



The SAE Congress running this week in Detroit will include select plant tours through the GM Hamtramck Assembly Center, where the Chevrolet Volt is built.

Michigan Employment Opportunities Flourish

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the depths of the recession that hit the automotive industry particularly hard. Tata Technologies has been hiring new employees for more than a year, and it has become harder to find qualified candidates because the automotive companies are also hiring.

"The pool of candidates isn't as deep as it was [a year ago]," Umlah said.

Demand for new graduates is growing in other sectors as well. Quicken Loans, which is making the rounds at college job fairs in the Detroit area, plans to fill about 110 openings, mostly at its offices in downtown Detroit. In addition to needing more mortgage bankers, Quicken Loans has openings in IT, marketing, public relations, and human resources.

U-M economists now project that Michigan will show net payroll employment growth of 64,600 this year and 61,500 next year. That's a big improvement over the most recent state government revenue forecast made in January, which predicted 8,000 net jobs this year and 46,000 jobs in 2012.

The good news for Michigan isn't just in future fore-

casts. The state has added 71,000 jobs since February 2010 and job creation here has exceeded the national average since the economy bottomed out in 2009. The unemployment rate has dropped from 14.1 percent to 10.4 percent in February.

That remains significantly above the national unemployment rate of 8.8 percent, but if the career mixer at Lawrence Tech is any indication, the light at the end of Michigan's employment tunnel is getting brighter.

Lawrence Technological University, www.ltu.edu, offers more than 100 undergraduate, master's and doctoral degree programs in the Colleges of Architecture and Design, Arts and Sciences, Engineering and Management.

Founded in 1932, the 4,500-student, private university pioneered evening classes and today has a growing number of weekend and on-line programs.

Lawrence Tech's 102-acre campus is in Southfield, and programs are also offered in Detroit, Lansing, Petoskey, Traverse City and Toronto. Lawrence Tech also partners with universities in Mexico, Europe, the Middle East and Asia.

Ford Annual Meeting Is Set for Delaware

DEARBORN – Ford Motor Company last week filed with the U.S. Securities and Exchange Commission its proxy statement for the 2011 Annual Meeting of Shareholders.

The proxy announces details about the company's Annual Meeting, which is scheduled for 8:30 a.m. EDT Thursday, May 12, at the Hotel du Pont, 11th and Market Streets, Wilmington, Del.

Included in the Ford proxy are four company and three shareholder proposals requiring the votes of shareholders. In addition, details of compensation for certain Named Executive Officers are included.

"In 2010, we accelerated performance of our One Ford Plan," the company said in its proxy statement. "We made significant progress on our One Ford goal of an exciting viable Ford delivering profitable growth for all."

Ford's stock delivered a significant improvement for the second year in a row. It appreciated 68 percent in 2010, placing the company among the top 4 percent of S&P 500 performers for the year. Ford was recognized by PricewaterhouseCoopers as the winner of the three-year Global Automotive Shareholder Award.

Ford returned to solid profitability in 2010, delivering results that exceeded expectations. The company reported \$6.6 billion in net income, its highest in more than 10 years; posted Automotive operating-related cash flow of \$4.4 billion; reduced Automotive debt by \$14.5 billion to end the year with more cash than debt on its balance sheet; and, for the first time since 1993, increased market share in the U.S. for two consecutive years.

Because of Ford's performance during 2010, the Compensation Committee of the Ford Board of Directors approved payments for salaried employees under the company's Incentive Bonus Plan, representing the first payout in three years. Ford had voluntarily canceled bonus payments for 2008 and 2009 performance to support the company's plan to conserve cash, reduce costs and fund continued investments in the com-

pany's accelerated product plans.

Going forward, Ford said it remains absolutely focused on its One Ford plan and ensuring that every part of its operations is competitive with the best in business.

That focus led to the company's decision to not award annual merit increases for salaried employees in the U.S. and Canada in 2011, including Named Executives, because compensation benchmarking shows Ford's base salary levels currently are competitive in the U.S. and Canada.

The proxy provides specific details of total 2010 compensation for five Named Executive Officers.

