

Detroit Among First Markets To Offer New Focus Electric

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on electric vehicles, as well as shared information on charging needs and requirements to allow for ease of consumer charging and to ensure the electrical grid can support the necessary additional demand.

"Making electric vehicles a viable option for consumers requires teamwork across a variety of industries and government entities," said Mike Tinskey, global manager of Electric Vehicle Infrastructure at Ford.

"Working with utilities, governments and technology companies is a key part of our electric strategy to make sure the infrastructure and support for electric vehicles is in place as we begin rolling them out."

As part of its electrification outreach, Ford has been conducting the "Charging Into the Future: The Ford Electric Vehicle Tour." The 14-city tour 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.

Electrification is an important piece of Ford's overall product sustainability strategy, said Tinskey.

Ford's aggressive strategy includes the launch of five new electrified vehicles in Europe and North America. In addition to Focus Electric, Ford will introduce the Transit Connect Electric small commercial van, two next-generation lithium-ion battery hybrids and a plug-in hybrid. The range of electrified vehicles allows Ford to address a variety of consumer driving needs.

Ford's electrification strategy also leverages the most fuel-efficient powertrains, the most technically competent hybrids and the company's global vehicle platforms in order to develop affordable choices for consumers.

Note that the Ford Focus Electric was available for participant test drives at the recent Business of Plugging In EV conference in Detroit and it was a popular choice.

Homestead Speedway Hosts F-150 Test Run

The 2011 Ford F-150 EcoBoost recently took a roundabout way to demonstrate durability and best-in-class towing capability.

The new truck/engine combination racked up 1,606 miles towing a best-in-class 11,300 pounds while circling the 1.5-mile Homestead-Miami Speedway oval at an average speed of 82 mph. It's the latest test in a series of web-based documentaries to demonstrate the durability of the new 3.5-liter EcoBoost truck engine available in early 2011.

EcoBoost is fundamental to Ford's strategy to provide technologically advanced, high-output, smaller-displacement powertrains that deliver uncompromised performance and fuel economy. EcoBoost engines deliver fuel economy gains of up to 20 percent and reduction of CO2 emissions of up to 15 percent, compared with larger, less-efficient engines.

In addition to turbocharging with direct injection, Ford engineers have enhanced EcoBoost's technology capabilities by adding variable valve timing and precisely controlling all aspects of the engine. Ford has at least 125 patents on its EcoBoost technology.

The high-speed maximum towing test is the current phase of a testing program that started when this randomly selected EcoBoost engine endured the equivalent of 150,000 miles or 10 years' use on the dynamometer, replicating the duty cycle of the harshest-use customer.

After the "Dyno Stress" torture testing, the engine was installed into a new 2011 Ford F-150 to work as a log skidder in Oregon, dragging logs weighing up to nearly five tons.

In this latest demonstration, the 2011 F-150 EcoBoost towed a pair of NASCAR

Rattner Takes Broader View of Industry

By Stefanie Carano
Staff Reporter

Former car czar Steve Rattner paid a recent visit to Detroit to promote his new book, "Overhaul: An Insider's Account of the Obama Administration's Emergency Rescue of the Auto Industry."

Addressing members of the Automotive Press Association, Rattner said he believes GM is currently on the right track.

"I believe that General Motors has fundamentally addressed its major structural problems and is well-positioned to compete both here in North America as well as globally," Rattner said.

"As you all know, through the bankruptcy, the liabilities of GM were reduced from roughly \$120 billion to \$55 billion, \$8 billion a year in structural costs were taken out, the labor contracts were rewritten, major management changes – this is a new and different GM that will go forth into the public market . . . and one that, as I said, I believe has all the tools to be competitive, as I believe as well about Chrysler and Ford."

He said that the behavior exemplified by GM's more recent CEOs is helping establish a new corporate culture.

"He's in the cafeteria, he goes to the factories," Rattner said of Akerson. "I think it's just a much less bureaucratic, much more open decision-making process going on there."

"I think GM has been very fortunate that even though all these management changes, I would concede, are not ideal, I think Ed Whitacre did a spectacular job during his time and I've known Dan Akerson for 20 years."

"I suggested he be on the board, although I'm certainly not involved in him becoming CEO, and he's exactly what GM needs. He is a proven executive, he's tough, he's been in the Navy, he's ready for General Motors," he said.

Not long into his talks before the APA, Rattner justified the decisions behind Wagoner's termination.

"I've always believed, in my career on Wall Street and as a private equity investor, that

management matters. And, when we invested in private equity contracts, we would say to ourselves . . . is this a management team that we want to put our money behind?"

"And part of what I believe our responsibility was when we were asked to figure this one out, was what do we do about the management at the companies that were under our care, principally GM and Chrysler, but that included the finance companies and the other odds and ends as well," he said.

