

Ford and Dearborn FD Work on Auto Safety

Ford Motor Company is using one new Ford Focus and a dozen other modern vehicles to help train first responders. The new 2012 Focus, which contains high-strength materials and advanced safety features and airbags, is the latest teaching tool to educate members of the Dearborn Fire Department on how best to use their new extrication equipment in rescue situations.

"Ford's goal is to design safe vehicles. But we also are committed to helping educate first responders who work to save the lives of occupants involved in severe crashes," said Todd Fronckowiak, Ford's manager of Government Investigations and Design Analysis Engineering.

"For decades, Ford has supplied vehicles to fire departments so they can train on the latest vehicle technologies and materials with their increasingly advanced extrication tools."

Since 1990, Ford has provided more than 2,000 vehicles to give first responders the opportunity to train on modern vehicles. Ford is also supporting PennWell Publishing, publisher of Fire Engineering Magazine, which is developing an extrication training video series that will be available to fire professionals nationwide in 2011.

In 2009, Ford's training efforts included helping to stage the first-known emergency responder training event specifically focused on hybrid vehicles. Following the introduction of its first hybrid model, the 2006 Ford Escape Hybrid SUV, Ford began publishing emergency responder hybrid vehicle guides with instructions on how to quickly and safely disable the vehicle's electrical and battery systems before attempting to rescue occupants.

"It's important that our personnel have real-world experience using extraction methods on vehicles made with modern materials so they are best prepared to save lives at the scene of an accident," said Richard Miller, chief of the Dearborn Fire Department.

"Knowing their commitment to first responder train-

ing, we reached out to Ford and asked them to supply cars for this exercise so that Dearborn firefighters could train and test our new equipment on a broad range of vehicles."

More than 100 Dearborn firefighters received training over the past three days with new extrication equipment, commonly known as "the jaws of life," that the Dearborn Fire Department obtained through the Assistance for Firefighters Grant Program.

With roughly twice the cutting strength as the department's old equipment, the new tools are more effective cutting through higher-strength steel, such as the boron steel used in the 2012 Ford Focus and other models.

Boron steel is one of the strongest weldable materials, allowing engineers to design parts that are lighter and stronger than ordinary steel, which means they help protect vehicle occupants.

SAE Publication Focuses on New 'Green Tech'

SAE International is bringing to market a new and unique title, focusing on green technologies and their impact on the mobility industry.

A compilation of 20 recently technical papers, "Green Technologies and The Mobility Industry" is part of the SAE well-known series, Progress in Technology.

Edited by 2010 SAE International President, Dr. Andrew Brown, Jr., who is also the Executive Director and Chief Technologist for Delphi Corp., the book covers the latest technologies in vehicle electrification, fuels and emissions, sustainable mobility and emerging technologies.

The authors, both from industry and academia, bring fresh and creative ideas to the discussion forum, ranging from sustainable mobility to innovative hybrid drive systems.

The book can be ordered from the SAE Web site.



PHOTO: STEFANIE CARANO

Henry Ford Community College graduating graphic design student Briana Hall with her work at a reception at HFCC Sisson Art Gallery in Dearborn last week.

Student Design Work Shines at HFCC Show

by Stefanie Carano
Staff Reporter
Detroit Auto Scene

Graduating students of the Henry Ford Community College graphic design program displayed their work at the Sisson Art Gallery inside the HFCC MacKenzie Fine Arts Center in Dearborn last week.

All HFCC student work displayed was conducted in teacher Kirk McLendon's Advanced Projects class.

"This class focuses on real projects that they do in whatever their concentration is and the last project they do in the class is a line portfolio," McLendon said. "Some of them are majoring in animation, illustration, multimedia design, print design or web design."

McLendon has considerable experience working in what his students aspire to do. His background includes working for a marketing agency run by former Chrysler executive that helped dealerships sell cars.

"We did work for some of the Big 3, we did some work for Cadillac, we also did some work for Mid-Atlantic Toyota," he said. "I remember one time in particular I had to come up with a design for a

racetrack game that could be, on a limited scale, mass produced and then set to various dealerships, folded up. We had to make little cars for it and basically what it was, was the sales people would be competing against one another for what their sales were. They would move their race cars around the track and we did things like that."

