

# Ford Debuts All-New Focus Electric Car

DEARBORN – Ford Motor Company unveiled on Jan. 7 its all-new Focus Electric – the company's first-ever all-electric passenger car. The zero-CO2-emissions, gasoline-free version of Ford's popular small car is the flagship of the company's growing fleet of hybrid, plug-in hybrid and all-electric vehicles coming to North America and Europe by 2013.

"Focus Electric is the flagship of our new family of electrified vehicles, showcasing our commitment to offer consumers choice when it comes to fuel-efficient or fuel-free vehicles," said Derrick Kuzak, Ford group vice president for Global Product Development. "Its advanced powertrain will

deliver significant energy efficiency advantages and zero CO2 emissions without compromising driving enjoyment. And its suite of smart driver information technologies will transform the way customers think about energy usage and their transportation needs."

The Focus Electric will launch in late 2011 and is designed to offer enough range to cover the majority of daily driving habits of Americans. It will offer a mile-per-gallon equivalent better than Chevrolet Volt and competitive with other battery electric vehicles.

A full recharge is expected to take three to four hours at home with the 240-volt charge station – half the charge time

of the Nissan Leaf.

Focus Electric introduces new features and technologies – including a unique version of the MyFord Touch driver connect system especially for electric vehicles, a new value charging feature powered by Microsoft and a smartphone app called MyFord Mobile that helps plug-in owners control their vehicles remotely.

The sleek and stylish five-door hatchback leverages Ford's global C-car platform shared by the gasoline and diesel-powered Focus models, which debuted at the 2010 North American International

Auto Show and were launched at the Paris Motor Show in September.

Both Focus gasoline and electric variants to be sold in North America will be built at Ford's Michigan Assembly Plant in Wayne, Mich., with production powered in part by one of the largest solar energy generator systems in the state.

For European markets, a decision on where the Focus Electric will be built is currently being finalized.

Focus Electric is one of five new electrified vehicles included in Ford's electrification strategy.

# Wayne State Now Offers 'Industrial' Doctorate

DETROIT – Wayne State University's Dept. of Industrial and Manufacturing Engineering now offers managers and executives the opportunity to earn a research-intensive doctorate in industrial engineering while maintaining employment.

As business opportunities continue to globalize, proficiency in creating and managing systems that can adjust to society's economic, social, technological and political-legal evolutions is essential.

Today's business managers and executives can gain a

competitive edge through a doctorate program based in Detroit, the heart of the global auto industry.

The first doctorate program of its kind in the U.S., the Global Executive Track (GET) Ph.D. in Industrial Engineering complements students' managerial positions by providing them with skills necessary to thrive in today's global marketplace, WSU says.

The program consists of 2.5 years of coursework and two years of related research. Inquire at get\_info@wayne.edu.

# Roush to Make Series of Public Visits During 2011

PLYMOUTH TWP. – Jack Roush, one of the most famous names in the motor-sports and the automotive industries, has released his 2011 ROUSH appearance schedule. Fans and owners of ROUSH Performance products will have an opportunity to meet Roush and get a photo or autograph during ten events this year.

"I always enjoy the opportunity to visit our dealers and meet the people that have purchased our ROUSH Mustangs and trucks," said Roush. "It's really exciting to experience the enthusiasm and passion they have for our products and to see firsthand the different type of things that they have done to personalize their vehicle."

There is no charge to meet Roush or obtain an autograph, and most events include a car show and other entertainment. The complete schedule, subject to change without notice, can be found online at www.ROUSHperformance.com, and includes the following dates:

- Wednesday, February 16 – Gary Yeomans Ford (Daytona Beach, Fla.);
- Thursday, March 24 – Fritts Ford (Riverside, Calif.);
- Thursday, April 7 – Joe Meyers Ford (Houston, Texas);
- Thursday, April 28 – Richmond Ford (Richmond, Va.);
- Thursday, June 2 – Long MacArthur Ford (Salina, Kan.);
- Thursday, June 16 – ROUSH Automotive Collection (Livonia, Mich.);



Racing mogul Jack Roush's personal public appearance schedule puts him in Livonia twice during the summer of 2011.

- Thursday, June 23 – Frontier Ford (Santa Clara, Calif.);
  - Thursday, July 7 – Ray Skillman Ford (Greenwood, Ind.);
  - Thursday, August 18 – ROUSH Automotive Collection (Livonia, Mich.);
  - Thursday, October 20 – Town & Country Ford (Bessemer, Ala.)
- Contact the event location for more information, or to find out the specific times relating to Roush's appearance. Based in Plymouth Township, "The Art of Performance Engineering" takes place at ROUSH Performance. To get a "behind the scenes" look at what goes on at ROUSH and how the vehicles and parts are designed, manufactured and produced logon to ROUSHperformance.com and look for updates on that same site throughout the summer.

