

Delphi Ventures Into Wireless Charging

By Jim Stickford
Staff Writer

Delphi Automotive is working with WiTriCity Corp. to take the proverbial "plug-in" out of the plug-in charging of electric vehicles (EVs).

Rodney O'Neal, Delphi's CEO, announced the collaboration at his speech to the Detroit Economic Club in Birmingham on Sept. 29.

WiTriCity is a wireless energy transfer technology provider.

The company was founded in 2007 to commercialize an exciting new technology for wireless electricity invented two years earlier at the Massachusetts Institute of Technology (MIT).

A team of physicists, led by Professor Marin Soljačić, developed the theoretical basis for this method for wireless electric power transfer in 2005, and validated their theories experimentally in 2007. The magnetic fields of two properly designed devices with closely matched resonant frequencies can couple into a single continuous magnetic field.

By joining efforts with Delphi, the two companies will help establish a global infrastructure of safe and convenient charging options for both the consumer and commercial

electric vehicle markets.

The technology being designed is meant to make charging an electric vehicle easier.

Randy Sumner, director, global hybrid vehicle development Delphi Packard electrical/electronic architecture, said the wireless charging system would involve no plugs or charging cords. Drivers would simply park their EV over a pad that sits on a garage floor or is embedded in a paved parking spot. The system then would automatically transfer power to the vehicle's battery charger.

WiTriCity's CEO Eric Giler said their ssem can already transfer more than 3,300 watts of power, which is enough to fully charge an electric car at the same rate as most residential plug-in chargers.

Delphi expertise in global engineering, validation and manufacturing will be used to bring the project to fruition.

"Delphi can bridge the gap between the laboratory and the highway by providing E/E systems integration expertise, a global manufacturing and engineering footprint and high-voltage, high-power components specifically engineered for the hybrid and electric vehicles of today and tomorrow," Sumner said.

Wireless charging technol-

ogy will need to co-exist with current plug-in charging systems, Sumner said, so that electric vehicles can be charged when they are away from their wireless charging sources.

O'Neal said pure electric vehicle sales ADAPT face a psychological obstacle. Drivers who are afraid that they won't be able to take trips that are beyond the range of a vehicle's charge will be less likely to purchase a pure EV.

By having a system they can carry with their vehicle, assuring them that they can charge

their vehicle, the psychological obstacles are reduced.

"The Holy Grail for all auto designers these days is a better EV battery," O'Neal said. "They want one that can take a vehicle 200 miles or more. That's not a reality right now. For EVs to really catch on there has to be a charger on every corner, just like there are gas stations everywhere."

But the wireless charger, once fully developed, can go a long way toward making EVs more attractive beyond niche users such as delivery operations, O'Neal said.

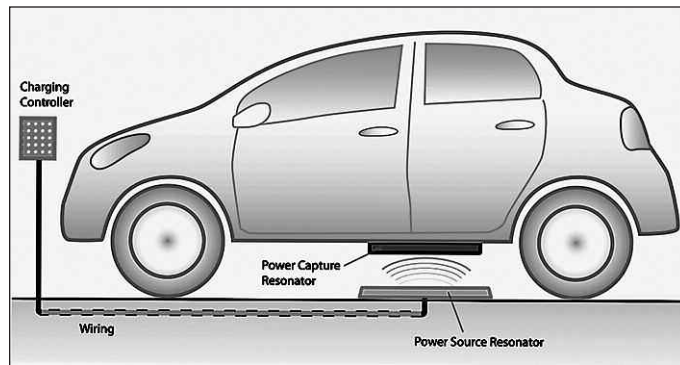


PHOTO: DELPHI AUTOMOTIVE

Delphi Automotive is relying on cutting-edge technology to enable its recent leap into the home EV / car re-charging market together with supplier partner WiTriCity Corp.

Ford Warriors Light Up HQ Site With a Pink Nighttime Message

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saves lives. Our fans on Facebook are loyal and passionate and we are hopeful they will use this powerful tool to help amplify and spread the early detection message."

Throughout the month of October, Ford will donate \$1 to Komen for every new fan who joins the Warriors in Pink Facebook page – www.facebook.com/fordwarriorsinpink – up to \$100,000.

Komen, of course, is one of the leading nonprofits dedicated to breast cancer support, recovery, research and education.

Each day, one fan will be selected at random to receive a piece of apparel from the 2010 Warriors in Pink collection, which includes hats, scarves,

T-shirts, ties and accessories.

Ford is also launching a new application on the Warriors in Pink Facebook page that is designed to generate some online conversation and support by enabling fans to send personalized messages featuring Warriors in Pink symbols to their family members and friends.

"This is our way of spreading the message throughout the virtual community," explained Fontaine. "The 12 Warriors in Pink symbols represent different parts of the breast cancer journey – from the Dove that represents the wish for quiet peace during the battle to the Crowned Warriors that remind people that breast cancer touches the lives of both men and women."



PHOTO: FORD

Ford's September sales were up 46 percent from last year. Models such as the Escape, above, saw record sales.

