



PHOTO: STEFANIE CARANO

A 1926 Ford Model T Tudor inside The Detroit Shoppe at the Somerset Collection in Troy.

The Detroit Shoppe in Troy Sells City's Memorabilia to Aid Local Charities

by Stefanie Carano
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Detroit Auto Scene

The Detroit Shoppe at the Somerset Collection in Troy celebrates everything Motor City from its post-war heyday to its present popularity in pop culture.

Here, visitors will find hometown memorabilia in every form, from Pewabic Pottery to Better Made Potato Chip mouse pads.

Small curtainless dressing rooms at the store serve as closet-sized museums, each featuring artifacts and information about a different Detroit site like Hudson's and Motown Records.

While enjoyable, these items are available in this space for a limited time only. The Detroit Shoppe is operating as a nonprofit, a temporary store being financed by a number of sponsors including Lincoln, Quicken Loans and the Detroit Historical Society, with all proceeds going to area charity organizations. This includes Greening of Detroit, Aitch Charities and Junior Achievement of Southeast Michigan among many others.

The store is scheduled to close Jan. 25.

The idea for the store came from the Somerset Collection's marketing team.

"We were looking for something that would celebrate Detroit business and Detroit culture and to give back to that

community," said m'Arch McCarty, entertainment and decor consultant at the Somerset Collection. "We had the help of the historical society, as well as a number of private collectors."

He said supporters included local names like Mitch Albom, Kid Rock and Bill Bonds.

Vicki Howard, manager at The Detroit Shoppe said the business could stay open permanently if they could find a permanent sponsor.

"At this time, we were only designed to be a temporary store," Howard said.

The store highlights Detroit's history, providing a number of books and artifacts, as well as a 1926 Ford Model T Tudor (Henry Ford's name for the two-door version of the T).

The Model T is owned by Jim Gagnon of Roseville. McCarty said Gagnon has had the car for about 10 years. He said because the car is missing its engine and transmission, making it just shy of 1,000 pounds, it was able to be transported into the mall and to the store.

"It's easier to lift from the first floor up to the second floor," McCarty said. "We lifted it with a crane from the first to the second and rolled it down the hall."

Other vehicles displayed in the store includes a custom motorcycle by Voodoo Chopper in Clinton Township. The chopper is a centerpiece for

the store's T-shirt display that includes shirts and jackets from Kid Rock's Made in Detroit store and logo tees that read 'Detroit Moves Me.'

A wide variety of food items can be purchased at The Detroit Shoppe, such as Faygo (in the vintage glass bottles), Better Made Potato Chips, Sander's Fudge and Velvet peanut butter.

"They're pieces and products that make Detroit unique," McCarty said.

Louisville Plant Turns to Escape

LOUISVILLE, Ky. (AP) – Ford Motor Co.'s Louisville Assembly plant saw its last Explorer SUV come off the line late last month.

The plant is shutting down for a \$600 million renovation. The *Courier-Journal* reports it will reopen late next year with new body, paint, and trim assembly lines equipped to produce multiple fuel-efficient models. They will include a newly designed Escape compact SUV.

United Auto Workers Local 862 Building Chairman Steven Stone said everyone at the plant cheered as the last Explorer left the assembly line. Then workers took turns autographing it.

Most of the 1,064 workers at the plant will be laid off with substantial pay and continuing medical benefits.

Ford's Auto Start-Stop System Saves On Fuel, Reduces Emissions to Zero

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The system debuts on four-cylinder engines and will gradually be expanded to vehicles with V6 and V8 engines.

Auto Start-Stop does not require any additional vehicle maintenance. The system uses an enhanced 12-volt automobile battery and upgraded

starter motor, said Birgit Sorgenfrei, program manager for Auto Start-Stop.

"Our hybrid owners tell us that start-stop is one of their favorite features," said Sorgenfrei. "When the engine is off, they know they are saving fuel and reducing emissions."

The system includes a light on the dash that alerts the

driver when the engine is off and a special tachometer that moves the needle to a green zone when the engine is not running.

Ford engineers are making customer comfort a priority in engineering the system. A special electric pump keeps engine coolant circulating through the heater.

Focus Increases Stability with Weight Shift in Turns

DEARBORN, Mich. – The all-new 2012 Ford Focus is the first beneficiary of a new class-exclusive Ford technology that employs downhill skiing and snowboarding moves to increase vehicle stability in turns.

