

## NASCAR Driver at The Henry Ford

by Gerald Scott  
Editor  
U.S. Auto Scene

The hottest race car driver on the planet is hitting town this week.

That's right, Daytona 500 champion NASCAR driver Trevor Bayne, all of 20 years old, will be appearing at the Henry Ford Museum in Dearborn on Wednesday, March 11, for a free fan event, it was announced late last week.

Bayne is still enjoying his startling success as the Daytona 500 champion, making his way across the country to various cities to celebrate his historic win with fans.

Next stop for the Bayne Event – Michigan, home of Michigan International Speedway and Ford Motor Co.

After all, it was the No. 21 Ford race car that Bayne drove to victory, surprising everybody except Bayne, apparently, two weeks ago at Daytona.

Michigan International Speedway will actually host the free fan event on March 9 at the Henry Ford Museum's Anderson

Theatre.

Included among the celebrities will be 2011 Daytona 500 winner Bayne, car owners Eddie and Len Wood, MIS President Roger Curtis and Jamie Allison, Director of Ford North America Motorsports operations.

The event will begin at 3:30 p.m. (doors open at 3 p.m.) and is free to the public.

Fans will have the opportunity to submit questions for Bayne in advance by filling out a card at Anderson Theatre.

The Henry Ford is at 20900 Oakwood Blvd., in Dearborn.

"This is a great chance for fans to see Daytona 500 winner Trevor Bayne up close and personal," Curtis said.

"A big thank you goes to Ford Racing, the Wood Brothers and Henry Ford Museum for giving us the opportunity to host this free event for our race fans.

"We hope many of our fans will take advantage of this and see one of NASCAR's up-and-coming drivers.

"Bayne will be making a name for himself in our sport

for years to come."

Bayne won the Daytona 500 last month, becoming the youngest driver to do so at 20, driving the famed No. 21 Ford for the Wood Brothers in just his second career Sprint Cup Series start.

It was the first career victory in any NASCAR series for the Knoxville, Tenn., native.

"If I tried to put it into words, I wouldn't be doing it any justice, that's for sure," Bayne said after his victory.

"To get this win, it's my first win in NASCAR, period, in any of the top three series, my first Sprint Cup win, our second ever race, I mean, that's setting the standard, I'd say that for sure.

"I don't even know what to say. I almost feel undeserving because there's guys like Donnie (crew chief Donnie Wingo) and all these guys out here that are racing against us that have been trying to do this for so long.

"I'm just glad I got to be the guy sitting behind the wheel for these guys (Wood Brothers) to get this win."

Meanwhile, the Wood Brothers



Driver Trevor Bayne, all of 20 years old, at the NASCAR/Daytona Championship Breakfast following the race.

ers are tied with Jack Roush as the all-time winningest owners at MIS with 11 career victories.

The Wood Brothers, who were honored by MIS in August 2010 for their 60 years in racing, won many races at the Irish Hills speedway with the No. 21 car and driver David Pearson.

## Ford Receives NASCAR's Driving Business Award

LAS VEGAS – Following its historic victory at the 2011 Daytona 500 – the company's 600th win in NASCAR Sprint Cup – and an extraordinary run of business-to-business deals totaling more than \$200 million in vehicle sales to NASCAR partners in 2010 alone, Ford Motor Company was honored with the 2010 NASCAR Driving Business Award last week at the first NASCAR Fuel for Business Council Meeting in Las Vegas, Nev.

Ford Motor Company, which has been racing in NASCAR since 1949, has been a member of the NASCAR Fuel for Business Council since 2007.

The NASCAR Fuel for Business Council is a proprietary platform, exclusive to NASCAR's Official Partners, that fosters business-to-business (B2B) development, maximizes resource efficiency and strengthens the community between NASCAR's top Partners.

Since becoming part of the NASCAR B2B Council, Ford has sold 20,000 vehicles to NASCAR

official partners.

"Ford Motor Company is woven into the fabric of NASCAR, and we are proud to acknowledge our long-standing partner's tremendous business-to-business success in our sport," said Norris Scott, Managing Director, Partnership Marketing & Business Solutions of NASCAR.

"Ford continues to demonstrate leadership, results and is a very active member of the Fuel for Business Council. They work with all of NASCAR's Official Partners to sell thousands of Ford vehicles as well as create and implement fan sweepstakes and co-marketing platforms."

In 2010, Ford entered into numerous business-to-business and marketing platforms with NASCAR's top Official Partners that started in the Fuel for Business Council meetings and ended with highly visible and successful partnerships.

