



## VELVET and BRASS

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### What's In a Name These Days? You'd be Surprised

From what source did these gentlemen derive their now-famous names?

Henry Ford, Walter P. Chrysler, Ransom E. Olds, Louis Chevrolet, Horace and John Dodge, the five Studebaker brothers, Joseph Graham, Robert Paige, Preston Tucker and William Packard.

They all acquired fame for roles in 20th century automobile pioneering – even J.L. Hudson, Detroit's department store mogul, had a hand in automotive history.

Eight other investors felt it appropriate that Hudson's name be branded on their new product.

They also appointed Roy Chapin to run their new enterprise, which became larger through a merger to become Hudson-Nash, and in the 1960s, American Motors.

Their progeny can trace their surnames to their illustrious ancestors. The rest of us bravely face our cruel world with traditional jaw-breaking, snappy or sing-songy names.

You've probably never met a candlestick maker, but maybe acquaintance of many whose last names are butcher or baker. That's because many of our surnames are directly related to the trades or occupations of our ancestors.

Many of our friends, neighbors and acquaintances are named Smith or Wright, either through birth or marriage. But the types of Smith or Wright (meaning specialist or craft) is omitted.

That's why we can't determine what kind of "smith"

(working principally with metal) our Smith friend is: goldsmith, wordsmith, blacksmith or silversmith.

Even so, we still have a lot of folks named Gold, Black or Silver, who probably dropped the "Smith" from their names. You can't do that with Archer, Barber or Cook. Any "C-occupations" out there?

Wright can stand alone if you drop the specialty as in Cartwright, Millwright, Wheelwright. Maybe that's why we have so many just plain workman's and wheelers rhyming with dealers.

It's obvious what occupations are represented by carpenter, driver, farmer, fiddler, gardener, hunter, mason, miner, marshall, tailor, teacher, butler, sawyer or preacher.

A few head-scratchers are cooper (one who makes barrels and staves in a cooperage), freemen (what slaves became after emancipation), farrier (a blacksmith/horse-shoer), fowler (poultry man), sextant (church graveyard attendant), miller (grinds grain down by the old mill stream) and sawyer (either a lumberjack or sawmill hand).

We still haven't met a Mr. or Mrs. Candlestick maker who made a trio in the fable "rub-a-dub-dub-tub." They could have added a person of color – green, gray, brown, white – even a tanner who tans leather hides but not an orange.

It's befuddling – no English word rhymes with orange or anywhere in the Hawaiian alphabet that contains only 13

letters. We might meet a Google someday, parents are giving their offspring weird names now and they probably haven't heard of Barney Google or Stumpy Smith of the comics era.

Nationalities also give us identifiable names – don't many Americans have roots or branches – even twigs – in a once-foreign country?

For instance, true Italian names end with a vowel, but that doesn't mean Jessica Galfano is Italian. Perhaps she is a Smith or Wright whose husband is of Italian extraction.

And so it goes for "ski" meaning son of, in Polish; "ian," meaning son of in Armenian; or "Mc" or "Mac," meaning son of in Ireland or Scotland; or "off" endings meaning son of in Bulgaria and often Russia; or "sen" in Scandinavia.

Throughout the centuries, surnames in every country have undergone changes leading to astonishing variants of original spellings.

In the U.S., we have developed "hyphenated Americans," such as Italian-Americans, Latvian-Americans and Polish-Americans, just as Canada has its French Canadian (or ie)ns.

This has been dandy food for thought, but we still haven't found the elusive candlestick maker to march with Henry Ford, Walter Chrysler, Horace Dodge, the butcher, the millers and the coopers in the St. Patrick's Day Parade when everyone finds it fun to be Irish.

### AAA Survey Identifies Drunk Drivers

WASHINGTON, D.C. – Although filled with merriment, the holidays also harbor many dangers, including drunk drivers.

Drinking and driving is viewed as a very serious threat by 87 percent of drivers and the related social disapproval is almost universal.

