



The new Harley-Davidson Blackline Softail motorcycle.

New Harley Motorcycle Draws on Old Designs

MILWAUKEE – Lean as wire, hard as iron and dark as a tar road at midnight, Harley-Davidson introduces the new Blackline motorcycle, a Softail designed to celebrate the place young riders want to grow into, but not out of. T

The Blackline is the next rebellious chapter for the iconic American brand that now holds the number one position with consumers age 18-34. This latest creation in the Dark Custom movement embodies three fundamentals of motorcycling: mechanical beauty, internal combustion, and the wide, open road.

"The Blackline is a motorcycle for all those who run by their own rules," said Mike Lowney, director, market outreach for Harley-Davidson. "It's more than a bike – it's a mindset that is rooted in the spirit of defiance and irreverence embraced by today's young riders."

The Blackline balances allegiance with rebellion, discarding previous conventions of color and chrome for a Dark Custom look that's honest, functional and attainable. Visual elements of the original bobber movement are combined with the raw, hand-hewn style embraced by today's young builders. The Blackline throws new fuel on a fire that burns across generations, an unquenchable desire to ride.

Instrumentation is compact and tucked, and there's just enough shine to make the black parts look blacker. The chopped fender, narrow, split drag handlebar, and slammed speedometer contribute to the lean and linear nature of the bike that gives the Blackline its name.

The styling spotlight shines on the Big Twin engine dressed in black and silver with machined highlights reminiscent of its Big Twin predecessors of the 1930s, '40s and '50s. The engine is capped off by a fuel tank shaved smooth and low. Aboard the Blackline, the rider hugs the frame on the lowest two-up seat ever offered by Harley-Davidson.

Details on the Blackline are

understated, yet classic. The round air cleaner, which debuted on Harley-Davidson motorcycles in the 1940s, has become a prized feature over the years. The blacked-out horseshoe oil tank recalls the original on the 1936 EL.

Other styling elements come from more than just Harley-Davidson history, taking authentic cues from motorcycle culture as well. The chopped rear fender made famous by post-WWII riders is bobbed high-and-tight over a slim 144mm tire.

Up front, and tucked tight into the frame, the gloss black headlamp replicates the standard on Harleys going back to the post World War I years. The smooth, black rims on profile laced aluminum wheels hearken back to the 1930s. The simple, slammed speedometer reminiscent of the Depression era delivers a sporty look. Narrow, split drag handlebars are a first on the Softail platform.

The Blackline joins the Dark Custom lineup that includes the Forty-Eight, Nightster, Iron 883, Cross Bones, Fat Bob and Street Bob.

Behr Returns To SAE Event

Supplier Behr America will showcase its latest electric and hybrid-electric vehicle technology as well as a variety of engine-mounted components for downsized engines at this spring's SAE International World Congress scheduled for April 12-14 in Detroit.

After a three-year absence, Behr will return to the SAE program a 400-square-foot "island" display in the "Innovators Only" section of the show, adjacent to the larger exhibits hosted by Ford and General Motors.

"Charging Forward Together" is the theme for this year's SAE World Congress, whose corporate automotive sponsor is GM.

Ford Motor Co. was the major corporate sponsor of the 2010 SAE World Congress.

Friends, Students Say Jordan was Elegant Car Guy

by Christine Snyder
Staff Reporter
Tech Center News

The GM Heritage Center, GM's display and storage space for its historical vehicles in Sterling Heights, was an apt setting for a memorial for ultimate "car guy" Chuck Jordan, GM's retired design chief who died in December.

Hundreds of friends, family members and admirers gathered at the GM Heritage Center Jan. 28 to pay tribute to a man they described as elegant and passionate and who used those attributes to guide his personal and professional life.

Ed Welburn, GM vice president of design, said Jordan loved to talk about design and teach. Welburn said during Jordan's last visit to GM's Design Center this past summer, he went from studio to studio. "The excitement was building," said Welburn.

Welburn said the "magic moment" came when Jordan started to speak about design. "The circle around him grew with designers, young and old, all with that sparkle in their eyes. He was preaching the gospel of design."

Jordan was known for mentoring design students and young designers.

Jerry Palmer, the first Center of Creative Studies graduate to be hired at GM Design in 1962, described working

for Jordan, who became a lifelong friend.

"He was raised by Harley Earl and Bill Mitchell," said Palmer. "There was no gray area, you knew exactly where you stood with Chuck Jordan. He not only motivated the designers, he motivated the (executives) in the organization."

