



PHOTO: STEFANIE CARANO

Mike Manley, Jeep CEO, at the Detroit auto show in January. The Walter P. Chrysler Museum will be hosting a special Jeep/70th anniversary exhibit beginning April 19.

Supplier AVL to Sponsor DOE's EcoCAR2 Program

PLYMOUTH – Supplier AVL announced today its sponsorship of EcoCAR 2, a three-year collegiate engineering competition. Today, select university participants were announced by David Sandolow, Assistant Secretary for Policy and International Affairs at the U.S. Department of Energy, in the AVL Technology Leadership Center during SAE World Congress.

AVL will support EcoCAR 2 with technology resources and engineer guidance, offering hands-on experience to automotive engineers of the future, advancing the electrification of vehicles and supporting President Obama's recent energy initiative to develop cleaner sources of electricity and greater energy solutions, reducing dependence on oil.

Established by the U.S. Department of Energy (DOE) and General Motors (GM) to challenge students across North America to reduce the environmental impact of vehicles without sacrificing the driveability, safety and consumer acceptability, the program will equip teams with a Chevrolet Malibu to serve as the platform for their unique vehicle design.

EcoCAR's mission to educate young engineers on electric drive powertrain architectures aligns with AVL's commitment to contributing to an energy efficient environment and supporting global academia initiatives, an effort led by AVL Chairman and CEO, Helmut List and his wife, Kathryn.

"As a leading powertrain

engineering company committed to a safer, more efficient and cleaner environment, AVL is honored to support EcoCAR 2 and the participating teams, the U.S. DOE and GM, and our nation's administration for their willingness and dedication to create clean-energy solutions," said Don Manvel, chairman and CEO, AVL Americas.

As a platinum-level sponsor, AVL engineers will interact with students and provide its advanced technology to accomplish the universities' technical goals toward improving vehicle efficiency. AVL-DRIVE software, which provides objective evaluation of productivity and driveability of vehicles in real time, will be donated to each of the 16 participating teams. Throughout the competition, teams will use AVL-DRIVE to minimize driver stress and maximize optimal driveability, efficiency, as well as safety and comfort of the vehicle.

AVL's participation in the challenge adheres to President Obama's commitment to pursue a Clean Energy Standard (CES), an ambitious goal to generate 80 percent of the U.S.'s electricity from clean energy sources by 2035, including renewable energy sources like wind, solar, biomass, and hydropower; nuclear power; efficient natural gas; and clean coal.

AVL is the world's largest privately owned company for the development of gasoline, diesel and alternative fuel powertrain systems, as well as fuel cell and hybrid technologies.

New Ford Fiesta Poised to Take India by Storm

NEW DELHI, India – The all-new Fiesta enthralled customers in India at a first ever Fiesta Café reveal at the Select CITYWALK Mall in Saket, New Delhi last week.

Taking the crowd of urbane shoppers by surprise, the innovative digital Fiesta Café pavilion revealed the latest new-generation wheels from Ford to complement their active lifestyles and persona – the all-new Ford Fiesta.

The Fiesta four-door premium sedan arrives in India with a tremendous reputation built on the back of an amazing track record of auto award wins, critical acclaim and record-breaking sales. The car has topped international sales charts including over 1 million sales worldwide, and has wowed customers, critics and dealers alike globally.

"The new Fiesta will be a segment-leading product in India with intuitive first-in-class smart features and fuel economy that raises the bar in every way," said Michael Boneham, president and managing director of Ford India, unveiling the car. "Fiesta is a dynamic, premium car that elicits an emotional response from both the observer and driver," he added.

Fiesta's striking new design is a perfect match for the upwardly mobile and strongly independent Indian customer who wants to make a style statement with his new set of wheels.

Fiesta's kinetic design imparts a sense of movement – even while standing still – harmonising 'unmistakably Ford' character elements to reflect a strong identity, enabling Fiesta

to project an air of confidence, style and individuality.

Sleek wraparound 'Foxy eyes' headlamps sweep back sharply, hugging the sides of a sculpted, clamshell bonnet. Prominent wheel arches reflect muscularity, athleticism and confident handling. From the side, the Fiesta looks like a sprinter ready to spring out of the starting blocks.

Intuitive, aesthetic interiors The all-new Fiesta's seductive and aesthetic interiors reveal an advanced technological cockpit which is intuitive and impressively modern.

Fiesta is as dramatic on the inside as it is on the outside. Boldly sculpted surfaces, contrasting colours and comfortable, supportive materials make the interior as individual as the driver. The instrument panel centre stack – focal point of the new Fiesta interior – was designed to feel as useful and intuitive as the keypad on a mobile phone.

Designers found inspiration in modern consumer electronics to create the futuristic look and feel of the Fiesta's cabin and driver controls. This new approach to form and function is a reflection of Ford's Human Machine Interface (HMI) strategy. With high-quality finishing touches in its interior, appealing contemporary materials and user interfaces inspired by the latest personal electronics, the all-new Fiesta is no ordinary car.