However, new data recently released by the AAA Foundation for Traffic Safety found that one in 10 drivers reported having driven when they thought that their alcohol level might have been close to, or possibly over, the legal limit within the past 12 months.

And just over half of those (5.5 percent of all drivers) reported having done this more than once within the past 12 months.

Meanwhile, the AAA Foundation's study also found that 9 out of 10 Americans support requiring all drivers who have been convicted of DWI more than once to use a device that won't let their car start if they have been drinking.

And, 69 percent of Americans support requiring all drivers convicted of DWI, including first-time offenders,

to also use such a device.

Additionally, a new analysis of National Highway Traffic Safety Administration (NHTSA) data from 2000 to 2009 found that an average of 80 people a year are killed in alcohol-related crashes on New Year's Day – almost two-and-a-half times as many on the same day of the week, in other weeks, around New Year's.

In 2009, some 73 people were killed in alcohol-related crashes on New Year's Day. In 2005 – the last time that New Year's Day fell on a Saturday – 98 people died in alcohol-related crashes on that New Year's Day.

"Drunk drivers put everyone on the road in danger, especially during holiday season, which often combines travel with multiple opportunities to consumer alcohol," said AAA Foundation President and CEO Peter Kissinger.

"Driving is both a privilege and a responsibility. Exploring new technologies, such as interlocking devices, are important to ensuring public safety in conjunction with personal responsibility and law enforcement."

### 'We're On Our Way Back,' Says Saab COO Colleran

by Stefanie Carano  
Staff Reporter  
Detroit Auto Scene

After seceding from General Motors' line of brands last year, Saab Cars North America is moving forward as an independent company, offering new models to prospective customers while retaining some of the legacy left by its former proprietor.

"We're on our way back," said Saab Cars North America COO Mike Colleran. "That's not an easy task."

"We were out of business at one point for almost 18 months, really. Obviously, the stores were here and General Motors still ran Saab to some degree, but we didn't have any new cars coming into the country. New car dealership, no new cars."

"So, we've been slowly coming back month after month with the new 9-5 on the ground now, which we finally started to see those in good numbers in November. We're starting to see sales come up this month, so it's nice to see."

Not to say that there isn't GM legacy overlap, however.

On Dec. 21, Colleran visited the Saab of Troy new car dealership for the Detroit unveil-

ing of the new 9-4x, a crossover vehicle being contracted out by GM off of its Theta platform, which is shared with the Cadillac SRX, Chevrolet Equinox and GMC Terrain.

Yet, a shared platform, Colleran said, is about where all similarities end when it comes to the 9-4.

"You'll see that the sheet metal's all different, the interiors are completely different," he said.

Like the 9-4, Colleran said the new 9-3 was developed and designed in Sweden but built off a shared GM platform, which he said will continue until the 2012 calendar year with the 2013 model.

"Then the new 9-5 was designed and now built in Sweden, but again under General Motors tutelage and parentage," he said.

However, Colleran said, the vehicles exhibit Swedish DNA and has a very Swedish look all the same.

"So, while General Motors owned the company, Saab AB, which was a company within General Motors, a wholly-owned subsidiary, actually did all the design work," he said. "Some of the engineering work, obviously, has been shared and then, of course,

we'll start to bring out all-new products on our own eventually, as well."

He said customers will start to see Saab come through 100 percent on its own in the new 2013 9-3 model.

Moving North American headquarters to Royal Oak has been great for the company, Colleran said, providing them access to the area's automotive talent.

"There were so many peo-



PHOTO: STEFANIE CARANO

Saab COO Mike Colleran says the former GM brand is starting to see sales numbers increasing. The new 9-4x is seen here at the Saab of Troy dealership.

### After Toughest Tests, Ford's EcoBoost Truck Engine Ready for Its Physical

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straight hours towing 11,300 pounds

- It beat competitors' larger engines in an uphill towing competition

- It completed the world's toughest desert endurance race, the SCORE Tecate Baja 1000 in Mexico.

