

## SKF Creates New Unit For Powertrain, Electric

Plymouth, Mich. – SKF, the world's largest producer of bearings and seals, has created a new global business unit within its Automotive Division called the Powertrain and Electrical Business Unit.

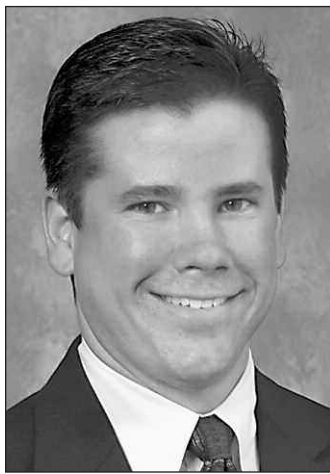
The new unit will combine SKF's previous Powertrain and Electrical motor businesses to establish a unit dedicated specifically to addressing the current and long term needs of new powertrain technologies that are driven by energy efficiency demands, as well as the emerging global alternate drive systems vehicle market.

Targeted market segments include traditional powertrain and electric motor applications, as well as battery electric vehicles, hybrid electric vehicles, plug-in hybrid electric vehicles, and fuel cell vehicles.

"This is an exciting time to be in the alternative-powered vehicles marketplace, which is setting the pace for the future of the automotive industry," said Jim Seta, the newly-named vice president, Powertrain and Electrical Business Unit North America. "Our aim is to be a leader in the development of bearing, sealing and electric motor technology solutions that will advance the industry."

"SKF's knowledge and experience in developing electric motor and vehicle powertrain systems, combined with our world-renowned expertise in bearing and sealing solution design and manufacturing, will allow this new business unit to offer exceptionally innovative, low weight and low friction products to our global powertrain and electric motor customers," said Seta.

SKF is a leading global supplier in the areas of bearings, seals, mechatronics, services and lubrication systems. The Group's service offer includes technical support, maintenance services, engineering consultancy and training. SKF is represented in more than 130 countries and has 15,000 distributor locations world-



Jim Seta

wide. The number of employees was 41,172.

With hybrids, EVs and plug-in vehicle market emerging, analysts have said SKF's announcement is a smart move.

### Peter Moore Joins Ricardo

Van Buren Township supplier Ricardo plc last week announced the appointment of Peter Moore as the new global market sector director for defense.

Moore is a veteran of the defense sector – he joins Ricardo from U.K.-based VT Group (now a division of Babcock International plc), where he was the strategic development director for defense and a member of the divisional defense board.

Moore joins Ricardo at a time when its defense business is growing.

In addition to vehicle engineering programs for the British Army such as R-WMIK+ and Vixen upgrades, Ricardo has played a central role in the development of the Ocelot light-protected patrol vehicle, in partnership with Force Protection Europe. Ricardo will also be responsible for a significant element of the vehicle's manufacturing.

Ricardo is also successfully leveraging its engine technology in the defense sector.

## New Lighting on 2012 Ford Focus Improves Safety

The all-new 2012 Ford Focus marks the arrival of the next generation of ambient lighting.

Switchable between seven vibrant colors, ambient lighting has always enabled a driver to set the mood inside a Ford vehicle. Now ambient lighting can make a driver's life easier, too.

"When LED illumination combines with ambient lighting technology inside a car, it enables clever features that make life easier for the driver," said Christopher Eardley, Ford interior lighting engineer.

"Ambient lighting can change interior accent color, but it can also add functionality that keeps a driver smiling."

A recent study by a prominent lighting research journal found that a driver's visual senses could be improved through the use of interior light. Respondents said interior design and finishes appear more attractive, controls were easier to use and, overall, they felt safer.

"Interior ambient lighting has transcended 'looking cool' and is poised to deliver additional customer value in the all-new Focus," said Eardley.

Ever misplace a small item in the footwells or in the storage pocket of a car door, at night? It has happened to Eardley and his teammates working in Ford's interior environment group. This momentary inconvenience was the inspiration for the ambient lighting "search light" functionality.

Flip a switch on the instrument panel of the all-new 2012 Ford Focus and all of the ambient lighting points – doors, footwells, and cupholders – are bathed in bright white light to help a driver find misplaced items inside the car.

If the driver of a 2012 Ford Focus swings the door of the parked car open into a travel lane, approaching motorists, pedestrians and cyclists would be warned of an open door by the red illumination of the door's ambient lighting.

In addition to serving as a

warning signal to other traffic of an open Focus door, it notifies vehicle occupants of a door being improperly latched, or ajar.

Collaboration between Ford interior light engineering and driving environment teams has resulted in the welcome and farewell lighting illumination now featuring a two-stage sequence, from instrument panel to dome lighting, enhancing the customer entrance and exit experience.

Engaging "play protection" through the ambient lighting switch ensures that children inside the vehicle will be unable to operate the dome light. This also helps ensure that the interior lighting won't be inadvertently left on.

An enthusiastic lighting and illumination professional, Eardley has spent nine years working in the automotive in-



Flip a switch on the instrument panel of the 2012 Ford Focus and all of the ambient lighting points, such as doors and footwells, become illuminated – all to help the driver find lost items.

terior lighting industry, the last two with Ford. He is based at Ford's Merkenich Technical Centre near Cologne, Germany.

