

Gilmore Announces New Model A Museum Coming

HICKORY CORNERS, Mich. – Over 50 representatives of various national and regional Model A Ford clubs were on hand at the Gilmore Car Museum on November 4, 2010 for the official announcement of the creation of the Model A Ford Museum.

Ground breaking for the all-new Model A Ford Museum, proposed as a 12,000-square-foot re-creation of a vintage Ford dealership, is slated to take place next summer. When completed, it will become the largest public museum dedicated to the Model A Ford in existence.

The driving force behind the new museum has been the non-profit Model A Ford Foundation, Inc. (MAFFI) established in 1987 to preserve Model A Fords and related memorabilia, to encourage research, and to educate present and future generations on its legacy. The organization has successfully united the tens of thousands of Model A enthusiasts who are members of various clubs in support of the new venture.

Members and Officers of the Model A Restorers Club (MARC) and the Model A Ford Club of America (MAFCA) attended this month's day-long event.

George Tyman, president of MAFFI, said the new museum was for all Model A hobbyists and "all Model Aer's will be the benefactors."

The Model A Ford was manufactured from 1928 through 1931 and marked the second commercial triumph, after the Model T, for the Ford Motor Company.

When Henry Ford introduced the new Model A Ford in December 1927, he was following the overwhelming success of the Model T, which

had been produced with few changes since it debuted in 1908. Over 15 million of the sturdy, utilitarian, and low-priced Model Ts had been sold.

The all-new Model A Ford was greeted with such tremendous public enthusiasm that it became an instant success and nearly five million were sold during its four year production. In fact, an article in The Literary Digest published before the car was unveiled revealed that 400,000 Model A Fords had "been sold sight unseen."

The stylish Model A featured twice the horsepower, a simpler and less confusing three-speed transmission, and was available in 20 body styles and a wide variety of colors, rather than just black.

The Model A Ford is a car that all can relate to, explains Michael Spezia, executive director of the Gilmore Car Museum.

"It was an affordable and very popular automobile that was owned and enjoyed by close to five million people," Spezia continued, "We are especially happy to welcome the Model A Ford Museum to our campus."

The all-new Model A Ford Museum will provide MAFFI a permanent home for its collection of automobiles, display engines, and artifacts including factory photos, blueprints and research materials.

"The museum will feature several very interesting Model A Fords but it will be more than just a car collection," explains Art Callan, MAFFI Executive Director, "it will take you on a journey through the Model A years—the end of the Roaring 20s, the stock market crash in '29, and the birth of Mickey Mouse."

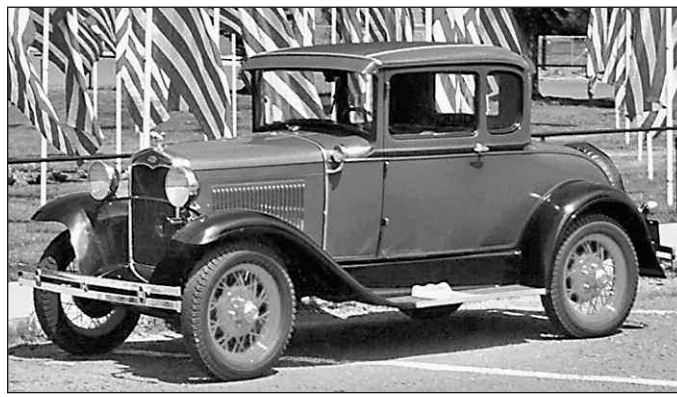
Rather than a single large structure to house its collections, the Gilmore Car Museum has nearly one dozen historic structures situated on 90 landscaped acres—making it feel much more like a park than a museum.

The Gilmore Car Museum is truly without equal. Besides its own collection, the ever-expanding campus also serves as the home of the: Classic Car Club of America Museum; Pierce-Arrow Museum; Franklin Collection at Hickory Corners; as well as the Midwest Miniatures Museum and the Tucker Historical Collection and Library. The Cadillac – LaSalle Foundation, Lincoln Motor Car Foundation, and the Model A Ford Museum also all have displays with museum structures planned.

