

'We Need More Electrified Products' – Ford's Viera

by Stefanie Carano
Staff Reporter
Detroit Auto Scene

Ford Motor Co. is further integrating energy-independent, sustainable practices into its vehicle development strategy.

John Viera, Ford's director of sustainability and environmental policy, presented this strategy at the Jan. 26 meeting of the Automotive Industry Action Group (AIAG) in Troy.

"We need to have higher and higher percentages of electrified products," Viera said. "Every auto company is taking on a little different approach."

Viera said from a sustainability standpoint, automakers need to start moving to electrified vehicles.

"And the bottom line is this: I want people to buy a Ford product because our vehicle looks a lot better, it's more fun to drive," he said. "But with regard to just electrification itself, I think everybody needs to be successful with electrification, otherwise I think we're going to see a very slow ramp-up."

"So, I'm excited to see what the competitors are doing in that space, sure when we come out with our product we want ours to be the best and most exciting electric vehicle, but we want everybody to really succeed in that space."

Viera said Ford's strategy is not to focus on one type of electrified product and is looking to provide electrified

products in all three areas – hybrid, plug-in hybrid and battery electric.

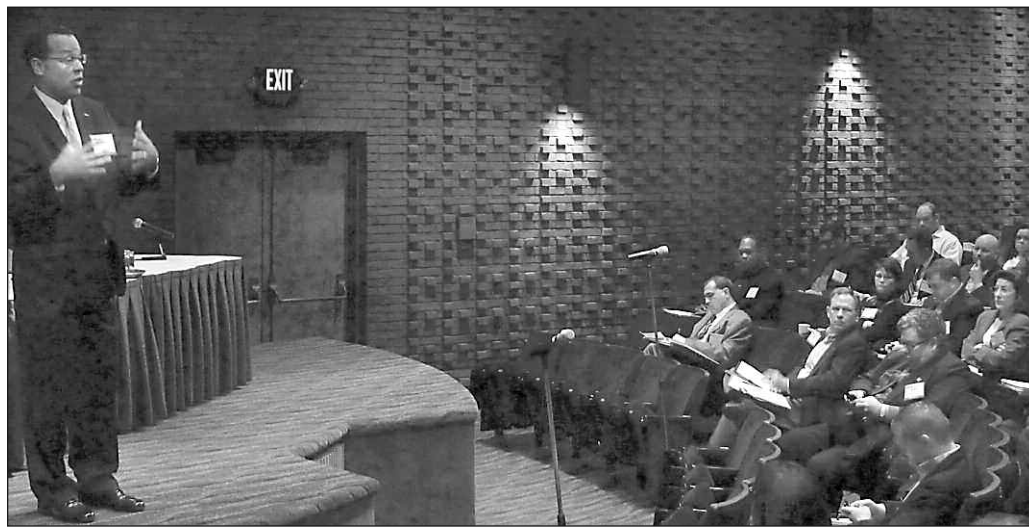
"So we want to appeal to a broader set of consumers and it's just the approach that we're taking," he said. "One approach isn't necessarily right or wrong, but our approach happens to be we're going to try to offer the electrified technology in all three areas."

He said the Ford approach to electrified vehicles is leveraging global platforms, such as the company's compact C platform.

"We're building our battery-electric Focus and our gasoline Focus in the same plant, so it allows us the ability to mix-manage – so if there's higher demand for electric Focuses, we just kind of change the rate and we produce more electric Focuses. If there's less demand, we can just produce more gasoline Focuses, so our approach is don't have to guess, don't have to try to be right, we just need to be flexible and then we can adjust," he said.

Viera said the company also wants to have vehicles that run on different fuels.

"If you think about our Focus vehicles, we have Focus vehicles obviously that run on gas," he said. "You go over to Europe, obviously most of our Focuses are running on diesel, you go to Brazil, the Focuses down there are running on ethanol. We have a natural gas version of the Focus we're offering in Europe



John Viera, Ford director of sustainability and environmental policy, gave the keynote presentation at an AIAG function in Troy. The two-day event brought together global auto supply experts.

