

Ford Continues Support with 'Feeding America'

DEARBORN – For the 10th consecutive year, Ford Motor Company and Newman's Own, Inc. are partnering with Feeding America, the nation's largest hunger relief organization, to provide Ford refrigerated trucks loaded with Newman's Own food products to communities in need throughout the country.

This unique "Partnership for Hunger Relief" began when Paul Newman reached out to Bill Ford, then chairman and CEO of Ford Motor Company, in an effort to improve distribution of produce and other perishable food to those facing hunger in rural America.

With the recent donations of nine more vehicles, the fleet of 98 refrigerated Ford trucks and vans now reaches into all 50 states. For the past

10 years, Ford Motor Company and Newman's Own have partnered to donate vehicles filled with food products provided from Newman's Own to food banks affiliated with Feeding America.

"Through this unique partnership, Ford Motor Company has remained committed to playing a role in addressing hunger relief throughout good and bad economic times," said Bill Ford, executive chairman, Ford Motor Company.

"To date, our donated trucks have delivered more than 130 million meals to families across the country."

The refrigerated trucks allow for delivery of fresh and nutritious food to hard to reach communities that often are underserved. Donated produce, meat and dairy products cannot be delivered

to remote areas unless refrigerated trucks are available for long delivery routes.

"Newman's Own as a company and the individuals who comprise it share a great commitment to the Partnership, especially since it was near and dear to Paul Newman," said Tom Indoe, president and chief operating officer of Newman's Own, Inc.

"Watching the progress we have made in the last nine years reinforces that this program is the right thing to do; it has and will continue to make an impact on the quality of life for many people."

Food banks recently receiving trucks are: Food Bank of Alaska in Anchorage, AK; Kenai Peninsula Food Bank in Soldotna, AK; Food Bank of Delaware in Newark, DE; Idaho Food Bank in Boise, ID;

Food Bank of Siouxland in Sioux City, IA; Food Bank of South Jersey in Pennsauken, NJ; Food Bank of Northern Nevada in McCarran, NV; Rhode Island Community Food Bank in Providence, RI and Utah Food Bank in Salt Lake City, UT.

Vicki Escarra, president and CEO of Feeding America, said, "Feeding America provided food and grocery products to more than 37 million Americans last year, an increase of nearly 50 percent in the past four years. We would not have been able to meet this huge increase in need without the generous support of corporations like Newman's Own and the Ford Motor Company."

Feeding America is the nation's largest domestic hunger-relief organization, providing food to people in

rural, urban and suburban communities.

Newman's Own, Inc. – founded by Paul Newman in 1982, is a successful and growing premium food business. Newman's Own offers more than 100 varieties of delicious all-natural food and beverage products, which include salad dressings, pasta sauces, salsa, popcorn, lemonade, and thin & crispy frozen pizza. Based in Westport, CT, the charitable mission of Newman's Own, Inc. was expressed by Paul in the Company motto: "Shameless exploitation in pursuit of the Common Good." Newman's Own Foundation continues Paul Newman's commitment to donate all profits to charity. More than \$300 million has been given to thousands of charities since 1982.

Ford Supplier Enables SYNC 'Text-to-Speech' Technology Use

LAS VEGAS – Nuance Communications, Inc. last week announced that its voice technology powering the innovative Ford SYNC system is available as part of the Ford SYNC / AppLink SDK.

Now, any third-party developer can create Nuance-powered voice user interface for any smartphone application developed for use by SYNC – thus unleashing a new ecosystem of applications that enable a safer, smarter driving experience.

Ford's SYNC AppLink software allows for hands-free voice control of popular smartphone applications for iOS, Android and Blackberry via Ford SYNC.

Further, the SYNC AppLink SDK features Nuance's voice recognition and text-to-speech technology that allows developers to fully voice-enable their SYNC-enabled applications.

"Voice has proven to be among the most intuitive and natural ways to engage with devices and automobiles, and through the Ford AppLink SDK, consumers can experience the best of both worlds," said Amd Weil, vice president and general manager of Nuance Automotive.

"And because Nuance's voice capabilities are tailored for the SYNC experience, AppLink developers know their apps will work seamlessly with its interface, creating and unmatched mobile experience that delivers."

Meijer to Donate Trucks to Food Banks, State Police, Academic Institutions

GRAND RAPIDS – As part of its ongoing commitment to support the communities where it does business, supercenter chain Meijer has announced it will donate 35 reconditioned semi-tractors to local food banks, academic organizations and law enforcement throughout the Midwest.

The announcement was made last week by Rick Keyes, executive vice president of supply chain operations and manufacturing for the Grand Rapids, Mich.-based retailer.

"Everyone at Meijer is very excited about the opportunity to make such a large donation to these important organizations," said Keyes.

"Meijer focuses on supporting the communities where our customers and team members work and live, and we are proud to be able to provide this level of support for organizations that do such important work."

The 35 tractors had previously been in use in the Meijer truck fleet and were recently replaced when Meijer purchased new, near-zero emissions tractors.

