



Ford put its new Police Interceptor sedan to the test recently and came out a winner. It's shown here with the Police Interceptor utility vehicle, the first ever produced by the automaker.

Ford Police Interceptor Sedan Speeds To Fastest Lap in L.A. Sheriff's Race

The new Ford Police Interceptor sedan recorded the fastest lap time of any police car in testing by the Los Angeles Sheriff's Department.

Ford says the results achieved by the next-generation Police Interceptors are proof points that Ford has engineered purpose-built and durable vehicles for the law enforcement community.

Ford's Police Interceptor AWD sedan, equipped with the 3.5-liter V6 EcoBoost engine, delivered an impressive 0-60 mph test of 5.8 seconds and the fastest lap time – trouncing all V8 competition from both Chevrolet and Dodge.

Ford's 3.5-liter EcoBoost V6 is a twin-turbocharged, direct injection engine that will deliver at least 365 horsepower and 350 foot-pounds of torque across a broad rpm range.

"These are purpose-built vehicles that we have developed with the support of police agencies across the U.S. and Canada," said Kevin Koswick, director of Ford's

North American Fleet Operations.

"As the leader in police vehicles 15 years running, Ford is committed to remaining the nation's largest provider of police vehicles.

"We're offering law enforcement officials a portfolio of products that are purpose-built and deliver on our commitment of providing the safety, technology, durability and performance they need to excel at their jobs."

Equally impressive, Ford's base 3.5-liter V6 Ti-VCT Police Interceptor sedan with AWD showcased stellar handling and performance, beating all V6 competitors in braking, acceleration and lap times.

The combination of 280 horsepower with twin-injected variable cam timing technology, six-speed transmission and unique pursuit suspension tuning and calibration delivered the goods.

For the first time ever, Ford has a Police Interceptor utility vehicle equipped with a 3.7-liter V6 Ti-VCT engine and all-

wheel-drive technology.

When tested with a 400-pound loaded cargo box, the Police Interceptor utility posted the fastest lap time, beating the Chevrolet Tahoe by more than two seconds. These results achieved Ford's target of delivering a pursuit-related utility that matches the performance and handling of the V6 Police Interceptor sedan.

Ford's new portfolio of Police Interceptors provides departments the ability to select the vehicle that best meets their needs.

Agencies can now select from a combination of two body styles, AWD or FWD, and multiple powertrains delivering at least 20 percent more fuel efficiency than the 4.6-liter single-overhead-cam (SOHC) V8 offered in the current Crown Victoria Police Interceptor.

Both Ford Police Interceptors debut after production of the Crown Victoria Police Interceptor ends at the end of 2011.

Designers Must Make Their Products 'Magical' – Ford Creative Chief Mays

By Stefanie Carano
Staff Reporter

Facebook, Twitter and other social media have become part of the process of building today's automobiles.

J Mays, Ford's Group vice president of Design and chief creative officer, talked on the subject as he presented "Innovation and Design" at the 2010 Ford Innovation Symposium held in the Ford Life Sciences building on the University of Detroit Mercy campus.

He said phenomena such as social media and other trends are having an influence on brand exposure and vehicle design.

"You may have noticed that we're spending a lot of time on social media and that's one of the things that Jim Farley, as he came from Toyota, has brought to the table," Mays said.

"Our communication between the company and customers used to be what I would call a monologue, and once we got into social media it became a dialogue. And now we're able, through various social mediums, to get almost instantaneous feedback on how we're doing.

"It's almost in some ways not quite replacing what I would call traditional channels, but it's helping us have a dialogue with a completely different audience – and, most importantly, it's helping us have a dialogue with our young audience, which is where our future customers are coming from.

"We are at the very tip of the iceberg with what to do with that information."

When it comes to hybrid vehicles, Mays said very often the technology makes them look quite ugly.

"We talk about this all the time and Derrick (Kuzak) and I were talking about this not very long ago, and we sort of came to the conclusion that it would probably be a good idea to make the vehicle attractive first and then communicate that it's an electric vehicle or a hybrid second.

"Because, I think we've gone through the phase now where people want to fly the flag of saying, 'Look at me,' as they drive down the road in their Prius.

"And I think now people are starting, in the second generation of customers, buying hybrids for the right reasons – which is not to position themselves somehow socially among their friends, but actually to get better gas mileage."

Mays said Ford's plan is to

make great-looking cars that happen to be hybrid or plug-in hybrid electric vehicles.

Using his company's approach as an example, Mays talked about how designers can approach product design in a way that sets their company's brand apart.

He said designers should not be "design blind" nor be blinded by design. Designers that design for other designers ignore the customer.

"You want to be brand-led," he said. "Because if you don't have a conviction about what your company stands for, you'll blow with the wind."

Finally, he said, make it magical.

"Because if you're not enjoying your work, and if you're not getting up trying to create products and innovation that you think are going to delight customers, you're probably in the wrong business," he said.



PHOTO: STEFANIE CARANO

Ford's J Mays, right, with Leo Hanifin, University of Detroit Mercy College of Engineering dean. Mays presented "Innovation and Design" at UDM last week.



Ford's Focus Electric, the automaker's first all-electric, zero-CO2-emissions passenger car, will be available in late 2011 to consumers in 19 selected pilot markets.

Ford Super Duty Hits 50 Percent Of Heavy-Duty Segment's Sales In First Nine Months of This Year

One of every two heavy-duty pickups sold in the United States in the first nine months of this year was a Ford F-Series Super Duty.

