

## Dandelions the Next Sustainable Material in Ford Vehicles?

DEARBORN – When homeowners see dandelions sprouting, they start thinking of ways to get rid of the weed, but researchers at Ford and The Ohio State University see a plant that can serve as a new sustainable resource for rubber.

“We’re always looking for new sustainable materials to use in our vehicles that have a smaller carbon footprint to produce and can be grown locally,” said Angela Harris, Ford research engineer.

“Synthetic rubber is not a sustainable resource, so we want to minimize its use in our vehicles when possible. Dandelions have the potential to serve as a great natural alternative to synthetic rubber in our products.”

Not all dandelions are created equal, meaning not all can be used as a sustainable resource for rubber. The suitable species for this project is

the Russian dandelion, *Taraxacum kok-saghyz* (TKS), which is being grown at The Ohio State University’s Ohio Agricultural Research and Development Center (OARDC).

A milky-white substance that seeps from the roots of this species of dandelion is used to produce the rubber.

“Managing weed problems is essential to developing TKS as a commercially viable domestic source of natural rubber in the U.S.,” said Bill Ravlin, associate director of OARDC.

Ford could potentially use the substance as a plastics modifier, to help improve the impact strength of plastics. The material might then be used in places such as cupholders, floor mats and interior trim.

“It’s strange to see weeds being grown in perfectly manicured rows in a greenhouse, but these dandelions could be



**A Ford researcher says that the Dearborn automaker is looking at dandelions as a natural replacement for synthetic rubber currently used in auto production.**

the next sustainable material in our vehicles,” said Harris.

Before the dandelion-derived

rubber can be put to use, Ford researchers will assess the initial quality of the material to

evaluate how it will perform in a variety of plastics that are used in vehicles and to ensure it meets durability standards.

Besides the dandelion, the team also is looking into the use of guayule (a Southwestern U.S. shrub) as a natural rubber, which is provided by OARDC and can also be grown domestically.

Ford’s “Reduce, reuse and recycle” commitment is part of the company’s broader global sustainability strategy to reduce its environmental footprint while at the same time accelerating the development of advanced, fuel-efficient vehicle technologies around the

world.

Over the past several years, Ford has concentrated on increasing the use of nonmetal recycled and bio-based materials whenever possible, provided these materials are environmentally favorable in the specific application.

Examples include soy foam seat cushions, wheat straw-filled plastic, recycled resins for underbody systems, recycled yarns on seat covers and natural-fiber plastic for interior components.

Ford has long been recognized across the auto industry as an innovator in applying unique materials to its cars.

## 2012 Focus a ‘Trendsetter’ – Fairlane’s Julie Turla

by Gerald Scott  
Editor  
U.S. Auto Scene

All of the Metro Detroit Ford Dealers participated in the Premiere event to kick off the launch of the 2012 Focus on May 12 and none was more pleased than the sales staff at Fairlane Ford in Dearborn.

Julie Turla, president of the dealership on Michigan Avenue, hosted a 9 a.m. to 9 p.m. party with much of the showroom traffic arriving later in the afternoon, after 5 p.m.

Especially with retail gas prices hovering around \$4 nationally, Turla sees the 2012 Focus as the right car at the right time for her customers.

“The 2012 Focus is as innovative as it is affordable,” she said. “With technology such as Sync and MyFordTouch and Auto Park Assist, this vehicle has something for everyone from 18 to 80.”

Turla spoke in front of a 5-door hatchback Focus on display just outside the dealership’s front door.

That particular Focus had a sticker revealing a \$18,065 base

price and a \$20,850 out the door price.

Best of all, the 5-door hatchback bragged that it got 38/28 mpg on its mileage ratings, definitely a sales factor in today’s high gas price market.

