### **EcoCAR2 Competition Begins in June** by Christine Snyder

Staff Reporter Tech Center News

Detroit is not only home of the automotive industry, Wayne State University wants to prove it is home to the electric vehicle industry as well.

Wayne State University (WSU) was the only Michigan university chosen for EcoCAR2, the second cycle of the prestigious collegiate three-year competition that builds on the Department of Energy's 23 years of advanced vehicle technology com-

The competition challenges students to take a GM-donated car and modify it to reduce fuel consumption and emissions without compromising performance and safety.

EcoCAR2, dubbed "Plugging into the Future," will begin in June after EcoCAR1 winds

Jerry Ku, graduate director of electric drive engineering and co-director of the alternative technology departments at WSU, said WSU is uniquely qualified for the competition.

WSU is the first university to provide degreed programs in electric drive engineering. WSU's College of Engineering offers a bachelor's degree in electrical transportation and a master's degree and graduate certificate programs in electricdrive vehicle engineering.

"We set up this program and EcoCAR2 would be a very good complement and enhancement for our students," said Ku. "They can learn from the classroom the curriculum we developed with the faculty and advisors and industry, and on the other hand we actually have this project where the students would be doing almost identical things as they would be when they got hired into the industry."

The hands-on experience is invaluable, said Ku.

"The three-year project allows the university students to have an opportunity to apply what they learned from the classrooms," said Ku. "This is very good pre-job training. I've heard from others in the program that the students in this project are targets for recruit-

GM is the major sponsor for the project and Ku said having GM and other sponsors in WSU's background makes it

"They are all in Detroit," said Ku, who added that part of the arrangement is for the sponsors to not only provide and donate software and hardware, but mentoring and technical sup-

"So, being in Detroit in the local university makes it logistically a lot easier for us to tap into those resources.'

# ENERGY

GM will donate Chevrolet Malibu to universities tapped to participate in the three-year competition EcoCAR2. Wayne State University was the only Michigan university chosen for the Department of En-

### Ford EcoBoost Engine Proving Popular With Customers Eyeing Fuel Economy

Boost engine family isn't just giving some Ford vehicles a bump in fuel economy. The engines also are giving Ford sales a boost by attracting customers who had not previously considered a Ford brand product.

"EcoBoost is like having your cake and eating it, too, said Derrick Kuzak, Ford group vice president for Global Product Development. "The unmatched combination of responsive power with responsible fuel efficiency is attracting new customers to Ford showrooms."

Demand for the EcoBoost engine in the F-150 has increased each month since launch. One in every four Ford F-150 pickups sold during March was powered by a 3.5-liter EcoBoost V6. I

In April, EcoBoost F-150 sales are running at about 35 percent. In the F-150, the Eco-Boost engine with its 365 horsepower and 420 lb-ft of torque provides best-in-class towing capability of 11,300 lbs combined with up to 20 percent fuel economy savings. The 2011 F-150 EcoBoost carries an EPA rating of 16 mpg in the city and 22 mpg on the highway, making it the best combination of capability and efficiency among light duty full-sized pickups.

In addition, incoming F-150 orders reflect strong customer demand - currently running at over 40 percent mix - for the EcoBoost engine

Later this year, the first North American four-cylinder EcoBoost engine, a 237-horsepower 2.0-liter, will make its debut in the Explorer SUV and Edge CUV. Next year, the 2.0liter EcoBoost engine will be available in the high-performance Focus ST. Ford is currently rolling out EcoBoost engines globally.

EcoBoost is available in Europe for Mondeo, Galaxy, S-MAX and C-MAX, for example, and has just launched in Australia in Mondeo.

EcoBoost engines are fundamental to the Ford strategy of providing technologically advanced, high-output, smaller-displacement powertrains that deliver exceptional fuel mised performance for millions of drivers around the running above 57 percent afworld. By 2013, Ford plans to ter two years on sale. This produce up to 1.5 million Eco- means Taurus SHO with Eco-Boost engines globally in a Boost power has drawn new wide variety of vehicles from and different customers to small cars to trucks.

