



New Ford NASCAR driver Trevor Bayne was the center of attention at the Henry Ford Museum in Dearborn during a public appearance last week. The 20-year-old driver says he's still stunned by the impact that his Daytona 500 victory is having on NASCAR.

Ford's Gioia Is Keynoter At CAR Event on May 3-4

DEARBORN – The Center for Automotive Research is pleased to invite you to attend "Driving Change: The Greening of the Automotive Workforce," at the Ford Conference & Event Center in Dearborn, Michigan.

Ford vehicle electrification executive Nancy Gioia is one of the keynote speakers at this major auto conference.

The event kicks off on May 3, 2011 with opportunities to visit plants and research facilities that showcase the automotive industry's green advances. An opening reception, sponsored in part by Kronos Manufacturing, is also planned that day at the Henry Ford Museum.

Sessions on May 4 will highlight the future employment and skill needs of the automotive industry, as well as green career options for displaced automotive workers. The event will focus on results of an 18-month study on the transformation of the automotive workforce that was funded by the U.S. Department of Labor, and led by the state Labor Market Information Offices in Indiana, Michigan and Ohio.

The registration fee of \$200 covers the cost of the tours, re-

ception and sessions. "The turnaround in the industry is unveiling key workforce issues – including current and future skill needs," according to Kristin Dzikcek, conference organizer, and director of CAR's Labor and Industry group. "This event brings together industry, labor, education, and workforce development experts to examine opportunities for workers in the green economy."

Gioia is Ford Motor Company's director of Global Electrification. Appointed to this position Oct. 9, 2009, Gioia directs strategy and planning for the next generation of Ford's global electric vehicle portfolio, touching all aspects of electrified transportation, including product planning, supplier partnerships and collaboration with the energy industry and government.

Prior to taking her current role, Gioia was Ford's director of Sustainable Mobility Technology and Hybrid Vehicle Programs for North America, overseeing research, development

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Race Fans Turn Out in Force to Meet Trevor Bayne

By Gerald Scott
Editor
U.S. Auto Scene

Ford has a genuine hero on its hands these days – NASCAR driver Trevor Bayne, winner of the Daytona 500.

Bayne appeared at the Henry Ford Museum on March 9 and large crowd of local motorsports fans turned out to hear him speak and to get his autograph. He's only 20 years old, remember.

If the crowd reaction to Bayne was any indication, we're witnessing a motorsports star-in-the-making.

Nearly three weeks have passed since Trevor Bayne's historic Daytona 500 victory, but his popular win hasn't left

the minds of Michigan International Speedway race fans.

With nearly 300 race fans eagerly awaiting his arrival, the Bayne train made another scheduled stop on his celebration tour at MIS' free fan event, which was hosted by the Irish Hills track at Henry Ford Museum in Dearborn at the museum's auditorium.

Bayne, along with car owners Eddie and Len Wood, Director of Ford North America Motorsports Jamie Allison and MIS President Roger Curtis, participated in a question-and-answer session for fans, which included Curtis asking questions that were submitted by race fans in the audience. Bayne also signed autographs for fans that were in

attendance.

"I'm happy to be here and can't tell you enough how much I enjoy doing these fan events," Bayne said.

"Since winning the Daytona 500, it's been a crazy last few weeks. It's been a life-changing experience and to see all this support for me, the Wood Brothers and Ford Racing is amazing. I really wish I could shake every hand and sign every autograph for the fans. Doing these types of events for them is what this sport is all about and I'm happy to just be a part of it."

Some fans waited in line for over four hours to see Bayne up close and personal. Longtime MIS ticketholders Charlene Skonieczny and Sherry

Caudill of Farmington, Mich., along with Robin Niemiec of nearby Garden City, were the first in line for the event.

"What a great opportunity to see Daytona 500 winner Trevor Bayne and get his autograph," Skonieczny said. "We're big fans of MIS and NASCAR and always enjoy attending these events when we can. We got here four hours before the event started just to make sure we would get in!"

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

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TRW Develops 'Zero Initiator' Tire Pressure System

LIVONIA – TRW Automotive Holdings Corp. continues to design, develop and produce affordable safety systems and is now in mass production with its zero initiator tire pressure monitoring system (TPMS) – its lowest cost auto location system ever.

