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## Ford Goes Green with New Lights

DEARBORN – The lights around Ford's Dearborn campus are going to get more efficient, as a new lighting project kicks off what will bring an estimated energy reduction of more than 18.2 million kilowatt-hours – enough to power 1,648 U.S. residential homes for a year.

The project eliminates more than 11,000 metric tons of CO2 emissions and offers an annual cost reduction of more than \$1.3 million.

Ford Land Energy Efficiency and Supply Office is handling the project, by switching out and retrofitting more than 50,000 light fixtures in buildings across Southeast Michigan.

In fact, more than 6,000 fixtures in Ford World Headquarters – now called Henry Ford II World Center – alone will be replaced.

"We are continuously taking steps to make sure we're current with the technologies that offer us reduced energy consumption, along with a cost savings for the type of

space," said Gary Jensen, manager of energy efficiency. "This project helps the environment, reduces demand on the grid and brings bottom line savings for Ford, too."

Details of the project include:

- Retrofitting existing fixtures
- Optimizing the use of day lighting
- Replacing incandescent exit signs with LED exit signs
- Controlling unoccupied areas with occupancy sensors
- Replacing incandescent and halogen lamps with compact fluorescent and LED lamps.

"Lighting technology changes rapidly, with each generation producing greater efficiencies," said Jensen. "This is only the most recent large-scale lighting upgrade that Ford has done."

Office buildings, test facilities, a test warehouse and a vehicle proving ground facility are all areas that will be upgraded, with the project being wrapped up in 2011. Within

those buildings, lighting is being replaced in offices, conference rooms, hallways, design studios, laboratories and restrooms.

The project offers several benefits, including reduced lumen power density, which will support future Leadership in Energy and Environmental Design (LEED) considerations.

Employees and visitors also will enjoy better visual clarity and enhanced perceived brightness, thanks to an improved color rendering index.

Additionally, the project will lower ongoing maintenance costs due to the reduction in total lamps and longer lamp life.

Homeowners note: According to the U.S. Department of Energy, homeowners could save \$30 or more in electricity costs over the lifetime of a compact fluorescent bulb if they choose to switch to that type of bulb.

Ford had earlier received acclaim for its green efforts at the Dearborn Truck Plant.

## Focus Global Test Drive is In Gear

DEARBORN – Anticipation is now reality among Focus Global Test Drive participants – bloggers and consumers hailing from 13 countries where the all-new Ford Focus will soon be available – as they convened in Madrid late last week for the big event.

These cause-minded consumers – many of whom will receive \$10,000 (U.S.) to be donated to their favorite charity – will be the first members of the public to test drive the new Ford Focus, in exercises and dynamic driving challenges that highlight features and attributes of the newest car from Ford, which eventually will be sold in 122 countries.

Participants gathered at the National Institute for Aerospace Technology (INTA) on the outskirts of Madrid, which offers multiple road surfaces and challenges for putting the all-new Focus through its paces. A world-class testing facility originally founded in 1942, INTA features high-speed tracks, road courses and proving ground roads replicating every conceivable obstacle a driver might face, anywhere in the world.

Test driver briefings and dynamic driving exercises will be co-hosted by veteran race driver and 24 Hours of Le Mans winner Justin Bell, teaming up with Tanner Foust, U.S. Top Gear HISTORY television personality, stunt driver, rally competitor and Formula D drift champion.

The lucky test drivers will be among the first outside of Ford to experience the all-new Focus on a closed-track envi-

ronment. Companions will get to accompany them for the ride of a lifetime, Ford engineers will get rapid unfiltered feedback from a diverse, global cross-section of prospective customers, while individual charities designated by each driver will benefit significantly.

To apply for participation in Focus Global Test Drive,

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At the Focus Global Test Drive event, 100 participants from 13 different countries will share the experience of a lifetime this weekend as they put the all-new Ford Focus through its paces at a test track near Madrid, Spain, in support of their charities of choice.