The new Super Duty dominates the heavy-duty pickup segment with 50 percent of total heavy-duty sales, an increase in market share of 5 percentage points over the same period last year – its highest share since 2001, according to a Ford analysis of recently released registration data by R.L. Polk.

Furthermore, the heavy-duty pickup segment is growing – up 17 percent over last year – and Super Duty accounts for 80 percent of that heavy-duty segment growth.

The all-new, Ford-designed, Ford-engineered and Ford-built 6.7-liter Power Stroke

diesel engine has helped drive Super Duty's sales performance in 2010. In September, the engine was recognized by *Ward's Automotive* as Best Diesel Truck Engine after rigorous testing against competitive trucks.

Rated at 400 horsepower and 800 lb.-ft. of torque, the new engine delivers the best-in-class towing and hauling capability as well as highest fuel economy in its class, a full 20 percent better than the outgoing model.

The 2011 Super Duty, which went on sale in April, also received a new 6.2-liter gas engine. Other upgrades include a new six-speed automatic transmission, live-drive power takeoff technology, a new

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Ford diesel supervisor Steve Hawk tests the software that will boost the 6.7-liter power stroke diesel on the 2011 Ford Super Duty to 400 horsepower and 800 ft.-lbs. of torque.

Detroit Among First Markets to Offer Focus Electric

DEARBORN, Mich. – Ford Motor Co. has announced first markets that will sell the Focus Electric, Ford's first all-electric, zero-CO2-emissions passenger car late next year.

The first markets selected for Ford Focus Electric: Atlanta; Austin and Houston, Texas; Boston; Chicago; Denver; Detroit; Los Angeles; San Francisco; San Diego; New York; Orlando, Fla.; Phoenix and Tucson, Ariz.; Portland, Ore.; Raleigh-Durham, N.C.; Richmond, Va.; Seattle, and Washington, D.C.

"There is a great deal of excitement for the Focus Electric across America and Ford wants to build on this enthusiasm by making our first all-electric passenger vehicle available in as many pilot markets as possible," said Mark Fields, Ford's president of The Americas.

"This is the first step in rolling out the Focus Electric. As the country continues to build up its electric vehicle infrastructure and demand for the Focus Electric grows, Ford will continue to evaluate additional markets and consider making this vehicle available in more cities across the country."

The Focus Electric's initial markets were chosen based on several different criteria, including existing hybrid purchase trends, utility company collaboration and local government commitment to electrification.

As part of the collaboration with dealers, utilities and local governments, Ford will help

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 customers' needs.

Last month, Ford launched a new educational Web site on electric vehicles (<http://www.fordvehicles.com/technology/electric>). The site offers video, text and diagrams to help consumers understand differences in the technologies of electrified vehicles.

Focus Electric, available in late 2011, will be built at the Michigan Assembly Plant in Wayne, Mich. Production will occur on the same line as the gasoline version of the Focus. Using an existing vehicle platform and assembly line will

give Ford the ability to vary production based on demand for the Focus Electric.

The Focus Electric will offer consumers the same fun and exciting driving experience as the gasoline-powered version. Instead of a traditional gas engine, the Focus Electric's motor will be powered by a 23 kwh lithium-ion battery. The system utilizes a liquid heating and cooling system to maximize battery life and driving range.

Ford has been working with local government agencies and utilities in several of the selected markets to help prepare for the adoption of electric vehicles. Efforts focus on development of consumer outreach and education programs

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'Kennedy Car' Still Fascinates Ford Museum Visitors

By Gerald Scott
Staff Reporter

For the Baby Boomers, Nov. 22, 1963, was a landmark moment in American history, one they lived through and still remember vividly to this day.

But for younger citizens, the events of 9/11 have become the defining date in recent American history, according to many historians.

Regardless of which age you view it from, the 1961 Lincoln Continental in which President Kennedy was killed – the so-called "Kennedy Car" – remains one of the Henry Ford Museum's most iconic possessions to this date.

Nov. 22 of this year now marks the 47th anniversary of the JFK assassination, but locally at least, the Kennedy Car on display in Dearborn continues to fascinate, according to Museum representatives.

The car remains one of the most regularly visited icons in the entire Museum display, a recent visit to the car also reveals.

Indeed, for visitors to the car, it's seemingly always 1963, when in our national memory we see the big Lincoln limousine in jittery home movies turning from Houston onto Elm Street, past the

Texas Schoolbook Depository, and we hope for a different ending than the one we always get.

The Yahoo history Website had the following summary about the Kennedy Car:

"The Midnight Blue 1961 Lincoln that President Kennedy was assassinated in on Nov. 22, 1963, in Dallas, Texas, carried the Secret Service code name 'SS 100X,'" it reads.

"It had been delivered to the White House back on June 14, 1961 – Flag Day that year.

"In 1963, the car's grille was replaced by one from a 1962 model for aesthetic reasons, and 'sombbrero'-style wheel covers like those of the 1957 Lincoln Premiere were added.

"Trunk lid grab handles for Secret Service agents were also affixed. The undistin-

guished District of Columbia license plates on car SS 100X had the simple two-letter, three-number designation of GG 300."

The car was assembled by Ford Motor Co. and modified by the noted limousine builders Hess and Eisenhardt in Ohio.

Because Kennedy's death

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PHOTO: GERALD SCOTT

The 1961 Lincoln Continental that carried President John F. Kennedy on the fateful Nov. 22, 1963, ride in Dallas is on display at the Henry Ford Museum in Dearborn.