After its run in the Tecate SCORE Baja 1000, the 3.5-liter EcoBoost truck engine was removed from the F-150 race truck and shipped to Dearborn.

Last month, the engine returned to the Dearborn dynamometer lab – where it started its "torture test" – to have power levels and output checked at a speed range from 1,500 rpm to 5,000 rpm. The results:

- Produced best-in-class 420 lb.-ft. of torque at 2,500 rpm on regular fuel

- Produced 365 horsepower at 5,000 rpm on regular fuel
- Power and torque met with the same level of boost as the new advertised power engine

- Cylinder compression (a measure of how efficiently the engine makes power) and leakdown (measures pressure lost due to worn piston rings or defects in the valvetrain) both were still in specification
- No oil or fluid leaks

The key to EcoBoost's performance is the wealth of low-end torque produced by the combination of twin turbochargers and direct fuel injection. Up to 90 percent of the EcoBoost truck engine's

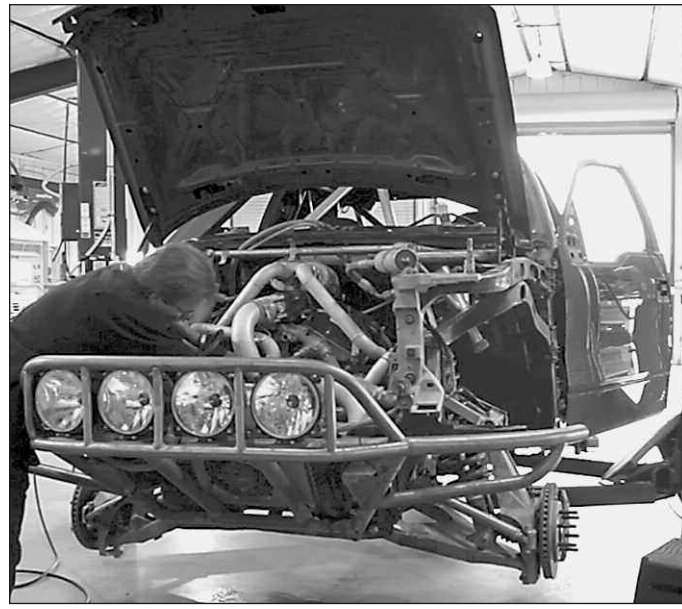
peak, best-in-class torque of 420 lb.-ft. is available from 1,700 rpm to 5,000 rpm – all on regular fuel. The engine produces 365 horsepower at 5,000 rpm.

"Truck customers should think of the EcoBoost truck engine as a gas-powered engine with diesel-type capability and characteristics," said Mazuchowski. "The twin turbochargers and direct injection give it the broad, flat torque curve that makes towing with a diesel so effortless – and hard acceleration so much fun."

The EcoBoost truck engine also features twin independ-

ent variable camshaft timing, or Ti-VCT, to help save fuel. Ti-VCT provides extremely precise variable – yet independent – control of timing for intake and exhaust valves. Ti-VCT also reduces emissions, especially in situations when the throttle is partially open.

Independent adjustment of intake and exhaust valve timing allows maximum fuel economy at part-throttle, while delivering optimized power in full-throttle situations. An added benefit is improved driveability and responsiveness across the torque curve.



Ford engineers will disassemble and examine the 3.5-liter EcoBoost "hero" truck engine for long-term durability in front of the public at the North American International Auto Show in Detroit on Saturday, Jan. 15. That date is the first of the public days of the upcoming 2011 Detroit auto show at Cobo Center.

### Ford's New 'My Key' Technology Gives Parents Control Over Teens' Settings

Ford Motor Company is preparing to debut a new version of its breakthrough MyKey technology that – for the first time – will allow parents to block explicit satellite radio content in the vehicle, much like parents are able to prevent children from viewing certain types of television and Internet content.

The new feature will debut next year as standard equipment on the Ford Taurus and Ford Explorer, and will eventually be available across a variety of Ford and Lincoln vehicles. MyKey – designed to help parents encourage safe teen driving habits – is an easily programmable key that can limit a vehicle's top speed, limit radio volume and encourage safety-belt usage by muting the radio until front occupants buckle up.

