

Direct Current Is Best for New Plug-in Vehicles, Ford Group Says

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PEV owners are identified.

Providing vehicles that enable the customer to plug in to both AC and DC power sources means having a greater variety of options that make recharging a hybrid-electric or electric vehicle more convenient.

DC charging stations are just starting to emerge. Last week, San Francisco-based ECOTality announced it is creating a pilot network of its Blink electric vehicle DC fast chargers at select BP stations across the country.

While plug-in vehicle customers can charge each night in a standard AC garage outlet, being able to charge from a DC power source means offering a quick charge while traveling.

Scholar said that at Ford, hybrid connectors are being designed to accommodate a DC power source and may be available next year.

At the Business of Plugging In show, all the talk was about charging more than the cars.



Ford Fiestas will take center stage this year Specialty Equipment Marketing Association. Pictured is a Ford Racing Fiesta Concept with a 2.3-liter EcoBoost engine capable of 350 horsepower.



A number of Ford Fiesta concepts will be on display at this year's SEMA, including this Ford Vehicle Personalization demonstrator. Fiesta concepts displayed will be provided by Ford and others.

Ford Works with Academia to Reduce Its Annual Global Water Consumption

Ford is collaborating with two universities on separate sustainability projects, seeking to increase the company's knowledge on water consumption and human rights, two key issues in its global operations.

Working with Georgia Institute of Technology in Atlanta, Ford is continuing to develop innovative processes that will enable the company to maintain its commitment to reducing global water usage.

From 2000 to 2008, Ford reduced its global water use by 56 percent – or 9.5 billion gallons – as part of its goal to minimize the environmental impact of its facilities around the world. Economic development experts have stressed that water scarcity is quickly becoming a high-priority global issue and Ford is addressing the issue as part of its brand global sustainability program to reduce its environmental footprint.

Ford also is working with George Washington University in Washington, D.C. on human rights issues in markets where the company is looking to expand its global operations. George Washington is helping Ford determine the best business strategies for working with governments and other businesses in developing countries where raw materials are being collected for us in vehicle technology components.

"Sustainability isn't just about the environment," said David Berdish, manager of social sustainability for Ford. "A company that is truly concerned about its entire global impact – environmental, social and economic. Working with academics helps us broaden our perspective and move forward as responsible corporate citizens."

The collaboration with

Georgia Tech's Sustainable Design and Manufacturing program will help Ford determine the right manufacturing processes as its base expands into water-scarce areas like China, South Africa and Mexico, Berdish said.

"We have a lot of good processes – some of them best in class – on how we manage our facilities for water usage and water quality," he said. "Ford's long-term success is dependent on thriving communities and ecosystems, both of which require water. So Georgia Tech is helping us research the environmental issues surround the life cycle of our vehicles, including the use of water in the manufacturing process."

It's an exercise steeped not only in academics but in real-world benefits, said Tina Guldberg, associate director of corporate programs for Georgia Tech's Sustainable Design and Manufacturing program. "This is a project that transfers knowledge and work on delivering long-term sustainability for the real world."

The work to reduce water usage builds on the university's existing relationship with Ford, adds Burt Bras, professor of mechanical engineering. "We've had a long and fruitful relationship with Ford. Projects like this provide great opportunities for students and faculty to be involved in multidisciplinary research and learn firsthand how such industry-academia collaborations are crucial in advancing sustainable development."

Ford has long worked to be a responsible corporate citizen around the globe. Building on those efforts, Ford is now collaborating with George Washington's Institute for Corporate Responsibility

on human rights.

"We're the only company in our industry that publicly reports a human rights code," Berdish said. "We've established a leadership position, and external stakeholders are looking to Ford as a role model."

Emerging human rights issues can pose new challenges. For example, raw materials used in new automotive technologies are found in unstable countries, and these "conflict minerals" may create unexamined human rights issues. George Washington, Berdish said, is helping Ford develop a corporate ethics strategy that will allow the company to maintain its high standards for upholding human rights within its supply chain.