Laurent Crosnier, product portfolio director for TRW Radio Frequency Electronics, said, "TRW seeks to bring cost competitive systems to market in our effort to deliver the safety that everyone deserves, and affirms its TPMS technological leadership with this innovative new product launch. The zero initiator system is an example of smart thinking that reduces part count and complexity, and still delivers the performance of a direct tire pressure monitoring system with the capability to automatically identify which tire or tires are under inflated and pose a potential safety risk."

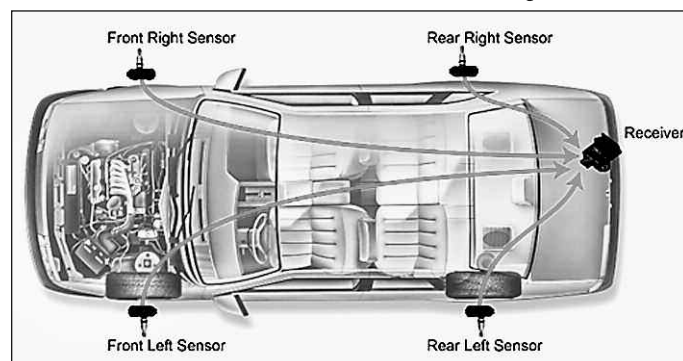
Like TRW's current direct TPMS systems, the technology includes four wheel mounted sensors to directly monitor the individual tire pressure levels, but eliminates the need for the electronic initiators previously required to locate the sensor positions.

The receiver is typically mounted under the rear of the vehicle or in the rear bumper

area, and can determine front and rear sensor locations by comparing the received signal strengths. Left and right side sensor locations are determined by sensing and processing Earth's gravitational and magnetic fields. Thus, by combining the front/rear and left/right information, the system can determine which tire is underinflated without the need for any initiators.

TRW's zero initiator TPMS

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TRW continues to work on developing vehicle safety systems, including this new tire-pressure monitoring system.

Visteon Reports \$86M in Net Income

VAN BUREN TOWNSHIP, Mich. (AP) – Auto parts maker Visteon Corp. reported fourth-quarter net income of \$86 million in its first quarter after emerging from bankruptcy protection.

Including restructuring gains of \$1.06 billion, the net profit came to \$1.13 billion, combining the earnings of the company after it emerged from bankruptcy with results from the full company prior to bankruptcy.

The former Ford Motor Co. parts unit said Wednesday that by itself, the successor company that left bankruptcy earned \$86 million, or \$1.66 per share, for the quarter end-

ed in December, compared with \$276 million, or \$2.12 per share, in the same period a year earlier. But Visteon cautioned against year-ago comparisons because of financial statement adjustments from fresh start accounting after it emerged from bankruptcy on Oct. 1.

Fourth-quarter revenue was \$1.89 billion, down 7 percent from \$2.03 billion the company took in during the same period in 2009. Visteon said divestitures and plant closures cut revenue by \$128 million and it was hurt by unfavorable currency exchanges, partially offset by higher car and truck production.

Visteon, Ford Motor Co.'s parts unit before being spun off in 2000, said 31 percent of its fourth-quarter product sales came from Korean automakers Hyundai and Kia, while 23 percent came from Ford.

By region, about 43 percent of its business came from the Asia Pacific unit, compared with only 15 percent in North America. Visteon had been heavily reliant on Ford and North America for its business. As recently as 2007, Ford accounted for 37 percent of Visteon's sales.

The company, based in Van

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Ford's Drive One 4 UR School program has contributed more than \$5 million to high schools nationwide since 2007.

Ford High School Charity Program Hits Milestone

DEARBORN – Ford Motor Company kicks off its popular Drive One 4 UR School program today and enters 2011 with more than \$5 million in funds donated to high schools nationwide since the program's inception in 2007. The program is Ford's most successful test-drive initiative ever executed.

Since the start of the program, more than 255,000 test-drives at more than 1,500 events in 49 states have been hosted by Ford and its dealers around the country.

The program gives participants the chance to experience Ford's new fuel-efficient lineup of vehicles, as well as leading safety and technology features.

Ford offers 12 vehicles that lead their sales segments in fuel economy, including four vehicles with EPA certified 40 mpg or higher fuel economy ratings – a claim no other full-line automaker can match.

"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 Zubay, Ford vice president, U.S. Marketing, Sales and Service.

"We have a great opportunity to showcase our fuel-efficient lineup at this year's Drive One 4 UR School events, while at the same time helping schools raise money for valuable programs and activities that might otherwise be eliminated."