Superior driving dynamics New Ford Fiesta models feature modern, fuel-efficient powertrains that deliver exceptional power, class-leading fuel economy and reduced CO2 emissions.

Chrysler Museum to Feature '70 Years of Jeep'

An original 1941 Willys MA is the focal point of an anniversary exhibition at the Walter P. Chrysler Museum in Auburn Hills, Mich., that celebrates one of the automotive industry's most iconic vehicles. "70 Years of Jeep" runs April 19–Dec. 30, 2011.

Featuring a changing array of eight production and concept vehicles, "70 Years of Jeep" traces the vehicle's evolutionary rise from military reconnaissance use to the transportation of choice in navigating all manner of terrain for millions of adventure-seekers.

The special exhibit also features historical images, memorabilia and extensive narrative that chronicles Jeep's embodiment of freedom and pride for seven decades.

The Museum is showcasing Willys MA78621, one of approximately 45 known 1941

models in the world, an estimated 20 of which are restored. Of the 20 restored vehicles, eight are in the U.S.

Willys MA78621 is on loan from the private collection of George and Bernadette Hollins of Palos Park, Ill., who have traced the vehicle's origins back to July 5, 1941, the day it was delivered to the U.S. Army from the Willys-Overland plant in Toledo, Ohio. It is believed to be one of four MAs shipped to the 15th Infantry for testing in Fort Lewis, Wash.

MA78621 was discovered rusting away in a farmer's field near Fort Lewis in 2001 and was restored the following year.

The rotation of heritage vehicles rounding out the 70 Years of Jeep exhibition include:

- 1943 Jeep MB
- 1945 Jeep CJ-2A
- 1949 Jeep Station Wagon
- 1950 Jeep M38

- 1950 Jeepster
- 1964 Jeep Gladiator Fire Truck
- 1973 Jeep CJ-5
- 1984 Jeep Cherokee
- 1986 Jeep CJ-7
- 1987 Jeep Wrangler
- 1991 Jeep Grand Wagoneer
- 1997 Jeep Dakar Concept
- 1998 Jeepster Concept
- 2000 "Tomb Raider" Jeep Wrangler
- 2001 Willys II Concept
- 2003 "Sahara" Jeep Wrangler

- 2004 Jeep Rescue Concept
- 2004 Jeep Treo Concept
- 2005 Jeep Gladiator Concept
- 2005 Jeep Hurricane Concept
- 2008 Jeep Renegade Concept

Visit wpcryslermuseum.org to confirm the special Jeep models on exhibit with the 1941 Willys MA prior to visiting the museum.

The Walter P. Chrysler Museum will also celebrate Jeep heritage with two additional "70 Years of Jeep" events coinciding with the July 15, 1941, date the U.S. Army signed the contract that made Willys-Overland the lead producer of the military reconnaissance vehicle:

• "70 Years of Jeep" Cruise Night Wednesday, July 13, 5:30-8:30 p.m. Jeep will take center stage among all makes and models of cruisers on display in the Museum's parking lot.

• "70 Years of Jeep" Heritage Saturday, July 16, 9:30 a.m.-noon. Part of the Museum's 2011 Lecture/Workshop Series, avid Jeep history buff and Chrysler retiree Larry Johnson will explore the vehicle's enduring popularity throughout the decades.

The Walter P. Chrysler Museum is open for self-guided tours on a regular basis.

Ford Now Looking at New Forms of Collaboration

DEARBORN – With the 60th anniversary of its U.S. research hub in the backdrop, Ford is ushering in a new era of collaboration, opening up its doors even wider to the possibility of more nontraditional automotive partnerships that can help create a better vehicle experience for customers.

"It is time to rethink collaboration," said Paul Mascarenas, chief technical officer and vice president, Ford Research and Innovation.

"Traditional collaboration with automotive partners and suppliers may be what we are used to and comfortable with – and we want those ties to get even stronger – but it is also time to accelerate and embrace new forms of collaboration outside the automotive realm that will help us create not only better transportation, but a better world."

Mascarenas recently announced another new set of multiple-year research projects with top universities around the globe, including Northwestern University, Purdue, Carnegie Mellon, RWTH Aachen University in Germany, and Shanghai Jiao Tong University in China.

Projects range from the study of vehicle electrification and driver behavior to innovative forming methods for high-strength aluminum and protective coatings for Li-ion battery electrodes. Ford also has ongoing research alliances with well-respected schools such as MIT and University of Michigan.

Ford will also continue to push the envelope when it comes to investigating and

developing more nontraditional industry matchups that will give the company a leadership role in whitespace areas not currently associated with the vehicle experience.

"We are reaching outside of our comfort zone as an automaker to collaborate and create technologies that can change customers' lives," said Mascarenas.