The amounts shown in the proxy statement for stock and option awards represent the grant date value of these awards under applicable accounting rules – not actual compensation received by each Named Executive Officer.

The Henry Ford Hosts July Fun

Prepare for a four-night Independence Day celebration with the Detroit Symphony Orchestra as they team up with The Henry Ford, conductor David Allan Miller and soprano Kisma Jordan for the 17th annual "Salute to America" concert series at Greenfield Village in Dearborn.

The music program, sponsored in part by the Ford Motor Co., celebrates the sounds of America, Broadway and film and features popular favorites by Copland, Bernstein, Gershwin, Rodgers and Hammerstein and John Williams.

Each evening will conclude with the music of Tchaikovsky's "1812 Overture" and live cannon fire followed by a spectacular evening-hour fireworks extravaganza.

The performances, located in the Walnut Grove Historic District of Greenfield Village, take place Wednesday, July 1; Thursday, July 2; Friday, July 3; and Saturday, July 4.

Gates open at 6 p.m. each day, with the music performance by the DSO beginning at 8:30 p.m. (sunset).

Big Three Recruit Engineers at 2011 SAE Congress

by Gerald Scott
Editor
U.S. Auto Scene

If you know of an unemployed or underemployed auto engineer, point them to the SAE Congress in Detroit this week.

That's because one of the highlights of the big and busy transportation and auto trade show is the annual Career Fair – one in which GM, Ford and Chrysler will be actively recruiting qualified engineers.

That's right, GM, Ford (Electrification Technologies and Powertrain Manufacturing Engineering) and Chrysler are all on the hunt for engineers at the Career Fair, which will be held Tuesday, April 12, and Wednesday, April 13, from 10 a.m. to 6 p.m. each day at Cobo Center in Detroit.

Other big-name industrial and corporate recruiters seeking employees at the Career Fair include BorgWarner, Bosch, FEV Inc., General Electric, Magna Powertrain, Magna Steyr, Hahindra Engineering Services, Tata Motors, Valeo Sylvania and many more.

Otherwise, car engines, powertrains, transmissions and hybrid technologies will be the order of the day as thousands of auto engineers from around the world descend on downtown Detroit this week.

Auburn Hills supplier FEV will be hosting one of two major presentation stages at Cobo Center.

"The Powertrain Innovation

Forum is designed to generate debate and foster new ideas concerning 'hot' topics in our industry, as well as the technologies that will address these needs and have an impact on vehicle propulsion," said Gary Rogers, FEV president and CEO, and moderator of the "Charging Forward" industry panel.

"We have assembled some of the brightest minds in the industry to present opinions on these topics. We hope that attendees will leave with a better understanding of both the issues and the potential solutions that can help us meet the challenges of the future."

FEV said that it worked closely with both SAE International and this year's World Congress corporate sponsor General Motors in developing a wider program of papers and panel forums that are both timely and provocative.

Robert Last, FEV's vice president of operations and communications, observed, "It's an exciting time to be working in this industry. We are seeing a global shift toward viable new technologies that could reduce our dependence on petroleum."

"At the same time, major advancements are being made in conventional technologies to make them greener and more efficient. Our goal is to plant the seeds of innovation, to develop ideas about how to create new solutions, how to improve what we currently have, and how to leverage these technology ad-



Thousands of auto engineers from around the world are descending on downtown Detroit this week for the annual SAE Congress, which features a Career Fair and plant tour.

vancements into new markets and products that will help to improve our world."

Other SAE Congress event keynote speakers include David Sandalow, assistant secretary for Policy & International Affairs at the U.S. Department of Energy, as well as Rodney O'Neal, president and CEO of Delphi. GM CEO Dan Akerson delivers the closing-night annual banquet speech.

What's more, SAE attendees will be able to test-drive the Chevrolet Volt and Nissan Leaf at the Ride and Drive function and there is a separate tour of the GM Cadillac Assembly Center as well as of

the NextEnergy center in Detroit.

