

# BorgWarner Gives Innovation Award to X Prize Cars

By Jim Stickford  
Staff Writer

Innovation comes from many sources and smart companies know when not to reinvent the wheel.

BorgWarner of Auburn Hills gave, for the first time, its Innovation Awards to people outside the company.

The recipients were successful participants in the recent Progressive Insurance Automotive X Prize contest, which awarded cash prizes to companies "that most successfully built a new generation of viable, super-efficient vehicles that people want to buy - not concept cars or science projects but real automobiles."

BorgWarner CEO Timothy Manganello said the Innovations Awards were presented to representatives from Edison2, Aptera and ZAP because these three teams used BorgWarner technology to support the construction of their super-efficient vehicles.

"An automotive pioneer with a long track record of innovations, BorgWarner values the exceptional commitment, creativity and courage Edison2, Aptera and ZAP have shown in launching the auto industry into the future," Manganello said. "We are pleased to honor them with BorgWarner Innovation Awards and proud our technology was on used on their vehicles."

Oliver Kuttner, founder and CEO of the Lynchburg, Va., -based Edison2, said his company was proud to be awarded the "big prize" in the X Prize contest and proud to be among the first three to receive an innovation Award from global auto supplier BorgWarner.

"This is one they said we couldn't win," Kuttner said. "We I can say loud and clear that we couldn't have won without turbocharger technology."

Kuttner called the winning vehicle "fuel-source agnos-

tics. He was convinced that ever smaller, highly charged internal combustion engines are the future of the automotive business. They were able to create a dream team of designers and builders.

"I didn't know half the people on my team when we started," Kuttner said.

"Good products attract good people, and good people pick good products. We only picked the best, which is why we chose BorgWarner's variable turbine geometry (VTG) turbocharging technology for our project. It was trouble free. It wasn't the ideal scale for our vehicle, but then the ideal scale doesn't exist on this planet."

Kuttner said Edison2 is really a chassis platform company. The winning vehicle, the The Very Light Car, uses a Yamaha motorcycle engine.

The BorgWarner VTG turbocharger helped the Edison 2 team achieve the performance of a much larger engine. During the competition Very Light Car recorded a total efficiency of 102.5 MPGe (miles per gallon or energy equivalent).

The Aptera 2e and the Alias from ZAP were battery-powered vehicles and used BorgWarner's eGearDrive transmission's high-efficiency gear train. Its compact, low-weight design contributes to extended driving range while also reducing battery capacity requirements.

The eGearDrive transmission achieves greater than 97 percent efficiency. BorgWarner also provided Aptera with its thermal management system for the vehicle's power electronics and electric motor unit. The 2e recorded a 179 MPGe on the Xprize test track and 195 MPGe during the dynamometer test. The Alias achieved a total efficiency of 124 MPGe.

Mike Mills, ZAP program manager, received the Innovation Award on behalf of the company. He said working with suppliers like BorgWar-



PHOTO: JIM STICKFORD

The Aptera 2e car, one of the X Prize winners, was on display at BorgWarner in Auburn Hills last week as part of a ceremony in which the supplier extended its Innovation Awards to the winners.

er will allow designers such as the three companies honored to advance design and production.

Tom Reichenbach, chief designer for Aptera, said BorgWarner nurtures innovation. The development of their vehicle required partners and BorgWarner was one of them. Furthermore, thanks to companies like BorgWarner, the U.S. is well placed in the electric vehicle (EV) marketplace.

About 90 percent of components that made up their vehicle are domestic, Reichenbach said. As EV growth accelerates, he estimates at least 12,000 jobs will be created domestically.

BorgWarner has invested in the EV market, Reichenbach said, and thanks to that investment, Aptera was able to make their vehicle work with a BorgWarner eGearDrive transmission.

"I am pleased our advanced technology has helped these companies bring their dreams to reality," Manganello said. "Congratulations to them."



PHOTO: JIM STICKFORD

The ZAP truck is another example of an energy-efficient hybrid vehicle that's available in the marketplace right now. It uses a BorgWarner transmission and has the equivalent of 124 MPGe.

## Paint Supplier PPG's Color Survey Says 'Gray / Silver / White' is Hot

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fashion. But automotive lead times are so long that they have to predict what will be popular three years from now. Improvements in paint technology have also allowed the company to offer OEMs, and ultimately the buying public, greater choices.

"We work with our pigment suppliers all the time to improve our colors," Harrington said. "For example, we're seeing more paints with sparkle in them because the effect is something that enhances color."

