November's prestigious longdistance desert endurance race, powered by a stock version of the new 3.5-liter Eco-Boost truck engine that will be available in the 2011 F-150 early next year.

The engine was selected randomly off the line from Cleveland Engine Plant to prove out the rigid durability and reliability tests the engine endured during development. The Baja 1000 race is part of an extensive torture test program by Ford for customers to see for themselves the extreme durability testing and development of the classleading EcoBoost truck en-

Viewers can visit fordvehicles.com/2011F-150 to get an EcoBoost truck engine enmile durability for most demanding F-150 customer before taking on realworld challenges.

series of web-based documentaries hosted and narrated by Mike Rowe of the popular Discover Channel series "Dirty Jobs." These documentaries will show the toughest challenges the 2011 F-150 Eco-Boost faces in the real world.

"The engine going into our race truck for the Tecate SCORE Baja 1000 is the same engine going into the 2011 Ford F-150 that customers can purchase starting next year," said Eric Kuehn, chief engineer of the 2011 F-150. "No truck engine's inherent perspecial blocks or structural formance advantages - twin upgrades. We are fully confi-turbochargers and direct fuel

desert can dish out.' Ford will compete in full-

size stock class, which includes competitors with unlimited V8 engines. For safety, a full roll cage is added to each truck. Also allowed for competition are modifications to the suspension, tires and Durability and reliability

are key in this type of racing environment. Temperatures can range from just about freezing at night to nearly 120 degrees during the day and the yet-to-be-announced race course may go from just above sea level to more than 8,500 feet above and back down again.

Three avenues that test and validate all truck engines are computer analysis, laboratory work and in-vehicle exer-

All the tests together replicate more than 1.6 million exclusive look at how first an miles of customer usage. A customer profile reflecting exdured thousands of miles on treme-use driving style, road the dynamometer and in the types and vehicle usage, inlaboratory to ensure 150,000- cluding maximum towing and Ford truck motorsports lead. oped to underpin the testing program.

For the 2011 F-150 Eco-On the same site will be a Boost, that includes analytical time, dynamometer testing at full boost, in-vehicle test time, thermal test cycles ranging from 20 degrees Fahrenheit to 235 degrees Fahrenheit, fatigue testing with engine running nonstop between peak horsepower and peak torque and road tests.

In addition to being durable and reliable, race engines have to perform.

Desert endurance racing's environment where the 3.5-liter EcoBoost



PHOTO: FORD TRUCK MOTORSPORTS

Ford will enter a 2011 F-150 in November's prestigious long-distance desert endurance race, powered by a stock version of the new 3.5-liter EcoBoost truck engine.

injection to boost performance – will shine.

This strategy produces 420 foot pounds of torque at 2,500 rpm and 365 horsepower at 5,000 rpm – all on regular fuel. The EcoBoost truck engine has up to 90 percent of its peak torque available from 1,700 rpm to 5,000 rpm.

'The torque starts right away and is very consistent right up to the engine's redline. That performance is so key to the duty cycle of an offroad racer," said Cliff Irey,

F-150 customers – spend most of their time between 20 mph and 50 mph, accelerating and decelerating. Another similarity is the F-150s in the Baja 1000 will be fueled with regular pump gasoline rather than specially blended racing fuel that is almost four times as expensive.

"In addition to durability, reliability and top performance, we expect the EcoBoost get outstanding fuel mileage to the point of saving one or two fuel stops during the race," Irey said.

Pushing production engines to the limit in this harsh environment is nothing new for Ford. The new 6.2-liter V8 gaslike engine standard in the 2011 Ford F-Series Super Duty, 2011 Ford F-150 SVT Raptor and the 2011 Ford Harley-Davidson F-150 helped a Raptpr R earn a podium finish in the 2008 Baja 1000. It's part of a Ford heritage

that includes more Baja 1000 and Best in the Desert titles than any four-wheel manufac-Earlier this year, Ford swept the top eight places in Class

1400 - "Trick Truck" class of the Best in the Desert's Las Vegas to Reno event, one desert racing's biggest runs.

ment has been a tremendous laboratory for Ford over the years," said Kuehn. "We're eager to watch the

3.5-liter EcoBoost truck prove its durability, reliability, performance and fuel economy in this tough setting.'

'Fall Into Dearborn' Oct. 2

Museum will be hosting "Fall Art Galleries. Into Dearborn" on Saturday, Oct. 2. from 10 a.m. to 5 p.m. at the McFadden-Ross House on 915 Brady St.

