



BorgWarner powertrain technology is built into the all-new 2011 Ford Super Duty 6.2L V8 gasoline engine.

Ford Continues to Use BorgWarner's Technology

AUBURN HILLS – BorgWarner's Cam Torque Actuated (CTA) variable cam timing (VCT) technology and timing drive system contribute to improved horsepower, increased fuel economy and reduced emissions for the all-new 2011 Ford Super Duty 6.2-liter V8 gasoline engine.

By optimizing variable cam timing, BorgWarner's CTA technology enables engines to run more efficiently at all engine speeds with faster response than traditional hydraulic oil-actuated VCT systems.

BorgWarner's leading technology helps these Super Duty trucks provide best-in-class 385 horsepower, contributes to delivering 405 lb. ft. of torque and assists in attaining 15 percent better fuel economy than the previous 5.4-liter engine.

"BorgWarner's CTA technology and timing drive system help these Ford trucks deliver the powerful performance drivers expect with the added benefits of improved fuel economy and reduced emissions," said James Verrier, president and general manager, BorgWarner Morse TEC.

"The technology debuted on the 2009 Ford Escape and was launched earlier this year on the 2011 Ford Mustang GT. We're pleased that Ford is continuing to use our CTA technology on a growing number of vehicles."

Designed to maximize fuel economy and performance, variable cam timing optimizes the opening and closing of intake and exhaust valves throughout the engine operating range.

Unlike traditional cam phasing methods, which typically use engine oil pressure to phase the camshaft, BorgWarner's patented CTA technology utilizes the existing torsional energy in the valve train, similar to a hydraulic

ratchet, to phase the camshaft.

CTA cam phasers operate more quickly and under a wider range of engine speeds and temperatures than traditional oil pressure actuated cam phasers.

In addition, CTA cam phasers are fully functional during engine starting, the critical time when a large percentage of engine emissions occur and before the catalytic converter is effective.

BorgWarner's CTA variable cam timing technology earned a 2009 *Automotive News* PACE Award as well as an *Automotive News* PACE Innovation Partnership Award for collaboration with Ford on the 2009 3.0-liter Duratec V6 engine.

BorgWarner Morse TEC is a world-leading designer and producer of systems and components for engine timing and drivetrain applications on passenger cars, trucks and power sport vehicles.

Key technologies include fully integrated engine timing systems, advanced drivetrain and HY-VO power transmission chains, and innovative variable cam timing.

BorgWarner Morse TEC provides durable low-friction, economical systems with low noise, vibration and harshness to deliver improved fuel economy, reduced emissions and better performance.

Auburn Hills-based BorgWarner Inc. is a product leader in highly engineered components and systems for vehicle powertrain applications worldwide.

The company operates manufacturing and technical facilities in 57 locations in 17 countries.

Customers include VW/Audi, Ford, Toyota, General Motors, Honda, Renault/Nissan, Hyundai/Kia, Fiat, BMW, Daimler, Chrysler, John Deere, PSA, and MAN.

Ford Focus Global Drive Finally Gets into Gear

CONTINUED FROM PAGE 1

friends and fans from around the world were invited to submit a video application – via the Ford Focus Facebook page – explaining why they should be among the first to experience the all-new Focus and why their charity of choice is a worthy cause.

Focus Global Test Drive allows participants to "start more than a car" by raising funds for their preferred charities. In addition to the initial \$10,000 (U.S.), participants will have the chance to raise even more money for their charities by participating in post-event activities in their own hometowns.

Award-winning filmmaker Jason Pollock will be one of the influencers behind the wheel in Madrid. Pollock, whose film *The Youngest Candidate* was co-produced by David Letterman and Lawrence Bender, has served as an advisor for many high-profile clients and individuals including Michael Moore and Ashton Kutcher. With more than 83,000 followers, Pollock is one of the 140 most influential people on Twitter, according to a report in *The New York Times*.

