

Design, Development of Ranger Truck Is Feather in Cap for Ford in Australia

Ford is aiming to win over a new group of global pickup customers with the all-new Ford Ranger, the first truck built under the One Ford global product strategy.

It's the latest example of Ford's push to develop and produce vehicles that meet the evolving needs of the global marketplace while gaining huge efficiencies in its product development and manufacturing operations around the world.

By leveraging global economies of scale, the new Ranger will be produced from a highly robust single platform that replaces the two platforms currently in production regionally.

Ford took advantage of its full-line design and product development resources based in Australia to lead the global effort to create the next-generation Ranger. The highly skilled Ranger development team was based at Ford's state-of-the-art product development and proving ground facilities in Melbourne and Geelong.

In fact, the Ranger development project has been the largest automotive design and engineering export project ever undertaken in Australia and has been supported by both the Australian Commonwealth and Victorian State governments.

The leading role played by Ford Australia illustrates how engineering and product development is evolving as part of One Ford strategy. Ford's diverse engineering centers around the world are now being utilized to product global products.

"The all-new Ranger is a product of the One Ford global product development system from inception to launch," said Derrick Kuzak, Ford's group vice-president of product development. "Our engineering team in Australia had full access to our global capabilities, testing facilities and, most importantly, pickup truck knowledge in the entire Ford organization."

The new pickup will be one of the most extensively marketed vehicles in Ford's product lineup, with the four-door Double Cab destined for more

than 180 markets worldwide. Other models will be offered in regular and extended cab versions. The new global pickup range includes a host of new technologies and more capability than ever.

The Ranger for all world markets will be built in integrated assembly plants selected for their strategic importance in serving established and growing markets where compact trucks are popular.

The future regional production locations are in Asia Pacific (Thailand), Africa (South Africa) and eventually South America (Argentina).

"The Ranger manufacturing strategy was developed from a truly global perspective," said John Fleming, executive vice-president of Manufacturing and Labour Affairs at Ford. "That required strategic marketing decisions in terms of the optimal plant locations, their supply base and distribution reach. Making those choices from a clean-sheet, One Ford-inspired approach positions us well to grow the success of the all-new Ford Ranger globally and make the most of growth market opportunities."

The strategy particularly reflects growth opportunities spurred by demand in Asia, South America and many export markets - which include regional hotbeds of compact pickup truck popularity.

As part of the One Ford plan launched in 2006, the company has invested nearly \$3 billion to transform its manufacturing facilities across the Asia Pacific and Africa region from low-volume local production to high-volume regional production. Ford is pursuing an aggressive growth strategy, especially in growing markets like India and China, and employs more than 25,000 people across the region.

"We are in a position to expand production in a way that wasn't possible in the past," said Ford Asia Pacific and Africa President Joe Hinrichs. "We're aligning our entire business model for profitable growth driven this new generation of One Ford global products."

Ford Works with New York on Electrification Efforts

Ford Motor Co. and the New York Power Authority are coordinating efforts to help prepare the state of New York for the operation of electric vehicles.

Ford and NYPA will work together to develop consumer outreach and education programs on electric vehicles as well as share information on charging needs and requirements to ensure the electrical grid can support the necessary demand.

The collaboration between Ford and NYPA was announced during Ford's "Charging Into the Future Electric Vehicle Tour," which visited New York City Oct. 4.

The 14-city tour, which kicked off at Portland State University in Portland, Ore., in August, promotes Ford's electric vehicle strategy and educates consumers about what to expect from electrified automobiles and what is needed from the public and private sector to support this new technology.

"Ford plans on bringing five new electrified vehicles to market over the next two years, including the Transit Connect Electric later this year and the Focus battery electric in late 2011," said Sheriff Marakby, director of Ford's electrification pro-

grams and engineering.

"We know there is an incredible excitement for electric vehicles in the New York area and across the country. To support the rollout and acceptance of these vehicles, it is crucial to work with utilities, like NYPA, to make sure the necessary infrastructure is ready."

Cooperation between Ford and NYPA also involved working with the state and local governments on the most efficient ways to bring EVs to New York.

Ford and NYPA are working together to educate fleet owners about their options when it comes to electric vehicles, with NYPA holding a ride-and-drive event at its White Plains administrative office building. The event will provide attendees an opportunity to learn more about what to expect from electric vehicles and what is being done to support them with the right infrastructure. There will also be an opportunity to drive the Ford Transit Connect Electric, Focus Battery Electric Vehicle and prototype Escape Plug-in Electric.

