

Ford's Cischke 'Drives' Auto Safety

DEARBORN – Sue Cischke knows safety and it reflects in her job as the chief safety officer for Ford Motor Company.

Cischke has been group vice president, Sustainability, Environment and Safety Engineering since 2008. She has served as Ford's top environmental and safety officer since January 2001.

Cischke is responsible for establishing Ford Motor Company's long-range sustainability strategy and environmental policy.

That strategy, Ford's Blueprint for Sustainability, sets the path for technology implementation across Ford's global product lineup to achieve a 30 percent reduction in CO2 emissions by 2020. Cischke serves as Ford's chief liaison with global organizations seeking solutions to the challenges of sustainability, environmental stewardship and energy independence.

In addition, Cischke is responsible for influencing future environmental and safety regulations and assuring that Ford Motor Company meets or exceeds all safety and environmental regulations worldwide.

She is also responsible for establishing Ford's long-term safety strategy, promoting aggressive standardization of product technology features delivering real-world safety benefits.

As Ford's chief safety officer, she leads the Driving Skills for Life program, a partnership between Ford Motor Company and the Governors Highway Safety Association (GHSA) that teaches safe driving techniques to teens.

Prior to joining Ford, Cischke was senior vice president



Ford Group Vice President Sue Cischke at the earlier 2011 Washington Auto Show.

of Regulatory Affairs and Passenger Car Operations at DaimlerChrysler. She began her career at Chrysler Corporation in 1976 and held various engineering positions until 1994 when she was named general manager of Scientific Labs and Proving Grounds. In 1996, she was named vice president of Vehicle Certification, Compliance and Safety Affairs.

Cischke is a council member of the World Economic Forum. She is also a member of the University of Michigan College of Engineering Advisory Council and serves on the Executive Committee for both the Ford-MIT Alliance and the Ford-University of Michigan Innovation Alliance. She serves on the board of the Ford Motor Company Fund and as the executive sponsor of the Professional Women's Network at Ford.

In 2008, the Automotive Hall of Fame honored Cischke with its Distinguished Service Cit

ation. In 1997, Cischke received the Horace H. Rackham Award for outstanding humanitarian achievements from the Engineering Society of Detroit, the first woman in the society's 102-year history to win the award. She has been named one of Automotive News' 100 Leading Women three times and was chosen as one of Crain's Detroit Business' Most Influential Women.

Her community commitments include serving as a director on the Inforum Center for Leadership board, as well as a trustee on the boards of the Henry Ford Health System Foundation and Detroit Science Center.

Cischke holds a bachelor's degree in engineering from Oakland University in Rochester, Mich. She earned a master's degree in mechanical engineering from the University of Michigan-Dearborn, an advanced degree in management from the

Rackham Graduate School at the University of Michigan, and attended the Tuck Executive Program at Dartmouth College.

Cischke holds a bachelor's degree in engineering from Oakland University in Rochester. She earned a master's degree in mechanical engineering from the University of Michigan-Dearborn.

Cischke's community commitments include serving as a director on the Inforum Center for Leadership board, as well as a trustee on the boards of the Henry Ford Health System Foundation and Detroit Science Center.

Cischke represents Ford Motor Co. on a variety of fronts, including at the Washington Auto Show earlier this year, when the OEMs were invited to participate with Congress, media and other experts regarding the impact of safety, sustainability and the environment. She is a thought leader on this topic.

Ford Most Pleased with Its Re-do of 2013 Taurus

NEW YORK – Building on class-leading customer satisfaction and a legacy of technology and safety recognition, the new Ford Taurus brings sporty design cues to a more differentiated series lineup that offers even more dynamic driving characteristics.

"Our vision for the next Taurus was to make our Blue Oval signature sedan even more of a flagship," said Gordon Platto, Taurus chief designer. "We aimed to increase design differentiation between series models while making Taurus a sportier package across the board."

Platto and the Taurus design team widened the grille and lower front fascia opening to give the car a more muscular, athletic stance. Beyond the grille and front fascia, the new Taurus features a new hood, new headlamps, taller rear fenders, a new decklid and dramatic taillamps with LED illumination.

A decklid-mounted spoiler is available on SEL and Limited models and standard on the line-topping Taurus SHO. The base road wheel has been upped to a 17-inch painted aluminum finish. Across series, an 18-inch wheel is offered along with three 19-inch and two 20-inch alternative choices.

"Taurus and Taurus SHO customers told us they wanted more differentiation between models," said Platto. "Starting with SHO, we've added a mesh grille in contrasting black with harmonizing sideview mirrors, specific wheels and unique side fender vents. It's an aggressive while still subtle look, in keeping with the understated ethos of the model."

Inside the next Taurus, driver-focused elements and a fresh interior color – Dune – add elegance and sportier character. Each Taurus series model features unique fabrics and trims with new appliques on the instrument panel, door trim and center console.

"The sportier new Taurus design is backed up by significantly enhanced chassis dynamics," said Mark Lecrone, vehicle dynamics supervisor. "Larger, more aggressive wheel and tire packages, revised spring and damper rates, across-the-board electric power-assisted steering (EPAS) with a hard-mounted steering rack and quicker steering ratio combine to make the car more fun and responsive for the enthusiast. At the same time, the enhanced Taurus dynamics package makes it a confidence builder for less-experienced drivers."