"Social media is a powerful tool when used for philanthropy and to highlight innovative products like the new Ford Focus," Pollock said. "I'm thrilled to be participating in this historic social media event and to be raising money for my father's FREE Partnerships." FREE Partnerships is a non-profit in Rochester, N.Y. that works to support community organizations that are part-

nering with schools.

Event participants hail from 13 different countries around the world, yet share a common goal of raising funds for their preferred charity.

"As both a representative from Community Coalition and as an automotive enthusiast, I'm ecstatic about this opportunity," said Joshua Busch, a Focus Global Test Drive participant from Los Angeles. "Our objective is to help kids with limited support prepare for college, so we're thrilled that Ford cares about our passion enough to see that deserving students have access to resources that will help ensure academic success."

Katie Meyler, of Bernardsville, N.J., represents More Than Me, a charity that brings diverse groups together to provide financial help for girls from Liberia to attend school. Focus Global Test Drive offered Meyler the chance to meet and network with exciting people doing great things to make the world a better place.

"Although I come from a Ford family, I'm a city dweller who rides a bicycle named Violet, so the car-on-track experience will be a real stretch for me," Meyler said. "More importantly, \$10,000 will send lots of Liberian girls to school, as opposed to life on the street."

For a full list of Focus Global Test Drive participants and the charities they support, visit the "Global Drive" tab on the Ford Focus Facebook page.

The all-new Ford Focus is the result of a global product development program bringing together Ford's best efforts.

SYNC, MyFord Touch Among Finalists

DEARBORN – Four of Ford Motor Co.'s innovative new technologies that have helped draw new customers have now been named finalists by the internationally known 2011 Edison Best New Product Awards.

Ford's MyFord Touch, MyKey, SYNC AppLink and rear inflatable seat belts – each an industry-first innovation – are finalists in three categories honored by the Edison Awards.

MyFord Touch and SYNC AppLink are finalists in the Transportation – In-Car Driving Aids category. MyKey is a finalist in the Transportation – Remote Driving Aids category. The rear inflatable seat belt system is a finalist in the Applied Technology category.

The distinguished awards symbolize the persistence and excellence personified by Thomas Alva Edison, inspiring America's drive to remain in the forefront of innovation, creativity and ingenuity in the global economy.

"This year's awards recognize a broad array of innovations, including far-reaching products, services and technologies that impact daily life," said Sarah Miller Caldicott, a great grandniece of Thomas Edison and Edison Awards Steering Committee chair.

"The awards applaud the forward-thinking innovations for which Thomas Edison remains internationally admired. It's exciting to see companies like Ford continuing his legacy of challenging con-

Edison Best New Product Awards Lists 4 Ford Technologies at Top

ventional thinking," Caldicott said.

"We are pleased that four Ford technologies could win Edison Awards, which are well-respected achievements," said Derrick Kuzak, group vice president, Global Product Development.

"We see in Ford showrooms every day that our connectivity technologies such as SYNC and industry-first safety innovations such as MyKey are helping us win over more customers."

Ford technologies being honored include:

- MyFord Touch – A simpler, safer and smarter way for drivers to interface with their car using voice commands to control the use of audio, climate control, navigation and phone

- MyKey – Allows parents to preset limits on vehicle speed and audio system volume levels. MyKey also will mute the audio system if front occupants do not buckle their seat belts

- SYNC AppLink – A free software program that gives SYNC users smarter, safer voice control of smartphone apps. The first SYNC-enabled apps are Pandora internet radio, Stitcher news radio and OpenBeak for Twitter

- Rear inflatable seat belts – The inflatable belts can spread impact forces across five times more area of the chest than conventional seat

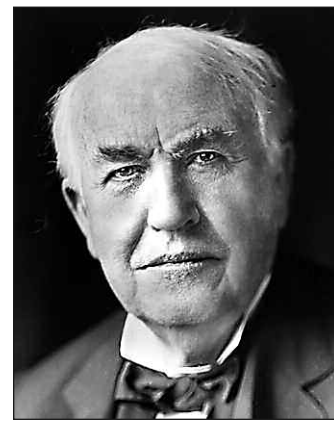
belts. This reduces pressure from crashes on the chest while helping to control head and neck motion.