"The Power Authority is a leader in helping to introduce electric and hybrid-electric vehicles in the New

York Metropolitan Area and other parts of the state," said NYPA President and CEO Richard Kessel. "These electric-drive vehicles are essential to improving energy efficiency, energy security and air quality, and for growing jobs for the economy. For all these reasons, we're teaming with automobile manufacturers, local and state governments and others to promote wider use of these vehicles, beginning with government vehicle fleets. Ford's new electrified vehicle models will certainly contribute to the efforts."

Since 1995, NYPA has helped put on New York State roads more than 1,200 electric-drive vehicles that have driven more than 11 million miles. Under its Electric Transportation Program, the Power Authority leverages its funds in helping to arrange for other government grants in support of the acquisition by public entities of electric and hybrid-electric vehicles. They've included vans, buses, trucks, passenger cars and work vehicles.

The collaboration between Ford and the NYPA builds on an existing partnership involving the Ford Escape Plug-

in Hybrid Vehicle Demonstration Program. The program, which began nearly two years ago, has generated real-world experience with these advanced technology vehicles by using them in real-world driving situations.

Over the next two years, Ford will introduce the Transit Connect Electric small commercial van, the Ford Focus Electric passenger car, two third-generation lithium-ion battery hybrids (2012) and a plug-in hybrid.

These vehicles will achieve breakthrough efficiency; some, like the pure battery electric vehicles Ford Transit Connect Electric and Ford Focus Electric, will use no gasoline at all.

Electrification is an important piece of Ford's overall product sustainability strategy that includes a range of fuel-efficient and alternative fuel technologies including EcoBoost engines, six-speed transmissions, power-assisted steering, aerodynamic improvements and lightweight materials.

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Ford Makes Key Management Changes

By Stefanie Carano
Staff Reporter

Ford Motor Co. has announced changes in top management positions that will begin early next year.

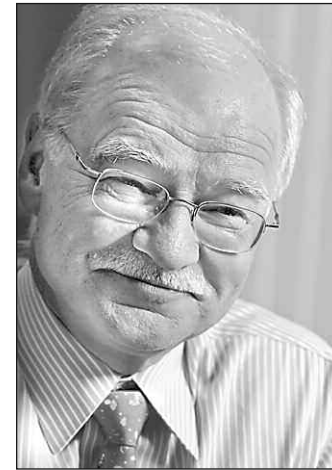
Chief Technical Officer and Vice President of Research and Advanced Engineering Gerhard Schmidt, who has been with the company for 10 years, will retire on Feb. 1. He will be replaced by Vice President of Engineering for Global Product Development Paul Mascarenas.

Schmidt, formerly of BMW, is described by Vice President of Global Development Derrick Kuzak as "a visionary leader for Research and Advanced Engineering."

"Many of the technologies that are now changing consumers' views of Ford - EcoBoost, state-of-the-art diesels, SYNC - all had their roots in Research and Advanced Engineering."

Schmidt's successor, Mascarenas, has been with the company since 1984. Some of his most recent projects include introducing new Curve Control technology and some of the company's most fuel-efficient new engines. Mascarenas served as this year's SAE World Congress chairman and SAE Convergence co-chair.

"It's sad to see Gerhard Schmidt retire, but moving Mascarenas to the CTO slot is not only a great move for Paul but a very logical choice for that position," said Lindsay



Gerhard Schmidt, who has been with Ford for 10 years, said he will retire on Feb. 1.



Paul Mascarenas has been named Ford's new Chief Technical Officer and VP/Research.

Brooke, SAE International magazine senior editor.

Ford also announced that Barb Samardzich, vice president of Powertrain Engineering has been appointed vice president of Global Product Programs. Joe Bakaj, vice president of Global Product Programs and Product Development for Ford of Europe has been appointed vice president of engineering. Both positions become effective on Jan. 1.

Other changes effective Jan. 1 include the appointment of North American Product Programs Executive Director Frank Davis to vice president of product development for Ford of Europe. In his new position, Davis will report to both Kuzak and Stephen Odell, CEO of Ford of Europe.

Matt O'Leary, 55, director, Corporate Strategy, has been appointed director of Product Development, Ford South America Operations, reporting to Kuzak and Eduardo Serano, executive director, Latin America. O'Leary will replace Hau Thai-Tang, who has been appointed executive director, Global Product Programs.

Joe Bakaj, 48, vice president, Global Product Programs and Product Development, Ford of Europe, has been appointed vice president, Powertrain Engineering.

