Ford's Recycling Effort Brings Carpet to Cylinder Heads

underfoot in homes sometimes ends up in strange places, and now Ford's efforts to use sustainable materials in its vehicles have landed carpet in another unique spot the cylinder head covers on some Ford engines. Even more impressive are the benefits it has for the environment.

EcoLon material, a nylon resin from landfills, the equivalent also amounted to recycling more than 985,000 yards of carpet and reducing the consumption of more than 430,000 gallons of oil.

DEARBORN - The carpet offers an eco-friendly, high-found on the 5.0-liter engine, quality alternative to typical cylinder head covers and is one more example of Ford's continued dedication to finding renewable material solutions for use in its vehicles. The cylinder head covers are manufactured by Dana Hold-

"By working with Wellman way to bring green applicagine design. "This single use pact, and we're continuing to look for ways to expand the

The cylinder head covers are used on the 3.0-liter Du-The EcoLon material from ratec engine in Ford Fusion Wellman Engineering Resins and Escape. They can also be

HFCC's Updated Science Center To be More in Tune with the Times

CONTINUED FROM PAGE 1

According to Jim Chatas, principal at SHW, this project "will alleviate the burden of the existing building by adding laboratory and research space for Henry Ford Community College's current Science course work.

Flexibility was a driver for the design. As programs evolve or change over time, the Center will easily adapt, officials said.

The project further incorporates the concept of "Science on Display" from the colgroup study spaces integrated into the corridors to the visibility of the preparatory room to the public.

Originally constructed in 1963, the Science Center repstructures on the HFCC cam-

During its 48-year history, the college has held many programs and events in the facility, as well as lectures and cur during the spring.

ing Corporation.

During 2010, the use of and Dana, Ford has found a made from 100 percent recy-tions to a new, unique locacled carpet, saved more than tion in our vehicles," said 4.1 million pounds of carpet Brett Hinds, Ford manager, enof nearly 154 football fields. It has made an incredible im-

labs for thousands of stu-

dents over the years. Although the original facility was well-maintained, age and increased usage over time now requires a significant renovation to provide a safer, modern and comfortable learning environment for

In addition, some of the science disciplines taught today were not in existence back in 1963. But perhaps one of the most critical factors in the college pursuing the new facility is this: the role of science has changed immensely and plays a much stronger role in the transformation of the regional economy toward a sustainable structure built on economic diversity.

The cost of the project is \$15 million, with half this resents one of the original amount provided by state capital outlay funds and half provided by the HFCC capital projects fund. The renovations to the existing Science Building are expected to oc-

which powers Mustang and F-

"We didn't have to make compromises for this application," said Roy Ford, Ford engine sealing supervisor. "With a fixed raw material cost that delivers cost savings compared to oil, along with the green benefit, this application proprietary process. The readds to the ways Ford is mini- sulting product is a high-quali-

mizing our impact on the environment."

The cover is the first automotive product of its kind manufactured from post-consumer recycled nylon. To repurpose nylon, grinds used nylon carpeting into fiber and recaptures the material through a patented,

ty nylon resin, which Dana cient vehicle technologies then uses to mold into cylin- around the world. der head covers through its injection-molding process.

global sustainability strategy to reduce its environmental footprint while at the same ment of advanced, fuel-effi- components.

Over the past several years Ford has concentrated on in-Ford's "Reduce, reuse and creasing the use of nonmetal recycle" commitment is part recycled and bio-based mateof the company's broader rials, including soy foam seat cushions, recycled resins for underbody systems, recycled yarns on seat covers and nattime accelerating the develop- ural-fiber plastic for interior

High Gas Prices Drive Consumers Into Small Cars

By TOM KRISHER and DEE-ANN DURBIN AP Auto Writers

DETROIT (AP) - Americans slipped into smaller cars and SUVs in March, as higher gas prices made fuel efficiency a top priority and rising employment meant more firsttime buyers bought a vehicle.

The trends lifted U.S. sales of new vehicles by 17 percent from a year earlier to 1.25 million, a healthy rate that shows the auto industry's slow and steady recovery remains on track. The monthly sales pace, adjusted for seasonal differences and projected out for the year, came in at 13.1 million. During recent boom years, car sales hit 16 million

The March 11 earthquake in Japan had little impact on sales, although automakers said supplies could be tighter as spring progresses.