"Potential projects and players on the discussion board aren't what you would expect from an automotive company and encompass everything from Silicon Valley startups to health care providers."

The flexible Ford SYNC connectivity platform, which started within the walls of "Sci Lab," has already acted as the impetus for much collaboration unexpected in the automotive space even five years ago.

The Ford SYNC collaborative portfolio, for example, includes Microsoft, Nuance, IDEO, Airbiquity, Inrix, TeleNav, Pandora, Stitcher and many others. And that list continues to quickly grow.

SYNC Applink, the software application that allows you to access and control smart phone apps via voice commands, has even helped open the Ford discovery door to the general app developer community.

Last year, Ford activated a developer network on its website (www.syncmyride.com/developer), where more than 1,000 interested developers linked to submit innovative ideas and sign up for the latest information and news about the SYNC application

programming interface (API) and software development kit (SDK).

Some of the collaborative efforts and advanced research being focused on in the labs include:

- Fuel cell
- Electrification
- Conventional engine technologies (gas and diesel)
- Transmission and driveline

• Powertrain controls and integration

• Environmental sciences, emissions and atmospheric research

• Manufacturing and materials technologies

• Active and passive safety

• Electronics and electrical systems

• User interface

• Infotronics and telematics

• Vehicle dynamics

• Vehicle chassis and controls

• Analytics and e-modeling

In addition to Sci Lab in Dearborn, research and advanced engineering support is conducted at the Ford Research Center in Aachen, Germany, which opened in 1994, and the Ford Research and Engineering Center in China, which opened in 2005.

The Research and Innovation team has achieved numerous major accomplishments within the automotive industry. Ford has more than 4,600 active patents in the United States with nearly 1,300 applications pending. In the last two years alone, there have been 475 patents awarded to Ford that name at least one person from the labs as an inventor.

Just some of the advancements to come out of the lab include:

- Catalytic converters and electronic engine controls
- Advanced methods of curing paint using radiation

to our showrooms nationwide."

Realising that the Fiesta is an all-round expansion of the personality of the young and upwardly mobile customer with its new connectivity and entertainment features, Ford introduced a unique and interactive 'Fiesta Café' at its reveal pavilion.

Customers can walk in to the café and soak in the Fiesta ambience amidst a digital media environment, cool gadgets and imagery. While a 'Fan Wall' beams live social media feeds about the Fiesta, sonic chairs with integrated speakers invite the customers to sit awhile and learn more about the sedan's new features via iPad applications and an all-new Fiesta menu caters to their tastes.

The café is expected to be a huge attraction among Fiesta enthusiasts with crowds thronging it to check out the cool all-new sedan and its enthralling array of smart features.

The new Fiesta, which will be built at Ford's Maraimalai Nagar plant, is the first model to be introduced under a plan announced by the company last year to launch eight new global Ford vehicles to India by the middle of the decade.

"This youthful spirit is complemented by a dazzling array of smart technologies and features designed to provide a safer and more comfortable ride – features that will engage a whole new segment of customers to drive Ford's momentum in India's high volume and fast growing passenger car B-segment," Wark concluded.

Hella to Provide All-New LED Lighting on Audi A6

PLYMOUTH – Hella, a leading supplier of automotive lighting and electronics, is providing an optional full-LED headlamp system with adaptive front lighting for the 2011 Audi A6.

Hella's "intelligent" LED lighting technology is one of four headlight systems the company supplies to Audi for the A6. Relying on 64 LEDs to provide light distribution for a variety of driving situations, Hella's system generates light that is considerably closer to actual daylight than light from other systems, improving driver vision during evening hours and increasing overall comfort and safety.

"The Audi A6's sporty appearance is enhanced by LED lighting as well," notes Steffen Pietzonka, vice president of marketing for Hella's automotive lighting group. "Our LED system clearly contributes to the distinctive styling that differentiates the Audi A6 from other luxury cars."

The Audi A6's LED headlamps automatically create light patterns uniquely suited for city, country and highway driving situations, as well as for adverse weather conditions. Settings to reduce glare in fog or heavy rain, for example, provide a broader spectrum of light than traditional fog lamps.

Hella's work with Audi on

the A6 continues a partnership that began in 2008, when the company was chosen to provide the first full-LED headlamp system for the A8.

CAR's McAlinden Discusses How Rising Gas Prices Affect Auto Mix

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• Growth for the global auto industry, the largest manufacturing industry in the world, is now located almost entirely in markets in emerging economies overseas;

• The Asia-Pacific market will represent 49 percent of world vehicle sales this year. China alone will account for 34 million annual sales by 2020, while at the same time total sales in North America will barely exceed 17 million.

McAlinden said that prior to the Japanese earthquake and related events, CAR's prediction for U.S. unit sales in 2011 was a generous 13.4 million, followed by 14.4 million in 2012 and 14.9 in 2013.

If realized, that level of sales growth would be enough to sustain the Big Three carmakers as they each recover in their own fashion.