PHOTO: STEFANIE CARANO

and now we're electrifying that platform of the Focus as well."

Viera said Ford thinks ethanol will be a big piece of the equation in future vehicles, particularly in big vehicles.

"There's nothing like a liquid fuel, liquid fuels have a lot of energy density," he said. "So, we need to more cellulose sources, so we can't just use corn but ethanol is ethanol regardless of where you get it from, it's just more expensive to it from other sources. So, ethanol is still going to be a big part of our portfolio moving forward."

In addition to fuels and propulsion systems, Viera said Ford is also looking into adding more sustainable ma-

terials to its vehicles.

"Toyota, GM, Chrysler, I know everyone is working on these bio-based materials," he said. "I know from a Ford perspective, we're going to be increasingly interesting in and probably setting up targets associated with parts made from more bio-based material versus petroleum-based materials so that's something to be aware of as a trend moving forward."

He said Lear implemented the soy foam in seats provided to the company and Ford is using sustainable fabric in some of its vehicles, made from post-industrial recycled materials.

Viera's talk was the keynote speech of the two-day AIAG function in Troy last week.

10 Models Off One Platform Showcases 'One Ford' Plan

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plan and Mulally said with that plan the company is not betting on one technology or one solution and is therefore offering a hybrid, plug-in hybrid and all-electric and designing these offerings so they come off the same production line.

"So, depending on what the market really does want, we'll provide the production in the amount that they want, but also, we get the variances of scale on that C platform where 80 percent of the parts are all the same around the world," he said.

"Five different locations, 2 million vehicles come off of that one platform with all of our suppliers lined up."

He said Ford will continue this strategy beyond the C platform, across the entire product lineup.

Mulally said the company is in a really good growth mode around the world, having great position in the Americas and Europe and celebrating profitable growth as fast as it can, especially in Asia Pacific, India and China.

On a separate note, Ford executives have credited the ongoing Ford turnaround and consistent positive earnings these days to the degree that the overall Ford business enterprise has embraced the One Ford plan.



PHOTO: STEFANIE CARANO

Ford's John Viera talked about the evolution of Ford's ongoing development of environmentally friendly vehicles.

Leadfoot Problem Solved with Ford's EcoMode Tool

DEARBORN – New Ford Focus owners can learn a thing or two about driving skills that can maximize their miles per gallon – and they can have a little fun in the process.

EcoMode is a handy software application aimed at helping coach customers in the art of eco-driving – and then rewards those who practice more fuel-efficient driving skills with in-car kudos displayed on the instrument cluster.

"The foot of the driver has one of the biggest impacts on real-world fuel economy of a vehicle and was the starting point for the development of EcoMode," said Thomas Schick, an engineer with the Ford of Germany Core Vehicle Integration team who helped design the software.

"This is a useful tool that creates awareness between personal behavior and fuel consumption and offers up hints on how to improve. Applying those hints and recommendations is all up to the driver."

Eco-driving refers to specific on-road behaviors that can improve fuel economy, save money and reduce greenhouse gas emissions. In recent internal tests, Ford found that eco-driving skills can improve fuel economy by an average of 24 percent.

The nationwide Auto Al-

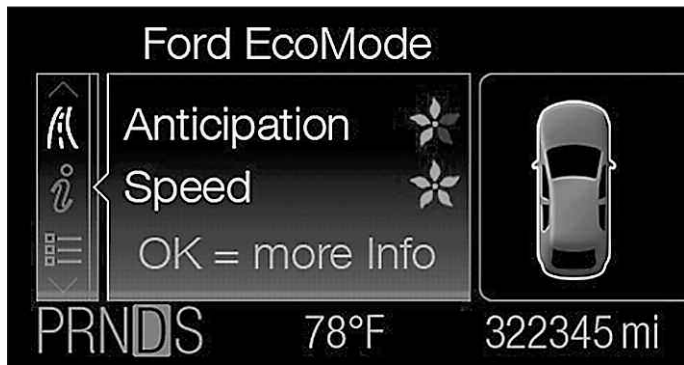
liance-supported EcoDriving initiative further claims that if every American put eco-driving skills to work on the road and achieved just a 15 percent benefit in fuel economy, more than 22 billion gallons of gas would be saved each year.