General Motors, Ford, Honda and Nissan all saw doubledigit increases in sales. Of major automakers, only Toyota reported a decline of 6 percent, but that was expected Toyota's sales last March were boosted by big in-

As gas prices rose, sales of more efficient cars and crossovers took off. The national average for a gallon of gas hit \$3.58 this week, the highest price ever for this time of year. Gas prices have jumped 25.1 cents per gallon in the past month.

'This is a new normal we're going to experience going into spring this year unless gas prices ease off dramatically," said Jesse Toprak, vice president for industry trends at auto pricing site TrueCar.com.

Sales of the Nissan Sentra compact car doubled over last year, for example, while sales of the Hyundai Sonata and Elantra small cars were up a combined 55 percent. Fuel-efficient crossovers did well, too. Ford Escape sales climbed 25 percent.

But Toprak said gas prices weren't the whole story. Buyers always respond to new products, and it just happens that many of those products - like the Ford Fiesta subcompact and Chevrolet Cruze small car - are also the most fuel-efficient.

A healthier economy also gave buyers more confidence to walk into showrooms and walk out with a new ride. The economy added 216,000 new jobs in March, bringing the unemployment rate to a twoyear low of 8.8 percent.

Many of those workers are young people who were looking for work during the recession but now have jobs and are looking to buy a car. And the cars they want are under \$20,000 and fuel-efficient, Toprak said.

Larger cars, crossovers and SUVs are most hurt by the trend. Buyers seem to be moving down one vehicle size

chase. Sales of the Chevrolet sales growth lagged rivals. Af-Traverse, a large crossover, fell 4.7 percent in March, while sales of the mid-size and extended them into Feb-Chevrolet Equinox crossover were up 17 percent.

Sales of the Ford Taurus large sedan were down 15 percent, but the Ford Fusion midsize sedan saw its best sales

Pickup sales were down slightly, and pickup buyers seemed to be looking for more efficiency. Ford said 37 percent of F-150 buyers opted for Ford's new V-6 engine in March instead of the traditional V-8.

Just like the gas price surge in 2008, buyers are reacting.

In the past, that might have been a concern for automakers, who get heftier profit margins on larger vehicles. But Alan Batey, vice president of GM's Chevrolet division, said buyers are equipping their small cars with more expensive options like leather seats, which drives up the prices. Just 20 percent of buyers are opting for a base model Cruze, he said.

GM said its overall sales increase of 11 percent was propelled by the new Cruze, its first high-quality small car in years. The vehicle posted an 80 percent sales gain over its lackluster predecessor, the Cobalt. The increase was by far the largest for any GM vehicle last month.

But GM ended two months

when they make a new pur- of sweet deals and its overall ter raising discounts by about \$400 per vehicle in January ruary, GM then cut them in March.

Ford Motor Co.'s sales were up 16 percent on the strength of new vehicles including the Explorer crossover, which saw sales double from last March.

Chrysler Group LLC said its 31 percent sales increase was led by midsize sedans such as the Chrysler 200, which was featured in a popular Super Bowl ad, and the Dodge Avenger. Sales growth for cars outpaced trucks, but truck sales still were strong at Chrysler.

Toyota attributed its sales drop to reduced rebates. TrueCar.com said Toyota's incentives fell 23 percent from last March and 11 percent from February. Officials tried to reassure customers that it will have adequate supplies of the Prius, which saw sales jump 52 percent in March. Production has resumed in Japan and shipments will be arriving soon, they said.

"We don't envision we're going to be running out of that car," said Bob Carter, head of the Toyota division at the company's U.S. branch.

Toyota Motor Co. is starting April with an 18-day supply of Japan-made Prius hybrids, down from a 30-day supply at the beginning of March.

Baby Boomers Wary as Retirement Beckons in Uncertain Economic Times

By ALAN FRAM **Associated Press**

WASHINGTON (AP) - Baby boomers facing retirement are worried about their finances, and many believe they'll need to work longer than planned or will never be able to retire, a new poll finds.