"As strategic sourcing has become a priority issues for corporations, concerns over fresh water and also raw materials from conflict regions should be addressed collaboratively by governments, corporations, international organizations and society," said John Forrer, associate director of the university's Institute for Corporate Responsibility.

"The concept of a 'trusted partner' puts companies in a proactive position, addressing issues and concerns alongside these external stakeholders and making decisions that take into account interests of the communities in which they operate," said Forrer. "Our research will help Ford understand the strategies, policies and practices it takes to be a trusted corporate partner operation in a complex global market."

Both projects will increase in importance as Ford continues its worldwide expansion.

"These are big-picture projects," Berdish said. "It's im-

Ford Racing Performance Parts Builds Hot Fiesta for Display at SEMA Show

People love to modify small cars, so it's no surprise that consumers and aftermarket companies are eager to get their hands on Ford's hot-selling Fiesta, set to debut at this year's Specialty Equipment Market Association show in Las Vegas Nov. 2-5.

"SEMA offers the perfect opportunity to showcase all the different way the personalities of the Fiesta can be expressed," said Sam De La Garza, Fiesta brand manager.

"It really shows how Fiesta can be accessorized and how this canvas can be altered to meet many different customer wants and desires. SEMA represents a special opportunity, because we can show off unique designs that other companies have created. It's not just Ford coming to the table. It's other companies interpreting what Fiesta is, and bringing their own style to the Fiesta launch."

Customization is something already familiar to Fiesta owners. Ford Custom Accessories offers almost anything an owner would need to put a creative touch on Fiesta or give the car even more functionality. Accessory options include exterior or interior design items such as an illuminated gear indicator shift knob and rear spoiler, even a kayak carrier to haul outdoor gear. Customers also can order a body-side tattoo, or choose from one of 18 available graphics to put their own mark on Fiesta.

"Small cars are unique in that people love to modify them, whether it's the exterior, interior or even performance parts," De La Garza said.

Ford Racing Performance Parts is putting its own spin on a Fiesta at SEMA, outfitting a concept Fiesta in a way that is sure to get the hearts of high performance enthusiasts pumping. The Fiesta will have a production-based 2.0-liter EcoBoost engine, enlarged to 2.3 liters to pump out 350 horsepower.

"The goal of our 350-horsepower Fiesta is really twofold – first to reinforce Fiesta's fun-to-drive nature with an extreme version that captures the attention of the influential enthusiast, and second, to introduce the Ford Performance group marketing manager. "In both cases, we're targeting the discriminating performance enthusiast without message. After all, they are the people others rely on for automotive expertise and recommendations."

The car comes equipped with several Ford Racing Performance Parts options that are currently available at www.fordracingparts.com. A short-throw shifter offers

more precise shifting, while a Ford Racing exhaust gives off a deeper, throatier exhaust note. Also available are 17-inch wheels that are cast-aluminum and painted charcoal gray.

Additionally, the car features Brembo brakes that offer the ultimate in stopping power, and Ohlins dual-flow valve dampers that deliver comfort and agility.

Ford Racing's Fiesta will arrive in all-blue, pristine condition, and will be painted by a renowned artist during the show with the intention of auctioning the car in the future to benefit the Juvenile Diabetes Research Fund.

TechTeam Global to Expand Its Ford IT Services to Latin America

TechTeam Global, a worldwide provider of information technology outsourcing and business process outsourcing services, has announced that its Single Point of Contact IT support services contract with Ford Motor Co. has been expanded to include Ford's locations in Latin America.

Under the terms of the agreement, TechTeam will provide service desk, desk-side and remote desktop support, infrastructure management, identity and access management and service management for Ford facilities in Mexico, Brazil, Argentina, Colombia, Venezuela and Chile.

TechTeam currently provides these services for Ford in the United States and Canada, Western Europe and the Asia-Pacific region.

The expansion of the SPOC program into Latin America supports Ford's objective to globalize IT services – a key enabler of the "One Ford" strategy, which focuses on better aligning the company's global resources. Until now, Ford's services in Latin America were delivered in a decentralized model with a

different support structure for each country.