Ford developed the Drive One 4 UR School program to connect dealers with local community efforts in raising up to \$6,000 for high schools in a single day test-drive event. As schools continue to cut back on funding for facility improvements and extra-curricular activities, the program remains a strong fund-raising source to help schools fund valuable programs.

"This has got to be the best program on the planet," said Frank Bonuchi, general manager, Auffenberg Ford in O'Fallon, Illinois.

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Mobil 1 Motor Oil Signs on to Sponsor Ken Block's 2011 Ford Fiesta Race Car

FAIRFAX, Va. – ExxonMobil is teaming up with Gymkhana star and World Rally Championship driver Ken Block, making Mobil 1 Extended Performance the official oil of Ken Block and the Monster World Rally Team.

The new partnership continues the long tradition of Mobil 1 support in this arena and expands ExxonMobil's ongoing commitment to motorsports around the world.

"Ken is a winner throughout all of his ventures, and Mobil 1 is a winner's brand," said Jan Crowe, Americas marketing manager, ExxonMobil Lubricants and Petroleum

Specialties.

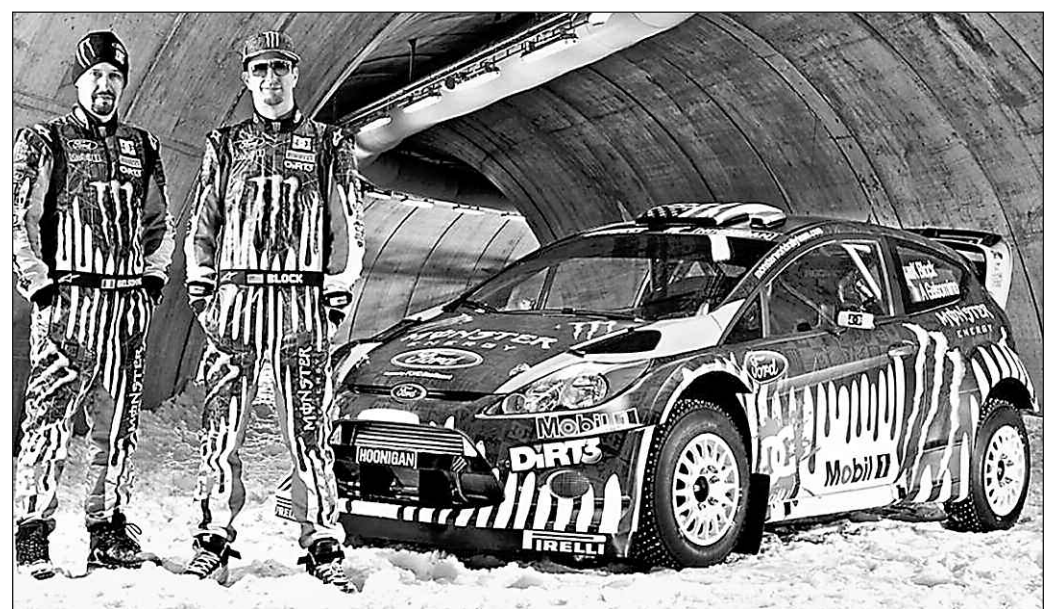
"We are excited to be a part of Ken's endeavors both on and off the track and to equip him with the ultimate Mobil 1 product, Mobil 1 Extended Performance. Mobil 1 is associated with world-class race teams across the world, and this partnership is another addition to that proud heritage."

Ken Block has been competing in the sport of rally since 2005 and brings a legacy of prior achievements to the circuit. Block co-founded DC Shoes and is the star and creator of the "Gymkhana" video series.

ExxonMobil's support of Block adds to the roster of successful teams and drivers that Mobil 1 has supported for more than 30 years.

"I'm excited that Mobil 1 has joined the Monster World Rally Team's roster of sponsors," said Block. "My team and I put a priority on only working with premium products, and Mobil 1 has a real pedigree in racing. I am thrilled to partner with them and to be using Mobil 1 Extended Performance for the 2011 race season."

Block drives a 2011 Monster Energy Ford Fiesta in Rally Championship races.



Mobil 1 Extended Performance now helps power all of Ken Block's vehicles, including the 2011 Monster Energy Ford Fiesta RS WRC, shown above. Alex Gelsomino, co-driver, and Ken Block, driver, will pair up again for the 2011 World Rally Car season.