Exhibited student work included animation major Briana Hall, who displayed 12 works of art including 11 illustrations and an animation drawing.

"I do charcoal drawings and I'm trying to pick a major that would be profitable more than just doing drawings," Hall said.

Two student exhibits, a general student show and a graduating that take place at the Sisson Art Gallery each year. The gallery also hosts several exhibits by a wide variety of artwork by professional artists.

"It really runs a gamut," said Patricia Goodell, gallery assistant director. "It varies as to the medium and we like to show a variety."

The HFCC student participants said that they rather enjoyed all of the attention that the show generates.

Tesla Owner Puts on 40K

FREIBURG, Germany – Hansjorg von Gemmingen has driven more than 65,000 kilometers (40,000 miles) in his Tesla Roadster in just one year, earning him distinction as one of the highest-mileage Tesla EV car owners in all of Europe.

The German stockbroker drives his Electric Blue car almost every day, and he charges it nightly with conventional plugs in his garage.

In addition to using the Roadster for commuting and errands in his native Freiburg, he and his wife also take the car on weekend road trips across Germany. They charge the car at homes, hotels, parking structures and even barns and farm houses.

"As soon as I started driving my Tesla Roadster, the petrol in my blood turned electric," von Gemmingen said. "When I was driving a conventional car, I did not look for outlets, so I didn't understand how easy it would be to charge an EV. But now I see outlets everywhere, and I don't have problems charging the car at home or on the

road."

Meanwhile, von Gemmingen first discovered Tesla in 2008 when the Silicon Valley start-up was featured in a German business magazine feature story. He took a test-drive during the 2009 Geneva Motor Show and in October, 2009, became one of the first customers in Germany to take delivery of a Tesla.

Tesla has already delivered about 1,300 cars to customers in at least 30 countries – from sweltering Singapore to Alaska, Canada and Russia. Tesla estimates that Roadsters have been driven more than 11 million kilometers – by von Gemmingen and similar customers, as well as Tesla's own test engineers.

As of today, Tesla has delivered more than 300 of its cars to customers throughout Europe. Tesla brags that it has customers from Naples, Italy, to Narvik, Norway – and almost everywhere in-between on the Continent. Narvik, by the way, is some 200 miles north of the Arctic Circle.

The Roadster is all EV that never uses petroleum.

Federal-Mogul Expands Business

SOUTHFIELD – Auto supplier Federal-Mogul Corp. recently announced a new and enhanced North American aftermarket organization.

Paul Johnson now joins Federal-Mogul as vice president, North America, global aftermarket. Johnson will report directly to Jay Burkhart, senior vice president, global aftermarket and will be located at the World Headquarters in Southfield. He assumes the position formerly held by Bob Egan, who was recently appointed vice president, customer relations, Global Aftermarket.

Johnson most recently held the position of general director, AC Delco. During his career with General Motors, Johnson has held positions of increasing responsibility in aftersales, product management, business development and finance.

Johnson led the establishment of the automotive parts procurement center in Shanghai, China. He earned a bachelor's degree in Aeronautical and Astronautical Engineering from Purdue University and an MBA from the Univer-

sity of Michigan.

"We are excited to have Paul join the Federal-Mogul team. He is an accomplished professional with experience in successfully growing a large and complex aftermarket business," said Burkhart.

"His leadership will be invaluable as we continue to grow the Federal-Mogul portfolio in a rapidly changing marketplace. Our goal is to provide customers with the best products and brands, drive by enhanced category analysis, world-class customer service and supply chain management."

In addition, the following new functions have been added to the North American sales and marketing organization, now reporting to Johnson: category insight and analysis; customer transaction services; and customer supply chain planning. Individual appointments for these roles will be announced in the near future.

Federal-Mogul is a global supplier of powertrain, chassis and safety technologies. The firm was founded in Detroit in 1899.

AM General Displays Manufacturing Expertise on Ford Transit Van Project

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is responsible for the final upfit of the Transit Connect Electric.