The stylish Ford Flex threerow utility vehicle has generated a similar yet more pronounced effect. After just two years on the market, Flex with EcoBoost is bringing new customers to the Ford brand at a market-leading rate of 65 per-

Flex with EcoBoost is a unique offering in the industry, combining seven-passenger capability, 355 horsepower, intelligent all-wheel drive, more than 83 cubic feet of cargo space behind the first row and up to 21 mpg on the highway - all in a distinctive design.

In the instances of both Flex with EcoBoost and Taurus SHO. Ford is seeing many 35- to 55-year-old male customers with disproportionately higher incomes, a demographic profile that has not actively shopped the Ford showroom for some time.

The new 2013 Taurus - recently revealed at the New York International Auto Show will offer the next level in EcoBoost fuel efficiency. This full-size sedan will be available with an advanced 2.0liter EcoBoost four-cylinder engine expected to deliver best-in-class highway fuel efficiency of at least 31 mpg. Responsive performance is assured, as gasoline direct injection and a turbocharger enable this engine to deliver a projected 237 horsepower across a broad rpm range.

The 3.5-liter EcoBoost V6 powering Taurus SHO generates 365 horsepower at 5,500 rpm and produces peak torque of 350 lb.-ft. across a wide plateau, from 1,500 to 5,250 rpm. This results in a power at any speed. Mated to a six-speed SelectShift Automatic<sup>TM</sup> transmission and intelligent torque-sensing allwheel drive, the high-performance SHO delivers an EPArated 17 mpg in the city and 25 mpg on the highway.

The Taurus SHO now en-

- The Eco- economy and uncompro- joys the highest conquest rate in its segment - currently the Ford showroom.

Ford is also seeing Taurus SHO being cross-shopped against BMW 5- and 3-Series models, Acura RL, and Cadillac STS and CTS variants. A full 57 percent of SHO buyers traded in non-Ford Motor Company vehicles, with 28 percent trading in a luxury brand vehicle.

A key contributor to Eco-Boost fuel efficiency is direct injection of gasoline. This system precisely delivers a fine mist of fuel directly into each cylinder for optimal performance, economy and emissions. Unlike port-fuelinjection (PFI) engines that spray fuel in the intake system, the direct-injection system puts the fuel exactly where it needs to be for com-

A high-pressure injector is positioned to the side of each cylinder, aiming the fuel directly into the cylinder adjacent to a high-intensity spark plug and alongside the intake and exhaust valves. Fuel is sprayed into the cylinders at pressures of up to 2,150 pounds per square inch (psi), which is about 35 times more intense than PFI injection.

Ford EcoBoost engines made their North American debut with the completely reinvented 2010 Ford Taurus SHO. Turbocharged EcoBoost power was the linchpin in the reincarnation of this iconic sport sedan.

EcoBoost is fundamental to Ford's objective to provide the horsepower and torque of larger, normally aspirated engines while delivering the uncompromised fuel efficiency of a smaller engine.

Key elements to enable this smooth stream of responsive balance of responsive power and fuel economy include gasoline direct injection and turbocharging. EcoBoost is a key pillar of Ford's plan to deliver affordable fuel economy for millions of drivers, while providing an engaging and responsive dynamic driving ex-

### perience.

## **Chrysler Town & Country Minivan Now** Paving 'Road to Literacy' Via Facebook

HILLS - The cois, President and CEO, is entered by the participant, Chrysler Brand is helping to making a difference toward improving literacy one test launch of the new "Road to Literacy" Facebook campaign. The "Road to Literacy" program enlists the help of consumers to participate in the program via Facebook and test drives of the 2011 Chrysler Town & Country minivan at their local dealer. The Chrysler Brand will donate up to 150,000 books to schools across the country. participate, consumers can visit the "Road to Litera-Facebook page http://apps.facebook.com/roa d-to-literacy/.

"The Chrysler Brand believes in the importance of educating our young people as they are next generation of leaders, scientists, engineers and designers. Books are a source of education and inspiration and help to introduce children to new countries and ideas in a fun and engaging manner," said Olivier Fran-

Chrysler Brand, Chrysler Group LLC.