Enthusiast drivers will appreciate the addition of torque



All-new 2013 Ford Taurus.

vectoring control, a dynamic innovation usually found only in high-ticket sports cars.

When cornering, torque vectoring control uses very slight braking forces applied to the inside front wheel to help Taurus accelerate through a corner. Imperceptible to the driver, this minute braking action helps stabilize the car, allowing for more torque to reach the tarmac. Making the car feel lighter and more responsive, torque vectoring provides an effect similar to a limited-slip differential. Torque vectoring control is standard on the new Taurus.

The new Taurus adds curve control, a unique Ford braking control innovation aimed at slowing the vehicle, if it senses that a driver inadvertently enters a curve too quickly. With application of four-wheel smart braking, the vehicle can reduce speed swiftly.

Entering a curve, on- or off-ramp too quickly is a situation found to contribute to more than 50,000 crashes each year in the U.S.

Curve control is effective on wet or dry pavement. When the vehicle enters a curve too fast, the system responds by rapidly reducing torque and increasing brake pressure to help keep the vehicle under control.

Based on Ford's exclusive AdvanceTrac®, curve control uses sensors to measure roll rate, yaw rate, lateral acceleration, wheel speed and steering wheel angle, running calculations based on those inputs 100 times every second. Curve control – a Taurus class-exclusive feature – is standard on all Taurus models.

Taurus brakes have been enhanced with a larger master cylinder, revised booster tuning for improved brake feel and upgraded friction material for additional resistance to fade.

"While Taurus dynamics have been elevated across the entire range, we offer an uncompromised package for the serious enthusiast," said Lecrone. "The Taurus SHO Performance Package features a

special sport-tuned suspension with specific dampers and springs, combined with recalibrated EPAS and a true off setting to disengage the electronic stability control. Performance summer-compound tires provide the ultimate in sport-sedan handling and responsiveness."

"Our team is committed to continuously improving the Taurus, and in developing the new car we've continued to benchmark up-class competitors such as Audi A6," said Chris Atkinson, exterior craftsmanship leader. "Our surface gaps and panel margins are among the best."

Inside the next Taurus, craftsmanship has been elevated with increased soft-touch materials, cloth-wrapped pillars and cloth-wrapped padding on the center console walls.

All new Taurus models feature new Ford switchgear for a uniform, linear feel and re-

sponse.

The glove compartment and console storage space are now flock-lined to deliver a higher level of fit and finish. In the trunk, the scuff cover is now spring-loaded and wire covering has been added to make the cargo space easier to use and more pleasing to the eye.

Craftsmanship included making the new Taurus even quieter. An insulator was added behind the instrument panel to further minimize powertrain noise, while additional baffles were added to the body structure for sound deadening. Wheel-well liners were added to minimize intrusive road noise.

Building on its Top Safety Pick and five-star crash rating legacy of safety leadership, Taurus adds smarter airbags that tether and vent, precisely tailoring airbag deployment to each vehicle occupant.

Taurus continues to employ the Trinity crash structure, so named for the three elements that help protect Taurus occupants in frontal crash situations.

The initial element is an ultra-high-strength boron steel beam to absorb impact. Crash forces are then transferred to boron "shotgun rails" that diagonally transmit impact forces to the rigid roof panel. Finally, the decoupling engine cradle is designed to drop from the subframe under impact to help prevent the powertrain from encroaching on the passenger cabin.

Fed-Mogul CEO Earns Prestigious New Award

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many of the University's strategic initiatives," said Stephen Spinelli Jr., president, Philadelphia University.

"We're pleased to acknowledge his accomplishments with the 2011 Leader of Innovation Medal.

Federal-Mogul Corporation is a leading global supplier of powertrain and safety solutions to the world's foremost original equipment manufacturers of automotive, commercial, aerospace, marine, rail and off-road vehicles; industrial, agricultural and power generation equipment; as well as the worldwide aftermarket.

Federal-Mogul's leading technology and innovation, lean manufacturing expertise, and global distribution network deliver world-class products, brands and services at a competitive cost. The company's sustainable global profitable

growth strategy creates value for its employees, customers and shareholders. Federal-Mogul was founded in Detroit in 1899.

The supplier company is headquartered in Southfield, and employs approximately 45,000 people in 35 countries around the globe.



Jose Maria Alapont

Ford Plant in Germany Builds Its 1M Fiesta Car

COLOGNE, Germany – Ford employees last week celebrated the production of the one millionth current Fiesta – just 33 months after the first car rolled off the line.

This production milestone coincides with two further anniversaries: 35 years ago this month, the first generation of the Ford Fiesta was introduced to the German market. And 80 years ago, on May 4, 1931, the very first vehicle rolled off the assembly line in Cologne – a Ford Model A.

Since Ford first began production of the Fiesta, more than six million have been produced.