# Analyst Sees Sun Shining Brighter for Auto Industry

by Gerald Scott  
Editor  
U.S. Auto Scene

After a brutal episode in car industry history that included corporate bankruptcies for two of the three domestic automakers, one analyst, at least, sees somewhat bluer skies ahead in 2011.

Paul Haelterman, managing director with consulting firm IHS Global Insight, gave a briefing to the SAE Detroit Section recently and he surveyed a shifting landscape on the global automotive front.

He spoke about technology and innovation in the auto industry, but he covered its overall health as well.

"The last three years, to be brutal about it, have been very, very difficult years for the industry," Haelterman said.

"I've been in this business 36 years and these had to be the three worst years of my entire career – because of how fast the business almost melted down.

"It was very disturbing to see companies almost go out of business, carmakers having to beg for money from the government because they couldn't get financing out there to fund their businesses going forward – like I said, it was very brutal."

Indeed, the global economic problems of 2008-09 continue to play havoc with the industry here in 2011, he said, although there does seem to be a settling down moving forward into the new calendar year.

"OEM and supplier budgets were reduced, some eliminated – nobody has the luxury anymore of working on everything that's out there. Everybody has to choose the key

things they want to push going forward," Haelterman said.

"You go back five-six-seven years ago, you had firms like General Motors and Toyota that were working on every possible innovation that was out there. And now, even these big behemoths have had to pick and choose the winners and where they're going to put their R&D dollars going forward."

While the industry is in generally calmer waters at the moment, there are still pressing challenges going forward.

"But the good news is that now we're seeing stabilization and even some profitability out there in the business. But the problem is, hiring has lagged. Everybody's doing double-duty, but I know lots of folks doing triple- and quadruple-duty right now – the industry is really, really stretched and we're going to have to find some solutions to that," he said.

Among the huge challenges he said, are CO2 and CAFE requirements, long-term sustainability, safety, as well as globalization, the BRAC countries' growth and more.

Haelterman sees the smart application of leading-edge technology to the above problems as a possible way out of Dodge, so to speak.

"Frankly, technology can provide 'entree' – technology can provide entree for suppliers and use their technology to grow with preferred customers," Haelterman said.

"And for OEMs, it can change the relationship with the consumer. Take a look at



Leading edge technologies such as SYNC, offered on the 2011 Ford Focus, above, may be a saving grace for automakers like Ford.

the Nissan Leaf – the Leaf is providing an opportunity for Nissan to redefine itself out there in the marketplace.

"Right now – this is not a shot at Nissan, but they're kind of like tofu: what do they stand for? With this new push in EVs, they really have a position where they can say they're part of the sustainability effort going forward.

"And take a look at what OnStar has done for General Motors – it's provided them a really unique market offering that nobody else in the business has.

"New technology can bring new buyers to the brand: take a look at what Sync has done to bring new, young buyers into Ford. Go back a couple years ago when they first introduced Sync . . . they had the old C-170 Focus (platform), they weren't building the new C1 Focus here (or in Europe), they reskinned the car, they put all these Euro buyers in the vehicle.

"Now, My Ford Touch takes it even further – Ford is using this to go after Gen X and Y buyers who frankly would never have considered Ford as a vehicle they would have on their shopping list. Technology is bringing buyers into the showroom."

Point being, of course, there is hope for the domestic automakers after all. But CO2 emissions, CAFE and the other issues he raised are still in the front windshield view for automakers to tackle as soon as is practical.

Another sub trend to keep track of, he said, was mergers and acquisitions among the supplier base. Mergers slowed noticeably during the down years of 2008-09 but began picking up again in late 2010. This may be due to more money being freed up to negotiate such deals, together with a global supplier imperative to consolidate if doing so actually strengthens one's core business.

# 'Formula 43' Opens Doors in Livonia

by Gerald Scott  
Editor  
U.S. Auto Scene

In what is perhaps another good sign for the revival of the local auto economy, a small sport-wheel manufacturer officially opened its doors in Livonia last week.

Called Formula 43, it begins business in 2011 with four employees, 12,000 square feet of manufacturing space and a niche marketing automotive role ahead of them.

German native Ralf Günnewig is president, and Travis Johnson, who moved to Detroit from Seattle for this job, is the sales manager.

"Formula 43 is a new business we created here. It's a wheel company, we make custom three-piece wheels for sports cars, race cars, we can do prototype stuff for the Big Three as well," said Johnson.

"The reason why I came from Seattle is that I met Ralf many years ago, he has quite a bit of experience with wheel manufacturing."

The name, "Formula 43," is an inside auto-wheel-manufacturing pun, as it were.

The name was developed by Günnewig as a specific "Spin-Form" method for 2 & 3-piece modular wheel rim halves. The number "4" represents the number of rollers found on the German spinning machine that's used to form the rim barrel from a round, flat sheet of T-6061 aluminum.

And the number "3" is the process of (1) spinning the part; (2) heat/treating and aging; and (3) the calibration process. This exclusive process is known as Formula 43 and hence the firm's name.