The radio-blocking feature works by screening out more than a dozen channels labeled by Sirius Satellite Radio as "explicit." While similar technology is used for blocking explicit content on televisions and computers, never before has such an option been available for radio programming in vehicles.

Ford's current MyKey system – standard on most North American vehicles after launching in summer 2009 – allows owners to program a key that can limit the vehicle's top speed to 80 mph, with chimes sounding at 45, 55 and 65 mph. The upgraded MyKey technology will now allow parents to limit a vehicle's top speed at any of four different settings – 65, 70, 75 or 80 mph.

"Ford wants to give parents peace of mind that their kids are following practical household rules in the car," says Graydon Reitz, director, Ford Electrical and Electronic Systems Engineering.

"Parents obviously like this type of feature, and many teens are okay with it when they hear parents may give them the keys more often if the car comes with a technology such as Ford's MyKey."

In a poll conducted for Ford by Penn, Schoen & Berland, nearly 60 percent of parents of teen drivers said the new MyKey feature that allows for blocking explicit radio content is an important technology. The survey also indicated that 85 percent of parents with teen drivers find the speed-limiting feature important.

The additional top-speed limits available in the next generation of MyKey will help parents set appropriate limits as their teens transition from driving in town to traveling on the highway. Additional features already available on MyKey limit audio volume, encourage safety-belt usage by muting the radio until front occupants buckle up, and provide earlier low-fuel warnings.

In the poll, more than half of parents also said they would allow their teens to use the family vehicle more often if it were equipped with MyKey. Meanwhile, 45 percent of teens surveyed would

approve of MyKey restrictions if it meant the possibility of additional driving privileges.

According to the National Highway Traffic Safety Administration, teens are more likely to take risks such as speeding – a contributing factor in 30 percent of all fatal crashes. Teens also are less likely to wear safety belts than older drivers.

"Like graduated licensing laws, MyKey helps parents set reasonable limits for teens as they're building driving skills," Reitz said. "We developed MyKey's functions in such a way as to quickly spread it across multiple vehicle lines, giving us the ability to go mass market in the spirit of other Ford innovations such as SYNC."

MyKey allows the parent to program any key through the intuitive MyFord Touch™ interface. When the key is inserted into the ignition, the system reads the transponder chip in the key and immediately identifies the MyKey code, which enables certain default driving modes, including:

Persistent Ford Belt-Minder with audio mute. Ford's Belt-Minder system typically provides a six-second reminder chime every minute for five minutes. With MyKey, the Belt-Minder chime continues at the regular interval and the audio system is muted until the safety belt is buckled. A message center display, "Buckle Up to Unmute Radio," also appears on the instrument cluster.

Earlier low-fuel warning. Rather than a warning at 50 miles to empty, MyKey provides a warning at 75 miles to empty.

If MyKey is in the ignition, features such as park aid and BLIS (Blind Spot Information System) with cross-traffic alert cannot be deactivated.

### Sunoco Fuels the Ohio Turnpike

Auto and racing fuels provider Sunoco, Inc. announced last week that it has been selected by The Ohio Turnpike Commission to operate the fuel stations at the 16 service plazas along the Ohio Turnpike under an initial lease agreement from 2012 to 2016, with renewals available through 2026. Sunoco had previously operated the service plazas there from 1994 through 2006.

"This agreement marks another step in smartly growing our retail presence in areas where we enjoy solid brand

recognition," said Lynn L. Elsenhans, chairman and CEO of the Philadelphia-based fuels and auto services provider.

Combined, the 16 service plazas sell approximately 35 million gallons of gasoline annually, 10 million gallons of diesel and generate nearly \$2 million in store sales along the 241-mile Ohio Turnpike route, which stretches through northern Ohio to Pennsylvania to Indiana. In addition to selling fuel, Sunoco will also operate four APlus convenience stores.