The ballot of nominees for the Edison Best New Product Awards is judged by roughly 2,000 members of the not-for-profit Marketing Executives Networking Group (MENG), an organization comprising America's top marketing professionals and academics. In a comprehensive peer-review process, the nominees are judged on marketplace innovation, marketplace success, technological innovation, market structure innovation, societal impact and design innovation.

Winners of the gold, silver and bronze awards will be announced April 5 at the historic Capitale ballroom in New York.

In addition to announcing this year's Best New Product Awards recipients, the evening will feature the presentation of the prestigious Edison Achievement Award to Alan Mulally, CEO of Ford Motor Co., and to John Hendricks, founder and chairman of Discovery Communications, who both have made a significant and lasting contribution to innovation throughout their careers.

The Edison Awards Steering Committee comprises senior executives with diverse marketing, scientific and business backgrounds who monitor



The 2011 Edison Awards are granted under the aegis of the Edison Papers at Rutgers.

the development and successful launch of innovative products each year. The committee is responsible for bestowing the annual Edison Achievement Awards and serves as a guidepost in developing the list of nominees that is presented to the Edison Best New Product Awards judges.

The 2011 Edison Awards are sponsored by The Nielsen Company, Discovery Channel, Science Channel, Spencer Trask and BzzAgent.

The Edison Awards are granted under the aegis of the Thomas A. Edison Papers at Rutgers University, a globally recognized research network dedicated to the study of innovation and its application in the 21 century.

Thomas Edison, of course, is warmly remembered in Michigan thanks to his family roots in Port Huron and other local stops during his career.



2011 Ford Edge was named Canadian Utility Vehicle of the Year last week in Toronto.

Ontario-Built Ford Edge Named 'Canadian Utility of the Year'

TORONTO, Ontario – The 2011 Ford Edge was named "Canadian Utility of the Year" by the Automobile Journalists Association of Canada (AJAC) at the Canadian International Auto Show.

"We are pleased to receive the 2011 Canadian Utility of the Year award from AJAC," said David Mondragon, president and CEO, Ford of Canada. "The Canadian-built 2011 Ford Edge features industry-leading technologies that create a whole new in-vehicle experience."

The Ford Edge was put through its paces, undergoing strenuous road and track test-

ing by teams of skilled drivers who performed uninterrupted comparisons of each vehicle under the same conditions.

Through the evaluations of a panel of judges from AJAC's TestFest, the 2011 Ford Edge came out as the winner.

The Ford Edge blends technology, design and class-leading powertrains in a revamped package. Ford says an industry-first MyFord Touch driver connect technology powered by SYNC provides a smarter and simpler way to connect drivers with in-car technologies and their digital lives.

HFCC Hosts Energy Summit Feb. 25

DEARBORN – It's inevitable: footprints along a beach wash away at high tide, an episodic part of Mother Nature's daily environmental ritual that keeps our shores clean. Unfortunately, the environmental footprint of humankind is not so easy to eradicate.

That's why Henry Ford Community College's (HFCC) Fourth Annual Alternative Energy Summit Feb. 25 is important to the state and indeed the nation.

HFCC's Alternative Energy Summit "Green Entrepreneurship: Create a Start-Up Company in the Emerging Green Economy" offers attendees a chance to learn from industry experts about how to create a start-up company in the emerging green economy. In this high growth sector, green entrepreneurship will be a leading source of jobs and economic growth.

And unlike conferences of a similar nature offered by colleges and universities throughout the state, the HFCC Summit is the only free conference open to the public.

The event runs from 8 a.m. to 4 p.m. and there are a limited number of vendor tables available. For more information about participating in the

Henry Ford Community College Fourth Annual Alternative Energy Summit, please call 313.845.9601 or email glaskowsky@hfcc.edu.