Palmer said Jordan was known among the other designers for his "ray-gun" finger-pointing and his impeccable dress.

"Saturdays were great because we were casual," said Palmer, of the days when GM's dress code made a suit and tie mandatory during the week. "Our outfits cost \$25, his cost \$2,500."

Palmer joked that clay never stuck to ever-elegant Jordan like it stuck to other designers.

"It was a blast working for Chuck. Nothing came easy... When he gave you his boot, you needed it. It was worth it."

Palmer said upon his retirement, Jordan gave each designer two small pocket-sized plaques with the inscription: "How much time did you spend on design today?"

Jordan went back to his birthplace, California, when he retired from GM.

He volunteered his time in design-oriented pursuits, like teaching a design class at La Costa Canyon High School near where he lived.

Chrysler Is First Auto Customer of Microsoft Space

by Gerald Scott
Editor
U.S. Auto Scene

Microsoft just added a big technical "sandbox" at its facility at 1000 Town Center in Southfield the other day and Chrysler is its first major automotive customer.

Microsoft and Chrysler executives were on hand last week to herald the new Microsoft Technology Center (MTC), which is a collaborative environment that provides businesses access to innovative technologies and world-class expertise.

Although it's not limited to automotive, it's easy to see that auto companies can use this local facility to envision, design and deploy solutions as needed.

Scott Sandschafer, vice president and CIO of the Chrysler Group, gave a keynote talk at the opening about the Auburn Hills automaker's involvement with the MTC.

Said Drew Costakis, director of the Microsoft Technology Center, by way of introduction, "We've had the pleasure of hosting Scott and his leadership team, along with his partner Fiat and their leadership team from Italy here at the Center."

"Suffice it to say we're very bullish and impressed with the new Chrysler and we're very pleased and proud to have Scott here with us to help open the center."

Although Microsoft doesn't come to mind as a Tier I supplier to autos, perhaps it should. It was Microsoft, after all, that partnered with Ford on its now successful Sync in-car technology tool that Ford has sold on several million cars the past couple years.

Microsoft has actually had a presence in the Detroit auto industry even well before that, so within the business it's actually a reasonably well-known and familiar supplier.

Now with the new Microsoft Technology Center, perhaps it has a true focal point to display its own expertise even as it helps customers such as Chrysler.

"On behalf of all Chrysler men and women, welcome to our neighborhood," Sandschafer said.

"Over the last 19 months, as we've formed the new Chrysler, as you might've heard, we've been quite busy getting the company back on track."

"One of the things, from an IT perspective, we have done is to refresh our older equipment and older software and replacing it with new technology."

"Some simple examples are: we're in the midst of completing one of the largest worldwide implementations of (Microsoft) Office 2010 as well as in the last four months, we've fully deployed going to our new e-mail platform of Microsoft Outlook 2010."

Sandschafer sees these migrations as more than just swapping out old for new, but rather implementing the new technology in such a way as to save time for Chrysler employees using it now on a day-to-day basis.

"Can you imagine over 30,000 employees that are us-

ing the new Outlook – to be able to save 15 minutes of each of their days so they can do other activities that are more important to the success of Chrysler?" Sandschafer rhetorically asked.

"One of the things I see in leveraging this Technology Center is to be able to squeak out every minute that we possibly can to increase the productivity... in bringing new cars and new vehicles to market."

The Southfield event was big enough to draw a visit from new Michigan Gov. Rick Snyder, as well as John Fikany, vice president and general manager of Microsoft Corp.

Snyder observed that as a former senior computer executive with Gateway, his history of working with Microsoft software platforms goes all the way back to "Microsoft 3.1," a much simpler platform from prior years.

Snyder championed the MTC as exactly the type of new facility he hopes to continue to bring to Michigan – high tech, industrial and practical, all at the same time.

In the meantime, Microsoft now has 10 of its 200-plus Michigan employees dedicated to the new Technology Center, where marketers from Procter & Gamble visited last week and industrial supplier Eaton Corp. is due in soon.

Beth Chappell of the Detroit Economic Club has also used the Center.

Chrysler's Sandschafer, for one, is confident that the Microsoft Technology Center has already earned its stripes within the local auto industry.

The lease of the Microsoft facility began last August and the first customer engagements began in October, 2010. The official public grand opening occurred last week.