"And rightly, in my opinion, we reached a judgment which the president, Larry Summers, Tim Geithner and I all agreed with that GM could only be successful with a change in CEO."

"As I wrote in my book, my view is that, generally speak-

ing, any CEO who allows their company to get into a position where it is technically bankrupt, has no cash, needs a government bailout, probably shouldn't be CEO. In the case of GM, GM burned through \$30 billion of cash in 2008 and the first three months of 2009."

He said, also, that the restructuring plan GM put forward on Feb. 17, which they were supposed to show how they were going to become viable, or what they would need for viability, was not a supportable business plan in the view of Rattner and his team.

"It was not a business plan that we could, in good conscience, invest taxpayer money behind," he said.

"We did not believe it would succeed, we believed it was predicated heavily on a turnaround in sales rather than

the fundamental restructuring that we felt was essential for having General Motors work."

"And so, it was ultimately our collective, unanimous conclusion that there needed to be a change in leadership. Rick Wagoner is a decent, honorable, smart, hard-working individual. I liked him personally, but this was business, this was a very important piece of business. This was the taxpayers' money and we believed that there had to be a change."

Rattner said what was able to be accomplished as part of the restructuring was remarkable.

"I think it was fundamental, I think it is long-standing and I think we will all see great things going forward, and these companies, I think, will go on to have very successful lives," he said.

DTE Plans Merry Christmas for Seniors

By Stefanie Carano
Staff Reporter

This year, DTE Energy is stepping up its efforts to help metro Detroit's immobile seniors by getting involved in the Detroit Meals on Wheels Christmas holiday program.

DTE Energy and its subsidiaries held an assembly at its headquarters in Detroit Nov. 15, asking employees to volunteer their time to the program and to announce a \$25,000 donation to Meals on Wheels from the DTE Energy Foundation.

"Our company has a history of giving that spans more than 150 years," said Joyce Hays Giles, senior vice president of customer service.

"This year, we will partner with Detroit Area Agency on Aging to feed 5,700 homebound seniors on Christmas morning. It's a great way to share the spirit of the holiday season with family and friends by reaching out to others who need a helping hand."

Encouraging employees to get involved any way they can, Hays Giles said DTE Energy is hoping for about 300-600 volunteers to help assemble meals and then another 200 volunteer teams to deliver the meals to Detroit, Hamtramck, Harper Woods and the five Grosse Pointes on Christmas Day.

Assembly will take place at the Meals on Wheels packing station on Bagley Avenue in Detroit. Cold food packing will take place on the morning of Dec. 23. On Christmas morning, volunteers will add hot food to the packages.

Later that day, food will be

taken from the packing station to be delivered to assigned stops around the area.

"Deliveries will require both a driver and a jumper who will hand out the meals at each home," Hays Giles said. "Your family and friends are welcome to join you and I hope you will bring them along."

The company also encouraged donations through its holiday season matching gifts program. For every employee donation, the foundation will double the contribution. A minimum of \$10 is required. Every \$5 donated provides one meal for a senior.

"This is truly a wonderful way to begin this year's holiday season matching gifts program, which runs through Dec. 10," said Karla Hall, vice president of customer service.

"Through the volunteer opportunities that we participate in and the dollars that we donate, we are helping our customers, neighbors and our communities in so many different ways."

Last year, the foundation donated \$300,000 to 57 different homeless shelter organizations throughout Michigan through the program.

Hays Giles said DTE Energy is the only corporate sponsor for the Christmas holiday program.

"We wanted to do Thanksgiving and Christmas but there was another corporation who had that one," she said.

Attending the assembly were leaders from IBEW Locals 223, 222 and 17.

"I anticipate, just by their presence here, they're sup-



PHOTO: STEFANIE CARANO

Joyce Hays Giles, DTE Energy's senior vice president of customer service, called for company volunteers to participate in Detroit's Meals on Wheels Christmas meal preparation and delivery program.

porting it," Hays Giles said. "We have reached out to make sure they were aware of it so they were here and we'll encourage all of the employees in our company whether they're unionized or not. This will be a family, a DTE family event."

She said DTE Energy's work with Agency on Aging is an extension of its ongoing relationship with the statewide Gatekeepers program – a program that allows any employee to refer at-risk senior customers for a broad range of community service needs.

MichCon President Jerry Norcia said if this year's program in Detroit is successful, the company plans on expanding across its entire service territory.

Meanwhile, MichCon is a wholly owned subsidiary of DTE Energy.

'Kennedy Car' Still Fascinates HF Museum Visitors

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occurred in the car itself, that's the main reason for the strong resonance with visitors some 47 years later, according to Dr. Michael Bernacchi, marketing professor at the University of Detroit Mercy.

Bernacchi noted that his 19- and 20-year-old college students of today have a much stronger connection to 9/11 because they lived through it, whereas Nov. 22 was something their parents or even grandparents had actually lived through.

