



The 2012 Ford Focus will follow in the footsteps of the 2010 Ford Taurus, the official car of the 2010 CES Show last January. The tech-packed Focus fits perfectly for CES, say show organizers.

2012 Ford Focus Named 'Official Car' of Next CES

With its global launch near, the all-new Ford Focus takes on the role of official vehicle for the 2011 International Consumer Electronics Show (CES), considered the largest such technology trade show in the world.

The tech-packed Focus is a perfect match for CES, organizers said of the show, which runs Jan. 6-9 in Las Vegas.

As the official car, Focus will have a prominent presence during the show, including more product-specific signage, displays, demonstrations and materials.

Focus also follows in the footsteps of the 2010 Ford Taurus, which was the official car of the 2010 CES show last January.

"The all-new Focus harnesses the best of what Ford Motor Company has to offer, delivering class-leading features and technologies as well as an expected 40 mpg," said Ken Czubay, vice president, U.S. Marketing, Sales and Service at Ford.

"We're excited for Focus to

reach dealers in North America and Europe in early 2011 and want to share that excitement and the unprecedented level of technology Focus has to offer with the global consumer electronics industry – an increasingly important influence on new vehicles."

The new Focus will share the spotlight at CES with Ford President and CEO Alan Mulally, who will deliver a keynote address at the trade show for the third consecutive year. Further upping the ante at CES, Ford is also increasing its display's floor space fourfold for the 2011 show and expects to have more than 20 vehicles on display throughout the event.

"We welcome Ford, Alan Mulally and the new Focus to the 2011 International CES," said Gary Shapiro, president and CEO of the Consumer Electronics Association (CEA), producer of the International CES show. "Vehicles such as the Focus are built

and service at Ford.

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Ford, TRW Add Belt Drive Steering to Europe Focus

LIVONIA, Mich. – TRW Automotive Holdings Corp. has launched production of its Belt Drive Electrically Powered Steering (EPS) technology for the European market on Ford Motor Company's Focus platform, including passenger cars and derivatives such as the Ford C-Max.

The technology, which was launched in 2009 on the Ford Fusion, Mercury Milan and Lincoln MKZ in North America, not only has the potential to increase fuel efficiency and reduce CO2 emissions, but it also enables further integration with other electronically controlled Driver Assist Systems, including Lane Departure Warning and Lane Keeping Assist, which help to enhance safety and comfort.

Frank Lubischer, vice president of engineering, TRW steering & suspension, said, "We have worked together with Ford to further develop a bespoke EPS solution which has received very positive feedback in the North American market and we are proud to now bring this technology to Ford's customers in Europe."

As with all TRW electro-



Belt drive steering is being added to the Ford Focus platform in Europe.

mechanical steering systems, the Belt Drive system only consumes noticeable power when steering assist is needed, providing considerable fuel consumption benefits of 0.3 to 0.4 L/100km, with a corresponding reduction in carbon dioxide emissions of approximately 7-8g/km when compared with hydraulic power steering.

TRW's EPS Belt Drive steering technology, also referred to as 'rack drive', brings the fuel efficiency and carbon dioxide reduction benefits of an electric steering system to higher rack load vehicles

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AAA and the National Sleep Foundation have been trying to educate drivers about drowsy driving, citing NHTSA crash data that shows one out of six deadly crashes involve a drowsy driver.

Mulally Discusses Ford's Path to Success

By Stefanie Carano
Staff Reporter

Local nonprofit Angels' Place recently welcomed Ford CEO Alan Mulally as guest speaker during the group's 18th annual benefit dinner at the Dearborn Hyatt Regency.

Taking the stage, Mulally talked about Ford's path to economic success to an audience of Angels' Place benefactors, volunteers and beneficiaries.

"The first thing we decided to do was to focus on Ford, which is about 85 percent of the Ford business," Mulally said.

"The second thing we decided was to have a complete family of vehicles and, as you know, outside of the United States, Ford has been number one and number two in most of the markets in small and medium-sized cars. But in the United States, because of the agreements that we've made with the UAW and our cost structure, we couldn't make cars in the United States profitably.

"So that's why we weren't. And so, we went to work to get with the UAW and all of our employees in our cost structure worldwide and got a transformation agreement in 2007, and that's why you see us now converting truck plants to car plants and we're actually now making cars in the United States of America by United States citizens and doing it properly."

He said the company also decided to make a commitment to be best-in-class.

Mulally said they also wanted to leverage their assets worldwide.

"So this is a big commitment, we're actually going to work together so we can leverage our commitment capability plus all of our assets," Mulally said.

He said they also took production down to real demand as the economy started to slow.

"And the three Detroit companies had a business model where they thought that all their costs were fixed," he said. "So that even in a slow-down, recession, they'd keep

the production up.

"They'd flood the market with a lot of vehicles that people didn't want, to have to discount the vehicles, actually ruin the residual values, actually have to delay the recovery from a recession.

"So, we took that action decisively to size ourselves to real demand, which is why the residual values have stayed up and we've absolutely honored the consumer."

Next, he said, Ford accelerated the development of all its new products.

"So that's why you see Ford today with, arguably, the finest product line in the

world as we come back out of the recession," Mulally said.

He said they then took their plan to 500 banks in New York City and asked for a loan.

Mulally said he felt the company should borrow as much as it could, leverage all the assets it could, including the Blue Oval.

Eventually, he said, Ford raised \$23.5 billion, "based on the strength of this plan," he said. "So that's why we've been able to restructure ourselves, get back to profitability but also accelerate all these great products and now, we are paying the money back."



Ford CEO Alan Mulally said the automaker took production down to real demand as the economy started to slow.