Hosted by SAE International, the 2011 World Congress also features chats with industry experts, a series of forums on powertrain and engine developments, technology leadership sessions and many other hands-on types of engaging activities.

Although SAE Congress has traditionally been a "supplier's show," most OEMs will be in attendance in some fashion, demonstrating their latest engineering innovations, including vehicle electrification, fuel-efficient engine systems, telematics technologies and much more.

The CW and Ford Combine on 2012 Focus Promo

DEARBORN – The CW and Ford have formed a strategic marketing partnership, The CW SHOWroom, giving viewers a chance to win a new 2012 Ford Focus each night during The CW's prime time, beginning Monday, April 4, through Friday, April 8.

The CW will create custom commercials for an unprecedented, week-long campaign featuring stars from the network's shows, including "Gossip Girl," "The Vampire Diaries" and "90210." The spots will air each night of the week, and viewers can watch to learn how to enter to win an all-new Ford Focus, see sneak previews of upcoming episodes of The CW shows, and get an up-close look at the all-new Focus.

"We're thrilled to partner with Ford for the global launch of the 2012 Focus and to create the biggest program to date for The CW Network," said Alison Tarrant, executive vice presi-

dent, Integrated Sales and Marketing.

"For the first time, we are featuring talent from across our network's prime-time schedule to interact directly with the brand. This is a really exciting partnership for us; we are proud of the entertaining co-branded creative and the opportunity to give our fans the chance to win new Ford Focus vehicles and get sneak peeks of the final episodes of their favorite shows."

Each weeknight beginning April 4, The CW aired branded Ford Focus spots including stars Michael Steeger of "90210," Tika Sumpter of "Gossip Girl," Robert Buckley of "One Tree Hill," Nigel Barker of "America's Next Top Model," Sara Rue of "Shedding for the Wedding," Katerina Graham of "The Vampire Diaries" and Cassidy Freeman of "Smallville." Viewers need to watch The CW each night to find out how to enter to win a 2012 Ford

Focus. One Ford Focus will be given away to one winner on each of the five nights of the sweepstakes.

Customized for each night of the campaign, the long-form ads showcasing the sweepstakes will feature The CW stars giving special previews of what's coming up on their shows, as a Ford product specialist – and a very enthusiastic CW fan – shows them all the features of the all-new Ford Focus. As part of the partnership, Ford Focus brand messaging will also be carried across The CW on-air, online and on-mobile for the full week, with special night opens and billboards on-air each night.

"The all-new 2012 Focus has so many class-leading advanced features and content that it is hard to capture in a traditional 30-second ad," said Crystal Worthem, Ford Brand Content and Alliances manager.

"This new and creative col-

laboration with The CW is allowing the new Ford Focus to fully communicate its attributes to a younger, more connected consumer in a more engaging and relevant way."

The CW and Ford partnership continues in the April 6 episode of "America's Next Top Model." The models are teaming up with Ford Warriors in Pink to help raise awareness and work toward a cure for breast cancer.

The relationship will be integrated into the entire episode and garner support through a print campaign for the 2011 Warriors in Pink line of apparel. Ford is a 17-year partner of Susan G. Komen for the Cure and has dedicated more than \$110 million to the breast cancer cause.

Beginning Monday, April 11, viewers can also see more sneak previews from The CW stars of what's coming up this season online at www.CWTV.com/fordfocus.

Ford Tunnel Research Not 'Gone with the Wind'

DEARBORN – Wind tunnel development time enables Ford engineers, aerodynamicists and designers to optimize vehicle fuel efficiency.

Aerodynamics help Ford vehicles achieve class-leading or unsurpassed fuel efficiency in each segment where they compete.

The all-new Ford Focus employs an innovative active grille shutter system to help deliver up to 40 mpg highway by improving aerodynamics.

Fuel economy improvements can result from reducing friction and drag – not only within engines and transmissions, but as air flows over and around the vehicle as it efficiently skims through the atmosphere at cruising speeds.

