



Ford's must-see vehicle at the upcoming SEMA aftermarket show in Las Vegas is the WD-40/SEMA Cares Mustang.

Mustang GT, WD-40 Team To Aid Children's Charity

The WD-40/SEMA Cares Mustang is making its debut inside the SEMA Show Grand Lobby in Las Vegas Nov. 2-5, two months before it gets auctioned to help children's charities.

The vehicle started as a 2011 Ford Mustang GT with a 5.0-liter V8 engine. When completed, it will produce approximately 600 horsepower and feature a body kit, custom interior, entertainment system and paint that emulates the WD-40 brand.

A virtual version of the vehicle will also appear in Nitto 1320 Legends, an online racing game and social network with more than 1 million members.

After debuting at the SEMA Show, the WD-40/SEMA Cares Mustang will appear at select West Coast auto-related events and then be auctioned off at the Barrett-Jackson Classic Car Show and Auction Jan. 17-23 in Scottsdale, Ariz.

Proceeds of the sale of the vehicle will go to Childhelp, an organization that provides services to abused and neglected children, and The Victory Junction Gang Camp, which provides life-changing camping experiences to spe-

cial needs and chronically ill children.

"The WD-40/SEMA Cares Mustang pays tribute to the mechanics, aftermarket professionals and auto enthusiasts who have used WD-40 for more than 50 years to get the job done," said Tim Lesmeister, vice president of marketing at WD-40 Company. "This is such a fun and meaningful project for us. We're proud that all proceeds from the

CONTINUED ON PAGE 5



Ford is working on providing passengers a greater number of mobile applications for use in the vehicle while driving, using SYNC's hands-free voice-recognition system.

2012 Ford Battery Electric Gets Workout

By Gerald Scott
Staff Reporter

The 2012 Ford Battery Electric Focus got plenty of public attention at the Business of Plugging In conference in Detroit last week.

Conference organizers had a half-mile road course set up in a GM parking lot just east of the RenCen on the Detroit riverfront and it was there that dozens of attendees to the Plugging In show got their first drive in the Battery Electric Focus.

The Ride and Drive of about a dozen electric vehicles from OEMs and specialty aftermarket providers was part of the attraction for attending the 2010 Business of Plugging In conference for many.

Handling the vehicle for Ford was Julie D'Annunzio, Global Electrified Fleet manager based in Dearborn, and she gave each visiting driver a thorough briefing of the inner workings of Ford's planned mainstream plug-in car.

"This is an M1 vehicle, a (Ford) Powertrain prototype vehicle – it's got no gasoline engine in there whatsoever, so it doesn't use a drop of fuel," D'Annunzio said.

"Electricity comes from the wall. The first thing the electricity will meet is the charger. The charger does a lot of talking to the high-voltage battery, as well as to the wall.

"It says, 'Hey, I'm here. Can you take me at this voltage?' And, 'Yes, I'm ready to take you,' and so then the electricity can come into the high-voltage battery."

On the RenCen road course, the Electric Focus displayed surprisingly high torque, flat-out squealing the tires on the quarter-mile straightaway portion of the controlled course on dry pavement.

"Then from the high-voltage battery, electricity can go one of two places: if they're not lucky, I guess, they go to the DC/DC converter, which takes that high voltage down to a 12-volt," D'Annunzio



PHOTO: GERALD SCOTT

Ford Global Electrified Fleet Manager Julie D'Annunzio hosted VIP drives in the 2012 Ford Battery Electric Focus at the Business of Plugging In conference on the Detroit riverfront last week.

continued.

"So you have a 12-volt battery in this car as well. And that's going to manage your headlamps, your clusters . . . manage some of the (pumps) in there as well.

"If you're in the high-voltage battery, the other path for

electricity then would be to go to the inverter. At the inverter, it can go to power the compressor, the AC compressor, it can power the PTC heater because those things have to be electric," she said.

CONTINUED ON PAGE 3

Ford Puts Vehicle's Driver Safety First With SYNC Updates, Says VP Kuzak

By Stefanie Carano
Staff Reporter

Ford Motor Co. is advancing a driver's ability to conduct non-auto-related tasks in the car while staying safe behind the wheel.

Ford Vice President of Product Development Derrick Kuzak presented "Built In, Beamed In, Brought In: How Ford is Collaborating with the Wireless Industry" at the recent CTIA Enterprise and Ap-

plications conference in San Francisco.

Kuzak said in a webcast that, according to recent studies, Americans are spending more time in their vehicle than ever before and traffic isn't getting any better.

"Thanks to escalating congestion, the annual delay per driver in the U.S. is now more than 47 hours per year. More and more drivers will find a way to put this lost time to good use," Kuzak said. "They

can do it unsafely or they can do it with their eyes on the road and their hands on the wheel."

At CTIA, Ford announced that it's starting to release its Software Development Kit allowing developers of smartphone applications – where mobile web navigation is done with one touch of a button – to enable SYNC users to use their apps while driving.

CONTINUED ON PAGE 2



PHOTO: STEFANIE CARANO

The ICONIC AC Roadster, produced by Livonia-based companies ICONIC Motors and TechnoSports, is intended to exude the look and feel of '60s roadsters while being equipped with cutting-edge technology and engineering. It was run at the Ford test track.

ICONIC AC Roadster Runs Laps on Ford Test Track

By Stefanie Carano
Staff Reporter

On a clear, dry day at the Ford Dearborn test track, Bob Nowakowski looks over at a beautiful little muscle car getting prepped for the track, the ICONIC AC Roadster.

