

Cummins Has Industry First With Its Tier 4 Engine Release

Cummins, Inc. says it achieved a major industry milestone in September by commencing production and supply of the first EPA Tier 4 Interim and EU Stage IIB certified engines and aftertreatment for early installation by off-highway equipment customers.

The latest generation QSB6.7 and QSL9 engines are built at the Cummins Rocky Mount plant in North Carolina for customers in North America and East Asia, with the Darlington plant in the U.K. supplying Cummins customers in Europe.

The new emissions regulations take effect Jan. 1, 2011, for engines over 173 horsepower with particulate matter reduced by 90 percent and oxides of nitrogen by almost 50 percent, compared with the current Tier 3 and Stage IIIA standard.

The 6.7L and 9.0L engines have received EPA and EU emissions certification as integral systems with Cummins Particulate Filter exhaust aftertreatment, enabling a unique level of integration and packaging efficiency.

Before finalization of the engine build specification for production release, the engines underwent an extensive series of field tests on commercial operations to validate performance and in-service reliability.

"With the production release, Cummins builds on its early leadership in Tier 4 development work, concept installation and field testing," said Hugh Foden – Executive Director, Cummins Off-Highway business.

"Although much of the Tier 4 emissions technology is new to the off-highway industry, it is not new to Cummins. Key enablers, exhaust gas recirculation and variable geometry turbochargers were available from within Cummins own technology portfolio together with our 2007 on-highway engines."



PHOTO: CHRISTINE SNYDER

Art Van Elslander, far right, his family and staff celebrated the furniture retailer's latest philanthropic endeavor in which Art Van donated \$1 million spread across 50 local charities.

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

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day period during Labor Day. A total of \$351,213 was raised from gate admissions, beverage proceeds, the Arts Du Jour charity preview event and parking fees.

Jon Witz, the event producer, said this year's festival was even more successful than they expected. The move to a new venue attracted new visitors. He said Royal Oak and the festival were made for each other.

Attendees got to eat, listen to music and view art. And Ford dealers were able to show off their new products.

"When we were approached to be a sponsor, we looked at the new Ford product line and the 'story' of Ford's second life and saw the festival as a good way to showcase what the new Ford lineup is, and all the progress that's been made in the design and building of this new product, as well as giving exposure to local dealers," North said. "We're talking about 430,000 people. We gave out brochures, had test drives and even simulators. The result was that a lot of interest was shown in the Ford products we sell."

North said the initial public reaction has been very

strong, but it will take between 30 and 60 days to determine just how much of an effect attending the festival will have on sales at local dealerships.

"While I won't be the association chairman in 2011, it looks like we'll be sponsoring the event next year," North said.

The gate proceeds, amounting to \$163,000 went to 13 groups, including the American Red Cross, the Boys & Girls Clubs of South Oakland County and the Gleaners Community Food Bank of Southeastern Michigan.

The \$77,000 earned from beverage sales went to 22 participating groups, including the Royal Oak Animal Shelter, Royal Oak Football Teams Inc., the Royal Oak Historical Society, and the YMCA.

The \$33,000 raised from the Arts Du Jour went to 10 groups, including the Arthritis Foundation; Arts, Eats & Beats Foundation; the Children's Center, and the Rainbow Connection.

Parking raised \$18,000 and that went to 34 organizations, including the American Cancer Society, the American Legion, Gilda's Club of Metro Detroit, and Girl Scouts of Southeastern Michigan.

Automotive Hall of Fame Honors Industry Leaders

By Stefanie Carano
Staff Reporter

Last week, the Automotive Hall of Fame recognized industry game-changers at its annual Induction and Awards Night Ceremony at the Ford Community and Performing Arts Center in Dearborn.

The event honored six retired or deceased Hall of Fame inductees considered to have made a significant contribution to the industry, as well as four recipients of the Young Leadership and Excellence Award.

Automotive Hall of Fame President Bill Chapin said this year's award recipients are not just industry leaders of the future, but have demonstrated that they are leaders today.

This year's award recipients included Ford Motor Co.'s Damoni Hunt, General Motors' VeRonica Mitchell, Federal Mogul's Andrew Sexton and American Axle and Manufacturing's Christopher Son.

Hunt, a marketing brand manager at Ford, oversaw the launch of the Transit Connect in 2009.

"It's an absolute honor and privilege to be recognized by the Automotive Hall of Fame," Hunt said. "I talk about family a lot and that's really the gist of why there

was a successful launch of the Transit Connect.

"We at Ford really bought in, over the last few years, to the ONE Ford approach . . . the first pillar on this is one team, people working together as part of a lean, global enterprise for automotive leadership, and with that guidance and that leadership foundation, it was really easy to foster the team approach."

Mitchell, who is responsible for monitoring vehicle weight performance on compact crossovers, recently succeeded in implementing weight reduction ideas and designs for several vehicle programs, including GMT 319, or Saturn Vue.

Her most recent project involved the Chevy Captiva, a European crossover GM plans to bring to North America next year.

"Being a part of the automotive industry and recruiting young talents back into the automotive industry, I recognize that there are plenty of people deserving of this award and I am honored and humbled to be a recipient this year," Mitchell said.