Engineered to increase novice driver confidence by adding a finer sense of control in curves, the next-generation Focus will please enthusiast drivers as well with the addition of a vehicle stability control system previously reserved for premium sports cars.

"The new Focus is the first North American Ford vehicle to offer torque vectoring control," said Rick Bolt, program manager for the Ford Focus. "This is a technology that has been offered on high-end sports cars, yet Ford is making it standard on their new

small car."

Just as a downhill skier or board rider shifts weight to their outside edge in transition from schuss to edge – adding balance and stability to carve through a turn – torque vectoring control provides slight braking force to the wheel and the tire that is subject to potential slippage to help the driver and vehicle gracefully negotiate the curve.

Various stability control programs to proactively aid the driver are in vogue today.

The slight braking pressure applied to just one driven wheel is imperceptible to the driver. The behind-the-wheel experience is an improved sense of stability and control throughout the curve. This increased vehicle stability in cornering situations is sure to please enthusiast drivers, yet

serves as a confidence builder for novice drivers as well.

Torque vectoring control uses the Focus braking system to imitate the effect of limited-slip differential, constantly balancing the distribution of engine output between the driven front wheels to suit driving conditions and road surface.

When accelerating through a tight corner, the system applies an imperceptible degree of braking to the inside front wheel, so that more engine torque goes to the outside wheel, providing additional traction, better grip and improved vehicle handling.

The system is designed to delight experienced and enthusiastic drivers but also to provide less-experienced drivers with confidence and a better sense of vehicle con-

trol, especially in difficult driving conditions.

"Torque vectoring control elevates the dynamic capability of the entire Focus model range, from an S series sedan through a Titanium Sport Package hatchback," said Bolt, an automotive enthusiast, frequent road course track-day participant, instructor, former Sports Car Club of America racer and – not surprisingly – downhill skier.

"Because torque vectoring control is on all our Focus models, it will elevate skill sets across a broad range of drivers," Bolt said.

"The new Focus is differentiated from other vehicles in the segment by style and design, the technology it contains and the superior driving experience it provides."

The all-new 2012 Ford Focus goes on sale in early 2011.



New technology being applied to the 2012 Ford Focus allows the vehicle to increase its stability in turns by applying slight braking force to one side.

Former Ford Executive Writes Business Book

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had global responsibilities. So there was time when I headed up Rear-Wheel Drive Communications – when we had those five vehicle centers, so I had responsibility for all rear-drive vehicles in the world form a communications point of view.

"So I had responsibility for Australia, Jaguar in Europe, and the rear-wheel-drive vehicles in Australia, which was a very interesting kind of (an assignment)."

"I spent a lot of time in Washington. . . but I was always at the Renaissance Center or in Dearborn."

That was back when Ford had marketing offices at the RenCen – prior to GM acquiring that building in the mid-1990s.

Doyle is comfortable discussing the perceived differences between men and women and how this inevitably plays out in the modern workplace, whether automotive or mainstream business.

"How you read people and respond to people – we're starting to realize those are really, really important skills and they are something that tend to come much more naturally to women," Doyle said.

"That's absolutely a strength

that women need to (embrace). You've got to know your aces – you've got to play your aces, play all your cards.

"There are things that men are really good at, and there are things that women are really good at."

"That's why I'm so passionate about: we're all going to be better when we recognize differences in strengths and recognize the need for all those skills at the table, (especially) when you start making really important, complex decisions that effect big organizations, that effect the bottom line, that effect public policy."

She points out that there are, indeed, road maps out there for corporations to fellow when training and empowering women for leadership roles.

"General Electric has one of the models of the corporate world for developing talent – but women's leadership talent, they have a whole model for that. GE is the model. I interviewed quite a few of their senior women executive for this book," Doyle said.

Doyle will be giving a book talk on "Powering Up!" in March for Inforum, which was formerly the Women's Economic Club. Other book talks will be posted on her site, annedoylestrategies.com.

New U-M Study Says State to Add Jobs in 2011

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"I'm blessed to have what I have, and the rest will fall in place – even though it's been frustrating," he said.

For those who haven't been able to find a job, the recent extension of federal unemployment benefits through the end of 2011 has been a huge relief. Hundreds of thousands of Michigan residents have used up their 26 weeks of state benefits and now rely on the federal program.