Ford Gains Market Share For Second Straight Year

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retail share of a year ago. Focus's share of the C car segment increased and Fiesta, we're finding, is clearly incremental."

He said Ford has gained retail market share in every region of the country and among all age groups – a reversal of the trend the company has had for awhile.

Ford's share in the 19-24-year-old age group is up one full percentage point versus last year and up almost a point in the 25-34 and 35-44 age groups.

"So we're gaining business in an area where there was unfavorable trends before. We're very, very encouraged by that," he said.

Czubay said September and

year-to-date figures show very balanced performance across all products, cars, utility and trucks across the country and across age groups.

Pipas said 75 percent of Ford's product today is a car or car-based product, a marked shift from 10 years ago.

"We're probably going to see more car/crossover mix in the future than we do today," he said.

In product sales, cars were up 41 percent from a year ago, utilities were up 61 percent and trucks were up 43 percent.

Ford's F-Series truck sales were up 40 percent for the month and 31 percent year-to-date. Econoline sales were up 25 percent and the Transit Connect model van saw its best sales month ever.

Continental Tire Named Finalist

Continental Tire the Americas, LLC is one of the just 10 large businesses to be recognized as a finalist in the Charlotte Business Journal's "Best Places to Work Award."

Continental has a strong presence in South Carolina, as well as in Auburn Hills.

The award recognizes companies with benefits, policies and practices that are among the area's best.

The annual evaluation of the work environment is based on employee surveys which are conducted by a third party.

Continental Tire the Americas has almost 400 employees in the Charlotte area headquarters who were able to

participate in this survey.

"Our employees are the heart of our business," said Matthias Schoenberg, CEO at Continental. "Their feedback resulted in CTA being named a finalist for this prestigious award, and that makes this recognition very special."

A key part of the employee experience at Continental is the company's new state-of-the-art, \$11 million facility in Charlotte – a 75,000-square-foot building which sits on 11.5 acres in northern Lancaster County.

Continental manufactures and distributes a complete line of brand passenger, light truck and commercial tires for the global market.

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Cancer Survivor Relates Devastating Experience

By Stefanie Carano
Staff Reporter



PHOTO: STEFANIE CARANO

It was a celebration in pink last week at Ford Motor Co. in recognition of National Breast Cancer Awareness Month.

Sharing in the festivities was Ford dealer relations manager and breast cancer survivor Kim Cape, whose ordeal with cancer started about three years ago when she detected a lump in her breast and decided to pay a visit to her family doctor, just in case it might be something serious.

"You think you're superwoman, because I work full-time and I went in on my lunch hour and was like, 'Okay, let's get this over with,' and that's when they did the biopsy and then I had a call four days later and they said I had breast cancer," Cape said.

Doctors told her she was in Stage 1, the earliest stage of the cancer but that the disease was actually present in both breasts.

"It's a life-changing event for anyone that goes through it," Cape said. "The first thing you think when you go to the doctor is, 'Am I going to die? How long do I have?' And you just have to be thinking that there's so much technology that you just have to have hope that the treatments will take care of you."

She describes diagnosis as both a blessing and a devastation.

"Some people have said that, sometimes, it's a blessing because you put your whole life in perspective and the things that are important are even more important and then you really take every day as a blessing. And there's not a day that goes by that I don't think, 'I wonder if it'll come back?' And then I think, 'You know what, you can't live in fear,' and you just literally appreciate the little things," she said.

"It's devastating at the same time, whenever you hear the word 'cancer,' and I wasn't well-versed on it, and it doesn't run in my family. You equate it with death."

After diagnosis, Cape received chemotherapy treatment for about five months, every two to three weeks. The worst part of the treatment, she said, was losing her hair.

"It was one of the most devastating things and I swore, after I lost my hair, that when it grew back I would never complain of a bad hair day," she said.

"Wearing a wig, you just always feel very self-conscious, even though they've come a long way on hairs."

Cape received her cancer treatment from Van Elslander Cancer Center in Grosse Pointe and continues post-

treatment follow-up with doctors there.

"On Monday, I went for my three-month checkup and everything is going well," she said.

Cape found out about her treatment options through referrals from her obstetrician-gynecologist, who made referrals for her treatment and also is researching facilities that have successfully treated other breast cancer patients in her age group.

Cape said Ford was like a family during her diagnosis and treatment and the company allowed her to go to her treatments as needed.

"I worked full-time through it. I was fortunate to have the energy to continue working," she said.

Ford's celebration in pink on Sept. 30 marked the start of National Breast Cancer Awareness Month in October and acknowledged the company's continued support of the Susan G. Komen Breast Cancer Foundation – an organization dedicated to ensuring quality care for breast cancer patients and finding a cure for the disease.

Susan G. Komen for the Cure is the global leader of the breast cancer movement, having invested nearly \$1.5 billion since its inception in 1982, according to its national Web site.

As the world's largest grassroots network of breast cancer survivors and activists, it's working together to save lives, empower people, ensure quality care for all and energize science to find the cures.

"And, I'm just proud as an employee to be part of a company like Ford to do these types of events and donate so much money to breast cancer awareness and technology."