PPG manufacturers different pains for a variety of industries, including household appliances, marine conveyances, aerospace and ordinary homes.

Each category has its own color experts who focus their expertise on what the con-

sumer wants.

"A paint resurfacing is he quickest way to change the look of a product," Harrington said.

The company maintains seven color styling labs in different regions of the world. There is one in North America, Europe, Korea, India, China, Australia and Taiwan.

This year three of the labs, independent of each other, developed an almost identical shade of red paint, Harrington said. She doesn't know what that means, but she said it almost never happens like that.

PPG has also become a leader in paint finishes for the interior of vehicles. Their anodized aluminum painting of plastic parts in vehicle interiors is popular.

Harrington said OEMs started paying more attention to vehicle interiors about a decade ago. Being able to add

## Visteon Earns Alfred P. Sloan Workplace Nod

Visteon Corporation received the 2010 Alfred P. Sloan Award for Business Excellence in Workplace Flexibility for companies in Michigan.

Based in Van Buren Township, Visteon is the only automotive-related company among 22 honorees to receive this prestigious award, which honors organizations that promote work/life integration.

This is the second consecutive year that Visteon received this honor and the third time overall.

Visteon was formally recognized at an award ceremony held back on Oct. 7 in Ann Arbor.

"To be acknowledged for our progressive workplace practices is an honor," said Dorothy Stephenson, Visteon's senior vice president, human resources.

"We are proud to offer programs and tools to help employees become more effective and reach their full potential. We have had many employees successfully participate in flexible working arrangements that are mutually beneficial to both the employee and the company."

The Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility are part of When Work Works, a national project on workplace effectiveness and workplace flexibility from Families and Work Institute in partnership with The Center for Workforce Preparation, an affiliate of the national U.S. Chamber of Commerce, and the Twiga Foundation.

## Woodward Light Rail Project Moving Forward as a Top Priority of City, State

By Gerald Scott  
Staff Reporter

When all is said and done, the one person to have the greatest impact on the city of Detroit in this generation might not be a politician, sports team owner or the like, but rather a former GM executive.

His name is Matt Cullen, he made his name in the 1990s when he was the senior real estate executive at GM and he helped the automaker secure the Renaissance Center back then as its future headquarters.

If his only accomplishment was helping GM seal the deal on the RenCen, Cullen's reputation would be secure.

But of late, he's been putting his negotiating skills to work on the so-called M1 rail project, or Woodward Light Rail in Detroit.

Cullen is president and CEO of M1 Rail and he's also president and CEO of Rock Ventures, which provides operational guidance to Quicken Loans and Dan Gilbert's suite of companies.

Busy man, but the planned Woodward Light Rail activity is his latest trailblazing enterprise designed to benefit the city and the region.

Cullen's comments came at a transportation and sustainability forum at the University of Detroit Mercy, Cullen's own alma mater.

"We have had a tendency to come together to take on big projects, the Renaissance Center, or different initiatives, but we aren't very good sometimes at taking on the infrastructure, the harder work of getting things done that allows for a sustainable redevelopment of the city," Cullen observed.

He stressed that M1 is regional in nature, even if it is starting in the city - the first phase runs from Jefferson Avenue, north up Woodward to New Center. Phase Two will eventually extend the same light rail line from New Center/West Grand Boulevard further north to 8 Mile Road and the State Fairgrounds area.

they represent public-private partnerships . . . we're kind of new to it, but the reality is: if we're going to be successful as a city, as a region, as a state, we're going to have to be better at it," Cullen said.

"Woodward Light Rail, is a top transit priority of the city, county, region and state.

"It's going to be built in phases starting at the heart of the city at Jefferson and Woodward Avenue, first phase to the Boulevard, second phase to 8 Mile and beyond to the suburbs.

"I think, importantly, we really all do believe that it's going to be a jump-start for the region's resurgence."

Indeed, Cullen and other speakers discussing Detroit's larger transportation issues stressed how other urban cities, similar in size to Detroit, have enjoyed reasonable success using light rail not just as the proverbial people mover, but a local economic starter as well.

"It's not just transportation - you're talking economic development," Mayor Dave Bing said, for example.

"I've had the chance to go and visit Dallas and look at their light rail system. I've had the chance to go to Denver and look at theirs.

As we think about going into the future, using, as a catalyst - transportation - I think we'll see our city start to grow.

"People want to be in an area where they can easily get from Point A to Point B and that's what the M1 project is going to do for the city of Detroit."

It's curious that "light rail" has been talked about for Detroit for decades, but now it looks as if there will, indeed, be shovels in the ground within the next 12 to 24 months if Cullen and the other supporters get their way.