"Aerodynamic development has yielded significant improvements in fuel efficiency across the full line of Ford vehicles," said Derrick Kuzak, Ford group vice president of Global Product Development. "Full-size trucks, family-friendly utilities, and cars in each segment add fuel economy from careful attention to aerodynamic details."

The all-new Ford Explorer SUV, 2011 North American Truck of the Year, and the stylish Ford Flex crossover both enjoy improved fuel efficiency from painstaking detail work by designers and aerodynamicists collaborating in the wind tunnel.

Explorer delivers class-leading fuel economy of 17 mpg city and 25 mpg highway, when equipped with front-wheel drive and the standard 290-horsepower V6 engine.

Carefully balancing aerodynamic details such as the front air dam, sideview mir-

rors and rear liftgate spoiler adds nearly 1 mpg as Explorer quietly cruises the highway.

Ford's distinctively styled Flex crossover has a boxy shape that turns heads on the street, yet it requires only 8.90 horsepower to maintain a 55 mph cruising speed; its crossover competitors GMC Acadia and Toyota Highlander require 9.30 horsepower to move at the same velocity. Using less power to carve through the atmosphere saves fuel, lowering the cost of ownership for Flex drivers.

Built Ford Tough F-Series pickups achieve class-leading fuel economy, aided by careful aerodynamic development. F-150 trucks feature a chamfered shape to the rear of the cab that helps direct aerodynamic wake over the pickup box in an efficient manner. The top of the tailgate angles outward to create a lip, which in turn does its part to direct airflow over the cargo box. The front bumper valance and spoiler have been configured to properly manage airflow beneath the truck, with no compromise to off-road capability.

Optimized airflow over, under and around Ford Fusion and Fusion Hybrid sedans help these popular offerings deliver class-leading fuel efficiency. Revised front and rear fascias, front and rear tire shields, an underbody shield and optimized cooling air flow into the engine compartment help Fusion travel farther on a gallon of gas.

The subcompact Ford Fiesta is available with a Super Fuel Economy (SFE) package that enables the car to achieve 40 mpg highway. This package features cruise con-

trol, low rolling-resistance tires and several additions to enhance vehicle aerodynamics, such as underbody shields, side air deflectors and lower grille blockers.

The all-new Ford Focus four-door sedan is also available with an SFE package, ideal for customers placing the highest priority on fuel efficiency. Low rolling-resistance tires combine with a rear decklid spoiler and aerodynamically optimized wheel covers to help Focus with SFE package deliver up to 40 mpg highway.

A unique feature shared by Fiesta and Focus SFE models is that both vehicles rely on aerodynamic optimizations and an advanced six-speed automatic transmission to de-

liver superior fuel efficiency, whereas competitive models often force a driver to choose a manual transmission to achieve the highest fuel economy.

Focus four-door models feature an innovative system to improve vehicle aerodynamics – and fuel efficiency – at cruising speeds. The active grille shutter system will open grille slats when extra engine cooling air is required, such as low-speed stop-and-go driving. When cruising on the highway at steady speeds, the grille slats automatically close to improve aerodynamics and fuel efficiency.

Moving forward, active grille shutter technology will migrate to other Ford nameplates.

Ford Launches 'Swap Your Ride' Ad Campaign For Third Time

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the inside, hands down I would've picked this car. When I told everyone that the Fiesta got 40 mpg, everyone assumed it was a hybrid."

Ford's class-leading fuel economy is a consistent theme throughout the ads. Ford offers at least 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 beat these days.

Consumers also were impressed with the innovative technology, advanced safety features and eye-catching design that Ford vehicles offer.

"It's very cool to see people react the way they do," said

VanDyke.

"When they get into a Ford for the first time, they're really surprised with the fuel efficiency, performance and great technology. That's been a consistent reaction to our entire lineup."

According to Nielsen Automotive statistics, the Ford/Swap Your Ride ads are 48 percent more memorable than ads for average sales events.

Print ads highlighting the efficiency of Ford products will appear nationally in *USA Today* and *Parade* magazine, radio spots will air regionally and locally.

And extended-length digital advertising for Swap Your Ride will appear on a variety of hub sites, including AOL, Google and Yahoo.