"This machine right here is called a flow-forming machine, it makes transmission parts. This machine over here is a spinning machine, we can take something that's a flat sheet of aluminum or stainless and we can spin it into anything from pizza pans to cookware," Johnson said on a tour of the shop in Livonia, located in an industrial park just off the Newburgh Road and I-96 area.

"We make a lot of different automotive stuff, wheel parts too. Spinning – you can do this with aluminum, stainless, brass, steel, whatever you like. So we make two rim halves and they bolt together . . . we machine the center section out of a rotary forging

and we bolt it all together.

"We're just finishing up some wheels for a new BMW race team in Florida that will be going to the Daytona 24 Hour later this month, in about three weeks."

So, Formula 43 has industrial-sized OEM customers down to weekend racers. They're also doing specialty wheels for several different classic cars that will be on display at the 2011 Detroit Autorama.

"Our main customer is the weekend racer, who buys the new Porsche, or a BMW or Corvette. He enjoys it on the street, but he wants to go out to the racetrack, so he gets another set of wheels, puts race tires on it and goes out and has fun," Johnson said.



PHOTO: GERALD SCOTT

Leading Formula 43, new racing wheel vendor in Livonia, is President Ralf Günnewig, left, and Sales Manager Travis Johnson.

# Former 'Car Czar' Steve Rattner Pays \$10 Million Fine to Settle Lawsuits

By DAVID B. CARUSO  
Associated Press

NEW YORK (AP) – The investment banker who helped lead the Obama administration's auto industry overhaul has agreed to pay \$10 million to settle influence-peddling allegations in New York.

Former "car czar" Steven Rattner admitted no wrongdoing as part of the deal, which was announced by state Attorney General Andrew Cuomo last week.

Cuomo's office had filed civil lawsuits against Rattner in November, accusing him of paying kickbacks to help his company land \$150 million in state pension fund investments in 2004 and 2005. He denied the charges.

The attorney general had initially sought \$26 million in fines and penalties and a lifetime ban from the securities industry. The settlement, announced last week, only bars Rattner from doing further business with any public pension fund in the state for five years.

Rattner, who just weeks ago called Cuomo a bully and claimed his demand of a steep fine was politically motivated, released a conciliatory statement saying he was pleased to put the matter behind him.

"I apologize if during the course of this process there is anything I did that may have made reaching this agreement more difficult," he said. "I respect the work of the attorney general and his staff to ensure that the New York State Common Retirement Fund operates properly and in the best interests of New Yorkers."

Cuomo, who became New York's governor on Jan. 1, said the settlement "resolves the last major action" of a

lengthy investigation into corruption among officials overseeing the pension fund.

Eight people have pleaded guilty to criminal charges as a result of the case, including former state Comptroller Alan Hevesi, who admitted taking campaign contributions and luxury vacations from a financier seeking a multimillion-dollar pension fund investment deal.

A long list of financial firms and money managers, including Rattner, have agreed to collectively pay \$170 million in civil penalties in connection with the investigation.

Cuomo's office and the Securities and Exchange Commission claimed that those bankers and brokers essentially had paid kickbacks to influence the officials overseeing the pension fund's giant investment portfolio, now valued at about \$132.8 billion.

Rattner was never accused of criminal wrongdoing, but the SEC and Cuomo said he tried to help his investment firm, the Quadrangle Group, land deals with the state by paying \$1 million in unnecessary finders fees to Hevesi's top political consultant.

# Chrysler Canada Sales Increase

WINDSOR, Ont. – Chrysler Canada last week announced its highest level of sales growth in 2010 of any year in its history, as annual sales grew 26 percent compared with 2009.

The company reported sales of 204,955 for full-year 2010, an increase of 41,773 units over the previous year and the highest year-over-year sales volume increase ever. For the month of December, Chrysler Canada sold 14,407 units, an increase of 4 percent compared with De-

They said he also helped the brother of the pension fund's chief investment officer get a DVD distribution deal for his stalled film project, a low-budget comedy called "Chooch."

Rattner has previously agreed to pay \$6.2 million to settle an SEC lawsuit over his conduct. That deal includes a two-year ban from the securities industry.

Rattner, a former New York Times reporter who made millions on Wall Street and became a highly respected policy adviser and campaign fundraiser for Democrats, left the Quadrangle Group to help lead President Barack Obama's auto industry task force in 2009.

He left government after the efforts to restructure General Motors and Chrysler were completed in the summer of 2009.

Since then, he has been writing and promoting a book on his work on the auto industry and working as an unpaid financial adviser managing the personal fortunes of New York City Mayor Michael Bloomberg, one of the world's richest men.

December, 2009 – marking its 13th consecutive month of sales growth.

"The dramatically improved quality and fuel efficiency of our products paid dividends for Chrysler in 2010, making us solidly the No. 1 market-share gainer in the country," said Reid Bigland, president and CEO of Chrysler Canada.

The Dodge Journey retained its position as Canada's best-selling crossover, with full-year sales of 23,785 units – up 54 percent.