Today, Fiestas built in Cologne are exported to 71 countries. Key markets include Great Britain, France, Turkey and Russia, but the Fiesta is also sold to more remote markets including Mozambique, Morocco, Brunei and even Tahiti.

The current Fiesta has been manufactured in Cologne since 2008 and, since 2009, also rolls off the assembly line in Valencia, Spain. Ford also produces the Fiesta in China (Nanjing), Thailand (Rayong) and Mexico (Cuautitlán), where the Fiesta is manufactured for customers in the US and Canada.

Since the current Ford Fiesta went on sale in October 2008, more than 1,350,000 units have been sold globally. In the first quarter of 2011, JATO records show that 102,859 Ford Fiestas were sold in Europe, making it the top-selling small car and second best-selling car overall for March and the first quarter 2011 in Europe.

"We are pleased with the Fiesta's continued success, not only because it's our highest volume model in Europe, but also because it's now being produced and sold around the world to great acclaim," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe.

Thanks to its excellent efficiency, the Fiesta-producing plant in Cologne ranks highest of 52 evaluated automotive production sites in Europe. In 2006 the factory was presented with the "Automotive Lean Production Award 2006", a highly sought-after international commendation.

The plant was also honored for its leading role in the automotive industry by

"Agamus Consult" under the leadership of Otto Wolff von Amerongen, former Honorary President of the German Board of Trade "DIHK," after comparing the progressive production processes in Cologne with automotive factories throughout Europe.

Ford's Cologne facility is the production centre for both the Ford Fiesta and the Ford Fusion, with an average output of 1,770 cars per day. The Cologne plant's annual capacity is 400,000 cars and 17,300 employees from more than 50 countries make this output possible, with 4,200 employees working in each of the three production shifts.

The construction time for a Ford Fiesta model currently stands at only thirteen hours – a five hour reduction compared with a decade ago – thanks to ongoing improvements and investment at the plant.

A total of 100 million Euro was invested in the Cologne site in 2010 alone.

Explorer Sales Up 138 Percent

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In April, total sales were 189,778, up 16 percent. Retail sales were up 10 percent and fleet sales were up 31 percent (commercial was up 33 percent, government grew 10 percent, and daily rental increased 39 percent).

Year-to-date, total sales were 686,498, up 16 percent. Retail sales were up 17 percent and fleet sales were up 14 percent (commercial was up 33 percent, government grew 11 percent, and daily rental increased 2 percent).

Continuing a trend seen in the first quarter, the largest increase in retail sales for the Ford brand was in California, where the new Fiesta, Focus and Explorer are helping Ford to attract new customers. In April, Ford brand retail sales were up 34 percent in California and up 37 percent year-to-date.

"Customers are rewarding us for delivering the vehicles people truly want and value – with the technologies they want and fuel economy they need," Czubay said. "This is good news for our customers, Ford dealers and our business."

Ford, Green Festival Do Community Work in U.S.

DEARBORN – Ford and the Green Festival have teamed up to find and fund the most innovative projects to improve the environment in five U.S. cities.

The Community Green Grant program challenges organizations and individuals to propose impactful ideas that would improve the environment in their local communities prior to the start of a local Green Festival. Attendees at the Green Festival in each city will vote to select the project proposal that will receive the \$5,000 Community Green Grant.

"Being an environmentally responsible company is a key part of the Ford corporate identity," said John Viera, Ford director of Sustainability & Vehicle Environmental Matters. "By working with the Green Festival, we are able to extend this sustainable thinking beyond Ford and do something tangible and permanent to improve the local community following each event."

Before each event opening, a panel from Green Festival and Ford will select a group of Community Green Grant finalists from among the proposals submitted. During the Green Festival, the finalists' project proposals will be presented in the Ford Pavilion, with the winner of the Community Green Grant chosen by a vote of festival attendees.

"We're so pleased to be partnering with Ford to bring the Community Green Grant program to all of the Green Festival cities," said Greg Roberts, Green Festival producer. "I am confident we will receive some very creative project proposals from the

many people and organizations who participate in the events."

Attendees will vote on the grant finalists throughout the two-day event. The votes will be tallied on-site and the winning project proposal will be announced on the final afternoon of the Green Festival.

"The Green Festival is a great fit for Ford because it's a way to connect with the most passionate and environmentally concerned consumers," said Viera. "We can share our sustainability strategy and have a two-way dialogue about how we can work together to improve the environment."

As a corporate innovator partner, Ford will have a presence at each of the Green Festivals that includes a display at the Ford Pavilion, test drives of hybrids and electrified vehicles, and a presentation by a Ford executive speaker who will discuss the company's sustainability and green vehicle strategy.

The first \$5,000 Community Green Grant will be awarded during the Chicago Green Festival, May 14-15. Later in 2011, the Green Festival and Community Green Grant will travel to Seattle, New York, Los Angeles and San Francisco.

Experts have said that of all the OEMs in North America, Ford has done the best job to position itself as the "greenest" of domestic automakers through initiatives like this one, as well as earlier efforts to "green" the Dearborn Truck Plant at the Rouge complex when that massive manufacturing plant was being renovated earlier this decade. Ford drives its many green initiatives on a variety of commercial fronts.