PHOTO: GERALD SCOTT

This 1965 Ford Galaxie "Mayberry Police Car" will be one of the show highlights at the Autorama this year. It is owned by Detroit police sergeant Don Pace, who is a Dearborn resident.

## Autorama to Feature '65 Ford Galaxie

by Gerald Scott  
Editor  
U.S. Auto Scene

The 2011 version of Autorama comes to town Feb. 25-27 at Cobo Center this year and one of the must-see cars certainly has to be the "Mayberry Police Car" owned and displayed by Donald Pace of Dearborn.

The car is a 1965 Ford Galaxie painted and modified to look like Sheriff Andy Taylor's car on "The Andy Griffith Show" on CBS. That show originally had a 1960-68 run, but has run in perpetuity on cable reruns, of course.

Pace is a sergeant in the Detroit Police Department, by the way, so owning a replica po-

lice car based off the famous TV show gives him and his wife Robin quite a kick when they take the car to the Woodward Dream Cruise, the Fort Street Cruise and now Autorama for display for the first time.

Pace had the car washed and polished and on display in his driveway at home in Dearborn and he talked about the car's heritage the other day.

"Last year was the 50th anniversary of the show – the first five seasons were in black-and-white and 1965 was the first color episode and that was this style of car," Pace said.

"It's the original 352 four-barrel engine, a pretty common engine back then. It runs really well, it's amazing how

good it runs." Indeed, he uses magnetized emblems on the side such that he can swap out the usual "Sheriff/Mayberry" for "Detroit Police," which he sometimes does for local parades and such. But there's no mistaking that this is a mid-1960s police car, what with the bubble top flasher, workable siren, p.a. system and all.

Acquiring and modifying the car was quite a story for Pace, a 25-year Detroit Police veteran.

"I found it on eBay . . . we were looking at Galaxies on eBay and there was an all-white one online. I e-mailed the guy in Iowa, he was hoping to get \$2,200 so we worked out a deal," Pace recalled of his 2002

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## Ford Wants Mustang on NASCAR Track To Show Off What Customers Can Buy

By JENNA FRYER  
AP Auto Racing Writer

DAYTONA BEACH, Fla. (AP) – Ford Motor Co. has informed NASCAR it would like to race the Mustang in the elite Sprint Cup Series beginning in 2013. "We have declared our interest to NASCAR that we would like to see the Mustang in Cup," Jamie Allison, director of Ford's North American Motorsports program, told The Associated Press last week.

The approval process to replace the Fusion with the iconic muscle car could take all year, and depends on the Mustang being competitively equal to the sedan models entered by rival manufacturers Dodge, General Motors and Toyota.

Ford's motive is to get a car on the track that resembles one that can be purchased off a showroom floor.

"We are driving to make sure that the car we race is more consistent and more in context with the cars we sell," Allison said. "They have to look like the cars we sell."

Allison praised NASCAR for switching to an ethanol-blend fuel this season. And with last week's announcement, that fuel injection will be used in 2012, that makes two moves that cross over into passenger cars.

The push remains, though, for manufacturers to have a race car with a strong resemblance to vehicles sold to consumers. Allison said the response was overwhelming last season when the Mustang ran in four second-tier Nationwide Series events as a precursor to its full-time use in that series this year.

"It certainly exceeded all expectations," Allison said. "We

knew Mustang's affinity from fans, but we did not anticipate the fans who don't follow NASCAR getting so excited. There is a whole cottage industry of Mustang enthusiasts, a group that typically does not follow NASCAR. But when the car was introduced in NASCAR,

it started garnering attention. "It really shows because of the car, what it means to people, they started taking an interest. And now, when you stand and see the car coming down the backstretch, you can see it's a Mustang and that's important."

