



Debbie Mielewski, technical leader for plastics research at Ford Motor Company, researches sustainable materials.

Her Job: Meeting Today's Needs With Thought to Tomorrow

By Christine Snyder
Staff Reporter

What gets Debbie Mielewski jazzed to go to work every day is something most people have never heard of – polylactide, a plastic made from 100 percent renewable sources.

The Best Western Sterling Inn was filled Oct. 4 with people who understood Mielewski as she spoke to the Society of Plastic Engineers at its Automotive TPO Global Conference.

Mielewski's keynote address, "Greening the Blue Oval: Ford's Vision for a Sustainable Auto Industry," talked about her work as technical leader for plastics research at Ford and the company's strides in sustainability.

Mielewski defined sustainability as "meeting today's needs without jeopardizing tomorrow's future," and said it encompassed not only the environmental sustainability her group works on, but economic and social sustainability as well.

For the past nine of her 24 years with Ford, Mielewski has been working on sustainable materials for Ford.

Her group was responsible for the soy foam seats that debuted on the 2009 Ford Mustang and now in the 2011 Ford Explorer.

Use of soy is nothing new for Ford Motor Company, said Mielewski, who said Henry Ford's use of 300,000 gallons of soy oil for paint has today's

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Ford Leaping Ahead in U.S. Share

By Stefanie Carano
Staff Reporter

Ford Motor Co. reported September sales of 160,873 units for the month, up 46 percent from the same time last year.

Ford's year-to-date sales totaled 1.44 million, up 21 percent – growth more than double the overall industry rate. Ford said the company is on track to gain market share for the second year in a row – a result not achieved since 1993.

"As 2010 comes to a close, Ford is well on its way to increasing its share of the U.S. market, both retail and in total for the second year in a row," said George Pipas, Ford U.S. sales analyst.

Ken Czubay, Ford vice president of U.S. Marketing, Sales

and Service, said the Edge and MKX crossovers made a big impact on business last month.

"Ford Edge sales were almost triple year-ago levels and the MKX sales were up 76 percent," Czubay said. "Additionally, the demand for the new Ford Fiesta is very, very strong throughout the country. In September, Fiesta share of the subcompact segment was 10 percent and, in fact, reached 12 percent as last week's availability continued to improve. Customer demand for the many features and options we offer on the Fiesta also is very strong."

Czubay said it is interesting to see how the Fiesta (a subcompact B platform car) and the Focus (a compact C platform car) are co-existing on



PHOTO: FORD

The Ford Escape had record sales for the month of September.

the showroom floor.

"Some people may have had some questions about that, but the answer is clearly being resolved," he said. "Our re-

tail share of the B and C segment was 8.4 percent in September, more than double our

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PHOTO: STEFANIE CARANO

Ford has announced its marketing campaign for the 2012 Focus, which features a web series program. Pictured here is Ford's Jeff Eggen, experiential marketing manager, with the new Focus.

Online Audiences Interact With Rally to Win a Focus

By Stefanie Carano
Staff Reporter

In anticipation of the production launch of the global 2012 Ford Focus, Ford Motor Co. has announced a new marketing campaign targeting the audience of reality television and users of social media websites.

The Focus, a compact car, will be the second global vehicle as part of the company's ONE Ford strategy.

"The Focus is an incredibly important car for us globally," said Matt Van Dyke, Ford's director of U.S. Marketing.

To introduce the new Focus to U.S. consumers, Ford marketing staff is working with the creators of "The Amazing Race" to develop the first interactive real-time road rally featuring the new 2012 model.

The web series program is called, "Focus Rally: America."

The rally will feature six teams of two people competing against one another to complete tasks in a cross-country road rally adventure to win a \$100,000 grand prize, plus 10 new Focuses for fans and supporters of the winning team.

Consumers will be able to engage with "Focus Rally:

America" in three ways: watching the show on Hulu (an online video sharing website); becoming fans and followers of the rally teams on Facebook, and actively playing along in challenges to support their favorite team.

"This is going to be the first interactive road rally competition where the viewer, who is online, will be able to interact with people in their cars," said Elise Doganieri, co-creator of The Amazing Race. "They're going to be seeing real-time video of what's happening in the car with the contestants. They may be able to even speak to them. There's a device in the car where you can actually text somebody and that voice will come out via the voice system, the SYNC system in the car."

"Focus Rally: America" is scheduled to begin production in about six months.

"Just like 'The Amazing Race,' it reaches a peak demographic from people in their 20s all the way up to people that are much older, that's what we want to do is connect with that really broad audience of young people, Baby Boomers and empty-nest

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Ford NASCAR Racer Gets a Special Coat of Paint

WARRENSVILLE HEIGHTS, Ohio – For the best finish, ask Sherwin-Williams Automotive.

In a special, one-time promotion, Sherwin-Williams teamed up with 3M and the No. 16 Ford Fusion driven by Greg Biffle to win the NASCAR Price Chopper 400 Sprint Cup Series race Oct. 2 at the Kansas Speedway.

The Sherwin-Williams logo was prominently displayed as Biffle and his Roush-Fenway Racing team led 59 of the final 61 laps, winning by 7.638 seconds. This was the largest margin of victory in NASCAR this year.

"It was a case of perfect timing – this being the one race of the year we feature our iconic globe logo on the race car," said Adam Chafe, vice president of Marketing for Sherwin-Williams Automotive Finishes (SWAF).