The day-long even has ac- demonstrations tivities for the entire family R.E.P.T.I.L.E., Inc. music by Peand includes the popular An- ter Madcat Ruth; and magic tiques Appraisal Clinic held and puppets.

The Dearborn Historical every year with Du Mouchelle

Families attending "Fall Into Dearborn" can enjoy a Civil War Encampment; pumpkin carving (small fee); animal

NADAguides Says Big Three 'Truck Wars' Heat Up

suddenly hot consumer truck buying market will benefit again from the competition of new 2011 models hitting the showrooms from the top light truck manufacturers, according to industry-leading vehicle pricing and information publisher NADAguides.

The recent strength and increase in truck sales has sparked an ongoing battle among top-selling manufacturers Chevrolet, Ford, and Ram. These three continue to

ramp up the performance and features of their hot-selling models such as the Silverado, F-Series and Ram 1500.

In addition to improving existing trim levels, some of these have taken their models to the next level by creating special edition designs that cater to consumer specific lifestyles and interests, mak-

COSTA MESA, Calif. - The ing the competition even become stronger, better-lookmore interesting.

> "Recent sales reports show the Ford F-Series, Chevrolet Silverado and Ram 1500 as the top three best-selling trucks year-to-date, and recent web traffic patterns at NADAguides.com affirm these numbers," said Don Christy, Jr. president and CEO of

> "Over the last three months, web traffic has continually increased month over month for the Ford F-Series, Silverado and Ram truck mod-

NADAguides.

els respectively. NADAguides attributes the resurgent interest in pickup

trucks not only to stable gas prices, but also to efforts by the three Detroit manufacturers to consistently build reliable light trucks with increasued power and performance.

"Each year these machines

ing and more efficient and continue to be consumer favorites," Christy added. The Ford F-150 has continu-

ously evolved by meeting the needs and demands of its consumers and with the 2011 model, will increase fuel economy by 20 percent. With multiple lineups under

the F-150 name such as the Harley Davidson edition and the SVT Raptor, Ford covers all elements of interest. The stalwart Ford F-150

steps into 2011 with four new engines, according to the Dearborn automaker. The standard engine is a

3.7L V6 with twin independent variable cam timing and a four-speed automatic trans-

Also available will be the ing fuel efficiency and contin- 3.5L EcoBoost V6, a 5.0L V8 and a powerful 6.2L V8. With towing capacities ranging

from 5,400 lbs to 11,300 lbs, the F-150 gets about 14 miles per gallon in the city and 20 miles per gallon on the high-

Standard equipment includes traction control, parking aid, navigation system, adjustable pedals and much more, the automaker promis-

The Ford F-150 comes with a 5 year/60,000 mile warranty and roadside assistance.

Ford model improvements are impressive for 2011 and they will continue to compete for consumer interest with their Built Ford Tough Invasion of the Bulls Promotion, American Ride Tour and F-150 Round-up where you can drive the 2011's before they hit the store. Now, those are some programs tough to com-

pete with. Sales of the new

2011 models will begin in De-

cember.

Meanwhile, Chevrolet Silverado 1500 has become the durable and affordable truck consumers rely on for all their truck needs, The base engine is a 4.3L

V6, and available engines include the 4.8L V8 or 5.3L V8 that produces 315 horsepow-The Silverado also comes

with either a four or a sixspeed automatic transmission. Even with all this power under the hood, the Silverado manages an impressive 15 miles per gallon in the city and 22 miles per gallon on the highway.

Optional equipment includes Bluetooth, OnStar, and various appearance options. With the much improved features of the OnStar option, advisors are able to immediately connect to your vehicle to

The Silverado offers a world full of modern amenities including XM Traffic, Navigation Radio, USB port, Rearview camera system and Chevrolet Wi-Fi by Autonet Mobile allowing Internet connection up to 150 foot radius around the vehicle. The Chevrolet Silverado

starts at \$20,850 and goes up based on trims, options and features. Chevrolet has current incentives that offer \$4,500-\$5,000 (depending on the cab) cash allowance or 0 interest for 72 percent months. The Silverado 1500 comes

with a 100,000 miles/5 year power train warranty. As with Ford, Chevrolet

tries to capture the consumer's eye with their Ultimate Deer Camp Package sweepstakes, which is a resend help in an emergency sit- cent promotion.