"We hope that schools drive at a time with the across the country will encourage their students and parents to join us in these efforts toward improving literacy and help donate 150,000 books to their school of choice and especially to schools in need.'

To participate, visit the "Road to Literacy" Facebook at http://apps.facebook.com/road-to-literacy/ and click on the "Donate

Each participant will be asked to enter the school they would like to receive the book donation. Once the school has been selected, consumers can choose a local dealer to complete a test drive of the 2011 Chrysler Town & Country.

Once the test drive at the local dealer is complete, the participant will be given a donation dealer 'unique code" to be entered on the Facebook site. Once the code

five books will be sent to their school of choice and five books will be sent to a school in need. The Chrysler Town & Country Facebook page offers a tracking tool to monitor the book donation progress and see which school is logging the most donations. The "Road to Literacy" cam-

paign runs through June 1 and any school (pre-school high school) in the U.S. is eligible and encouraged to join the program. To register for program, visit Chrysler Town & Country Facebook page (www.Facebook.com/ChryslerTownand-Country) and click-on the "Donate Books" tab to submit the name of school to receive the book donation and find the nearest Chrysler dealership to test drive the 2011 Chrysler Town & Country.

Chrysler said that participants are able to encourage others to join in the efforts by sharing the promotion with their friends and family on

# **Taurus Marketer Takes the Long View**

DEARBORN – Pei-Wen Hsu spends an inordinate amount of time interacting with Ford them with questions and contemplating their responses to better understand their immediate and future wants and

"While the completely reinvented 2010 Taurus was still in the initial phases of the vented Taurus was attracting launch cycle, we set out to customers in transition from better understand buyer motivations," said Hsu.

'We conducted research clinics in the New York metro area, not just to better understand why they chose Taurus, but also to determine what they really liked about the car and what areas they felt could be improved."

And what did Hsu and her team take away from this experience?

"Buvers told us Taurus had transcended being a family sedan and now represented their reward for achieving personal and professional

"Customers no longer buy full-size sedans because they Taurus customers, peppering need to, they buy them because they want them. These savvy consumers who want style, performance and technology, but they're unwilling to pay the 'brand tax' for a European luxury sedan."

Hsu discovered the reinother segments such as sport utility vehicles and premium imported sedans. Moreover, Taurus was attracting customers who had previously owned other luxury makes, like BMW.

"We found that they were attracted to the Taurus design," said Hsu. "Once they drove the Taurus, the blend of performance, craftsmanship and technology sealed the deal. From our time with customers, we also gleaned several insights to help continuously refine the vehicle.'

Understanding the desires

of a diverse group of buyers comes easily to Hsu. A native of Taiwan, she earned her undergraduate degree at the prestigious National Taiwan University in Tapei. She went on to earn her MBA at Duke University in North Carolina.

Hsu brings a passionate approach to her work, she said

"I've got the best job in the company," Hsu said. "Talking to customers about the car they love is incredibly rewarding and motivating, inspiring us to create more vehicles that will excite them."

The 2013 Taurus, of course, debuted to rave reviews during media days at the New York Auto Show last week.

# **AIDS Partnership Director Appreciates Big Three**

by Gerald Scott Editor U.S. Auto Scene

Barbara Murray, executive director of the AIDS Partnership Michigan office in Detroit, was on the phone the other day talking about the retrenchments that non-profits such as hers have suffered since the 2008-09 economic downturn.

Not only have foundations and corporations cut back on their charitable grants, but live attendance at pay-as-yougo fund-raising events has waned somewhat, too.

AIDS-PM is hosting Summer Solstice III, a jazz and wine fund-raiser on Saturday, June 11, at the Michigan Design Center in Troy. 'We typically get between

200 - 300 people, this is our keystone fund-raising event," Murray said. 'We certainly get GM peo-

ple and Ford people at this one. . . .but everybody's invited to stop by and help us out. It's a fun event and supports a good cause, of course. This is our 'big dog' (fund-raiser) for the year.'

She added that a number of Big Three executives have hosted various fund-raisers, such as walk-a-thons, and that GM and Ford design and engineering staffs typically turn

out for their fancier soirees like the upcoming event at the Michigan Design Center.