Implementation of the SPOC program brings a more standardized approach leveraging global best practices, including the use of a centralized regional team equipped with advanced tools enabling remote resolution of many system issues – which helps to reduce resolution time and the dependence on desk-side visits by on-site technicians.

Benefits to Ford include lower costs and increased global agility while maintaining or improving the end-user experience.

"Ford continues to be a leader among very large global businesses as they move to standardize and globalize their IT services," said Gary J. Cotshott, president and CEO of TechTeam Global.

"We're proud to be a Ford Motor Company partner in this initiative, and look forward to continuing to drive improvements and bring increasing value to Ford. We are deeply committed to the excellence in service that has been the hallmark of our business relationship with Ford for more than 30 years."



Roush Industries' new CleanTech business unit will be adapting various Ford trucks to run on propane fuel, all to serve the growing national utility and commercial fleet van aftermarket.

Propane Seen by Roush as Fuel of Tomorrow, Today

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name a few.

"There are obviously other fleets that we're working with, large fleets, DirectTV as an example. So, we're talking to the top Fortune 500 fleets, the guys that have a lot of vehicles. We're talking to the

Michigan Department of Transportation."

Mouw said CleanTech expects the company will have helped produce about 1,000 propane-powered vehicles by the end of this year.

"As we reach into 2011, our current forecast numbers are about 2,800 units," he said.

MIS Endorses NASCAR's Switch to Green E15 Fuel

Recognized as one of the auto industry's leaders in green initiatives, Michigan International Speedway, and its president Roger Curtis applaud the efforts by NASCAR to run with E15 fuel for the 2011 racing season.

NASCAR announced last week that all three of its racing series will compete with E15 ethanol fuel, beginning in the 2011 season. E15 is a 15-percent ethanol blend using American-made ethanol from corn grown by American farmers.

"As a leader in green efforts, it's exciting news to see on track product be environmentally conscious," Curtis said. "MIS has taken great pride over the years with our green initiatives and we applaud NASCAR's decision to run E15 fuel next season. As with NASCAR, MIS will continue to look for ways to make our business more environ-

mentally friendly. It's the right thing to do."

The track, each and every season, had participated in a variety of different programs, from working with its partner, Coke, in its recycling program, to planting hundreds of trees through its partnership with Carfax and NASCAR.

Meanwhile, the track also installed solar panels on its new pit road suite building, offsetting much of its energy costs throughout the year.

Also to note, MIS has partnered with Carfax over the past four years to neutralize carbons resulting from the race cars, as well as the travel by the fans and track energy use during the August race weekend.

The speedway's efforts have been recognized with several awards and the track vows to continue working with state and federal agencies toward overall environmen-

tally sound business practices. "We've recognized that many of our race fans are outdoor enthusiasts and our location, nestled in the Irish Hills of Michigan, only makes sense for us in our green efforts," Curtis said.

"We've had the opportunity to develop tremendous relationships with our partners and NASCAR to make our green initiatives a priority and to see all the touring series that compete at our track now making the effort, is great to see."

The new Sunoco Green E15 ethanol will be blended at Sunoco's fuel facility in Marcus Hook, Pa., which provides high-performance race fuel to NASCAR teams at no cost. NASCAR team engine builders have been testing the E15 for several months, and their reports have been very positive – including higher horsepower, too, which was a surprise.

L.A. Auto Show Hosts Contest

With consumers seeking to minimize consumption of the earth's resources, auto manufacturers and designers are challenged to meet these growing socio- and economic trends with style, while adhering to government and safety regulations.

This year's Los Angeles Auto Show Design Challenge asks design studios to envision a 1,000-lb., four-passenger vehicle that is both comfortable and safe, while delivering satisfactory driving performance without sacrificing the car styling that today's consumers demand.

The entries range from vehicles made from organic materials and powered by compressed air, to futuristic models relying on the latest high-tech advancements.

For the last six years, the Design Challenge has focused on Southern Californian tastes. This year, Mercedes-Benz studios from Germany and Japan will also participate to give the event an international flair.

The winning design will be announced Nov. 18.



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