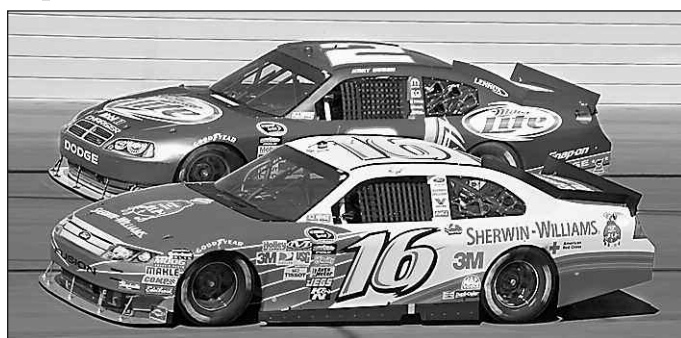
"But, more importantly, we

enjoy being an integral part of the brand images for all of the cars in the series painted in our product.

"This was a special opportunity to work with one of our valued suppliers, 3M, and experience the thrill of victory lane. It was incredible to see Greg Biffle cross the finish line first on national television in the Sherwin-Williams, 3M Ford Fusion," he added.

"For years, some of the biggest names in racing have trusted their race car finishes to Sherwin-Williams. In fact, more than a dozen NASCAR teams currently use SWAF, more than any other paint supplier," said Bobby Moody, director of Motorsports for SWAF.

"We want all of our teams to know that for us it always is, and will be, about the finish. We aim to help teams cross the finish line and ensure that



The Sherwin-Williams-painted No. 16 Ford Fusion driven by Greg Biffle speeds through a turn to win the NASCAR Price Chopper 400 Sprint Cupo Race at Kansas Speedway Oct. 2.

their cars and their sponsors always look good circling the track."

The victory also represents the first time a car painted in AWX Waterborne Basecoat from Sherwin-Williams won in NASCAR.

"We had an incredible race in Kansas City, and I was excited to take the Sherwin-

Williams car to victory lane for the second time," added Biffle, who has sported SWAF

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Dearborn H1N1 Flu Shots Cover Strains A and B

By Stefanie Carano
Staff Reporter

Committed to preventing the spread of disease, the Dearborn Health Department continues to provide "immunization and education" for the City of Dearborn.

Located at 16301 Michigan Ave., at the west entrance of the Henry Ford Centennial Library, the department is providing flu shots for people of all ages.

"The more people that are protected, the less likely the rest of us will get sick," said Joan Gumkowski Jones, director of the Health Department.

The department currently has 3,000 flu shots available. The shots include the vaccine for the H1N1, or swine flu, as well as the more typical flu virus vaccines, such as for Influenza strains A and B.

Seniors are being offered a specially prepared vaccine that provides immunization for H3N2, an Influenza A virus subtype.

"It's a strain of flu circulating in the Southern Hemisphere in the early months of the year and senior citizens are more susceptible to that,"

PPG's Annual Color Survey Reveals 'Gray/Silver/White' Are the Hottest

By Jim Stickford
Staff Reporter

1 percent.

In Asia, silver/gray make up 33 percent of the new car market, white 21 percent, black 19 percent, red 10 percent, natural 6 percent, green 2 percent and "other" 1 percent.

Harrington said white is becoming relatively more popular as a color when compared to previous years. She attributes this change to overall changes in European fashion tastes.

Red, 6 percent in 2007 and 10 percent in 2010, is the rising color in Asia, Harrington said. It is a color often associated with prosperity and has a "happy" connotation. Red envelopes filled with cash are a common gift for the new year. Also, it appears that women's buying power is gaining in the Asian market, and red is a more popular color with women.

In North America, the natural colors of brown/gold/copper are hot right now, Harrington said.

"Here, that color is being seen more in interior designs



PHOTO: JIM STICKFORD

PPG's Jane Harrington says the gray/silver now covers 31 percent of new cars.

right now," Harrington said. "It is associated with luxury and comfort."

Anticipating what colors will be popular is one of PPG's jobs, Harrington said. Particular colors fall in and out of

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PHOTO: FORD

Ford's world headquarters lit up in pink on the evening of Sept. 30 in recognition of National Breast Cancer Awareness Month, which is October. Ford is a strong supporter of the charity.

Ford Headquarters Lights Shine Brightly in the Pink

Ford Motor Company kicked off its 16-year commitment to fighting breast cancer on the eve of Sept. 30 by honoring breast cancer "Warriors" and survivors with the symbolic lighting of Ford world headquarters in pink.

The commitment continues throughout the month of October – National Breast Cancer Awareness Month – with a unique social media program designed to increase awareness and support for the cause.

Ford is celebrating its 16th year as National Series Sponsor of the Susan G. Komen Race for the Cure, dedicating more than \$105 million, to date, to the cause.

Following the ceremonial lighting of world headquar-

ters, the company launched a month-long initiative tied to its yearly Warriors in Pink program on Facebook to raise additional funds and encourage more people to join Ford in the fight to eradicate breast cancer, which claims more than 450,000 lives each year.

"This is a way for us to demonstrate our ongoing commitment to the cause and encourage others to join us in the fight against this deadly disease," said Connie Fontaine, Luxury and Non-Traditional communications manager.

"We know that increased awareness leads to early detection, and early detection

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