Ford also announced that Ingvar Sviggum, vice president, Marketing, Sales and Service, Ford of Europe, will retire Jan. 1. Sviggum, 65, was appointed vice president, Marketing, Sales and Service for Ford of Europe in April 2008.

2 Ford Vans Aid in Hunger Fight

More than 50 percent of food pantries in Macomb and Oakland Counties turned away hungry people last year because of an insufficient amount of food.

"The Suburban Collection is dedicated to eliminating hunger and today we're taking the first steps to do that," said David Fischer, chairman and CEO, The Suburban Collection of auto dealers.

To combat the hunger problem, The Suburban Collection is donating two Ford Transit vans for the Ford Mobile Food Pantry Initiative.

The specially equipped Ford Transit vans will be used to collect and distribute food to those in need in partnership with Gleaners Community Food Bank and The United Way of Southeastern Michi-

gan. "These two vans join seven already on the road in service, combating hunger in Southeast Michigan," said Jim Vella, president, Ford Motor Co. Fund.

"We are pleased that The Suburban Collection has seen merit with this initiative and is joining in this effort to fight hunger."

These specially equipped Ford Transit Vans will service Wayne, Oakland and Macomb Counties through Suburban Ford of Waterford and Suburban Ford of Sterling Heights.

The announcement was made earlier this month at the Suburban Ford dealership in Sterling Heights.

The handover of the keys to the vans took place at that location.



PHOTO: SUBURBAN COLLECTION

The Suburban Collection is donating two Ford transit vans, include the one above, to benefit the Ford Mobile Food Pantry Initiative. The vans will now serve the tri-county area's food needs.

Hitting Finish Line is Habit For These Ford Employees

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for practice on a regular basis.

Another major event for the club is the annual Crim race that takes place each year in Flint at the end of August, as part of the Crim Festival of Races. This event, members said, is consistently won by GM's team, but offers a lot of fun and camaraderie.

"There's an after-party in the corporate tent, all the teams sit together and we talk about the event, how great it was," Roggenbuck said.

"Runners are a little extreme - they like to run hard but they like to eat a lot and (have fun)," added Ford licensing manager and club member Mark Bentley.

The club's most recent event was the Detroit Free Press Marathon, a 26.2-mile race. Members with the best time included active safety manager Mark Shehan, who finished the full marathon in three hours and seven minutes, and Engineer Kevin Pline, who made the best time in the half-marathon, finishing in one hour and 18 seconds.

Roggenbuck said he ran a personal best time of three hours, 21 minutes and five seconds, and experienced an exciting race.

"I started the race in the middle of the pack with over 20,000 runners. Section 'M' is where I jumped into the Corral. The sections A-L all started before me. After a 12-15-minute wait and walk to get to the starting line, I finally started trotting along . . .

"Along the race, I was able to say hi and chit-chat with a few Ford runners I passed. We all encourage each other and help each other get to the finish.

My Ford colleague Jim Pi-

SAE Publishes Engineering Salary Survey Results

DETROIT - The results of the first-ever comprehensive salary survey for mobility engineers were released by SAE International at SAE Convergence 2010 at Cobo Center last week.

It is reportedly the first such salary survey conducted exclusively for mobility engineers. SAE International analyzed the results of 5,288 respondents. The results were divided into two geographic categories - North America and International.

The survey was conducted with two goals in mind: first, to enable SAE members the

engineering community to better manage their careers; and second, to provide "economic context" for an engineer's experience, education and ability.

The SAE salary survey benchmarked compensation levels based on geography, education, industry sector, experience and managerial and budgetary responsibility.

Bill Cariello, manager of Web strategy for SAE, said, "The survey did show that SAE International members tend to make an average of \$10,000 to \$40,000 more a year than non-members. SAE

members, it would seem, tend to do a better job of managing their careers."

Using the results of the survey, SAE International created a salary calculator on its EngineerXchange professional networking site. Members can plug in a variety of variables and determine the average salary.

For example, if someone is moving from Chicago to Detroit, they can come pretty close to determining the average salary. The program will consider those factors, match them against the data from the survey, and give results.

Fusion Leads Conquest Sales, Dealers Report

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vehicles and top safety picks," he said.

Ryan said all models are selling well.

"We don't really have a stagnant line, all of our products are moving. We have great lease deals, 0 percent financing on almost all remaining 2010 models," he said.

Ryan said the best competitor for all the imports has been the Fusion model, due to its size and price.

The Ford Premiere event offered dealership visitors refreshments, Fiesta promotional items and the chance to enter to win a free Ford Fiesta or a trip to New York.