

## Ford Credit Reports \$2B Net Income

DEARBORN – Ford Motor Credit Company reported net income of \$2 billion in 2010, an improvement of \$0.7 billion from earnings of \$1.3 billion a year earlier.

On a pre-tax basis, Ford Credit earned \$3.1 billion in 2010, compared with \$2 billion in the previous year. The full year increase in pre-tax earnings is primarily explained by a lower provision for credit losses and lower depreciation expense for leased vehicles related to higher auction values, offset partially by lower volume and the non-recurrence of net gains related to unhedged currency exposure primarily from cross-border intercompany lending.

In the fourth quarter of 2010, Ford Credit's net income was \$367 million, a decrease of \$85 million from a year earlier. On a pre-tax basis, Ford Credit earned \$572 million in the fourth quarter

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The Novozymes Zymobile, an E85 Ford Fusion FFV, is displayed next to a one-ton bale of corn stover – the feedstock for its cellulosic biofuel, at the recent 2011 Washington, D.C., Auto Show.

## Ford Displays E85-Capable Fusion FFV at D.C. Show

WASHINGTON, D.C. – The road to commercialization of cellulosic biofuels may be bumpy and less-traveled, but it's actually an easier road than many may think.

Recently, at the D.C. Auto Show, Novozymes and POET celebrated being one mile closer to their destination – the commercialization of cellulosic biofuels.

With recent breakthroughs

in enzyme technology and advancements in corn stover/cob collection processes, this waste-to-fuel solution is closer than ever to commercial reality.

In a regulatory impact analysis, the Environmental Protection Agency (EPA) has said that, "corn stover was chosen as the most economical agricultural feedstock to be used to produce ethanol in

order to meet the 16-billion-gallon EISA (Energy Independence and Security Act) cellulosic biofuel requirement."

Said Novozymes President Adam Monroe, "A large part of our success to date with corn cobs and stover is the improved efficiency of the enzymes used in the fuel production process and the reduced costs of the enzyme production process."

"In just two years, we have been able to reduce our enzyme cost by 80 percent, while at the same time increase performance 1.8 times. Together with our partners like POET, we have developed a renewable fuel that is better for our country, better for our environment and cost-competitive to gasoline."

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## Carver's Goal: Improve Quality of Life for Everyone

by Stefanie Carano  
Staff Reporter  
Detroit Auto Scene

Unlike Thomas Edison or Henry Ford, famous scientist George Washington Carver's influence on American life is not manifested in one particular iconic innovation.

Rather, it is dispersed among a variety of scientific disciplines from which many further discoveries have grown.

It was Carver's intention for his work to help Americans born into slavery, as he was in 1864.

Professor Walter Hill of Tuskegee University quoted Carver as saying, "the great ideal of my life is to be of the greatest good to the greatest number of my people possible."

Hill spoke at a symposium

celebrating Carver's larger life and career at The Henry Ford in Dearborn recently.

The symposium is part of the big exhibit about Carver that runs at the Henry Ford Museum now through Sunday, Feb. 27.

Hill is the dean of agriculture at Tuskegee in Alabama, the same title held by Carver from 1896 until his death in 1943. It was then known as Tuskegee Institute and was led and founded by Booker T. Washington.

"The conditions he had were such that we were forced to be a different type of person than he was at Iowa State," Hill said.

"Given the lack of colleagues with his expertise and background, he had to do it all, he had to do it differently and that became a strength for him."

Hill said Carver was admired by several famous figures of his time, including Henry Ford.

Carver met Ford in Dearborn in 1937. Carver's family slave cabin was built by Ford at Greenfield Village in 1942.

Hill also said Carver was a fantastic teacher and master demonstrator, and that this trait manifested when his testimony to Congress ended in the peanut tariff being passed.

"The show he put on that day was magnificent," Hill said.

He said Carver's goal was to improve quality of life for everyone, particularly the poor and used science to accomplish that.

During his lifetime, Carver discovered more than 100 uses for both the sweet potato and the peanut, which includ-

ed uses in dyes, paints, fuel and plastics.

Now, 67 years after his death, Tuskegee's tribute to his time at the university states that "his life is a reminder that moral abuses will continue until the reunification of ethical and technical reasoning occur in the context of profound faith that holds all injury and action accountable."

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George Washington Carver at work in his laboratory.

## LTU Student Geared for Bright Auto Design Future

by Gerald Scott  
Editor  
U.S. Auto Scene

If there is anybody in the greater Detroit auto industry with a brighter future than Jason Falenski, we can't imagine who it is.

Falenski is an accomplished Lawrence Technological University (LTU) transportation design student with some impressive auto designs that he's already created.

At age 31, he's a non-traditional, more mature student, but he seems to be on track for a fine career all the same – he has been a contract employee working as a modeler at the Ford Research and Innovation Center in Dearborn since 2005.

And, thanks to his association with Ford, he has also traveled to the Paris Auto Show.

Falenski had one of his LTU scale-model creations on display at the recent Detroit auto show at Cobo Center and he also recently designed a futuristic Corvette using sophisticated Catia software. Both his Ford Sidewinder scale-model project and the futuristic Corvette rendering were designed using Catia.

"Here at the school, they teach Alias because in most studios they use Alias for the studio software," Falenski said in an interview at the LTU campus in Southfield recently.