Said Sandschafer, "I haven't seen any technology center that's within our region that comes close to what they have to provide. As you can see, the amount of hardware they have, the technology services, to looking at the serves and the infrastructure they have. They can stand some solutions up very quickly... for us to be able to leverage and prototype out."



PHOTO: GERALD SCOTT

Chrysler Chief Information Officer Scott Sandschafer, at podium, gave a keynote talk at the grand opening of the new Microsoft Technology Center in Southfield last week.

Honeywell Sells Its Automotive Division for \$950M

MORRIS TOWNSHIP, N.J. (AP) – Honeywell International Inc. said last week its fourth-quarter profit more than doubled, raised its guidance for 2011 and agreed to sell its division that makes Fram oil filters and Prestone antifreeze for about \$950 million.

The earnings improvement stemmed mainly from accounting adjustments, but the technology and manufacturing company cited improved market conditions as it raised its financial guidance.

Honeywell is selling its automotive products business

which also makes Autolite spark plugs and Holts car care products to Rank Group, a private investment company based in New Zealand.

The Honeywell auto division, based in Danbury, Conn., has more than 2,000 employees and revenue of about \$1 billion in 2010. The deal is expected to close in the third quarter.

Chairman and CEO Dave Cote said in a statement that while it is "a good business, it doesn't fit with our portfolio of differentiated, global technologies."

Honeywell shares rose 33

cents to \$56.25 in morning trading late last week.

The company, based in Morris Township, N.J., reported net income rose to \$369 million, or 47 cents per share, in the last three months of 2010 from \$163 million, or 20 cents per share, a year ago.

Excluding a hefty accounting adjustment related to pensions, earnings were 87 cents per share. That beat 86 cents per share expected by analysts polled by FactSet.

Revenue rose 12 percent to \$9.04 billion from \$8.07 billion a year ago and handily beat the \$8.84 billion analysts expected.

Cote said market conditions improved during the fourth quarter and full year, with investments contributing to growth, along with new customers and new products.

The company's aerospace unit saw a 6 percent boost in revenue to \$2.83 billion because of higher commercial volumes, along with military and government sales.

The automation and control solutions unit saw a 15 percent boost in revenue to \$3.91 billion during the quarter, citing general industrial recovery and new product introduction. The company said it introduced new products

including a wireless gas detector, services that enable video viewing on smart phones and barcode scanning technology.

Meanwhile, transportation system revenue rose 18 percent to \$1.15 billion while specialty material sales rose 12 percent to \$1.15 billion.

For the full year, the company reported net income of \$2.02 billion, or \$2.59 per share, up from \$1.5 billion, or \$2.05 per share, in 2009. Revenue rose to \$33.37 billion from \$30.91 billion.

"The year saw progressively improved market conditions, with great execution across our businesses resulting in robust sales growth and record segment margins and cash flow," Cote said.

He said the company is seeing a boost in orders along with a boost in the global economy and is confident for more than 20 percent in earnings growth in 2011.

In 2011, the company expects profit between \$3.60 and \$3.80 per share, up from prior guidance of \$3.50 to 3.70 per share.

It reaffirmed sales guidance of \$35 billion to \$36 billion. Analysts expect profit of about \$3.77 per share on \$35.74 billion in revenue.

JCI Completes Major Acquisition

PLYMOUTH – Johnson Controls has completed the previously announced acquisition of the C. Rob. Hammerstein Group, a leading global supplier of high-quality metal seat structures, components and mechanisms based in Solingen, Germany.

The European Commission in Brussels, Belgium, approved the application on Jan. 14, 2011.

The Hammerstein acquisition enables Johnson Controls' Automotive Experience business unit to enhance its expertise in metal seat structures and expand into premium vehicle segments.

Hammerstein's strong product portfolio and customer base in the premium segment complements Johnson Controls' product portfolio,

which is primarily comprised of vehicle segments with high production volumes.

"Our goal is to establish a best-in-class metals organization within the seating components sector," said Boda Bolzenius, vice president, Johnson Controls, and president, Automotive Experience.

"The addition of Hammerstein complements our product and technology portfolio, expands our global manufacturing capabilities, and advances our strong market position."

Hammerstein's product capabilities include front seat structures, seat tracks and height adjusters, multi-way adjusters, power gear boxes, as well as special applications such as steering column adjusters.



Chuck Jordan in his prime at GM Design in Warren.