Most notable is Ford's efforts to sell vehicles to other

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## Ford February Sales Up 14 Percent

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Ford products – particularly small and compact passenger cars – continue to resonate positively in the marketplace as the Dearborn automaker reported an overall 14 percent increase in February sales last week.

Ford noted that retail sales actually increased 23 percent as well.

But Ford's total February sales, including sales to fleet customers in the domestic market, were 156,626 units, up 14 percent overall as noted – compared with the same month last year.

"With oil nearing \$100 per barrel and gasoline prices continuing to rise, consumers' consideration for fuel economy once again is taking top billing," said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service.

"Ford's investment in new products, engines and transmissions is delivering real value to our customers, and people are rewarding us for it."

Ford offers 12 vehicles that lead their sales segments in fuel economy, including four vehicles with EPA-certified 40 mpg or higher fuel economy –

### Buyers Again Think Fuel Economy As a Top Reason in Making Choice

a claim no other full-line automaker can match, Ford says.

Meanwhile, retail sales of Ford's small cars – Fiesta and Focus – were more than double year-ago levels (up 114 percent).

Fiesta had its best sales month ever with 6,270 vehicles sold and continues to gain share in its market segment.

Focus retail sales were 43 percent higher than a year ago. The all-new Focus will arrive in Ford dealer showrooms this spring, the automaker said.

Also, Ford Fusion set a new monthly sales record with total sales of 23,111 units, up 40 percent versus a year ago.

Retail sales also were higher for the Ford Mustang (up 22 percent) and the Lincoln MKZ mid-size sedan (up 17 percent).

Sales of Ford's utility vehicles were paced by the all-new Ford Explorer.

Explorer retail sales were actually up 268 percent. And for the second straight month, the new Explorer is the fastest-turning vehicle in

the entire Ford showroom.

Retail sales were higher for the Ford Escape (up 34 percent), Edge (up 18 percent) and Lincoln MKX (up 13 percent).

For that matter, Escape also set a February record with total sales of 18,005 units, which is up 19 percent.

Overall, Ford said strong

sales to commercial fleet customers and higher sales to retail customers powered Ford truck sales growth in February. Sales of Ford's F-Series trucks totaled 37,549 units, up 14 percent compared with a year ago.

Ford's commercial vehicles also posted strong year-to-year increases. Econoline sales totaled 9,723 units (up 22 percent) and Transit Connect sales were 2,152 units, which is up 61 percent.



Thanks in part to the Fiesta's best sales month ever, Ford was able to report an overall increase in sales of 14 percent for February.

## Ford Uses Liquid-Heating System to Drive Batteries

DEARBORN – Cold temperatures and consistent snowfall can slow things down in the winter, but not the Ford Focus Electric, say Ford engineers.

Thanks to the use of an advanced active liquid-heating system, the battery provides additional power, longer range and is preconditioned after charging – all in cold temperatures.

"Batteries are similar to people as they both achieve maximum performance working under moderate, unchanged temperatures," said Sherif Marakby, Ford director of Electrification Programs and Engineering.

"Using a liquid-heated bat-

tery system allows Ford to keep the Focus Electric's battery at a moderate temperature and improve performance whether you are charging or driving in a cold climate."

Extreme temperatures can affect battery performance and reduce the range of electric vehicles. The range will not be impacted as much with a liquid-heated system compared with an air system.

That's why Ford will use an advanced active liquid-cooling and heating system to regulate the temperature of its lithium-ion battery packs, which are designed to operate under a range of ambient conditions.

"A liquid-heated battery can accept a charge faster from the regenerative braking that recaptures kinetic energy and sends it back to the battery, essentially providing longer range for the customer in real-world cold weather

conditions," said Marakby.

"Additionally, since acceleration in an electric vehicle comes from the power available in the battery, the customer will have more power available if the battery is warmer."

The use of active liquid heating also enables owners of Focus Electric to automatically precondition battery

pack temperature during daily recharging. While the vehicle is plugged in to the power grid, the vehicle system will be able to warm up the battery on cold days.

"Even when you're parking in cold temperatures, as long as the vehicle is plugged in, you will warm up the battery,"

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Ford says that the 2012 Focus Electric was designed to be a winter-friendly vehicle, driving just as well in cold weather as warm. Ford developed liquid-heating battery technology for the EV car.

## Former Ford Exec Anne Doyle Charms Inforum Luncheon with Book's Debut

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If the reception that author Anne Doyle received from Inforum for her new book is any indication, then the former Ford executive sure has tapped into an important trend.