The 77 million-strong generment. Only 11 percent say they are strongly convinced they

will be able to live in comfort. A total of 55 percent said they were either somewhat or very certain they could retire with financial security. But another 44 percent express little or no faith they'll have enough

money when their careers end. Further underscoring the financial squeeze, 1 in 4 boomers still working say they'll never retire. That's about the same number as those who say they have no re-

tirement savings The Associated Press-Life-GoesStrong.com poll comes as politicians face growing pressure to curb record federal deficits, and budget hawks of both parties have expressed a willingness to scale back Social Security, the government's biggest program.

The survey suggests how politically risky that would be: 64 percent of boomers see Social Security as the keystone of their retirement earnings, far outpacing pensions, investments and other income.

The survey also highlights the particular retirement challenge facing boomers, who are contemplating exiting the work force just as the worst economy in seven decades left them coping with high jobless rates, tattered home values and painfully low interest rates that stunt the growth of savings.

"I have six kids," said Gary Marshalek, 62, of South Abington Township, Pa., who services drilling equipment and says he has repeatedly refinanced his home and dipped into his pension to pay for his children's college. His inability to afford retirement "sounds like America at the moment. Marshalek said. "Sounds like the normal instead of the ab-

Marshalek was among the 25 percent in the poll who say they plan to never retire. People who are unmarried, earn under \$50,000 a year, or say they did a poor job of financial planning are disproportionately represented among that

Overall, nearly 6 in 10 baby ation born between 1946 and boomers say their workplace 1964 has clung tenaciously to retirement plans, personal inits youth. Now, boomers are vestments or real estate lost getting nervous about retire- value during the economic crisis of the past three years. Of this group, 42 percent say they'll have to delay retirement because their nest eggs

Though the first boomers are turning 65 this year, the poll finds that 28 percent already consider themselves retired. Of those still working, nearly half want to retire by age 65 and about another quarter envision retiring between 66 and

Two-thirds of those still on the job say they will keep working after they retire, a plan shared about evenly across sex, marital status and education lines, the survey finds. That contrasts with the latest Social Security Administration data on what older people are actually doing: Among those age 65-74, less than half earned

income from a job in 2008. "I'm going to keep working after I retire, if nothing else for the health care," said Nadine Krieger, 58, a food plant worker from East Berlin, Pa. Citing \$50,000 in retirement savings that she says won't go far, she added, "We probably could have saved more, but you can't when you have a couple of kids in the house.'

About 6 in 10 married boomers expect a comfortable retirement, compared with just under half of the unmarried. Midwesterners are most likely to express confidence in their finances.

"I'm a good planner," said Robert Rivers, 63, a retired New York State employee in Ravena, N.Y. He still works seasonally for the federal government and collects a modest military pension. A recreational pilot, he says he has scaled back his lifestyle by flying and

driving less. "I'm spending money I have,

not spending it and trying to re-

Among boomers like Rivers in retirement, 35 percent say they'll do so to make ends meet. Slightly fewer cite a desire to earn money for extras or

Excluding their homes, 24 percent of boomers say they have no retirement savings. Those with nothing include about 4 in 10 who are nonwhite, are unmarried or didn't

finish college At the other end, about 1 in 10 say they have banked at least \$500,000. Those who have saved at least something typically have squirreled away \$100,000, with about half putting away more than that and

Despite the worries and dearth of savings cited by many, only about a third of boomers say it's likely that they'll have to make do with a more modest lifestyle once they retire. Only about 1 in 4 expect to struggle just to pay their expenses.

Financial experts say such expectations are often not realistic.

'Most families have to make a significant adjustment from their working lives to their retirement years," said financial planner Sheryl Garrett, who runs the Garrett Planning Network. Ads that show silverhaired couples strolling off into the sunset do not represent the typical retirement, she added.

The AP-LifeGoesStrong.com poll was conducted from March 4-13 by Knowledge Networks of Menlo Park, Calif., and involved online interviews with 1,160 baby boomers born between 1946 and 1964. The margin of sampling error is plus or minus 3.5 percentage Knowledge Networks used

traditional telephone and mail sampling methods to randomly recruit respondents. People selected who had no Internet access were given it for AP Polling Director Trevor

Tompson, Deputy Director of Polling Jennifer Agiesta and AP News Survey Specialist Dennis Junius contributed to this

pay it," he said.

who plan to continue working to simply stay busy.

half less.