“With a choice between a

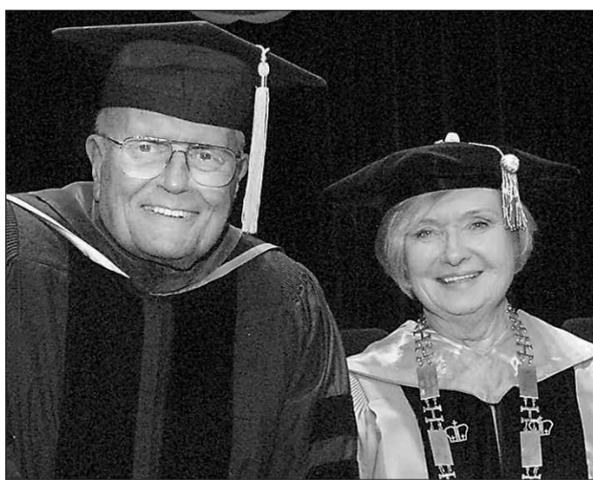
sedan and a hatchback, the Focus is both versatile and stylish,” Turla said. “Totally redesigned for 2012, the Focus is a trendsetter for the Ford brand.”

Indeed, much is riding on the success of the 2012 Focus in

the domestic market – the vehicle is built locally in Wayne and Ford marketers are counting on it to be a sales leader for their dealerships nationwide.

Turla, for one, likes the profile

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**During HFCC Commencement Saturday, May 7, the College bestowed upon U.S. House of Representatives John D. Dingell the HFCC Distinguished Service Award, which recognizes those who have made significant contributions toward excellence in education. With Dingell is HFCC President Dr. Gail Mee.**

## HFCC Graduation Honors U.S. Rep. John Dingell

DEARBORN – The Henry Ford Community College (HFCC) 2011 Commencement Ceremony took place Saturday, May 7, under sunny skies at the Ford Community and Performing Arts Center. HFCC held two exercises: a 10 a.m. ceremony for Nursing graduates and a 1:30 p.m. ceremony for all other graduates.

Thousands of family and friends gathered at the Center to watch more than 800 students receive associate’s degrees.

During the ceremony, HFCC honored U.S. Congressman John D. Dingell with the Distinguished Service Award, which recognizes those who have made significant contributions toward excellence in education, outstanding civic accomplishments and for their unwavering support of Henry Ford Community College.

The day was even more special for Congressman Dingell – his granddaughter, Gabriella,

also graduated from HFCC on Saturday.

During her introduction, Dr. Gail Mee, president of HFCC, said that Congressman Dingell “is an important example of a true American and hometown son who loves his country.”

With more than 55 years of service to Michigan’s 15th Congressional District, Representative Dingell is the longest-serving representative in the House.

His work includes fighting for the working families that keep America’s economy going, including making health care more affordable and accessible and protecting our nation’s natural heritage. Over the last five decades, Dingell has authored numerous renowned laws protecting our health and our environment.

HFCC also honored Alumnus Bruce Potts, who received the HFCC Alumni Service

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## Ford F-150 Pickup Earns IIHS Honors

DEARBORN – America’s best-selling pickup truck just received an important third-party safety endorsement.

The 2011 Ford F-150 SuperCrew has been named an IIHS Top Safety Pick for models built after February 2011. Ford now has 11 vehicles on the road that have earned Top Safety Pick ratings

Ford F-150 features a number of safety and stability systems including Safety Canopy side curtain airbags, AdvanceTrac with RSC (Roll Stability Control™), SOS Post Crash Alert System and trailer sway control

The Ford 3.5-liter EcoBoost V6 engine represented 35 percent of 2011 F-150 pickup truck sales in April; incoming F-150 EcoBoost orders tracking at more than 40 percent reflect strong consumer demand

The 2011 Ford F-150 SuperCrew is building on Ford’s safety leadership by earning a

Top Safety Pick rating from the Insurance Institute for Highway Safety (IIHS) for models built after February 2011.