Doyle, a communications executive at Ford Motor Co. from 1987 to 2001, is today a business consultant, a city councilwoman in Auburn Hills and now a published author.

She kicked off the debut of her new book, "Powering Up: How America's Women Achievers Become Leaders," at the Inforum luncheon at the Hyatt Regency in Dearborn last week.

She received a standing ovation following her book talk.

Doyle offered the following explanation for how women in the workplace have evolved over the last 50 years or so – it has only been since the 1960s or so that women have been able to become something more than the teacher-nurse-secretary stereotypes they were limited to in earlier generations.

"Here's what is really interesting in terms of where we are

at this moment in time," Doyle said.

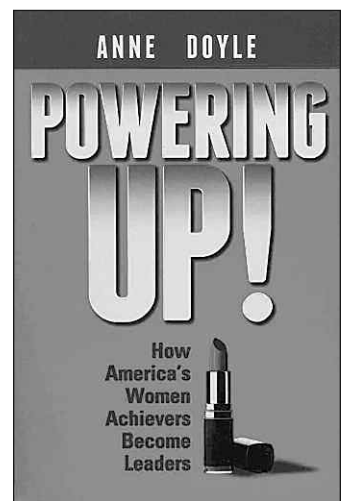
"For the last four decades, or five, women have been kind of like, let's say, like Americans moving to Spain.

"We had to move into male cultures, we had to learn to speak the language, learn the culture, read between the lines, all these kinds of things.

"We had to do all of the adjusting. The rules were written by men and are intuitive to men. And so women were really like a foreign national, living in another country and learning to play the game by their rules. And we did – and we got pretty doggone good at it," she continued.

"But men have not had to do any adjusting at all to us. However, we are now 51 percent of the workplace. And it's really time that men – who have no experience, really, doing the kind of adjusting we always have to do . . . to cross gender and cultural lines . . . I'd really encourage men to start paying attention to that fact because as the numbers of women get bigger and bigger, really smart men have to be (as) good at crossing those gender and culture lines as women have developed that skill at."

Which, in a roundabout way,



This book explains how women in the workplace have evolved over the last 50 years.

helps explain why Doyle was compelled to write this book, one that seems to have tapped a nerve as far as business-women go.

Doyle took three years and interviewed 125 women from around the globe to develop the themes in her 341-page book.

In a back cover plug, retired Ford Group Vice President of Marketing & Sales Jim O'Connor, observed, "It was just a

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## Ford's Computer Testing of SYNC 911 Turns Detroit Area into a 'Mini-Europe'

DEARBORN – The flexibility of the Ford SYNC connectivity platform continues to demonstrate its technological prowess, allowing Ford engineers to use unique software solutions to develop the European version of the emergency assistance feature SYNC 911 Assist.

While the features and benefits of 911 Assist and the European-market Emergency Assistance feature are nearly identical, the implementation of Emergency Assistance presented a series of challenges for Ford developers.

Within Europe, for example, drivers often cross regional, not to mention, country borders where multiple languages and dialects are spoken – from English, German, French, Italian, Dutch, Spanish, Flemish and more. In addition, the European emergency services infrastructure is not as standardized as it is in the U.S., with varying levels of technology present in call centers.

"If a German customer drives into France and gets in an accident, we need Emergency Assistance to call the correct number and speak to the local emergency operator in French, but then speak to the driver and passengers in the vehicle in their native tongue, German," said Ed Pleet, business manager, Ford Connected Services.

Both the latest versions of 911 Assist and Emergency Assistance use GPS coordinates generated by the vehicle's on-board GPS receiver to determine the location of the vehicle before making a call to emergency services in the event of an accident.

To test out the newly developed software behind Emergency Assistance's ability to determine the right country, region and language to speak, Pleet and his team decided to mimic European geography in Detroit using local GPS coordinates and roadways to map

out a testing area. Locations within the borders of major Detroit-area highways and byways quickly became Germany, France, Italy and Spain. Italy, for instance, lived within the borders of major freeways I-96 and Southfield as well as Telegraph Road and Michigan Avenue. Spain was made up of locations falling within the borders of freeways I-275 and I-94, along with Telegraph Road and Michigan Avenue.

"We could easily camp out on the simulated border of Germany and France, driving back and forth, and see if the software was accurately determining location and language," said Pleet.

After hundreds of hours of both computer-simulated and real-world road tests and crash events, the software was then sent to Europe where on-site testing continues with European call centers and their

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