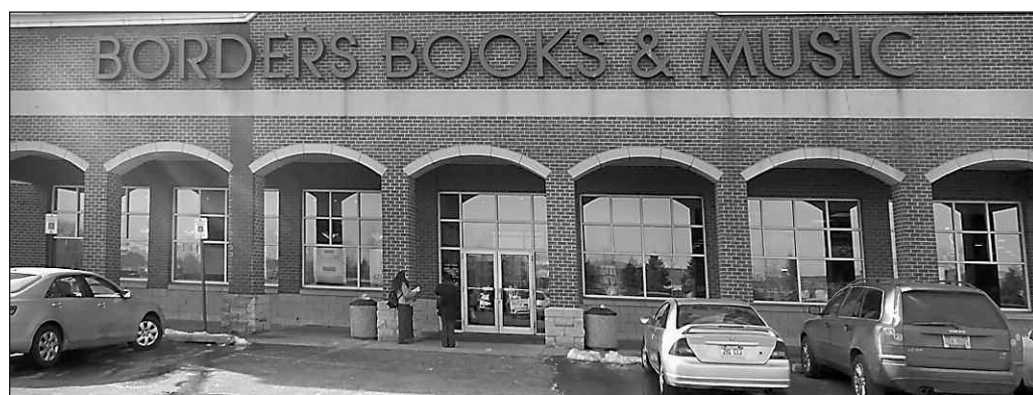


PHOTO: GERALD SCOTT

The Borders Bookstore in Dearborn, at 5601 Mercury Drive and Ford Road, will be closing soon as part of the retail bookselling chain's bankruptcy and reorganization.

## Four Borders Bookstores in Michigan Slated to Close, Including Dearborn

by Gerald Scott  
Editor  
U.S. Auto Scene

Borders Bookstore in Dearborn, a standalone facility in the shopping center at Ford Road and Mercury Drive, will be closing soon.

The news came last week as the Ann Arbor-based Borders chain filed for bankruptcy as it sought to reorganize its operations in an evolving, digital world, the chain said.

According to the Associated Press, the 40-year-old company plans to close about 200 of its 642 stores over the next few weeks. All of the stores

closed will be superstores, Borders spokeswoman Mary Davis said. The company also operates smaller Waldenbooks and Borders Express stores.

Four stores in Michigan are currently slated to close: Utica, Dearborn, Grosse Pointe and Ann Arbor.

Borders Group Inc. President Mike Edwards said in a written statement that cautious consumer spending, negotiations with publishers and other vendors and a lack of liquidity made it clear Borders "does not have the capital resources it needs to be a viable competitor."

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## Penske Gives smart Car Franchise Back to M-B

DETROIT (AP) – Coming to a Mercedes-Benz dealer near you: Those tiny smart cars.

Daimler AG says its Mercedes-Benz USA unit plans to take over United States distribution and marketing of the smart minicar brand from dealership chain Penske Automotive Group Inc.

Daimler said last week the two companies have started discussions on the transition, which is expected by the end of this year's second quarter.

Bloomfield Hills-based Penske had been trying to distribute the cars through a 77-dealer network, but sales of smart USA's only model, the two-seater fortwo, continued to nosedive.

They were down almost 60 percent last year to just under 6,000 nationwide as gas prices stayed around or under \$3 per gallon for much of the year.

The drop came as U.S. car and truck sales overall rose 11 percent for the year.

Mercedes also needs smart cars to meet much more stringent U.S. fuel economy standards that will rise to a nationwide fleet average of 35.5

mpg by the year 2016. The fortwo gets 41 mpg (17.4 kpl) on the highway and has a starting sticker price of around \$12,000. An electric fortwo also is in the works.

Penske began selling smart cars in the U.S. in 2008.

They initially drew praise for their fuel-efficiency and pint-sized appearance, and were marketed toward buyers in urban areas for their maneuverability and ease of parking. Others criticized road handling and suggested the EPA mileage should be even better for a vehicle that size.

Penske Chairman Roger Penske says that "aligning smart distribution with Daimler, as it is worldwide, is the logical next step for the smart brand in the U.S."

Penske, a former race car driver, had signed a deal for Nissan Motor Co. to build a new larger version to the smart lineup to boost sales of the suffering brand, but a spokesman said that deal now has been scrapped.

Last year, Daimler integrated smart into the Mercedes-Benz business unit.