Ford now has 11 vehicles on the road in the U.S. that have earned Top Safety Picks, which adds to its leading number of top U.S. safety rat-

adult 18 and older that we get to test-drive a vehicle, we obtain \$20 (from the dealer),” ings. To earn a Top Safety Pick, a vehicle must receive a rating of “good” in offset frontal-, side- and rear-impact tests and the new roof

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2011 Ford F-150

## Edsel Ford High School Benefits from Ride-n-Drive

by Gerald Scott  
Editor  
U.S. Auto Scene

Thanks to a great assist from a local car dealership, the Edsel Ford High School benefits greatly.

Village Ford helped organize a “Drive One 4 UR School” Ride and Drive at the Edsel Ford High School parking on May 10 – a day when there was a big track meet against rival Dearborn High and plenty of parents from both schools were on hand and available to test-drive cars.

Martin Micallef, Jr., 46, and a master modeler and clay sculptor with Ford Design, is also an EFHS parent and booster and he explained how the event worked to benefit the high school.

“Village Ford and Ford Motor Co. bring in all the Ford products, except for a few different vehicles, and for every



PHOTO: GERALD SCOTT

**Ford master modeler Marty Micallef, Jr., right, and Edsel Ford High School athletic director Robert Picano together at the Ride and Drive hosted by Village Ford to raise money for the EFHS booster fund.**

Micallef said.

“And if they test-drive a (new 2012) Focus, we get another \$10 on top of that.”

“So in terms of all the proceeds, me being the athletic boosters president here at Edsel Ford High School, all the proceeds go to our athletes.

“We use that money for various avenues as far as training equipment, uniforms, trophies, plaques, all of our sporting banquets, etc.”

“With the economic times

we have, the district just doesn’t have enough money to spread out for all three (Dearborn public) high schools for athletic (endeavors).”

This is the second such Ride and Drive at the high school used as a fund-raiser. Micallef’s wife, Mary, is a Class of 1983 graduate of EFHS, his son graduated last year, he has a daughter who’s a junior and then there are two younger Micallefs who will eventually pass through

Edsel Ford as well.

“Two years ago, we did so well, we made over \$14,000 – and we hope to do as well tonight if not more,” Micallef said.

“So, it’s a good event for the school, for Ford Motor Co. and for our athletes.”

Micallef, by the way, is a clay sculptor at the Ford Design Center.

“Just about everything that’s

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## Ford Engages Minority Purchasing

DEARBORN – Ford Motor Co. announced last week that it exceeded its supplier diversity sourcing goals by purchasing \$4.1 billion in goods and services from its tier-one minority- and women-owned business enterprises in 2010.

The increase from \$2.7 billion in 2009 reflects higher vehicle production volumes, expanded sourcing to existing suppliers and the addition of several new minority- and women-owned businesses.

In addition, Ford’s tier-one suppliers spent \$1.29 billion with tier-two minority- and women-owned businesses in 2010, an increase from \$1.02 billion in 2009.

“Ford Motor Company takes very seriously its commitment

to developing and growing a diverse supply base,” said Tony Brown, group vice president, Global Purchasing.

“These companies offer a wealth of innovation, and if we are to remain competitive, it is imperative that we connect with the best of the best. Not only does this strengthen our supply network, it creates jobs and economic growth for the communities that we serve.”

The \$4.1 billion spent in 2010 surpasses Ford’s annual goal of sourcing more than 10 percent of its U.S. production and non-production business with diverse suppliers.

Ford’s Supplier Diversity Development program represents a commitment to providing a broad range of supplier oppor-

tunities and resources.

Ford says it understands the value of ensuring that its suppliers represent all segments of the business community, and mirror those communities in which it does business. Ford’s Supplier Diversity Development Office works with business leaders, trade associations and community-based organizations that represent the interests of diverse businesses to empower communities through economic development.

“Our suppliers are of paramount importance to our success as a company and in serving our diverse customer base,” said Carla-Traci Preston,

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