



PHOTO: GERALD SCOTT

The family that crash-tests together stays together. So it is said at the Ford Safety Innovation Lab in Dearborn these days.

Ford Seeking to Animate 'Digital Child' for Testing

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it contains – in this case the geometry of the human body and its internal organs."

After gathering such data through medical scans as well as anatomical texts, the researchers build a model section by section, creating regions of the body. The brain in Ford's adult human digital model was constructed as a separate component, detailed down to the stem, the gray matter and the fluid between the layers, said the aforementioned Dr. Jesse Ruan, the biomechanics researcher at Ford.

The components are then joined into a virtual human body, which is extensively validated.

Further, using mathematical and analytical tools combined with available body data, researchers are able to determine the effects of a crash – and the pressure of a restraint system – on the body.

Dearborn Mayor Takes Proactive Business Look

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business alike.

"Now more than ever, everyone needs to know what we're confronting – because it's not the past, it doesn't look like the past, and it won't work if we don't think about what's really happening because the old (business) models don't work," O'Reilly pointed out.

"Less than a decade ago, Ford Motor Co. sold its steel plant, and Severstal, a Russian company, made its first venture in the U.S.

"The market started to change and financing became difficult. . . . and so they had to restructure."

O'Reilly met with a Severstal director who came over from Russia.

"We sat down to talk about taxes," O'Reilly recalled, saying that the Severstal executive needed to know what his

Ford India Eyes Big Quarterly Sales

NEW DELHI, India – Ford India recorded a strong sales figures of 29804 units during the quarter of January to March, 2011 marking a strong growth of 97 percent year-on-year as compared to 15,154 units in the same period last year.

With this phenomenal accomplishment, production at Ford India has crossed 100,000 units in a single financial year (April 2010-March 2011), an achievement reached by very few Indian automobile manufacturers.

Driven by strong sales of Figo which has already crossed 85,000 units, Ford India also ended a strong financial year with strong sales in March. The company reportedly sold a total of 10,485 vehicles this March compared to 9478 in the same period last year. This month also saw the Figo, celebrating a very successful first anniversary in India, recording its highest-ever

company's local tax obligation was likely to be in the coming years – predictability.

"I said isn't that curious, I need predictability, too – I need to know what my tax capture was going to be," he said.

One thing led to another and an amicable agreement was reached between Severstal and Dearborn.

Severstal has invested \$1.6 billion in its Dearborn operation with another \$600 million pending. O'Reilly credits this success, and corporate stability, to both parties being proactive in cooperative agreements ahead of time.

It was the kind of practical advice that the civic, automotive and industrial audience gathered at the Hyatt Regency in Dearborn came to hear. O'Reilly's earnest talk was well received by the various constituents attending the influential program.

sales in a month. "We are delighted to see our sales figures reaching 10,000 plus twice in the last three months – in January as well as in March 2011 – making this our best-selling financial year ever. The production of 100,000 vehicles in a single financial year has placed us right at the forefront among leading manufacturers in India, and we thank all our customers, employees, dealers and suppliers on this achievement," said Michael Boneham, president and managing director of Ford India.

Ford India saw its exports growing by over 15 times to 4092 vehicles in Q1 2011 as against 280 vehicles in the same quarter last year.

The Figo, which has the unique distinction of being India's most awarded car, also commences exports with celebrating a very successful first anniversary in India, the car has already become popu-

Ford Police Interceptor Keen on High Gas Mileage

DEARBORN – Ford's all-new Police Interceptor sedan and utility can save America's law enforcement agencies millions of dollars a year on fuel costs.

With three powerful and fuel-efficient V6 engines, the new Police Interceptor lineup is expected to deliver average fuel economy gains of between 20 and 25 percent over the Crown Victoria police car, which ends production later this year. The market leader for the past 15 years, the current Crown Victoria police car is rated at 14 mpg city and 21 mpg highway.

Fuel costs from large to small law enforcement agencies illustrate the potential savings the new Ford Police Interceptor models are capable of delivering as the cost of oil hovers around \$100 per barrel.

The Los Angeles County Sheriff's Department – the largest sheriff's department in the world – operates a fleet of 6,200 vehicles that patrol an area the size of Connecticut. In 2010, those vehicles drove more than 27 million miles. A fleet-wide 20 percent fuel economy gain would save the department at least \$20 million a year at today's fuel prices of nearly \$4 per gallon.

"We set out to deliver our new portfolio of Police Interceptors to be industry-leading from durability to performance, including taking on one of the most important challenges for agencies today, fuel efficiency," said Kevin Koswick, director of Ford's North American Fleet Operations. "With Ford's new Police Interceptors, we took the industry benchmark, our Crown

Victoria, and improved every element including delivering up to a 25 percent improvement in fuel economy."

The improved efficiency of the new Police Interceptors is part of Ford's corporate goal to lead or be among the leaders in fuel economy in every segment in which the company competes – and that includes not just the vehicles that consumers buy, but also the cars, trucks and utilities built for fleet buyers such as law enforcement agencies.

The city of Detroit spent roughly \$10 million on gasoline for its police fleet in 2010. Switching to the new Ford Interceptor sedan and utility could save Detroit taxpayers at least \$2 million annually.