With nine individual museum collections, the Gilmore Car Museum is becoming the nation's premier automotive history destination.

Garth Shreading, president of the Model A Ford Club of America – the world's large club dedicated to one make of automobile – agrees. "The fit between the Model A Museum and the Gilmore Car Museum is a good one," Shreading said, "and offers much for our membership."

Some historians note that the Model T, the car that put the world on wheels, tends to get most of the attention when it comes to historical Ford vehicles, but the Model A Museum will now ensure that the Model A, follow-up to the T, will now get its legacy story better told as well.



This 1931 Ford Deluxe Model A Coupe is of the type that will eventually be on display at the planned new Model A Ford Museum. The facility will be built in Hickory Corners, Mich.



Gilmore Car Museum organizers in Hickory Corners, Mich., shake hands on a deal to build a new Model A Museum together with the nonprofit Model A Ford Foundation, Inc.

Ford Super Duty Hits 50 Percent Of Total Sales In 1st 9 Months

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instrument panel, factory-installed fifth-wheel towing package and more.

"As always, our goal is to better satisfy the needs of our customers. Super Duty's continued sales and share leadership is validation that whether those needs are capability, durability, quality, power, performance, fuel economy, technology or safety, we are succeeding," said Doug Scott, Ford Truck Group marketing manager.

In October, Ford's entire F-Series lineup became the first nameplate in the industry in 2010 to top 400,000 units sold.

The new 2011 F-150 arrives in dealerships later this month with the most extensive powertrain makeover in the 62-year history of F-Series. Among the new engines coming are two fuel economy leaders: the 3.7-liter V6 at 17 mpg city, 23 mpg highway; and the 5.0-liter V8 at 15 mpg city, 21 mpg highway. The truck also offers the 6.2-liter V8 in specialized models. The highly anticipated 3.5-liter EcoBoost engine-powered F-150 comes to market early next year.

The F-150 these days is mostly built at the Dearborn Truck Plant (DTP), long a part of the Ford Rouge manufacturing complex in Dearborn. The facility is the former Dearborn Assembly Plant, which built Ford cars.

EPA Says 2009 U.S. Cars Averaged 22.4 Miles/Gal.

By KEN THOMAS
Associated Press

WASHINGTON (AP) – Cars and trucks made the biggest year-to-year increase in fuel efficiency in nearly three decades in the 2009 model year, averaging 22.4 miles per gallon, the Environmental Protection Agency said last week.

The government reported that new vehicle fuel efficiency improved 6 percent last year from 21.0 mpg during the 2008 model year, the largest jump since 1980-1981. EPA said the gains were largely tied to the economic recession as vehicle production fell more than 30 percent to 9.2 million vehicles and more fuel-efficient passenger cars took a larger share of sales.

As the car market recovers, EPA estimates fuel efficiency will improve slightly to 22.5 mpg in the 2010 model year. The figures are based on estimates for city and highway mileage found on window stickers in dealer lots.

Toyota Motor Corp. led the industry in 2009 with an overall fleet of 25.4 mpg, followed by Hyundai Motor Co. with 25.1 mpg and Honda Motor Co. with 24.6 mpg. South Korean automaker Kia Motors Corp. averaged 24.2 mpg, followed by Volkswagen AG with 23.8 mpg, Nissan Motor Corp. with 23.6 mpg and Mitsubishi Motors Corp. with 23.5 mpg.

U.S. automakers lagged behind their competitors. General Motors Co. averaged 20.6

mpg, followed by Ford Motor Co. with 20.3 mpg and Chrysler LLC with 19.2 mpg. GM and Ford were projected to show modest improvements in the next model year while Chrysler was expected to hold steady.

The Obama administration has pushed forward more stringent fuel efficiency requirements that will force carmakers to improve well into the next decade.

Environmental groups said the latest EPA data underscored the need for the tough requirements because sales conditions in 2009 were unusual and an improving economy might boost sales of larger vehicles.

The new standards aim to bolster fuel efficiency across the lineup of new cars and trucks.

"Strong fuel economy standards can help guarantee that consumers get what they need when it comes to size and performance and get better fuel economy to fight high gas prices," said David Friedman, research director for the clean vehicles program of the Union of Concerned Scientists.