For Greg Laskowsky, HFCC's lead instructor for HFCC's Energy Technology Dept., the Alternative Energy Program has remained one of those rare, hidden gems for this region of the state, but the time has come to put the program on the map through the fourth annual HFCC Alternative Energy Summit.

"The Summit gives the College an additional avenue through which to promote Alternative Energy studies at the community college level and to show how the HFCC program is efficiently and rapidly responded to new trends in alternative energy in the automotive field among others," he explained.

"This is critical, since SE Michigan is the home of the Big Three automotive giants, their new suppliers and the many new entrepreneur alternative energy companies starting up or moving to Michigan. Many of these companies are deeply engaged in the use of alternative power and energy in their products."

"Most importantly, SE Michigan and the state in gen-

eral are viewed as economic proving grounds for much of the nation: if new industry and new innovations can flourish in Michigan, the example set by the HFCC Alternative Energy Program can serve as a replicable model for other organizations throughout the country," he concluded.

Additionally, the Summit will welcome a number of industry experts to campus to speak on a variety of alternative energy topics. Keynote speakers include:

- Chuck Conlen, director of Renewable Energy, Detroit Edison;

- Scott Minos, senior Policy and Communications specialist, U.S. Department of Energy; and

- Matt Roush, editor, Great Lakes IT Report, WWJ News Radio.

Attendees will also have the chance to examine and watch state-of-the-art companies demonstrate products that utilize alternative energy resources.

Alternative energy is not only a driving force in the local auto industry, but also across the board for greater society. This will become clear in talks and seminars at the Energy Summit.

Ann Arbor Opens New Incubator at Pfizer Site

By JEFF KAROUB
AP Business Writer

ANN ARBOR, Mich. (AP) – When drugmaker Pfizer Inc. announced four years ago it would close its massive research and development center in Ann Arbor – the home of University of Michigan – academic and government leaders were stunned at the punch in the economic gut.

Four years later, after an unlikely series of events during Michigan's long, painful recession, officials call the re-development of the 174-acre, 30-building North Campus Research Complex as a starting point for the state's economic recovery.

University leaders last week officially unveiled the Venture Accelerator, a business incubator for startup companies possessing promising technology bubbling up from the university's classrooms and laboratories. The incubator, which takes up a small part of the sprawling complex, has signed one company and hopes to have four more join within weeks to grow their business and commercialize their technology.

"We didn't quite know what to expect when this first hap-

pened," said university President Mary Sue Coleman. "Initially, we thought, 'Well, maybe another company will come in and snap up the property.'"

But after about 18 months, as Michigan's jobless rate rose and the recession deepened, Coleman said it became clear that nobody was going to buy it. The university worried the property might be razed and taken off the tax rolls, so officials considered buying it.

After much discussion and planning, the school bought the complex in 2009 for \$108 million. In 16 months, it has gone from zero to nearly 500 employees, which includes university, business development and technology transfer staff as well as the startup companies. A specialty chemical company called Boropharm, which isn't affiliated with the university, also leases space.

The first company in the incubator is Life Magnetics, which is developing tiny, rotating magnetic beads as part of a device that can determine if someone's infectious disease is resistant to antibiotics in hours instead of days.

The company, which has received funding from both foundations and venture capitalists, is about two or three years away from the marketplace – a path its executives say is made quicker and easier by being at the incubator.

"It's called an accelerator for a reason," said Bill Wood, Life Magnetics' CEO and a serial entrepreneur. "We can focus on this," he said, gesturing to equipment in the lab. "The administrative headaches are taken care of."

The companies pay a market rate to rent space, but receive business development assistance from the university's staff and mentors-in-residence. The university will house a startup for up to three years "so they have a little speed to get out to market," said Jim O'Connell, associate director for business formation at the university's technology transfer office.

O'Connell said not all startups make it, but the support of the incubator raises the survival rate.

The research complex's executive director understands its transformation better than most. David Canter had been Pfizer's senior vice president of global research and development and remembers the pain that came with the announcement by the drug company, which had 2,000 workers in Ann Arbor and was the area's biggest employer.