All of the trucks have been reconditioned and prepped for their next use, including a multi-point safety inspection and new graphics specific to each local food bank.

In total, 14 food banks and food rescue organizations will receive the donations, with each receiving two trucks.

These organizations support communities in Michigan, Ohio, Indiana, Illinois and Kentucky and include:

Feeding America of West Michigan (Comstock Park, Mich.)

Mid-Michigan Food Bank (Lansing)

Forgotten Harvest (Oak Park, Mich.)

Food Bank of South Central Michigan (Battle Creek)

Food Bank of Eastern Michigan (Flint)

Toledo Northwestern Ohio Food Bank (Toledo)

Freestore Food Bank (Cincinnati)

Shared Harvest (Fairfield, Ohio)

Mid-Ohio Foodbank (Grove City)

Gleaners Food Bank of Indiana (Indianapolis)

Community Harvest Food Bank (Fort Wayne, Ind.)

Food Bank of Northern Indiana (South Bend)

Northern Illinois Food Bank (St. Charles)

Dare to Care Food Bank (Louisville, Ky.)

The remaining trucks were donated to the Michigan State Police and several Michigan academic institutions, including Oakland Community College, Kent Career Technical Center and Ferris State University.

The food banks were chosen because helping combat hunger has been a primary focus of Meijer for many years. The company annually donates millions of pounds of

food to local food banks and pantries, and has also generated more than \$1.5 million in donations to local food banks through its Simply Give program.

The food banks say that the addition of the Meijer trucks is indispensable to their mission of food service.

Inteva Acquires AM's Body Systems

TROY – Auto supplier Inteva Products LLC, a wholly owned subsidiary of The Rencor Group, announced last week that it has acquired ArvinMeritor's Body Systems business with manufacturing and engineering facilities worldwide.

With the acquisition, Inteva now strengthens its competitive position as an innovation leader in the global supply of door systems and access control systems – while expanding its product expertise to now include roof systems, motors and electronics.

"Inteva has taken a major step forward in aligning our global capabilities to support the needs of our customers," said Lon Offenbacher, Inteva's president and CEO.

"The Body Systems team brings a great heritage of demonstrated capabilities, a wealth of experience in advanced technology with a diverse customer base. Inteva is (now) a formidable force in the global marketplace."

With the Body Systems ac-



Retailer Meijer is providing 35 semi-tractors to its food bank partners and other organizations across the Midwest.

quisition, Inteva has a global workforce of 8,000 employees at 43 locations in 18 countries.

Inteva has engineering and technical centers on four continents supporting global customers with full service design, development, integration, prototype, testing and validation capabilities.

"Our expanded footprint and product portfolio greatly enhances our business with a stronger presence in Europe, Asia and the Americas," said Offenbacher.

"Our overall business is now more balanced among our global customers and we are strategically located in the regions where growth is expected."

Inteva's innovative product lines serve a variety of industries including: automotive, commercial vehicle, defense, consumer and recreational products, industrial and marine applications. The company has organized its products and services around four product lines including: clo-

sure systems, interior systems, roof systems and motors and electronics.

Inteva's closure systems product line encompasses access control systems and door systems into a highly innovative offering, the supplier says. Inteva access controls systems offer a market leading portfolio of latches, strikers, and actuators that offer competitive functionality, robustness and performance with minimized weight, package size and cost.

Inteva designs, engineers and manufactures products that range from window regulators to hte latest fully integrated composite door modules.

With an advanced in-house development capability, Inteva's electronics and motors product line offers a range of robust and efficient electric motors for automotive and light duty consumer applications. Inteva incorporates advanced electronic functionality into a light weight and sized-optimized package.

Cobo Contracts With Vendor On Food Outlet

In time for the 2011 North American International Auto Show (NAIAS), Cobo Center is launching its music themed concession outlet, Eatsville USA, located on the main floor concourse at Cobo in Detroit.

While enjoying the sounds of classic Motown music, Eatsville patrons can order food and beverages from some of the strongest current brands in Detroit like the Detroit Beer Co. and Lockhart BBQ eatery.

During NAIAS, the Cobo Arena Food Court is featuring performances by Dennis Coffey, the Detroit musician famous for his instrumental hit "Scorpio." Coffey appeared in the popular documentary "Standing in the Shadows of Motown," and his latest CD comes out worldwide on Strut Records on April 22.

"We are extremely pleased to have Dennis Coffey launch our new 'You book the hall; we'll book the band' campaign here at Cobo Center," said Thom Connors, general manager for SMG at Cobo.

"A list of local Detroit musicians like Dennis Coffey will be available for anyone wishing to include music with their event here."

"It also reinforces and integrates the culture, cars, gaming, sports and music aspects with our marketing platform (for Cobo Center moving forward)."

Also, Cobo and Centerplate are partnering with Andiamo to open the Vu restaurant during Cobo Center events, as well as all events at the Cobo and Joe Louis Arenas.



PHOTO: STEFANIE CARANO

A medical training room inside M-TEC at Henry Ford Community College in Dearborn. M-TEC provides training for a number of industries including the automotive sector.