Even small towns would see significant savings with the new Interceptors. For example, the city of Berkeley, just north of Detroit, like many American municipalities, is struggling to balance its budget. That's even tougher now with the soaring price of oil. Berkeley's police fleet consists of 13 Crown Victoria police cars that patrol the city's 2.2 square miles. Berkeley had been spending about \$2,500 per month on gasoline for its police cars before the recent surge in oil prices.

A 20 percent fuel economy gain for Berkeley's patrol cars would have equaled a savings of \$500 per month or \$6,000 per year. Now the potential savings is much higher.

"Right now, budgets are extremely tight, and we're looking to save money wherever we can to enable us to continue to provide services to the citizens of Berkeley," said David Sabuda, the city's fi-

nance director. "It's very important to us that we have fuel-efficient police cars."

The new Ford Police Interceptors, both sedan and utility vehicle, can be ordered with a choice of three powerful V6 engines that deliver more horsepower and better fuel economy than the 250-horsepower, 4.6-liter V8 in today's Crown Victoria police car.

The base 3.5-liter Duratec V6 engine in the new Police Interceptor sedan will deliver at least 280 horsepower. Also available in the sedan is Ford's award-winning EcoBoost twin-turbo V6 that will have at least 365 horsepower.

The EcoBoost-equipped Police Interceptor comes standard with all-wheel drive that enhances handling and safety during high-speed pursuits. The new Police Interceptor utility model will be powered by a 3.7-liter V6 and features all-wheel drive delivering at least 300 horsepower.

In early testing by police agencies, both new Ford Po-

lice Interceptors delivered outstanding performance and won praise for acceleration, handling and braking. The new Police Interceptor sedan with the V6 EcoBoost engine outperformed all V8 competitors in Los Angeles County Sheriff's Department testing in November.

Ford's new Police Interceptors feature a number of exclusive features not available in any other police vehicles, including electric power-assisted steering (EPAS), all-wheel drive, turbochargers and twin independent variable camshaft timing (Ti-VCT).

The amount of fuel a law enforcement agency can save by switching to the new Ford Police Interceptor duo will vary based on where the vehicles are most often driven. Their engines will deliver the biggest fuel savings in city driving.

The all-new Ford Police Interceptors will be built at Ford's Chicago Assembly Plant.



All-new Ford Police Interceptor.

Ford Partners with AT&T on Focus Electric Work

DALLAS and DEARBORN – Ford Motor Company and AT&T last week announced an agreement to wirelessly connect the Ford Focus Electric, Ford's first all-electric passenger car.

Announced in January at the 2011 International CES in Las Vegas, the new Focus Electric enters production at the Michigan Assembly Plant in late 2011.

Through the new MyFord Mobile smartphone app, using the embedded AT&T wireless connection, Ford Focus Electric vehicle owners will have the ability to send and receive data about their car providing command and control of vehicle settings while away from it.

"Ford has been at the forefront of developing market leading telematics and infotainment services for its vehicles and we're thrilled to be a part of this exciting and significant next step with the upcoming Focus Electric," said Glenn Lurie, president of emerging devices, resale and partnerships, AT&T.

"Connecting consumers directly to their electric vehicles in this new and innovative way is going to drive innovative and exciting levels of interaction."

MyFord Mobile technology provides Focus Electric owners in North America with a powerful tool to stay connected, monitor and control their vehicle.

Through a smartphone app or secure website, MyFord Mobile invites Focus Electric

owners to plan trips, monitor the vehicle's state of charge, receive various alerts for vehicle charging, as well as provides several other features designed to simplify the electric vehicle ownership experience.

"With a wireless connection, we're putting battery charge and vehicle range information, along with an interactive, data-driven trip planning app, directly at the fingertips of our customers," said Ed Pleet, product and business manager for Ford Connected Services.

"This technology will keep drivers connected to vital information, enhancing their electric car ownership experience. The AT&T network is an important part of this equation and we're pleased to have AT&T on board."

MyFord Mobile will connect through the AT&T network, allowing the car to communicate off-board through standard wireless technology. From an internet connected mobile phone or computer, owners can:

- Find current and projected state of charge information

including estimated range and the amount of charge time necessary for additional distances.

- Locate charging stations and get the destination sent to the vehicle. Know if the vehicle can reach a specific charge station from its current location with the current charge level;

- Create a journey with multiple stops, and determine the likelihood that the car has adequate charge for the full journey;

- Find the car by creating a route from a mobile phone to the vehicle;

- Receive alerts if the vehicle isn't charging when it's scheduled to, or if charging stops unexpectedly due to a power outage, plug removal or other event;

- Receive alerts during recharge when the vehicle has reached a particular pre-set charge level or has the ability to reach a particular destination;

- Engage remote vehicle preconditioning, using grid power to heat or cool the vehicle interior;

- Remotely lock/unlock

doors;

- Use the built-in GPS system to locate the car;
- Download performance and system data;
- Fun ways of understanding your driver behavior, with ratings from 'Zen' to 'Zippy'

- Receive information personalized to the driver, depending on which key the driver used.

At launch, the MyFord Mobile app will be available for most major smartphones, along with a mobile web application for compatibility with any phone supporting HTML-5 browser-based access, or feature phones with WAP 2.0-supported browsers.

The feature also is accessible via a secure Ford website.

Owners will use the smartphone to communicate with a cloud-based highly secure server, which stores information provided by the embedded wireless module in Focus Electric.

Using a cloud-based communications architecture ensures that end users will have up-to-the-minute access to information through the AT&T wireless network.

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