Wade Newton, a spokesman for the Alliance of Automobile Manufacturers, said the report showed that automakers are producing more vehicles that use less fuel. He said the improvement was "a direct result of consumers' willingness to purchase automakers' more fuel-efficient models in greater numbers."

Ex-Ford Executive Authors Book

When it comes to the success of America's future, a retired Ford Motor Co. executive believes teamwork and common sense leadership is the answer.

In his debut book, "Have We Lost Our Common Sense?," author Bob Terrell takes a simple and direct approach to solving the nation's crises. Drawing from various personal experiences, Terrell dives into some of the most diverse and controversial issues of today, advocating a common sense approach for effective solutions.

"It challenges us to focus and act on those things that can make a difference in the quality of life of our people and not in judging and demonizing those with whom we have some differences in be-

liefs," said Terrell.

Now retired, Terrell began his career as a U.S. Marine Corps officer in 1956. He then embarked on a 30-year executive career with Ford Motor Co. and most recently, he served as president of Fred Jones Enterprises. Terrell currently lives in Corbin, Ky.

Terrell's book also discusses the current economy and bailout programs, including his own experiences derived from some 40 overall years in the auto industry. "Most often, simple and direct 'common sense' ways of doing things are better than long, drawn-out and complex methods that nobody understands," he added. A Kentucky native, he graduated from Georgetown College, Ky., with a degree in economics.

Ford Project Holds the Key to 'Stang Owners' Heart

You hold two keys: One has a black Boss logo, the other red: Either will start your 2012 Mustang Boss 302. Slide the all-black key into the lock cylinder, give it a twist and you're treated to 444 ponies worth of smooth, streetable driving joy. Or choose red – the TrackKey – and you have a competition-ready track car.

A joint project between Mustang engineers and Ford Racing, TrackKey adds a second set of powertrain control module (PCM) software to a customer's Mustang Boss 302, activated by a specially programmed vehicle key. When invoked by TrackKey, the new TracMode software alters more than 200 engine management parameters, increasing low-end torque and turning the potent but well-mannered stock Boss into a competition-ready track car. Remove TrackKey and start Boss with the standard key, and all factory engine settings are restored for a comfortable drive home from the course.

"From an engine management standpoint, we've done just about everything possible to give TrackKey users a full race car experience," explains Jeff Seaman, Mustang powertrain engineer. "It's not for use on the street – for example, the deceleration is set up to preserve the brakes, and the throttle response is very aggressive. A skilled driver on a closed course will really appreciate the benefits."

As part of the TrackKey software package, Ford engineers also devised a two-stage launch control feature similar to that used on the Cobra Jet race car. Using a combination of steering wheel buttons, drivers can set the tach needle to a desired launch rpm. Floor the throttle and the engine will rev to the preset rpm until the clutch is released, helping aid acceleration and vehicle control from a standing start.

Devised during an all-night garage brainstorming session among core Mustang team members, TrackKey introduces the concept known as the dual-path powertrain control module. The industry-first, patent-pending innovation allows two separate sets of engine management software to exist on a single PCM, selected through existing SecuriLock Passive Anti-Theft System (PASTS) transceiver found in current production keys.

The TrackKey PCM software, installed by an authorized Ford dealer after a customer takes delivery of the car, adjusts variable cam timing, spark maps, engine brak-

ing, fuel control and other engine parameters – more than 200 in total – to provide a complete race car calibration. The result is an aggressive, race-bred driving experience all the way down to the lopey idle rumbling through the Boss quad exhaust.

"Anything that could possibly affect all-out performance is deleted from the TrackKey calibration," said Dave Pericak, Mustang chief engineer. "Throttle limiting and torque management – any daily driveability entrenchments are removed and replaced with a pure Ford Racing competition calibration."

When TrackKey is removed and the vehicle is started with the standard key, the PCM settings are automatically drawn

from the factory Boss 302 instruction set again without any additional modifications needed – a huge advantage over aftermarket tuning chips and ECU reprogramming. The convenience is useful for enthusiasts who want all-out performance at the racetrack but stock driveability for the journey there and back.