Transit Connect Electric is the first product in Ford's accelerated electrified vehicle plan, and will be followed by the Focus Electric passenger car in 2011, along with other hybrid type vehicles for Ford. AM General, meanwhile, is gaining niche EV industry knowledge even though unit volumes on the Transit Connect Electric are in the annual hundreds and not thousands at current rate of production.

AM General's Smith likes his firm's chances of growing the business, as they say.

"We're pretty excited about that – the Department of De-

fense has looked at electrifying vehicles from time to time, but has never really done much with that in production, but we really see this as the wave of the future and we'd like to be part of it," Smith said. "We really see this (EV auto growth) as a wave of the future and we'd like to be a part of it."

"At the end of the day, commercial vehicles are commercial vehicles. At the end of the day it's about developing good processes and good tooling, and then implementing those processes into production."

Perhaps unknown to the local auto industry, AM General currently employs 600 people in Michigan with 1,900 or so spread out across various factories and offices in the Midwest. Its main vehicle produc-

tion facility is in Mishawaka, Ind. and it has an engine plant in Franklin, Ohio.

AM General's design and engineering facilities are centered in Livonia to give it access to the wider metro Detroit auto industry.

Said Smith, "It is no accident that AM General's Engineering and Product Development Center is located in Livonia. Our more than 500 highly skilled workers provide design and engineering expertise for some of the most advanced military and commercial specialty vehicles in the world."

"We benefit tremendously from the abundant experience base, significant infrastructure and higher education resources that Michigan provides."

Ford, GM Sign to Participate at ELM

TULSA, Okla. – Ford Motor Co. has confirmed it will meet with electric utility industry executives about its all-electric Ford Focus, which could hit U.S. roads as soon as 2011.

Mike Tinskey, Ford's global manager of electric vehicle infrastructure, will be an Electric Vehicle Update panelist at the second annual Electric Light & Power Executive Conference, Jan. 30-31, 2011, at the Omni San Diego Hotel.

"We are elated to secure Mike on our electric vehicle panel," said Teresa Hansen, editor in chief of Electric Light & Power magazine.

"Utility executives need to meet the guy responsible for developing and implementing Ford's electric vehicle strategy. He holds three global patents in fuel systems. He'll be able to give the utility industry realistic expectations for the worldwide deployment of electric vehicles."

Tinskey has held numerous leadership positions at Ford.

He has bachelor's and master's degrees in electrical engineering from Georgia Tech and an MBA in finance from the University of Michigan.

In addition to Ford, General Motors Co. recently confirmed its presence on the panel in Britta Gross, director of R&D and strategic planning of global energy systems and infrastructure commercialization. Other panelists include Mark Duvall, director of electric transportation at the Electric Power Research Institute, and Phil Davis, senior manager of demand response solutions at Schneider Electric Demand Response Resource Center.

One of nine sessions, the Electric Vehicle Update will address the status of battery technology, what breakthroughs are needed, where governments and private sector actors should concentrate R&D, how the electric power industry can prepare for EVs, and the overall business case

for a utility. Other sessions include Customer Outreach, State of the Economy, Data Privacy, Regulator Snapshot, Energy Storage Overview and Raising Capital.

The conference provides executives access to exceptional and otherwise inaccessible speakers, as well as first-class, enjoyable networking opportunities. This year's keynote speakers are FOX News business and financial journalist Stuart Varney and F-16 pilot and founder of the Folds of Honor Foundation and Patriot Golf Day Maj. Dan Rooney.

Conference organizers said it was key for their credibility to bring in experts from Ford and GM because so much of the emerging EV and hybrid vehicle industry technology is coming from Detroit and its environs.

For all of its challenges, the Big Three is still the thought leader for 21st century vehicle technology.