With Focus being a high-

selling vehicle for Ford, it was a practical platform for the automaker to develop this enabling technology to help delight the customer at its ease of use.

## NASA Supports FIRST with \$20 Million

FIRST Robotics, For Inspiration and Recognition of Science and Technology, an organization founded by Dean Kamen to inspire young people's interest in science and technology, has been boosted by a five-year agreement for NASA to provide a new level of hands-on support.

The multi-year agreement, worth up to \$20 million, was granted by NASA through the year 2014.

The issues of educating the workforce of the 21st century have taken on a new sense of urgency as several recent studies have shown a pending crisis. The 2007 National Academies of Science report, "Rising Above the Gathering Storm," and subsequent updates, stated that the vitality of the United States, which is in large part due to the productivity of a well-trained workforce and the steady stream of scientific and technical innovations they produce, is endangered.

"This is the largest NASA-funded student program geared toward robotics activities," said NASA Administrator Charles Bolden.

"For the next five years, ap-

proximately 25,000 students across the country will not only learn from our nation's best and brightest, but also compete and have fun at the same time."

FIRST Robotics Competition and FIRST Tech Challenge, two of the four robotics programs offered by FIRST, will be supported by the NASA award to increase America's talent pool by improving science and mathematics education for youth.

"NASA has been, and continues to be, a fantastic supporter of FIRST and FIRST Robotics Competition," said Jon Dudas, president of FIRST and former Undersecretary of Commerce and Director of the U.S. Patent and Trademark Office.

"They have opened up their resources, their training, and their employees to help us achieve our vision. This award will greatly assist NASA and FIRST in realizing a world where science and technology are celebrated, and young people dream of becoming science and technology leaders."

Under the terms of the award, FIRST will provide participants with "hands-on" experience with robots, and the NASA Robotics Outreach Competition (ROC) will provide students with exposure to NASA scientists, engineers, and program managers working on a range of NASA projects and missions to ensure that students receive meaningful training during their experience.

Through this program, NASA continues its commitment to attract students into NASA's future workforce.

Particularly with budgeting

and long-term business plans directing the space agency away from human exploring and relying more on field robots and interplanetary robots, the scholastic work being done through FIRST by today's students will eventually be able to help design and build tomorrow's robots.

Said Bill Miller, director of the FIRST Robotics Competition, "From its inception 20 years ago, FIRST has been dedicated to the mission of inspiring young minds to become the best of what this country can offer – smart, talented, hardworking and creative citizens."

"At FIRST, we know that today's students will be creating new jobs, new industries and new companies."

NASA is the largest organization involved with FIRST and has participated with Dean Kamen's organization since 1995.

Meanwhile, Kamen actually founded FIRST back in 1989 to inspire an appreciation of science and technology in young people. Kamen is an accomplished inventor and patent holder and he'd like to see more young people get excited by the same types of engineering, mechanical, biomedical and transportation engineering that his organization does on a daily basis.

FIRST designs accessible, innovative programs to build self-confidence, knowledge and life skills while motivating young people to pursue opportunities in science, technology and engineering.

The nonprofit's theme of Gracious Professionalism is a way of doing things that encourages high-quality work among the student users.

## Roush CleanTech Puts Supplier In Driver's Seat for New Fuels

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vision, his toughness, and his 'take no prisoners' approach is our number-one asset."

Armed with a degree from Ohio University, Thompson actually started his automotive career at Campbell & Co., a Dearborn-based automotive marketing firm. While there, he worked in a marketing capacity for various Ford Racing and Ford Special Vehicle Team projects.

His key product and racing experience led him to Roush Performance Products, a new venture back in 1996. As a key member of that team, he worked to shape and deploy the Roush brand name, led the launch of five generations of Roush Mustangs, and sold more than 30,000 vehicles. In 2004, he was named executive vice president, the youngest in Roush history, and general manager of RPP.

"Under Joe's leadership, we have become one of the premier brands in the automotive aftermarket segment," said Jack Roush. "His strategic approach to sales, distribution, and marketing, along with an aggressive product development offering, fueled a sales increase of more than 600 percent during his years at the helm of Roush Performance."

Added Thompson, "The culture and resources available to us at Roush are second to none. With world-class engineers, a targeted gap in the market in need of our talents, a proud brand and a legendary leader, we will change America's perception of alter-

native transportation fuel."

Currently offered through authorized Ford dealerships around the country, the Roush CleanTech propane system delivers the same factory Ford performance characteristics, warranty coverage and serviceability. Roush says CleanTech will specifically offer customers a reduction in operating costs while reducing fleet tailpipe emissions, all at the same time.

Also, in the past year, Todd Mow has been working with fleets to incorporate liquid-propane injection vehicles into their fleet programs and seen great interest in the lineup of Roush CleanTech propane autogas-fueled Ford trucks and vans. Mow now assumes a similar position at Roush CleanTech with the title of vice president of sales and marketing.

"The blood of the auto industry runs through my veins," Mow claims. "My dad owned a sales engineering company working with automotive original equipment manufacturers and Tier I automotive suppliers."

"The first car I remember him owning was a Mustang 5.0 with a V8 engine, and he was generous enough to let me wash and wax it all the time. His passion for the industry definitely shaped my interests and career path."

Propane is more popular than you might imagine – some national delivery fleets have been using propane in lieu of gasoline for years. CleanTech seeks to popularize the trend even further.

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