

## F-150 EcoBoost Race Truck Defeats Baja Challenges

DEARBORN – The Tecate SCORE Baja 1000 desert endurance race has a little of everything to test man and machine to the extreme. Open ground at wide open throttle, followed by harsh deceleration. Bone-jarring jumps. Temperature extremes. Mountain climbs. Shifting terrain. Dunes full of engine-choking sand.

The Ford F-150 EcoBoost race truck with the torture-tested “hero” engine defeated all those challenges – and then some. It not only finished the Baja 1000 in 38 hours and 20 minutes, after 1,061 miles, it also acted as a Good Samaritan in the unforgiving environment.

In several instances, the EcoBoost truck engine's best-in-class 420 lb.-ft. of torque helped pull vehicles out of mudholes or other spots where they were bogged down. Up to 90 percent of its peak torque is available from 1,700 rpm to 5,000 rpm, which helps drivers stay in the power.

“I didn’t do anything heroic; I don’t mind giving people a tug now and then – I lost count how many times we did that,” said driver Mike McCarthy. “Our goal was to finish, and the EcoBoost engine was amazing and a total success.”

The Baja 1000 represented the culmination of the F-150 EcoBoost torture test program, demonstrating the durability and capability of the class-leading 3.5-liter EcoBoost truck engine.

Viewers can visit



F150 EcoBoost

<http://www.ford.com/trucks/f150/experiencef150/> to view each of the episodes as they are posted.

The 3.5-liter EcoBoost engine used to power the race truck performed spectacularly in the harsh terrain and extreme temperature swings of the Baja California Peninsula. The truck endured hard accelerations – often at full throttle – and stiff decelerations across the mountains with extreme temperature swings.

McCarthy said the EcoBoost race truck attained a top speed of 115.76 mph and his average race speed (while moving) was 40.76 mph, which was much higher than his anticipated race pace of 30-35 mph.

The EcoBoost truck engine was a total success in terms of fuel economy as well. The race truck can hold 65 gallons

of fuel, with the strategy to carry about 30 gallons of fuel during a given stint to save weight and to save time during fuel stops. The EcoBoost race truck ran the entire race on regular fuel, unlike other competitors who used more expensive specially blended fuels.

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 capa-

bilities by adding variable valve timing and precisely controlling all aspects of the engine. Ford has at least 125 patents on its EcoBoost technology.

Though the EcoBoost engine entered the race with the equivalent of 10 years worth of rugged use, its inherent performance advantages – twin turbochargers and direct fuel injection – helped it complete the race.

“I’ve never seen anything like it in a stock engine – especially one that’s been through what this one has,” said McCarthy. “This EcoBoost engine didn’t miss a beat. It took a beating and kept right on going. This is one tough engine.”

The EcoBoost hero engine was installed in an F-150 race truck for the Baja challenge after several other races.

## Can I Get a Butterfly Tatoo on My New Fiesta?

DEARBORN – The popularity of tattoos has turned body art into a fashion statement – especially among Millennials – and Ford is taking the trend one step further by offering car buyers a quick and inexpensive way to express themselves with tattoos for the new 2012 Ford Focus.

From geometric patterns and racing stripes to whimsical imagery like splashes and swirls, customers will soon be able to choose from more than 200 unique vinyl wrap tattoos to find a design that reflects their personality at [www.fordcustomgraphics.com](http://www.fordcustomgraphics.com).

“Millennials have a very personalized, artistic side to their lifestyle, and their vehicle is a very important part of that,” said KC Dallia, Focus brand manager. “With its striking front end, sleek profile, dramatic rising beltline and athletic stance, the Focus provides the perfect canvas for customization.”

According to the Pew Research Institute, nearly four in 10 Millennials have at least one tattoo, and Gen Xers are not far behind at 32 percent.

Sheryl Connelly, Ford Global Trends and Futuring manager, says the migration to vehicle tattoos is a natural progression of the tattoo craze.