"My background is very Catia-heavy because I'm in the structures side. As a result of some of what I've been able to do there at Ford in my free time, I've learned modules that a lot of people don't know . . . I can do Kinematics . . . I can do Imagine & Shape,

which is a sculpting program. "I'm very well versed in Catia."

Catia is Dassault Systemes software, something he engaged with at the Paris Auto Show. "I've met so many people at Dassault already it's a rip," he said. "But they were really surprised to see a student do something out of the box and use their software from start to finish."

"I saw something when we were taken to Paris two years ago as a sophomore. Part of that visit was they took us to see Dassault."

"I (eventually) did this whole Corvette model in 10 hours."

Falenski is a local car designer-wannabe – he grew up in Berkley and his father,

Daniel, was a contract employee at a GM Tech Center design studio who did lighting design work. The senior Falenski currently works for American Lighting today.

Meanwhile, Jason Falenski happens to also be one of LTU's first generation of transportation design students – a program that LTU recently developed to put it on par with the more traditional design colleges.

"When I first got started and we were first sketching, using markers and pastels, the end-goal of the first year was just to make a clay model," Falenski said.

"Even Prof. (Keith) Nagara told me in confidence they had to raise the bar after our first year because they

thought in the end all we'd be doing is clay models."

"By the end of the second year, we had enough digital capability under our belt that when I said, 'Hey, if we've got a digital model, why would we make clay? Let's have it made for us – if we have to paint them, we have to paint them. (But) let's go outside and get industry involved,' and that's how it's been ever since . . ."

"We're really experiencing what it's like to go from sketch to model to physical property."

Falenski said he would like to help pull other LTU students forward into the Detroit auto design industry, once Falenski himself lands his

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LTU transportation design student Jason Falenski shows his creation to Ford executive Gerhard Schmidt at the Detroit auto show. Falenski is also a contract modeler at the Ford Research and Innovation Center in Dearborn. Here he shows Schmidt his "Ford Sidewinder" scale model at Cobo.

## Ford Sales Jump 27% In January

by Gerald Scott  
Editor  
U.S. Auto Scene

A balanced portfolio of products that seem to be resonating exceptionally well with the public continues to serve Ford Motor Co. rather well in the marketplace.

Ford reported its January sales figures last week and retail sales climbed a notable 27 percent compared with a year ago. Ford said retail sales for cars grew 35 percent; 22 percent for utilities, and 24 percent for trucks.

Total sales for January for Ford, including sales to fleet customers, came in at 127,317, up 13 percent. Total sales comparisons included a planned 27 percent decline in sales to daily rental companies and the discontinuation of the Mercury brand factored in.

"We begin 2011 in a strong position – ready to meet the needs of a wide range of customers with a full portfolio of high-quality, fuel-efficient vehicles," said Ken Czubay, Ford vice president of U.S. Marketing, in a statement.

"We're off to a great start in 2011 with the largest January retail sales increase in more than a decade," he added.

Ford was especially pleased with its sales numbers in California – a land that has largely forgotten the Big Three offerings over the past couple decades. Ford's sales numbers there suggest inroads are being made, however.

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2012 Ford Focus Electric

## Ford Focus Electric Wins Green Car Vision Award

WASHINGTON, D.C. – Green Car Journal's annual Green Car Vision Award was presented to Ford last week at the Washington, D.C., Auto Show. Honoring the Ford Focus Electric vehicle that will come to market late in 2011, the Green Car Vision Award celebrates an industry-leading, environmentally focused vehicle that is in its early stages of commercialization or in demonstration programs, but not yet on sale.

"The groundwork that Ford has laid with such advanced and sensible technologies as EcoBoost, hybrid drivetrains, and ethanol flexible-fuel vehicles has shown an understanding of what it takes to bring fundamental change to the marketplace, without sacrificing the features and the driving enjoyment that is so important to new car ownership," said Ron Cogan, editor and publisher of Green Car Journal and editor of GreenCar.com. "The Focus Electric is an extension of this philosophy."

Based on the all-new 2012 Focus global car platform, the Focus Electric was designed from the ground up to be efficient, attractively packaged, and meet the needs of the mass market with the safety, comfort, and stylish features expected of the brand's conventional models. It's powered by lithium-ion batteries and offers a projected 100-mile all-electric driving range. It can be charged in three to four hours with a 240-volt home charger.

This year, Green Car Vision Award finalists included the Ford Focus Electric, Honda Fit EV, Mitsubishi i, Toyota RAV4 Electric, and Volvo C30 Drive electric. For the first time in the history of this award, all candidates featured electric drive.

## HF Museum Hosts Series of History Events

DEARBORN – Each week-end in February, Henry Ford Museum celebrates African American visionaries who changed the world with their powerful determination and conviction during "Celebrate Black History!", Feb. 2-6, 9-13, 16-20 and 23-27.

Admission to Henry Ford Museum is free with membership or \$15 adults, \$14 senior (62 and up) and \$11 youth (5-12). Children four and under are free. For more information, call (313) 982-6001 or visit the Henry Ford Web site.

Throughout the month of February, visitors to the Museum will discover four eras of Black History in America - Pre-Emancipation, Northern Migration, Civil Rights Movement and Contemporary Times.

Experience these pivotal moments through musical and dramatic performances, a hands-on activity related to George Washington Carver, make-and-take crafts and more offerings for the entire family.