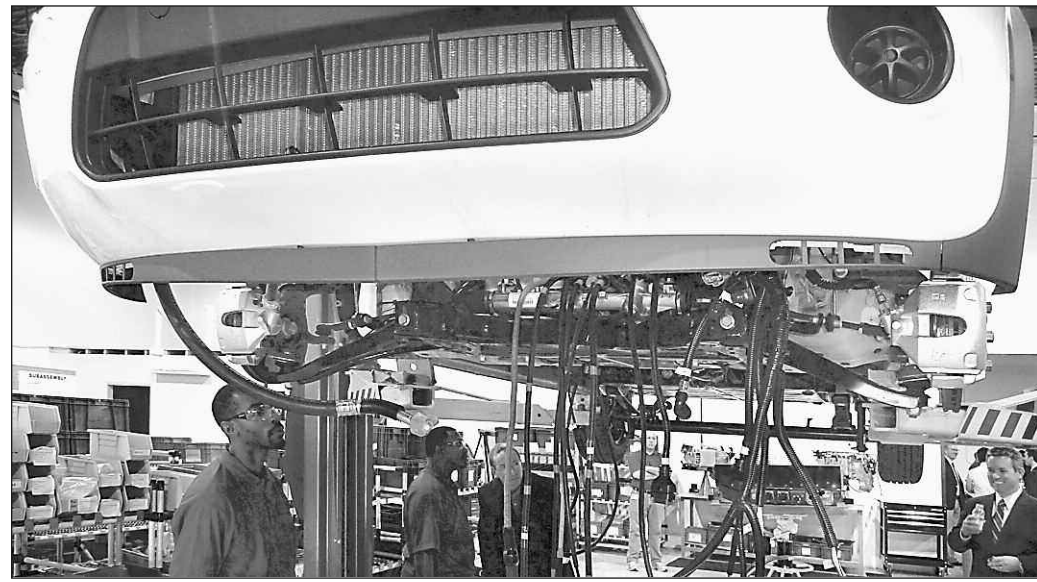


PHOTO: GERALD SCOTT

The "soul of a new machine" in the metro Detroit auto industry these days very often includes EV-related cables and connectors for powertrains. AM General is the assembler on a Ford glider project.

Ford Invests \$600 Million in Louisville

Ford Motor Company last week announced it is investing \$600 million to transform its Louisville Assembly Plant into a modern, flexible facility that is building the next-generation Escape for the North America market starting late next year.

The plant is the third North American body-on-frame truck plant that Ford is re-tooling to enable production of fuel-efficient products from its global vehicle platforms. Louisville Assembly has been building the Ford Explorer SUV since 1989.

Ford moved production of the all-new 2011 Explorer to Chicago Assembly and is overhauling the Louisville facility to build the next-generation Escape and providing future manufacturing flexibility.

When the transformed Louisville Assembly Plant restarts production in 2011, it will operate on two shifts with approximately 2,900 employees – up from today's one shift and approximately 1,100 employees.

The 1,800 additional jobs are expected to be filled through a combination of

transferring employees from other facilities, re-activating workers on indefinite layoff at the time of launch and hiring new workers.

"Our Louisville Assembly Plant transformation further proves our commitment to American manufacturing and our commitment to deliver the high-quality, fuel-efficient vehicles people really want," said Mark Fields, Ford's president of The Americas.

"Working closely with the UAW and Kentucky officials, we have found a way to competitively deliver an important new vehicle that is good for our customers and supports our plan to deliver a well-balanced product portfolio of cars, trucks and utilities."

Ford will signal its future direction for the next-generation Escape through a concept vehicle debuting at the North American International Auto Show in January.

Later in the year, the plant reopens with tooling and facility upgrades in its final assembly area and body shop. Re-programmable tooling in the body shop will allow the plant

to produce multiple vehicle models at the same time without requiring downtime for tooling changeover – making Louisville Assembly Plant Ford's most flexible high-volume plant in the world, according to the carmaker.

With this new technology, Louisville Assembly can build up to six different vehicles at the same time, allowing Ford to meet demand more quickly in the event of potential shifting customer preferences dictated by changing economic conditions.

"Manufacturing flexibility is a key to competitiveness, and we are continually exploring ways to raise the bar in this critical area of the business," said Jim Tetreault, Ford's vice president of North America Manufacturing.

"While we are launching Louisville Assembly Plant with one key product – the next-generation Ford Escape – we are building in the flexibility to produce other vehicles at the plant in the future, depending upon volume requirements, customer preferences and other factors that affect vehicle demand."