“The one-size-fits-all model isn’t really relevant to today’s consumers, and it’s not necessarily a desire to stand out from the crowd. It’s more of a desire not to be lost in the masses,” she said. “People are personalizing everything –

cell phones, computers and clothing – and it’s no different with automobiles.”

Ford custom graphics developed for the new Focus will range in price from \$120 to \$470 and can be easily removed, providing younger customers with an economical way to “grow with their car,” says Connelly.

“People are holding on to their vehicles longer, and the way we identify ourselves today may not be the way we want to express ourselves tomorrow,” she said. “Customers can easily change the tattoos as their life situation and style evolves.”

Customers can test their creativity with the 2012 Ford Focus at [www.fordcustomgraphics.com](http://www.fordcustomgraphics.com).

With a few clicks of the computer mouse, customers can choose the exterior color of their Focus, select the tattoos they like and then be able to see exactly how the designs will look on the car.

All of the tattoos are made with 3M Scotchprint Personalized Vehicle Graphic Film, plus a clear graphic protection layer. They are professionally installed at Ford dealerships and include a three-year/36,000-mile limited warranty.

Original Wraps Inc., a provider of on-demand custom graphics to the automotive industry, developed the tattoos and the website for Ford. According to the graphics company’s chief executive officer, Tom Stemple, the tattoos offer customers the look

of custom paint at half the cost.

“Another important benefit is that the tattoos are made to order. We don’t manufacture any graphics until they are purchased,” said Stemple. “That gives us the flexibility to keep updating the designs to give customers fresh new ideas to choose from.”

Custom Graphics are currently available for the Ford Mustang, F-150, Explorer and Fiesta. Because orders are processed at individual dealerships throughout the country, there is no way to track how many tattoos have been sold, but consumer response to the site has been strong with an average of 15,000 unique hits per month.

Focus graphics are expected to be online in mid-January.

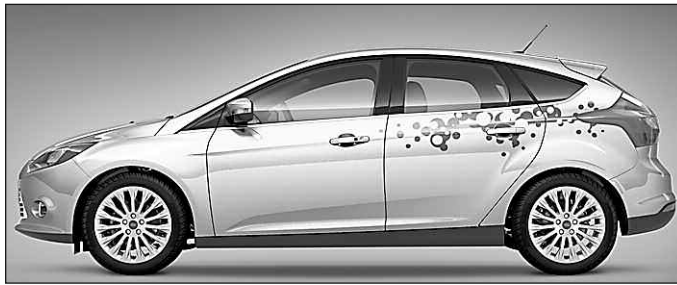
The all-new 2012 Ford Focus, which will arrive in dealerships early next year, will offer customers plenty of choices at production, including four trim series – S, SE, SEL and Titanium – and 11 unique wheel styles.

The vehicle also will be

available in 11 exterior paint colors. Four of the choices are premium paints. Tri-coat paints that offer deeper, richer color will be available in White Platinum and Yellow Blaze, and two tinted clearcoat paints will be offered in Red Candy and Blue Candy.

The automotive aftermarket has grown into a \$34 billion industry. And Ford Vehicle Personalization continues to come out with cool new products – from wheels and deklids to hood scoops, grille inserts and vehicle tattoos – to meet increasing customer demand for accessories.

“The goal of Ford Custom Accessories is to give customers new ways to make the vehicle their own,” said Jim Abraham, Ford Licensed Accessories manager, noting that the business of Vehicle Personalization at Ford has grown exponentially over the last few years. “Our accessories are designed alongside our vehicles, so the integration is seamless and reflective of Ford quality.”



Ford Custom Graphics are currently available for the Ford Mustang, Explorer, F150 truck and Fiesta small car, above.

## Owner Runs 1992 Ford Truck on Vegetable Oil

CATARACT, Ind. (AP) – When Curt Carey became curious about using vegetable oil in the place of diesel fuel, he did not own a car or truck with a diesel engine. That stifled his ability to experiment.