"The name Kennedy has cache, the fact that the Kennedy revolution started the youthful revolution in the 1960s," Bernacchi said.

"The Kennedy assassination was a dramatic moment in the history of the Baby Boomers, but as they've aged, you've got to admit that the emotion from that date has started to fade as well."

"After all, the Baby Boomers of today are more worried about their retirements than any youthful revolutions, although the emotions for Kennedy are probably stirred again if you're visiting the car at the museum."

Curiously enough, the Kennedy Car was not permanently removed from service after Nov. 22, 1963.

Said a panel at the Museum's Kennedy Car display, "The modern, new four-door convertible seemed well-suited to a young, forward-thinking president," it reads.

"But tragedy struck when President Kennedy was assassinated in November, 1963, while riding in this car through the streets of Dallas, Texas."

As the world mourned, the Secret Service quickly took steps to have this vehicle rebuilt so it would better protect future presidents.

"Later modifications during Johnson's and Nixon's presidencies only served to illustrate the continual tension between the presidents' desire to be seen (by the public) and Secret Service efforts to protect them."

The Henry Ford Museum has both the Kennedy Car and the 1865 Lincoln Chair in its historical collections.

Ford has 75K-Square-Foot LA Exhibit

Imagination, the Americas, continues to push the limits of effective event marketing at auto shows in Los Angeles last week with an array of extraordinary consumer experiences that will help Ford Motor Co. to transform its business.

In an exhibit spanning more than 75,000 square feet – Ford Motor Co.'s biggest-ever show presence in LA – Ford will unveil a completely new lineup of engines for the F-150, breakthrough terrain management technology on the next-generation Explorer, and all-new models of the Mustang, Fiesta and Focus.

Visitors to the display, designed and executed for Ford by designer Imagination, will encounter an almost overwhelming variety of things to see and do, nearly all of which



PHOTO: WIKIMEDIA COMMONS

John and Jackie Kennedy are seen in the infamous motorcade through Dallas on Nov. 22, 1963. This year marks the 47-year anniversary of the JFK assassination.

are new since last year's show in Los Angeles.

Consumers can take a virtual ride in an in-car theater . . . they can discover Ford product advantages through games and fun physical challenges. . . or, they can try dozens of different digital interactions, including one that lets them customize and paint their "own" Fiesta with a virtual spray can.

Global auto shows such as the one in LA are critical elements of Ford's game-changing communication strategy that is earning widespread recognition like the "Marketer of the Year" award from Advertising Age magazine, organizers said.

Perhaps even more important than the awards are the outstanding results. In the past 12 months, Imagination

Ford Selects Madrid for Focus Drivers

Consumers ready to join the Ford Focus Global Test Drivers should get ready to start something more in Madrid, Spain.

Ford has selected the National Institute for Aerospace Technology, near Madrid, as the home base for the Focus Global Test Drive. An aeronautical research facility, the INTA and its varied surfaces make an ideal location for dynamic driving events as participants take on the unique role of test drivers, before the new Focus reaches the showroom.

"Based on what we have learned with the Fiesta Movement and other social media launch efforts, we chose this unique, once-in-a-lifetime experience behind the wheel of an all-new Focus, within a world-class proving ground facility."

INTA offers more than 10 surface areas, allowing participants to enjoy a broad range of testing exercises and experiences.

At the three-day event, Feb. 18-20, 2011, consumers and bloggers will be able to experience the Ford Focus in a unique manner. Each challenge and course will highlight the driving dynamics and technologies in the vehicle. And throughout the entire event, local charities will benefit.

To participate in the Focus Global Test Drive, friends and fans from around the world are invited to submit simple video applications explaining why they should be included in this unique behind-the-scenes event. The application process invites prospective test drivers to "start more than a car" by generating the market equivalent of USD \$10,000 for a specific charity of their choice from the categories of hunger, education and environment/sustainability.

Details of the Focus Global Test Drive application are now available on the "Global Drive" tab at <http://facebook.com/fordfocus>. Participants for the Global Test Drive event will be selected based on a range of criteria including their individual creative content, social networking vibrancy and volume of votes they receive.

With the Focus Global Test Drive, Ford engineers will get rapid feedback from interested customer and prospects; drivers get a first look at the new car before it goes on sales; friends get to come along for the ride of a lifetime; and deserving charities will benefit in a big way.

has helped Ford outperform all of its competitors at auto shows across the U.S. Millions of visitors left shows with a much-improved opinion of Ford and a significantly higher intention to buy one of their products.

"We are always looking for the best way to tell Ford's story to consumers," said Matt O'Mara, General Manager for Imagination, Detroit.

"Whether we're using cutting-edge digital technology or a robotic product demonstration, we know what we have to engage, educate and excite customers about the brand."

One of the innovations introduced at the LA Auto Show this year is an Outdoor Urban Festival, where visitors can ride in a next-generation Explorer SUV.