

Hella Introduces New Green LED Streetlights

Hella, a major automotive lighting and electronics supplier based in Plymouth, is introducing a new line of energy efficient LED street and area-lighting products designed to replace conventional lighting on streets, parking lots and commercial property throughout North America.

Based on more than 20 years of LED development and manufacturing experience, Hella has developed a unique "retrofit" module to replace conventional lamps on existing installations, as well as high-power LED modules for new installations.

The auto supplier's new Eco StreetLine lamps offer significant energy and maintenance savings compared to conventional street lights, according to Steve Lietaert, industrial product group director at Hella Electronics in Plymouth.

Lietaert said the company is launching its new LED product line this month with an installation program in Flora, Illinois.

"We expect to finalize a number of additional projects in Michigan and Illinois within the next several months," Lietaert added.

"We're actively discussing retrofit programs with other cities, major power companies and several automakers."

The company's retrofit system simplifies the conversion process from conventional to LED street lighting. The 48-LED light module consumes 75 watts while producing nearly 5,900 Lumens.

Hella's new LED products will be assembled at a Hella plant in Flora.

"Hella's new industrial lighting program will benefit Flora and the State of Illinois in a number of ways," said David Thompson, Flora's city administrator. "More energy-efficient street lighting not only will have a positive impact on our city's annual budget, but also will support our commitment to improving the environment."

Dr. Martin Fischer, presi-

dent of Hella Electronics Corp. and the Hella Corporate Center USA, noted that Hella has extensive automotive and industrial LED-lighting experience.

Since 1992, the company has sold more than 20 million automotive LED lamps, including more than 5 million last year alone.

"Hella lighting customers benefit from our thermal management experience, optical simulation-and-design capability and in-house product-development expertise," Fischer said. "We also guarantee the long-term availability of replacement parts."

It's another example of an auto supplier courting profitable non-auto business.

Ford Sales Up In Asia-Pacific, Africa Region

NEW YORK (AP) – Ford Motor Co. said last week its sales in its Asia-Pacific and Africa region rose 27 percent in September, helped by brisk sales in China and India and strong demand for its Ford Fiesta subcompact.

Ford said it sold 78,700 cars and trucks last month in the Asia-Pacific and Africa. Sales during the first nine months of the year rose 40 percent to 651,857.

The company said sales in India and China together soared 50 percent during the first three quarters to 482,129 vehicles. The Dearborn, Mich., automaker has spent \$500 million this year to double production capacity, launch the Ford Figo, raise exports and increase engine production.

"With the launch of the new Fiesta in Southeast Asia and the continued strong growth in India and China, we had our best sales month ever in the Asia-Pacific and Africa region," Joe Hinrichs, president of Ford Asia-Pacific and Africa, said in a statement.

Ford Intros All-New Ranger at Australian Car Show

SYDNEY, Australia – There's no mistaking the all-new Ford Ranger's Built Ford Tough credentials. Its powerful presence exudes capability, confidence and, more than ever, unexpected levels of spaciousness, comfort, craftsmanship and technology that will transform the pickup truck ownership experience.

The all-new model – destined to be sold in 180 markets on five continents – marks the complete transformation of the Ford Ranger: tough and more capable than ever, yet just as at home as a family vehicle with all the comforts, features and refinement for up to five occupants.

Ford is revealing an all-new Ford Ranger Double Cab model as the flagship in a progressive reveal of its comprehensive new range of pickup trucks. The all-new Ranger family will include three body styles, 4x2 and 4x4 configurations, high- and low-ride models and a broad series array to answer every pickup owner's requirements – from hose-out work trucks to fully-featured personal vehicles.

The all-new Ford Ranger is the latest in a wave of global products coming from the One Ford product strategy – and is the first global pickup truck to extend the Built Ford Tough reputation that originated in the United States with the best-selling Ford F-Series lineup. The new Ranger exudes Built Ford Tough in its design yet conveys a taut, toned, contemporary sophistication that marks the importance of dual use – work and leisure – for compact pickup customers in many world markets.

It's a hard-working truck designed to make its hard-working owner proud, according to chief designer, Craig Metros, a 24-year Ford veteran who has had an influential hand in Ford pickup design around the world.

"It's not often in the pickup truck world that designers get the opportunity to re-invent a vehicle from the ground up," he said.

Metros led the Australia-based design team that creat-

ed the new model making its global debut today at the Australian International Motor Show. He previously served as design chief for the Ford F-150 in North America.

Metros characterizes the powerful, confident design of the new Ford Ranger as '21st Century Tough.' It's the result of a design process that answers pickup truck owners' wants and expectations from all around the world.

"We explored a bandwidth ranging from Ford North America's very traditional and much liked F-Series to influences from Europe's very successful kinetic design language," said Metros.