So five years ago, the Owen County man set out to find a suitable vehicle. Cheap. Driving down the road one day, he spotted a big old black Ford dually truck, the kind with double tires on the back.

“I bought the conversion kit for \$1,200 and bought the cheapest diesel vehicle I could find, and it happened to be an old 1992 dually I stopped and looked at and bought for about \$2,000,” he said. “It has a lot of miles on it. The guy that had it used it to tow mini barns all over.”

Carey installed the conversion kit, which included a 40-gallon oil tank in the truck bed. Such tanks use antifreeze-filled lines or in-line heaters to warm the oil, thinning its consistency. “It has to be 170 degrees before it hits the injection pump,” Carey explained.

He gets about 15 miles to the gallon.

Carey retrieves his oil, called WVO (waste vegetable oil) in the alternative fuel world, 20 gallons or so at a time from restaurants in and around Spencer. He admits that when the oil gets hot and starts flowing through the motor, his truck smells like a deep-fryer on wheels.

“The guys at work call it the french-fry truck, and say they can smell me coming down the road,” Carey said. He’s used to it.

And doesn’t mind. He recently bought a 1985 Mercedes diesel sedan and is converting it over to vegetable oil fuel as well. Before the weather turned cold, it was running just fine on it. Now, he has to install a heater in the system to make the oil more liquid.

For the system to work best, he also has diesel fuel tanks on the vehicles and uses that fuel when he starts down the road as the WVO heats up and also during the last half mile or so of driving so it’s diesel fuel left in the

distribution lines.

Carey admits that collecting oil that’s fried food items ranging from hash browns to won tons is work. He sets out with his truck and special diesel pump and sucks the used oil right out of storage vats at restaurants that are happy to see the accumulated grease disappear.

“It’s almost like a part-time job,” he said. “But it’s worth it. As far as by-products, it’s just kicking out water and carbon dioxide, so it’s not so bad for the environment. I like that.”

A Dec. 1 fire that destroyed the garage at his Locust Lake cabin has temporarily shut down Carey’s vegetable oil fuel operation. A wood stove fire spread to tanks storing the filtered oil, and he and his wife lost everything they had in the garage, including the tanks and filters that purify the oil.

But he hopes to get back in the alternative fuel business. In the weeks before the fire, he was experimenting with different mixes of biofuel,

## Cobo Marketing Strategy To be Led by Mary Klida

by Gerald Scott  
Editor  
U.S. Auto Scene



Mary Klida

Mary Klida, the new Marketing and Communications Manager at Cobo Center in Detroit, had an amusing story to tell the other day.

She said that when she was applying for this job at Cobo, she stopped by the Joe Louis statue in the main lobby to get her photo taken with the Detroit hero.

Klida arranged the photo such that Louis was giving her a sock on the jaw.

No glass jaws need apply for marketing manager at Cobo Center, one of the most visible such jobs in town.

Cobo is undergoing an extensive makeover, and hiring Klida was part of the overall plan to reinvigorate the facility on the Detroit riverfront.

Thom Connors, regional vice president and general manager of SMG, the new operations management firm at Cobo, made the announcement earlier this month.

“Mary understands the event industry in terms of public relations and has experience working from the ground up to create a brand and industry presence,” Connors said.

“New ownership under the Detroit Regional Convention Facility Authority and new management under SMG, along with our current facility upgrades, make this an exciting time at Cobo Center,” he added.

“Mary’s experience will be a great asset as we launch our marketing and public relations strategy.”

Klida comes to Cobo Center from Smart City Networks, where she served as marketing manager for the event center technology supplier.

During her tenure at Smart City, Klida implemented a

branding campaign across multiple delivery platforms, oversaw all content creation and message strategy, and wrote and published national and local technology news campaigns among other projects.

The year-old Cobo Authority has developed a strategic plan to renovate and develop Cobo Center into one of the nation’s leading meeting and exhibition venues.