"Recently, I was discussing an internal assignment change at GM and one of the questions that was presented to me was, what was my work ethic like? How do I classify it? And I did intend to say

that it was strong but it was strong because of the example my parents set for me . . . as a child I could remember my father repairing something in the garage one day and I asked him, 'How do you know what's wrong with it and how do you know how to fix it?' And his words to me were, 'If one man designs and builds something, another man should be able to take it apart, put it back together again and make it work better than it did the first time.' Is that not the basis of an engineer?"

"So, that's what I do every day. I look at what's going on in the industry and try to benchmark our designs and our competitors' designs. I take them apart and figure out how to put them back together again to make them work better than they ever did before."

This year's Hall of Fame inductees included Darrin Kaiser, Joseph Washington Frazer, The Crosley Brothers, George Schuster, Jr., Edward Jordan and Francois Castaing.

Castaing is known for his leadership at American Motors and Chrysler and currently serves as president of FIRSTinMichigan, part of the FIRST Robotics student competition program.

"I'm the oldest of eight chil-

Art Van Donates \$1 Million to Charity, Challenging Others to Open Wallets

By Christine Snyder
Staff Reporter

Have the heart of a philanthropist, but not the wallet? Art Van is giving the public a chance to determine which of the 50 charity recipients in its 2010 Art Van Million Dollar Charity Challenge will receive an additional \$25,000.

This is the second year for the charity event and the first year for the interactive bonus.

The Charity Challenge was started last year to celebrate Art Van's 50th anniversary. The furniture chain donates \$1 million to 50 charities as "challenge gifts" to encourage others to donate.

Last year, the 50 charities quadrupled the initial donation and raised \$4 million.

"We know a good investment when we see it," said Gary Van Elslander, president of Art Van. "We chose 50 more charities (this year). We had 600 applications and it was no easy task deciding which . . . to choose."

Last year's recipients were not forgotten. Their efforts were so impressive, Art Van gave them an additional \$5,000 this year as well.

Art Van focused its attention on health and human services-related charities.

"Traveling around the state, we saw the need and the ef-

forts made to turn things around," said Gary Van Elslander. "It's one thing to read about need and it's another to see it."

Art Van is known for its charitable tradition, started by its founder, Art Van Elslander.

"From time to time, I am asked to talk about the importance of giving," said Art Van Elslander. "I can't help but wonder, if more people heard these stories, would an explanation be needed?"

Stories like Cinnamon McBride, a teenager from an impoverished background who had trouble learning until Orchards Childrens Services – one of the Art Van charity recipients – stepped in and gave her academic help and sent her to camp.

"I'm starting college online in January. I have a job," said McBride. "I went to camp 5 to 6 times thanks to Art Van and I met my best friend at camp. I loved it. I would love if other teenagers could get the same experience."

"They say it takes a village to raise a child, today at Art Van we know we need to raise the village," said Michael Williams CEO of Orchards Children's Services.

Another charity recipient is Grace Centers of Hope, Southeast Michigan's largest and oldest homeless shelter.

"A great tragedy is happening to our children . . . the average age of a homeless child is 8," said Pastor Kent Clark of Grace Centers of Hope. "Last year, we had to turn away 3,000 moms and their children. We have to make sure that doesn't happen again."

Art Van is embarking on a 50-hour tour of five Michigan cities to give away the initial donations that kick off the fundraising campaigns of the 50 charities.

"The \$1 million is just the beginning," said David Elslander. "We hope it inspires others to open their hearts and their wallets."

From Oct. 13 to Oct. 31, the public can log on to Art Van's website and vote for a favorite charity. The charity with the most votes will receive a \$25,000 bonus.

"We call it the 'million dollar challenge challenge,'" said Diane Charles, director of communications for Art Van.

Art Van Elslander said his charity work is one of the most important aspects of his life.

"You get the best out of others when you give the best of yourself," said Art Van Elslander. "As someone once said: It's really easy to make a buck, it's much harder to make a difference."

Mustang GT Partners with WD-40 In Auction for Children's Charity

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sale of the vehicle will continue to support two great charities, but we know it would not be possible without the time, energy, dedication and resources of our build partners."

WD-40 Company and SEMA Cares are partnering with a number of aftermarket auto and technology companies, which will donate parts, equipment and services to

give the classic American muscle car a distinctive WD-40 look, including a custom body kit from Street Scene Equipment, Stillen AP Racing 6-piston brake kit with front calipers, Forgelike wheels and a Paxton supercharger system.

Additional project and build partners include: Advanced Clutch Technology, Inc.; Audio Innovations; California Pony Cars; Cie Games; GTR High Performance; Hotchkis Suspension; Katzkin Leather; L&G Enterprises; Nitto; PPG Industries; Photo-Touch, and Polk Audio. All build partners are documenting how they use WD-40 during the remodel process, and video footage will be featured online.

WD-40 Company, with headquarters in San Diego, is a global consumer product company dedicated to delivering unique, high-value and easy-to-use solutions for a

wide variety of maintenance needs of "doer" and "on-the-job" users by leveraging and building the brand fortress of the company.