Practices most often preached within the eco-driving world include:

- Using the highest drivable gear
- Smooth accelerations and decelerations
- Maintaining constant speeds and anticipating traffic flow
- Using cruise control on the highway
- Avoiding excessive idling
- Avoiding short trips with a cold engine

EcoMode generates a personalized driver operation scorecard by monitoring engine rpm, vehicle speed, accelerator position, clutch position, selected gear and engine temperature related to three of these categories:

- Gear shifting (when applicable): Is the driver using the highest drivable gear appropriate for the road conditions?
- Anticipation: Is the driver adjusting vehicle speed and distance to other vehicles without the need for heavy braking or acceleration?
- Speed: Is the driver using a cruising speed on open roads that enables high fuel



Ford EcoMode as it appears on the mainstream 2011 Ford Focus.

efficiency?

Within the driver information menu on the instrument cluster, Focus drivers can review their generated score against the software's optimized patterns for each of these disciplines.

Scores are displayed using an easy-to-follow five-leaf icon, with two leaves set as the default and five leaves being the maximum achievable score. Performance is cumulative, but the system can be restarted by resetting the average fuel consumption.

Throughout a drive, the scoring system generates hints on how to gain more leaves for each discipline. A driver looking at the advice screen for Anticipation, for example, may see the hint, "Smooth driving saves fuel," displayed on the cluster if he or she is accelerating, decelerating or braking unneces-

sarily.

In Gear Shifting, driver advice might include, "Early shifting saves fuel," if the driver is not shifting up as early as possible in conjunction with their acceleration.

"Trying to reach the maximum score while in EcoMode leads to a driving style that is optimized for fuel economy," said Schick.

And when drivers do their eco-best, EcoMode rewards them with on-screen kudos that include championship cup icons and playful titles such as Advanced ECO driver or the top prize of ECO champion.

Ford has a long-standing commitment to help educate drivers on the usefulness of practicing eco-driving skills. A member of the Alliance of Automobile Manufacturers, Ford has supported the nationwide eco-driving effort at large.

Auto Industry Debates New EPA Fuel Mix Rule

By MARY CLARE JALONICK
Associated Press

WASHINGTON (AP) – Nearly two-thirds of cars on the road could have more corn-based ethanol in their fuel tanks under an Environmental Protection Agency decision Friday.

The agency said that 15 percent ethanol blended with gasoline is safe for cars and light-duty trucks manufactured between 2001 and 2006, expanding an October decision that the higher blend is safe for cars built since 2007. The maximum gasoline blend has been 10 percent ethanol.

The fuel is popular in farm country because most ethanol comes from corn and other grains. It faces strong opposition, however, from the auto industry, environmentalists, cattle ranchers, food companies and others.

Those groups say that using corn to make ethanol makes animal feed more expensive, raises prices at the grocery store and tears up the land. There have already been several lawsuits filed against the EPA – including one filed by automakers, boat manufacturers and outdoor power equipment manufacturers – since the agency decided to allow the higher blends for newer cars in October.

Critics said the change could be frustrating for drivers of older cars who will have to figure out which service station pump to use. And they argue that many retailers will opt not to sell the higher blend because of the expense of adding new pumps and signs.

"It seems like corn growers and the ethanol industry are the only real winners here," said Craig Cox of the Environmental Working Group, an advocacy group that opposes use of the fuel.

The Obama administration has remained supportive of the renewable fuel, and the EPA has said a congressional mandate for increased ethanol use can't be achieved without allowing higher percentage blends. Congress, driven by a broad coalition of members from farm states, has required refiners to blend 36 billion gallons of biofuels, mostly ethanol, into auto fuel by 2022.

Agriculture Secretary Tom Vilsack said after the decision that expanding the use of ethanol in gasoline "gives consumers the option of purchasing domestically produced renewable transportation fuels" and supporting American farmers and ranchers.