Ford's Viera Gives Talk At Two-Day AIAG Event

AIAG, a Southfield-based not-for-profit, member-supported organization that works with a wide range of manufacturing companies and service providers to help them operate at peak performance, announced that it is holding a two-day conference that will focus on global corporate responsibility issues.

These issues include multi-stakeholder perspectives, raw material transparency, due diligence, ethics and compliance, effective communication and more.

The "Road to Corporate Responsibility" conference will be held Tuesday, Jan. 25, between 2 and 5:30 p.m. and Wednesday, Jan. 26, from 8 a.m. to 4 p.m., at the Management Education Center, 811 W. Square Lake Rd. in Troy. John Viera, Ford Motor

Co.'s director, Sustainability and Environmental Policy, will deliver a keynote address on the second day of the conference.

The conference will cover fundamental training aspects of corporate responsibility for companies new to the issues at hand. There also will be an OEM automotive panel featuring executives from Honda, Ford, Toyota, Daimler and General Motors.

"The globalization of the automotive industry and other manufacturing sectors has made the issue of corporate responsibility more complex to manage," said J. Scot Sharland, executive director of AIAG.

"We deal with complex issues by engaging OEMs, suppliers and service providers and working collaborative with them (on solutions)."

M-TEC Offers Industrial Education

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Local 600 has also held a number of automotive-related classes and training at the facility including robotics, ergonomics and production line work conducted out of the facility's High Bay lab.

HFCC M-TEC has also worked with a number of automotive suppliers on various educational and training programs.

The facility is currently providing WorkKeys, a test that is used by companies as part of their hiring process providing job analysis, assessment and training.

"We're working with several organizations in bringing out customized training," said Roxanne Lopetrone, testing center consultant at HFCC M-

TEC.

"As a staff, it's very customer service focused. We meet with the individual employer or business and find out what their needs are."

This December, the facility provided a job skills workshop for displaced workers, providing resume, interview skills and training.

HFCC's M-TEC is just one of 14 M-TECs located at community colleges statewide.

M-TEC at HFCC opened in 2002, intended as a non-credit training center for area businesses built with a \$5 million grant from the state of Michigan.

Built on the grounds of Ford Motor Co.'s former 'Rotunda' building, the 30,000 square foot facility provides four classrooms, two confer-

ence rooms, three computer rooms, one auditorium and one boardroom for training purposes.

The facility auditorium is equipped with teleconferencing capability and audio-visual equipment is available in the classrooms.

"They tell us what they need and we make it happen for them," Llewellyn said.

"When the building was first built, all the furniture was paid for by UAW and the land was donated by Ford," said Roxanne Lopetrone, testing center consultant at HFCC MTEC. "Ford first used this building for orientation and testing when they opened the Dearborn Truck Plant."

She said the facility does not currently receive funding from Ford or the UAW.

China Throttles Back on Beijing Car Registrations

By CARA ANNA Associated Press

BEIJING (AP) – China's capital announced last week that it will sharply limit new vehicle registrations to try to ease massive traffic jams that are rapidly turning Beijing's streets into parking lots.

The city will only allow 240,000 vehicles to be registered next year, said Zhou Zhengyu, vice secretary general of the Beijing city government. The figure is equal to a little more than one-third of the total number of new cars put on Beijing's streets of Beijing this year.

Traffic jams in Beijing have worsened recently, with the city dithering over how to clear up the smoggy congestion while still allowing the Communist country's bur-

geoning middle class the automobiles they crave.

Increasingly affluent Chinese want cars for status and a sign of independence, and they have easily found ways to finesse official restrictions in the past.

Zhou told a news conference that the restrictions would start Dec. 31, with registrations allocated by a license plate lottery system.

The new limits had been anticipated by the public, sparking a buying spree last week. The official Xinhua News Agency said 30,000 new vehicles were registered in the past week alone, at least three times the normal rate.

When Beijing hosted the Summer Olympics in 2008, it banned vehicles with odd or even-number plates to drive on alternate days. Now all

cars are banned from the streets one day a week, based on their license plate numbers.

But some Chinese have sought to evade that rule by buying a second vehicle. About one-fifth of new sales are for a second car, the government says.

Official figures say Beijing now has 4.76 million vehicles, compared to 2.6 million in 2005.

An average of nearly 2,000 new cars hit the road each day in Beijing, a city of 17 million. Before the latest restrictions were announced, that growth current rate, the Beijing Transportation Research Center estimates that car ownership will reach 7 million by 2015.

China has been pushing automobiles as a growth indus-

try, and it overtook the United States in 2009 as the world's biggest car market, with sales surging 45 percent to 13.6 million vehicles.

The Western world continues to watch automotive developments in China closely because massive internal economic growth in China – and the subsequent use of new cars by the millions – has a global impact on everything from the retail price of gasoline in the U.S. to the availability of raw materials commonly used to assemble cars.

Beijing and Shanghai are also both being looked at as model "test beds" for solving urban transit and density issues including the availability of mass transportation, air quality, new business development, access to airports and rail stations and more.