The U.S. Department of Transportation recently earmarked significant money for the project, which helps speak to Cullen's idea of public-private partnerships nursing the project from its start in the heart of Detroit into full bloom, along the entire Wood-

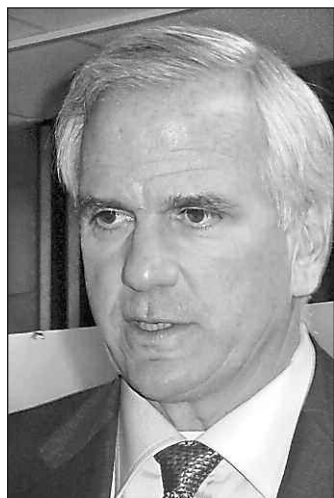


PHOTO: GERALD SCOTT

Former GM executive Matt Cullen now champions the M1 Woodward Light Rail project.

ward corridor inside the city of Detroit.

"We're in a time when there are scarce resources to be deployed . . . on these types of projects," Cullen said.

"Certainly transit has been talked about since we were pulling out the streetcars (going back to the 1950s).

"You go up to Mackinac (civic conferences) every year, you talk about regional transportation, but nothing ever happens.

"But in 2007-08, we made some important steps . . . we created the Regional Transit Coordinating Council. A significant step: one's a coordinated plan, another one is a governing structure and the third leg of the stool is the funding mechanism.

"M1 Rail was identified as the most important aspect of the regional transportation plan, yet we didn't have a lot of credibility with the feds. We didn't have a lot of credibility, so the private sector came together and said let's do this ourselves - let's take on M1 as a private initiative, a philanthropic initiative, not a for-profit, but a contribution to our region. That was the genesis of it."

Now they are moving forward with the planning phase and actually hope to turn shovels on the first phase in downtown Detroit within the next year or so.

## Winning NASCAR Fusion Has Special Coat of Paint

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coatings on his cars for many years. The driver said it was an exciting conclusion to a very competitive race.

In fact, he and the 30-plus other drivers who now feature SWAF finishes have more than 200 NASCAR Sprint Cup victories between them and make up a virtual "who's who" of motorsports' finest finishers.

Otherwise, it was an exciting weekend for other teams using Sherwin-Williams Auto-

motive Finishes as well - as several open-wheel cars featuring its coatings came up big in the season-ending race of the IZOD IndyCar series:

Dario Franchitti won the IndyCar Series championship and Target Chip Ganassi Racing teammate Scott Dixon finished first in the Cafes do Brasil 300 race in Homestead FL; Andretti Autosport's Danica Patrick and Tony Kanaan, both driving Sherwin-Williams-painted cars, finished a close second and third, respectively.

## Reuther Speaks at WSU

Sasha Reuther, grandson of American labor pioneer Walter P. Reuther, will preview his new film "Brothers on the Line," which chronicles the Reuther brothers' work in creating the UAW in the 1930s, at Wayne State University in Detroit.

Reuther will appear at WSU's McGregor Memorial Conference Center on Oct. 21-23 during the 2010 North American Labor History Conference to discuss the larger history of workers in politics and political campaigns.

During this popular annual event at Wayne, researchers, union members, retirees, social activists and students will discuss the role of workers past and present in elections

and the U.S. political system.

In addition to formal papers, the program includes poetry, film and discussions of labor activism.

Janine Lanza, conference organizer and associate professor in the Wayne State University Department of History, explains that, "Every year, we have a great mix of academics, students, workers and interested members of the community coming together to talk about the place of labor in our society. It makes for a dynamic, unpredictable and enlightening time."

For more questions, including information about the Reuther visit, contact Janine Lanza at (313) 577-6094.



PHOTO: STEFANIE CARANO

Ford's Matt Van Dyke announces a new marketing campaign for the 2012 Ford Focus.

## 'Focus Rally: America' is New Web Program

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Boomers as well - which is really the folks that the Focus targets here - and urban, suburban, even rural, it's very broad," said Jeff Eggen, Ford's experiential marketing manager. "That was a challenge for us, to design a program that could connect with such a broad target customer group."

Ford is currently putting out a nationwide casting call for "Focus Rally: America."

People interested can apply by submitting an application online at www.focusrally.com or they can apply in person at auditions being held in Tampa, Austin, Boston, Denver, Seattle, Chicago, New York, Houston, Orlando and Las Vegas.

The rally will start Feb. 1 and run leading up to the launch of the new Focus in North America and Europe.