Dodge supplied multiple 2010 and 2011 Dodge Charger vehicles used in chase scenes throughout the movie and is sponsoring a Dodge/Fast Five advertisement that aired for the first time during the NCAA Final Four advertising "The Dodge brand is proud

to partner with Universal Pictures on 'Fast Five,'" said Ralph Gilles, president and CEO, Dodge Brand, Chrysler Group LLC. "We enjoyed being a part of the production process and working with the cast and crew, and it clearly comes through in the film. "The chase scenes in this

AUBURN HILLS – The Dodge

brand has teamed up with

Universal Pictures for a multi-

tiered partnership to support

Universal's upcoming action-

thriller, "Fast Five" and the

2011 Dodge Charger, it was

Universal's blockbuster fran-

chise, "Fast Five," will be re-

leased in theaters April 29.

The latest installment in

announced last week.

installment of 'Fast Five' are over-the-top and adrenalinefilled, and Dodge fans will be thrilled by the performance of the Dodge Charger. Universal Partnerships and

Licensing President Stephanie Sperber said, "As Dodge cars are the ones driven by our hero, Dom Toretto, Dodge has been a part of "The Fast and the Furious" franchise from the beginning.

"We're happy that Dodge has leveraged this organic in-

New 'Fast Five' Blockbuster Action Flick UNIVERSAL CITY, Calif., and tegration to become the sports.com or www.speedenlargest promotional partner the film franchise has ever seen. It is a natural fit between one of the great American car companies and the latest chapter in the best driving/action film series of all

> Supporting the theme of "car chases make movies better," Dodge unveiled a new 30and 60-second advertisement on national television April 2 during the Final Four basketball tournament.

The ad features an Elizabethan-era mother lecturing her daughter about sullying the family name by carrying on in a relationship with Cornelius, an unscrubbed son of a blacksmith's apprentice, all the while driving "fast and furiously" as they are being tailed. The scene ends with the mother outrunning Cornelius, revealing the tagline, "Car Chases Make Movies Better.'

Making its debut at the Martinsville Speedway on Sunday, April 3, will be the No. 7 Fast Five Dodge Charger R/T driven by NASCAR Sprint Cup Series driver, Robby Gordon. The No. 7 Fast Five Dodge Charger R/T Dodge will race throughout the month of April during NASCAR races at Texas Motor Speedway, Talladega Superspeedway and Richmond International Race-

As part of the partnership with Robby Gordon Motorsports, the first 200 fans to register at www.dodgemotorergy.com will receive a special "Fast Five" movie viewing with Robby Gordon on Saturday, April 30, in Richmond, Va.

Fans will receive a commemorative ticket and photo opportunity with Gordon at a private meet-and-greet session prior to the movie.

All 200 fans also will be automatically registered in a grand prize drawing that includes four VIP credentials to the NASCAR Sprint Cup Series race on April 30 at 7:30 p.m., honorary pit crewmember status and a \$200 shopping spree to the Robby Gordon Motorsports souvenir trailer.

Dodge is sponsoring the global premiere of the film, which takes place in Rio de Janeiro (the location where the film is set), on April 15. During that time, Dodge will host a 10-city live simulcast of the red carpet arrivals from Rio de Janeiro, followed by a special advance screening of "Fast Five." This is the first simulcast for an international premiere.

Beginning Tuesday, April 5, Dodge fans had an opportunity to win one of five custom "Fast Five" 2011 Dodge Charger R/T models by entering the Fast Five Sweepstakes. To enter, consumers may

www.Dodge.com/Fast-Five to receive a sweepstakes entry by completing the registration form and answering a Dodge Charger trivia question. Consumers may enter up to one time per day throughout the duration.



Chrysler provided a series of 2010 and 2011 Dodge Chargers and Dodge Challengers for the filming

'10, '11 Dodge Chargers Speed Through

of the new action movie, "Fast Five," starring Vin Diesel and Dwayne Johnson.

time.