Ford Women Ease Holiday Stress With Early Shopping Event for Charity

By Stefanie Carano
Staff Reporter

As December approaches, it has often been observed that what is intended to be the most festive time of year can be the busiest and most stressful time as well.

To help lessen their employees' holiday burdens, Ford Motor Co.'s Women in Manufacturing organization held its annual Holiday Shopping Extravaganza Nov. 10 at the Ford Product Development Center Atrium lobby.

WIM co-chair Marsha Winegarden, global director of new model programs at Ford, said the event, which included a silent auction and about 20 vendors selling everything from jewelry to electronic merchandise, benefited the Susan G. Komen Foundation, this year's chosen charity.

"One of our Women in Manufacturing ladies had a sister who passed away from breast cancer, and so it really touched (our) hearts," said Renee Lock, Winegarden's executive assistant.

As part of the fundraising efforts, 100 percent of the proceeds from the Pandora bracelets vendor went to the charity. The bracelets were made by Winegarden.

Other vendors at the event included Best Buy, English



PHOTO: STEFANIE CARANO

Ford Motor Co. and its organization, Women in Manufacturing, held a Holiday Shopping Extravaganza Nov. 10 for Ford employees.

Gardens, and Pampered Chef, all of which gave a portion of their proceeds to the charity.

This year's silent auction included the chance to have lunch with a Ford executive chosen as one of 100 Leading Women in the North American Auto Industry by *Automotive News*. Several executives put their name in for a bid.

"It's a fabulous opportunity to sit down with other women to talk about how their journey has been inside of Ford," said WIM member and new model programs launch manager Cindy Taaffee.

WIM is part of the Professional Women's Network inside Ford. Taaffee said WIM

consists of about 150 members.

"This is one of our biggest events," Taaffee said. "Every year we do this. This is the fourth year we've done this and this is always done for a charity . . . It was part of the work-life balance initiative a couple of years ago because people were so stressed out. How do you eliminate stress?"

She said they then came up with the idea to have a holiday shopping event.

In addition to the sales and auction items, shoppers were treated to holiday music by the Ford Chorus from 11 a.m. to noon.

Ford Field Is New Venue for Hob Nobble Gobble Gig

Critically-acclaimed, rising star singer, Shontelle, will perform at the 21st Annual Hob Nobble Gobble, presented by PVS Chemicals, Inc.

Hob Nobble Gobble is a one-of-a-kind evening of live entertainment, food, rides, games and giveaways, all to support The Parade Company.

This year's black-tie gala will be held on a new date and at a new venue – on Saturday, Nov. 20, from 6:30 to 10:30 p.m. at Ford Field.

"Being at Ford Field this year has given us an opportunity to really step up our game for our biggest fundraiser of the year," said Tony Michaels, president & CEO, The Parade Company.

"In addition to all the new activities, rides and games

we're going to have on the field, we're looking forward to hearing Shontelle wow the crowd and fill the stadium with her absolutely amazing voice."

"We know how important Hob Nobble Gobble is to The Parade Company in order to produce one of Detroit's most cherished events, America's Thanksgiving Parade," said Jim Nicholson, president and CEO of PVS Chemicals, Inc. "We're thrilled that we can contribute to its success and be a part of this magical night."

Fresh on the heels of releasing her sophomore album, "No Gravity," Shontelle Layne, the soulful 23-year-old from Barbados, will have an opportunity to showcase some of her newest tunes – "Impossible



Ford Field, configured here for basketball, will be the home of the 21st annual Hob Nobble Gobble event Nov. 21.

Other."

President Obama is a fan of her songs, as he and his campaign team picked Shontelle's

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AAA Warns Public of Dangers of Driving Drowsy

AURORA, Ill. – Two out of every five drivers (41 percent) admit to having fallen asleep at the wheel at some point, with one in ten saying they've done so in the past year, according to a new AAA Foundation for Traffic Safety study.

More than a quarter of those surveyed admitted they drove in the previous month despite being so tired that they had difficulty keeping their eyes open.

Eighty-five percent of drivers surveyed felt it was "completely unacceptable" for someone to drive if they are so tired they are having trouble keeping their eyes open. Unfortunately, drivers may not always be aware of the effects of fatigue resulting from a lack of sleep.

In recognition of this week's Drowsy Driving Prevention Week, hosted by the National Sleep Foundation, AAA wants all drivers to recognize the seriousness of this dangerous, yet underestimated, driving practice.

"When you are behind the wheel of a car, being sleepy is very dangerous. Sleepiness decreases awareness, slows reaction time, and impairs judgment, just like drugs or alcohol, contributing to the possibility of a crash," said AAA Chicago Regional President Brad Roeber. "We need to change the culture so that not only will drivers recognize the dangers of driving while drowsy but will stop doing it."

A new analysis of National Highway Traffic Safety Admin-

istration crash data estimates that about one in six (16.5 percent) deadly crashes, one in eight crashes resulting in occupant hospitalization and one in fourteen crashes in which a vehicle was towed involve a driver who was drowsy. These percentages are substantially higher than most previous estimates, suggesting that the contribution of drowsy driving to motor vehicle crashes, injuries, and deaths has not been fully appreciated.

"Many of us tend to underestimate the negative effects associated with fatigue and sleep deprivation and, conversely, overestimate our abilities to overcome them while driving," said Roeber.

"This data underscores the

importance of educating drivers on the simple, yet effective steps they can take to prevent a possible tragedy. Unfortunately, too many drivers have adopted the 'I'm tired, but I can make it' mentality, often to their own peril or to the peril of others."

David Cloud, CEO of the National Sleep Foundation, added, "It is shocking to consider that one-quarter of drivers admit to operating a vehicle in the last month in an incapacitated state."

The National Sleep Foundation has been championing better drowsy driving awareness and education since 1991. Cloud adds, "We applaud AAA's work to elevate

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