In the early stages of TrackKey development, a major challenge was the complexity of installing multiple PCM computers and switching between them. However, Ford controls engineers developed a method to choose between two unique sets of software in a single powertrain control module on the Boss 302: The dual-path PCM was born.

"We installed the 302R soft-

ware on the same PCM that held the stock Boss software," says Seaman. "Then the controls engineers developed a software system to activate one or the other, depending upon which key was used to start the vehicle. Really, all the parts to make this work existed – the Ford MyKey system was already using the PATS transceiver to perform specific actions based on the key used to start the car, and the PCM was flexible enough to handle multiple control modules. It was just putting everything together."

As the project unfolded, the team was driven by the uniqueness of what they were trying to accomplish, and TrackKey became an obsession.

The Boss is Back, with a Ford in His Past

By Gerald Scott
Staff Reporter

By lucky coincidence, rock star Bruce Springsteen and Ford Motor Co. are together in the pop culture spotlight, thanks to the release of Springsteen's latest CD, "The Promise."

The CD, released last week, features a black-and-white photo from the late 1970s on the cover of a much-younger Springsteen together with a 1965 Ford Galaxie convertible.

It's a 32-year-old photo taken by New York studio photographer Eric Meola, originally a native of Syracuse.

The Syracuse.com Web site describes the dramatic 1978 photo as follows:

"The image portrays a young Springsteen in the Nevada desert, leaning against a rented Ford Galaxie convertible, as a storm boils out of the mountains behind him. At the time, Meola was intrigued by the work of Robert Frank, a photographer who offered black-and-white portraits of the American experience (including of the Ford Rouge).

"Meola and Springsteen sought an image with a similar feel. They flew to Salt Lake City and then made the long drive to Reno, sensing they might find their answer in the desert."

Thus, Ford is essentially along for the ride – this is not a product placement that Ford paid for, mind you, but a happy coincidence that an old photograph of Springsteen with a Ford Galaxie appears on the cover of a music CD that will likely sell several million units in the next year.

That's according to Dr. Michael Bernacchi, marketing professor at the University of

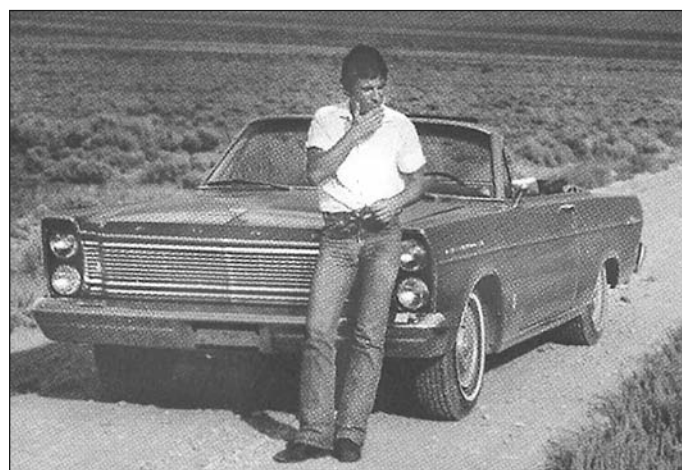
Detroit Mercy, who is a keen observer of the pop culture and auto industry scenes.

"Music and autos have always had this unique, nostalgic connection," Bernacchi said. "The car takes the day, and the music is along for the ride. It's a nice coincidence for Ford that it's now associated in this manner with Springsteen, who is everybody's favorite iconic, Baby Boomer-aged rock star these days."

Indeed, the CD cover of "The Promise" played out as a full-page advertisement in the New York Times on Sunday, Nov. 14, some two days prior to the CD's national release.

In the Times' advertisement, Springsteen discusses the songs he wrote for the "Darkness on the Edge of Town" album from 1978, and why the outtakes and unused songs make up an entire thematic album of its own.

Springsteen, apparently, really does have his Ford groove on for this album because he uses some alternative lyrics on the 1978 song,



This image of a young Bruce Springsteen with a 1965 Ford Galaxie convertible is part of the cover art for Springsteen's new music CD entitled, "The Promise." The photo was taken back in 1978.