Klida will be responsible for developing partnership opportunities, digital asset optimization including social media marketing development, newsletter development and aggressive marketing campaigns to develop new business.

She will also be overseeing Cobo Center’s efforts to reinforce and integrate the Detroit Metro Convention and Visitors Bureau’s marketing focus points of car, culture, gaming, music and sports into the Center’s overall marketing platform.

Klida has received several prestigious awards for her earlier community organization work, including the first Warren Township Distinguished Service Award, the Juvenile Officers Community Spirit Award and the Lake County Community Leadership Award.

## DIA Opens New Wing Of Ancient Mid-East Art

By DAVID N. GOODMAN  
Associated Press

marie Kanzler Foundation Fund.

DETROIT (AP) – The ancient Middle East is coming alive at the Detroit Institute of Arts this week, with the reopening of a long-closed gallery that will present ceramic, glass, silver and stonework from thousands of years ago.

The gallery that opens this week focuses on the cultural heritage from what is now Iraq, Iran, Turkey, Yemen and Armenia.

The items include a serpent-dragon panel from the Ishtar gate of Babylon that was off display since before the project.

“We are happy to have Marduk’s serpent back on view, along with a selection of our most important objects in the Ancient Middle East collection,” museum director Graham W. J. Beal said in an announcement of the opening.

The gallery includes some of the museum’s oldest objects, including a 7,000-year-old collar-necked jar from Turkey that is painted with a geometric design and two Iranian ceramics – a conical dish with cheetahs and a footed cup painted with stags – that are about 5,000 years old.

The gallery is in a basilicalike space that was subdivided during the past 30 years. The gallery’s first phase received support from the National Endowment for the Arts and Ernest and the Rose-

The museum is seeking more money to complete what curator Heather Ecker said is a “pretty interim project.” While the museum has reopened space that had been closed for three years, it has much work ahead to update the way the ancient artworks are presented and to add the detailed explanatory materials to accompany them, she said.

Detroit’s 1927 Beaux Arts-style museum of the arts underwent a \$158-million, six-year overhaul that was completed three years ago. Despite the extensive work, a few areas remained to be updated. That includes the space now holding the Middle Eastern collection.

“It was built like a cathedral,” said Ecker, the museum’s Islamic art curator who also worked on the Middle Eastern gallery. “It’s a magnificent space. It has a lot of ornamental detail.”

The space also had an outdated utility system, with electrical lines running up its columns, dim lighting and other outdated features.

Now, the gallery has been turned into a bright, inviting space.

“It feels like daylight, whereas before, it felt like a nightmare,” Ecker said.

The items on display are from the museum’s collection and were obtained through gifts and purchases.

## AAM’s Three Rivers Plant Earns Kudo

DETROIT – American Axle & Manufacturing Holdings, Inc. (AAM), last week announced that its Three Rivers manufacturing facility has been recognized as one of the 10 best plants in North America by IndustryWeek magazine for 2010.

IndustryWeek’s Best Plants competition recognizes North American manufacturing facilities that foster productive and competitive work environments and optimize customer satisfaction.

The Three Rivers manufacturing facility is among 10 winners selected from a pool

of 20 finalists. Award finalists were chosen from several hundred applicants through a rigorous selection process and an on-site validation.

AAM’s Three Rivers manufacturing facility was recognized for driving home the benefits of market cost competitiveness and productivity initiatives.

The AAM Manufacturing System, which focuses on lean manufacturing techniques to identify and eliminate waste, and associate involvement were noted as key enablers for the plant to be awarded new business.

“We are honored to receive the recognition this award represents,” said Executive Vice President - Worldwide Operations John J. Bellanti.

“The consistent performance of our associates at the Three Rivers manufacturing facility exemplifies AAM’s long-term commitment to operational excellence, customer satisfaction and building value for all of our stakeholders.”

The AAM Three Rivers facility is located in Three Rivers, Mich., about 30 miles south of Kalamazoo and employs some 700 workers.