Members of the ethanol industry say that use of the fuel can help reduce the country's dependence on foreign oil while boosting a domestic industry and creating jobs. The industry group Growth Energy petitioned the EPA to raise the blend in March 2009. Tom Buis, president of the group, said Friday there are still steps to go to get more ethanol on the market but he is optimistic.

"Ultimately we will get this marketplace open because it's a win for America, a win for consumers and a win for our economy," he said.

The ethanol industry estimates that almost six out of 10 cars on the road would be able to use ethanol under the new standards. EPA estimates that almost 190 million cars on the road could use the 15 percent ethanol by 2014.

The EPA has said there won't be a decision any time soon on boosting the ethanol concentration for cars and light trucks manufactured before 2001 – or for motorcycles, heavy-duty vehicles or non-road engines – because there is not sufficient testing to support such an approval.

The EPA has delayed decisions on using 15 percent ethanol several times as the agency and the Energy Department have tested the ethanol-blended gasoline to make sure it is safe. The agency has approved the blend only for newer cars and trucks because they have more durable emissions systems.

Ethanol burns hotter than gasoline, causing catalytic converters, which help clean engine emissions, to break down faster.

Automakers continued to criticize the EPA on the decision Friday.

"Any new fuel's success depends on how it's accepted by consumers, and automakers still have concerns on behalf of our customers," said a statement from the Alliance of Automobile Manufacturers, which represents General Motors, Toyota, Ford, Chrysler and other automakers. "We believe more research is needed to determine how increased ethanol levels could affect vehicles that were designed and warranted for (10 percent ethanol)."

For their part, OEMs are now complaining that they're shooting at moving targets both as far as current retail fuel mixes and future emissions targets are concerned. Of course, changing the fuel mix may also change mileage and tailpipe emissions in ways not yet understood by everybody involved.

Former Ford Design Head Telnack Tells Jordan Stories

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more than 25 years ago now – all to give the car design industry and community a local car show and function to give voice to the importance of their work, all while benefiting the DIO.

And the DIO, in turn, says it is forever indebted to those late-20th century Big Three design chiefs because a big portion of its current budget comes from the big EyesOn Design car show held every Father's Day at the Edsel Ford House in Grosse Pointe Shores.

Some of Telnack's warmest memories of both EyesOn Design and his counterpart at GM came from that era.

Telnack, for one, was always pleased that Jordan could rise above Big Three rivalries to recognize genuinely enriching car design – wherever it emerged from.

"Chuck was always very complimentary . . . he obviously had a great passion for design, no question about it – no matter who did the design. In the work that he did . . . he put a certain . . . really, it was a love affair that he had with the car. I've always respected him for his feeling for form and shape and design," Telnack recalled.

"I think everybody associates him with the 1959 Cadillac, with the fins and all, where the fins were very exaggerated, but if you really analyzed the surface of those cars, they were very elegantly done. The body sections throughout the whole car were superb. He had that, he put a certain motion into cars that really worked."

"The important thing is he complimented other designers, competition. I remember when we did the Taurus, he was one of the first guys to come up to me and congratulate me and the Ford Motor Co. on that car."

A lot of stories about GM's Jordan and his impact on the local design community have been told since his death in November, but Ford's Telnack actually has one of the best, hard-to-top stories of all.

"I remember he sent me . . . my picture was on the front of *Automotive Industries* (magazine) as 'Designer of the Year,' something like that. He and his designers at GM tricked up the picture, that photograph, they put a beret on me, extra sideburns, and they put a diamond earring on me with a puffy bowtie on me and he said, 'Congratulations,' and I took that as a real compliment," Telnack said.

"He always complimented people about a great design, even if it was competitive, he was very honest about that, he appreciated good design and knew it," Telnack said.

After living in Florida for awhile, Telnack recently moved back to the Metro Detroit area

and he said he hopes his association with EyesOn Design continues to grow and strengthen.

With great stories like all of the above to tell, the local auto industry will only continue to benefit from Telnack's ongoing wisdom and insight.



PHOTO: GERALD SCOTT

Retired Ford Design VP Jack Telnack, left, with CCS President Rick Rogers at the Detroit auto show. Telnack had some great industry stories to tell at the EyesOn Design reception.