Big Three support is the host site, the Michigan Design Center itself.

Everyone is welcome to visit Michigan Design Center. Located at 1700 Stutz Dr. in Troy, they invite the public to explore their 30-plus showrooms and discover over 1,000 of the most exclusive names in finer home furnish-

Big Three designers frequently visit there to absorb ideas and trends from the facility's home displays and then those trends are occasionally applied to automotive, particularly car interiors, including fabrics, styles, colors, patterns, etc.

Should you wish to purchase products from any showroom, the sales staff within each showroom is hap-

py to assist you. Michigan Design Center is not a retail center and each showroom at MDC sets its own operating policies. Due to the special-order nature of many products, some showrooms may suggest you purchase through a design professional and many have designers on staff to assist you.

MDC also has designers avail-

able, on-site each day, to sup-

port your purchase as the need arises.

Meanwhile, Solstice III is One of the reasons for the hosted by Baker and runs from 6:30 to 10 p.m. and features summer chic attire. Entertainment is by Ben Sharkey, there will be wine, a strolling dinner, dancing and an auction. Tickets are \$95 per person, all proceeds benefit the charity. Visit aidspartnership.org for more details on tickets and event informa-

Murray points out that as the state's leading AIDS organization, AIDS Partnership Michigan has been dedicated to preventing the spread of HIV for 27 years.

"We offer a range of services statewide and in Detroit, from testing to counseling to answering questions on our hotline," Murray said.

Located on E. Jefferson Ave. a few blocks from GM's RenCen headquarters downtown Detroit, Murray says that AIDS-PM is on the front lines of fighting a disease that has killed 25 million people and infected 33 million others since it first emerged back in 1981.

Generally speaking, AIDS went from being a proverbial 'death sentence" back in the 1980s to a manageable disease and condition by the mid-1990s, when those socalled "AIDS cocktail" drugs first appeared on the scene to offer a measure of relief to a disease that is still formidable in its impact.

### Ford Car Colors **Change with** Location in U.S.

CONTINUED FROM PAGE 1

most drivers in Norway, Portugal, Germany and Russia. And, besides Ireland, Romania, Finland, Poland and Sweden chose silver more times than not.

"Red used to be, far and away, the most popular color," said Vince Show, marketing and product strategy manager for Ford of Europe. "White is in the ascendancy now. Dark grays, blacks and blues are popular, as they are in men's or women's clothing.'

"It's important to get the right color into the market at the right time," Swek said. "Too early, and it won't have registered on customers' radar. Too late, and the popularity of a particular color may have already reached its peak."

These findings are from Ford's annual look at U.S. car buying preferences, as well as an international color study by Du Pont.

### Eaton and Lear Executives Join **Auto Group's Board of Directors** Southfield-based AIAG, a said J. Scot Sharland, execu-

not-for-profit, member-supported organization that works with a wide range of manufacturing companies and service providers to help them operate at peak performance, announced the appointment of Stuart Harrison, vice president, Eaton Corp., and Jeff Spicuzzi, director, Lear Corp., to its board of di-

AIAG is a unique not-forprofit organization where, for more than 25 years, OEMs, suppliers, service providers, government entities and individuals in academia have worked collaboratively to drive down costs and complexity from the supply chain via global standards development and harmonized business practices.

"Supply chain and IT management are crucial components of any company's financial success, and are equally important parts of our mission to improve industry processes and practices,"

tive director of AIAG. "Stuart and Jeff bring a wealth of knowledge to the AIAG board, and will provide expert industry experience. Their leadership will be utilized as AIAG provides solutions that companies rely upon to continuously improve processes and efficiencies."

Harrison currently serves as Eaton's vice president, supply chain management, vehicle group, with responsibility for global supply chain management functions. Spicuzzi, meanwhile, cur-

rently serves as Lear's director, global information technology, and is responsible for development of the company's global IT strategy, IT relationship management and IT organization plans world-

graduate of Central Michigan University, Spicuzzi earned a bachelor's degree in health and human services, and currently resides in Macomb Township.