The extension won't help the more than 162,000 Michigan residents who have exhausted their unemployment benefits after 99 weeks, however. U.S. Sen. Debbie Stabenow, D-Mich., introduced legislation this summer that would have added 20 more weeks of benefits in states with unemployment of 7.5 percent or more. But her bill didn't get any traction in Congress.

Despite the lingering hardship for those unable to find a job, Michigan's economy has been on an upward trend since mid-2009, according to Comerica Bank chief economist Dana Johnson. His monthly Michigan Economic Activity Index shows progress has been sluggish and uneven this year, but he's expecting annual GDP growth of 3 percent to 3.5 percent next year. Michigan hasn't seen growth rates that high since 2002, he said.

"The next five years, Michigan will look pretty decent, and vastly better than the last five years," Johnson said. Although the state's recovery likely will lag the nation's because it has lost workers to other states, "it's going to be a happier 2011 than it was in 2010," he added.

One bright spot for Michigan has been the continued increase in manufacturing jobs as major employers such as General Motors Co. have regained their footing and hired new workers. Auto sales are rising after dropping to their lowest level in 50 years, and the three domestic automakers could see their share of the U.S. market rise this year after years of decline, Fulton said.

He expects the state will see its biggest growth over the next two years in service sectors such as health care and professional services, as well as some increase in manufacturing. Health care is now Michigan's biggest jobs

provider, outpacing the slimmed-down auto industry and helping to diversify an economy long reliant on making cars.

Government employment likely will continue to drop, Fulton said, as school districts and state and local governments struggle to balance their books amid depressed revenues. He doesn't expect the state to see a net increase in construction jobs until 2012.

The high rate of home foreclosures is expected to persist. Michigan currently has the nation's seventh highest foreclosure rate, and Michigan State University economics professor Charles Ballard

said that won't change anytime soon because so many residents are still struggling to make ends meet.

He expects continued budget deficits at the state and local levels mean public sector workers will see little in the way of raises and likely will have to pay more for health and retirement benefits. But he's upbeat about where the state is heading overall.

"There's a very good chance 2011 will be the best year in a decade for Michigan's economy," Ballard said.

"I don't think it will be a gangbusters growth year . . . but after a decade of losses, even a little bit of job growth looks pretty good."

Ford Quick Lane Sells 1 Million Tires

Ford's Quick Lane vehicle maintenance business – the fastest-growing service brand in the industry – sold a record 1 million tires in 2010 and is on track to post record sales of more than \$550 million for the year.

"We are very pleased with the continued strong growth of Quick Lane," said Frederiek Toney, president of Ford's Customer Service Division globally. "As more customers are keeping their vehicles even longer, vehicle maintenance becomes even more important."

Ford's Quick Lane business remains the fastest-growing service brand in the industry and offers routine vehicle maintenance such as oil and filter changes, and light repair services such as tire replacements and brake repairs – especially important during the winter driving season.

Tire sales to Quick Lane operators recently surpassed

the 1 million mark for the first time ever in a calendar year. Quick Lane's network of 585 stores is also on track to surpass \$550 million in sales in 2010, representing a 25 percent year-over-year increase.

Strong tire sales are consistent across the entire U.S. Quick Lane network. Dawn Walston, general manager from Titus Will Ford in Tacoma, Wash., is experiencing the growth firsthand as tire sales in her Quick Lane shop are up 70 percent year-over-year.

"Our tire sales have been outstanding this year," said Walston. "Tires are one of the smartest investments you can make when it comes to maintaining your vehicle, especially during the winter driving months. We continue to experience strong growth due to our ability to provide tires for all makes and models – with pricing that beats all competitors."

Quick Lane offers tires from

11 leading brands including Goodyear, Michelin and Continental, among others, and offers the guaranteed best price on all tires sold.

Quick Lane operators around the country also continue to experience an increase in routine maintenance services from vehicles other than Ford, Lincoln or Mercury products. Sales to competitive-make vehicles are up 25 percent nationally year-over-year as consumers continue to migrate to Quick Lane shops for fast and convenient services – all performed by factory-trained technicians.

To deliver additional convenience, customers can visit www.quicklane.com to find a center that is closest to them, print savings coupons and review maintenance tips to keep their vehicle running at peak efficiency. The site also includes information on how to spot tire wear, how to jump start a battery.