As the design team explored different design alternatives for the next-generation Ranger, one message – Ford Tough Trucks – resonated around the world. That inspired the ultimate shape of the new Ranger, which has shown remarkably consistent appeal in customer research globally.

"We believe the new Ranger has a dynamic balance that pushes Ford Tough Trucks into the future," Metros said. "It looks very tough but not in the same geometric F-series approach. Instead, Ranger has its own contemporary appeal – its own approach to tough."

Designers focused on the conditions that Ranger would be subjected to in various regions of the world.

In Europe, Ranger is often used as a sport pickup. Top-of-the-range Limited and Wildtrak models are equipped with leather interiors, larger wheels and all the features you would find in a luxury car.

In others parts of the world, including Africa and central Asia, or among fleet buyers, Ranger trucks are for the most part strictly utilitarian, with a hose-out interior.

The all-new pickup's styling uses proportions to suit every market. Ranger's front end features a nice short overhang with a tri-plane plan view, creating a modern, aerodynamic look.

The beltline, along with the rails of the box, were raised



Ford debuted the all-new Ranger at the 2010 Australian International Auto Show. An Australian-based design team created the new model of Ford's stalwart small pickup truck.

significantly – increasing the vehicle's functionality with a deeper load box. Designers sculpted the traditional square form of the truck to give the vehicle a more modern look.

Larger headlamps, bigger mirrors and stamped-in wheel lips (also known as fender or mudguard flares), rather than add-ons, provide an integrated look across all series, while contributing to an aggressive and sporty stance.

According to Metros, the entire front end of the vehicle, particularly the bonnet, proved to be very challenging due to pedestrian protection requirements. At the same time, aerodynamic requirements needed to be factored in to help reduce drag and boost fuel efficiency.

"The gains in fuel efficiency were made in small increments by efficient design and weight reduction," said Metros. "We continually looked for small ways to gain a tenth here and two-tenths there. In the end, good design practices help extend Ranger's fuel efficiency story."

Designers added a power dome on the bonnet, an ex-

pression of the Ranger's added capability. A small chamfer on the top enhances the power dome, a cue borrowed from Europe. The clamshell-shaped bonnet has a cutline in the fenders that helps provide a wide open engine bay. The cutline runs horizontally and provides a link to the headlamp and front fascia.

The design team worked closely with aerodynamicists. The fender, while sculptured, includes a hard line along the top. Aerodynamicists wanted to divide the air flow along the top and sides of the vehicle. At the top of the tailgate, a slight rear spoiler helps raise overall fuel efficiency.

up truck reflects expectations for dual use – work and family – that unite truck owners around the world.

Australia has lately become a much more important stop on the global car design front. That's because it's not well known that GM's new generation Camaro, an American-market car, was itself designed in Australia by GM's Holden Auto operations there. And now Ford has its Ranger, too.

TechnoSports Brings Its AC Roadster to Test Site

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be produced, which has been funded by private investors. Starting price is \$475,000.

Nowakowski's TechnoSports, which was entirely responsible for the engineering and manufacturing of the vehicle, employs approximately 35 people at its Livonia location on Autry street.

The Technosports team has a proven track record in providing specialty support services manufactures in both automotive and non-automotive markets, according to the supplier's Web site.

"The key to our success is our ability to adapt to the specific needs of our customers, working hand in hand or taking full responsibility. Technosports has the tools to take a project from design through manufacturing. Understanding the needs of the customer will always ensure Technosports continued growth and success," the firm's Web site notes.

With the premium AC Roadster, you can add another feather in the cap of an important local aftermarket automotive supplier in TechnoSports.

8-Year-Old's Paint Scheme Wins Ford Car Contest

CONTINUED FROM PAGE 1

this year and help raise money for such a worthwhile cause. Carson and his family are our guests this weekend, where we can educate the NASCAR community and raise awareness for type 1 diabetes."

The Luther family, along with Wood Brothers Racing, Bill Elliott, driver of the No. 21 Motorcraft/Quick Lane Ford Fusion, and representatives from FCSD, were on hand for the unveiling today, Carson and his family will attend their first NASCAR race weekend and watch the JDRF-themed race car qualify for the Bank of America 500.

"This is my first NASCAR race," said Luther. "My mom, grandma, uncle and sisters are here with me in Charlotte and we're really excited to see my design on the race car this weekend."

Luther raised \$5,341 for JDRF with his design. That number, added to the money

raised by the designs that were submitted, brought the total for the contest to \$33,391 for research for Type 1 diabetes, and nearly \$150,000 in donations the past three years.

"Carson's design looks fantastic on the No. 21 Motorcraft/Quick Lane Fusion," said David Arne, group marketing manager, Ford Customer Service Division. "Carson was very active in this year's contest and is an excellent spokesperson for JDRF."