It's a new vehicle that was created in partnership with ICONIC Motors and Nowakowski's company, TechnoSports, both based in Livonia.

While it resembles an AC Shelby Cobra, the car was actually inspired by the 1962 AC Ace – made by British-based AC Motors and predecessor to the AC Shelby Cobra.

The car is considered the 50th anniversary edition of the Ace, but it is not a reproduction.

The ICONIC AC Roadster was built completely from the ground up and each part was designed, engineered and manufactured at TechnoSports. It is considered by the creators to be "an American car with American horsepower and American ingenuity."

Having a vehicle like this, made in Detroit, is important to Nowakowski.

"When you think about all of the major inventions, the major breakthroughs and stuff, where did that happen? It happened here," he said.

"I mean look at World War II, the fact that we had the manufacturing capability, we were fighting a war on two fronts and we didn't have, at that point, the best technology but we had the manufac-

turing that we could build it faster than they could shoot it down and then we developed. We have to get back to that."

The roadster is considered a "super car without any compromises." It has a 427 all-aluminum pushrod V8 engine, built by Ernie Eliot, delivering up to 825 horsepower and 660 foot-pounds of torque.

The car's speedometer is maxed out at 240 miles per hour. The production version of the vehicle will have an all-aluminum body. Inside is all

luxury with ultra premium leather, carbon fiber accents and attractive, retro-looking gauge graphics.

"This really isn't just a car, it's a piece of art," said ICONIC spokesman Mike Caudill.

All parts are CNC-machined out of billets, no castings.

"You can't buy parts for stuff like this, so we actually ended up making them," Nowakowski said.

While inspired by an old classic, the car is featuring a Virtual Electrical Electronic

Device Interface Management Systems, or VEEDIMS.

With the VEEDIMS system, complicated cable wiring systems are replaced with a single-cable capability that features integrated networking that carries both electric power and real-time data for vehicle diagnostics.

The AC Roadster is expected to go into production in the first quarter of 2011. Only 100 vehicles are scheduled to

CONTINUED ON PAGE 6

Ford Arts, Beats & Eats Raises \$350K for Charities

By Jim Stickford
Staff Reporter

The recent Ford Arts, Beats & Eats festival held in Royal Oak over the Labor Day weekend proved to be a winner for both local Ford dealers and local charities.

Doug North of North Brothers Ford in Westland is the 2010 chairman of the Southeast Michigan Ford Dealers Advertising Association. He said this was the first year that the group fully sponsored the arts festival and by all measurements it was a success.

"We decided to sponsor the event for a variety of reasons," North said. "One reason was that the event moved to Royal Oak. It was held in Pontiac for the past several years. But when they decided to move the festival, they had some new ideas and approached our group to see if we wanted to be a sponsor. And we did."

The event, officially called Ford Arts, Beats & Eats Presented by Citizens Bank, raises money for many local charities. It was held over a four-

CONTINUED ON PAGE 5

Camp Dearborn Popular Vacation Spot For All Southeast Michigan Residents

By Stefanie Carano
Staff Reporter

Once serving as a recreational getaway for Dearborn residents, Camp Dearborn continues to be an outdoor destination enjoyed by all of those in Southeast Michigan and the public at large.

The camp is located in Milford Township and, while it is no longer exclusive to Dearborn dwellers, its revenue for maintenance and activities comes from the city's recreation department in addition to funds generated from fees for camp entry and facility rentals.

Camp Dearborn is open all year round and has a variety of campsites to accommodate different camping needs and preferences.

It has a total of 118 tents, 30 rustic cabins and 191 RV

sites. Campers in October can participate in organized events like hayrides (available Fridays and Saturdays)

and the annual Halloween weekends, which took place

CONTINUED ON PAGE 2



Open year-round, Camp Dearborn provides outdoor recreational activities for people of all ages. The camp is open to all members of the public and camping is available until the end of October. Camp Dearborn is funded with Dearborn city tax dollars.



Eight-year-old Carson Luther won the NASCAR paint scheme contest supporting Juvenile Diabetes research. He said he wants a cure for diabetes "more than all the LEGOs in the world."

8-Year-Old's Hot Design Wins Ford NASCAR Contest

One young man wants to tell the entire NASCAR community that he's fired up to find a cure for type 1 diabetes – and he plans on using the paint scheme on the No. 21 Motorcraft/Quick Lane Ford Fusion running this weekend at Charlotte Motor Speedway to get the point across to millions of fans nationwide.

Carson Luther, an eight-year-old resident of Wildwood, Mo., was selected as

the winning designer of the Ford Customer Service Division's (FCS) NASCAR Design Contest to Support the Juvenile Diabetes Research Foundation (JDRF).

His design, entitled, "JDRF – Fired Up for A Cure" was officially unveiled for the first time at the Wood Brothers Racing shop today, with Luther and his family on hand.

"I wanted fire and flames on

my car, and thought the blue would make the flames stand out," said Carson Luther. "I want a cure for diabetes more than anything, even all the LEGOs in the world."

For the past two years, JDRF children have helped design the paint scheme featured on the NHRA Motorcraft/Quick Lane Shelby Mustang Nitro Funny Car, driven by Bob Tasca III. This year, in honor of the Wood Brothers

celebrating 60 years of racing Ford products in NASCAR, FCS has decided to bring the successful contest over to the legendary race team.

"We're excited to see how Carson's design performs on the race track this weekend. It looks great," said Eddie Wood, co-owner of Wood Brothers Racing. "We're honored to be part of a program

CONTINUED ON PAGE 6