The company markets three multi-purpose maintenance product brands – WD-40, 3-IN-ONE and BLUE WORKS – and eight homecare and cleaning product brands: X-14 hard surface cleaners and automatic toilet bowl cleaners, 2000 Flushes automatic toilet bowl cleaners, Carpet Fresh and No Vac rug and room deodorizers, Spot Shot aerosol and liquid carpet stain removers, 1001 carpet, household cleaners and rug and room deodorizers, and Lava and Solvol heavy-duty hand cleaners.

WD-40 Company markets its products in more than 160 countries worldwide and recorded sales of \$292 million in fiscal year 2009.

The SEMA show runs every November in Las Vegas.

Chrysler Retiree Shows Hot 1994 Dodge Viper

By Stefanie Carano
Staff Reporter

One of the main attractions at last week's Automotive Hall of Fame Induction and Awards Ceremony was the shiny red 1994 Dodge Viper RT10 parked in front of the Ford Community and Performing Arts Center, owned by Chrysler retiree Mike Cipponeri and his wife, Diane.

The Cipponeris were invited to bring the Viper to the hall of fame ceremony in order to represent Francois Castaing's time at Chrysler as he was one of this year's hall of fame inductees and is considered one of the godfathers of the Viper along with Bob Lutz, Carroll Shelby and Tom

Gale. Mike worked under Castaing during his time at Chrysler.

"He was the manager of the whole electrical system on the Viper, Francois was the vice-president at the time, Roy Sjoberg was the chief engineer," Diane said.

"So, Mike was with the original Team Viper that started with Team Viper and then he stayed with it until the coupe in '96 so he was on three different Viper projects."

Diane said they drive their '94 Viper everywhere they can. "It's not one of those cars that just sits in a garage," she said. "It's been to a lot of race tracks, it's been in a lot of road rallies."

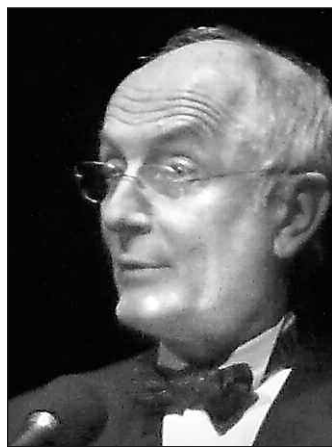


PHOTO: STEFANIE CARANO

Former Chrysler executive Francois Castaing was inducted into the Automotive Hall of Fame last week.

dren," Castaing said, "and I learned a great number of things from my parents. One of them is that you have to work hard to succeed. Two, that a good education is something you have to have growing up."

"They also taught me about humility, and as I reflect on what's happening tonight to me, I said, 'You have to really look back and see how many gifts you were given along the way, how many opportunities you were given along the way that help you accomplish what, apparently, I'm getting credit for, that justifies my induction tonight,'" he said.

Mercedes-Benz Financial Equips U.S. Car Dealers with Apple iPads

Farmington Hills-based Mercedes-Benz Financial announced recently that it is distributing the 3G version of the Apple iPad to the entire Mercedes-Benz U.S. new car dealer network, giving all such 355 dealers instant mobile access to its proprietary dealer point-of-sale system called MB Advantage.

Mercedes-Benz Financial sent the consumer focused Apple iPad to 40 of its dealers back in June to pilot the device as a mobile tool on the showroom floor – just weeks after Apple launched the device to national and global acclaim.

As a result, Mercedes-Benz Financial became one of the

first companies in the world to use the iPad for a direct business application.

During the pilot phase, Mercedes-Benz Financial collected feedback from dealers on how MB Advantage on iPad performed for dealer finance teams when interacting with car customers.

"MB Advantage on iPad allows Mercedes-Benz dealers to increase their mobility and efficiency, from the initial finance and lease process through he lease turn-in process," said Andreas Hinrichs, vice president of Marketing for Mercedes-Benz Financial.

"The dealer feedback was so positive, it became a clear

decision to make this business tool available nationwide."

As a result of the MB dealer feedback, Mercedes-Benz Financial has developed signature pad functionality for MB Advantage which will allow customers to sign certain documents electronically on the iPad screen.

That functionality will be available by the end of October, the financial unit says.

Many MB dealers in the pilot program found that in addition to the benefits of using MB Advantage on iPad in the sales process starting with credit applications or checking special marketing programs with the customer next

to the vehicle on the dealer showroom floor, it also enhanced the lease vehicle turn-in process such as expediting the inspection and agreement on maturity statements.

"As I process lease returns on the iPad, customers can accompany me through the turn-in inspection," said Robert Bostwick, sales manager at Schumaker European in Phoenix, Ariz.

"I can show them on the iPad what I'm noting and we can discuss it while the vehicle and the inspection forms are right in front of us."

Apple sold 1 million iPad units in the first 28 days after launch back in April. It now has over 3 million units sold.



PHOTO: STEFANIE CARANO

Mike and Diane Cipponeri arrived at the Automotive Hall of Fame in their 1994 Dodge Viper RT10. Cipponeri was manager of the electrical system on the original Viper.