Each design was featured on www.jdrf.org/ford from July 6 to Sept. 3, a total of 60 days in honor of Wood Brothers Racing's 60-year anniversary of racing Ford products in NASCAR. During that time, the public was invited to vote for their favorite car design by making a monetary donation to JDRF. The top five donation-earning designs were narrowed down to one by a panel of judges from Ford Motor Company.

"The generosity shown

from people from all across this country to help find a cure for type 1 diabetes was remarkable," said Arne. "This year, we raised more than \$33,000 towards finding a cure."

Diabetes affects more Ford families than any other disease. Ford Motor Company has raised more than \$27 million for JDRF since the grassroots campaign started in 1998.

JDRF is the worldwide leader for research to cure type 1 diabetes. It sets the global agenda for diabetes research, and is the largest charitable funder and advocate of diabetes science worldwide.

The mission of JDRF is to find a cure for diabetes and its complications through the support of research. Type 1 diabetes is an autoimmune disease that strikes children and adults suddenly, and can be fatal.

Until a cure is found, people with type 1 diabetes have

to test their blood sugar and give themselves insulin injections multiple times – or use a pump – each day, every day of their lives. And even with that intensive care, insulin is not a cure for diabetes, nor does it prevent its eventual and devastating complications, which may include kidney failure, blindness, heart disease, stroke, and amputation.

Apple Poised to Surpass Even Exxon

By DAVID K. RANDALL
AP Business Writer

NEW YORK (AP) – Here's something to think about the next time you pick up a call on your iPhone: the device you're holding may soon be the signature product of the most valuable company in the world.

Thanks to its line of gadgets that combine the ability to make calls, send email, read books, watch movies and listen to music, Apple Inc. is on a path to overtake Exxon Mobil Corp. as the largest company by market capitalization.

While Apple CEO Steve Jobs will no doubt be happy about his new perch atop the business world, there's more at stake here than mere bragging rights. As soon as the total value of the company's shares edges above Exxon's, Apple will take over the top spot in the Standard and Poor's 500, the market index used by most professional money managers.

That means that billions of dollars invested in funds that track the index will have to shift their holdings to reflect Apple's new weighting. Exxon, meanwhile, may see its share price fall from the same effect. That slide could be accelerated by hedge funds and technical traders who make bets based on the rebalancing of major indexes and would be primed to short the shares of Exxon.

Just as important as the day-to-day flow of dollars among investors, the move will also reflect how the mar-

ket, and the overall economy, continues to evolve. The list of companies that have sat atop the S&P 500 is short. For years, the top spot rotated among stalwart industrials like General Electric Co., General Motors, and AT&T Inc., before that company was broken up as a result of an antitrust suit in 1984. Twenty years ago, IBM Corp. held the No. 1 position, narrowly beating out Exxon.

Apple's move to the top would be a strong signal that the market is no longer placing as high a value on industrial companies that depend on traditional manufacturing, business spending or natural resources for revenue. Instead, investors are now expecting growth to be driven by spending from average consumers on technology and entertainment.

If Apple becomes more valuable than Exxon, it will be only the second time that a growing technology company which doesn't pay dividends will make up the greatest share of the S&P 500. The first, Microsoft Corp., held the position for two years in the late 1990s during the boom that made personal computers a staple in households around the world.

Today, Apple dominates the business of putting the Internet in your pocket. That's quite a feat for a company that was worth only \$7 dollars a share 10 years ago. It closed last week at \$282.52.

Apple still has some catching up to do before it takes the lead, of course. As of now, there is a \$60 billion differ-

ence in the two companies' market capitalization. If the price of Exxon stays flat, Apple's stock will need to rise 12 percent to move ahead of the oil giant, according to Brian Marshall, an analyst at Gleacher & Company. Exxon doesn't seem likely to surge ahead in value anytime soon, according to research by Morgan Stanley analyst Evan Calio. Exxon "will likely lag in a continued recovery, particularly one driven by oil rather than gas," Calio recently wrote in a note to clients.

For most companies, a 12 percent jump in a year would be fantastic, let alone in a few months. But Apple has proven that it's not a normal company. In May, it leapt ahead of Microsoft to take the No. 2 spot on the S&P 500 list. Gleacher's Marshall expects Apple to pull off a similar feat with Exxon not long after it reports its earnings on Oct. 18.

What sets Apple apart? For one thing, it's one of the few gigantic companies that is still growing like a startup. Its revenue is expected to jump 50 percent by the end of this year and an additional 20 percent next year, Marshall says. Much of that comes from its line of iPads and iPhones, which account for half of its revenue.

The fact that all of this growth comes in the midst of an economy that, until recently, was thought to be toeing the line of another recession is all the more impressive. Apple's offerings seem immune from the current overall consumer-buying malaise.

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