



PHOTO: GERALD SCOTT

Ford experts explained to auto writers how a future “wireless health care” program might work inside a vehicle at the Research & Innovation Center in Dearborn last week.

## Ford Is Studying ‘Wireless Health Care’

by Gerald Scott  
Editor  
U.S. Auto Scene

Several social, health care and automotive trends converged just like that at the Ford Innovation and Research Center in Dearborn last week.

One trend is that pollen.com generates upwards of 350 million hits.

Another is that personal health care issues, such as diabetes, are being managed and monitored from cell phones and handheld devices such as smart glucose monitors.

A third is that the Ford SYNC communications platform is

proving to be surprisingly flexible for the Dearborn automaker.

Add those trends together and you have the reason behind Ford’s big press briefer last week under the umbrella of a “Health and Wellness Connectivity Forum.”

It seems that your Ford SYNC system may soon be telling drivers that the pollen count is 6 on a scale of 12 today, or that SYNC noticed your next insulin pill to manage your diabetes should be taken around 2 p.m.

Ford says that as more and more Americans take a more proactive role in managing their health and well-being, Ford re-

searchers, in turn, are taking a lead role in developing a series of health and wellness in-car connectivity solutions designed to empower people with “self-help information” as they drive.

“Ford SYNC is well known in the industry and with consumers as a successful in-car infotainment system, but we want to broaden the paradigm, transforming SYNC into a tool that can help improve people’s lives as well as the driving experience,” said Paul Mascarenas, chief technology officer (CTO) and vice president, Ford Research and Innovation.

A variety of automotive and health care officials were on hand at the forum to discuss and debate the merits of what is now being called “wireless health care.”

Besides Mascarenas, representing Ford was K. Venkatesh Prasad, group and senior technical leader, Vehicle Design and

Infotronics, as well as Gary Trumolo, manager, Vehicle Design and Infotronics.

Other experts from UCLA, Medtronic, WellDoc and SDI Health were also on hand to lend their support.

This is all only in the research phase, mind you, but if Ford’s press conference last week is any indication, there’s also plenty of enthusiasm for the concept of wireless health care.

By leveraging Ford SYNC and its ability to connect devices via Bluetooth, access cloud-based Internet services and control smartphone apps, Ford said it is already taking charge in this automotive whitespace area, developing industry-first, voice-controlled in-car connections to an array of health aids from glucose monitoring devices, diabetes management

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## 2012 Focus Is Main Course at SAE Dinner

by Gerald Scott  
Editor  
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They ate it up.

The team behind the 2012 Ford Focus got to take some well-deserved bows at the SAE Detroit Section banquet on the car’s behalf last week.

Held at the Ford Conference & Event Center in Dearborn, the SAE dinner drew a large crowd of Big Three and Ford engineers, who came to hear the “inside story” of how Ford perfected the veteran nameplate in its new iteration.

No less than Paul Mascarenas, chief technical officer and vice president, Ford Research & Innovation, did the honors to kick off the proceedings.

“On behalf of the Global Ford Team, I’m really happy tonight to be able to introduce the new Ford Focus,” Mascarenas said.

“This is really the most dramatic change since Focus was

first introduced back in 1999.

“The technology that you’ll see tonight, that’s built into the 2012 Ford Focus, really represents the very best of Ford’s engineering capability with better safety, better quality, improved fuel economy – and also reduced environmental impact.”

That’s quite an introduction and quite an executive endorsement for the car, which seems to be on center stage in the auto industry here in its “launch month.”

All Metro Detroit Ford dealers, for example, hosted big coming-out parties for the public to kick the tires on the 2012 Focus May 12, followed by the SAE dinner in Dearborn shortly thereafter.

“For me personally, it’s also a very exciting time to be serving as chief technical officer at Ford – which is a new role for me since I was last with you all (at SAE),” Mascarenas continued.

“Because there are so many



PHOTO: GERALD SCOTT

The 2012 Ford Focus was the center of attention at last week’s SAE Detroit Section meeting at Ford’s Conference & Event Center.

great innovations that are about to come our way. As we launch this exciting new car, we’re also celebrating the 60th anniversary of the Ford

Scientific Research Labs.

“That’s 60 years of innovation and technologies that

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## Auto Steel Gathers for 10th Annual ‘Great Designs’

by Gerald Scott  
Editor  
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In one of the biggest auto industry trade shows of the year in metro Detroit, hundreds gathered at the Great Designs in Steel 10th annual seminar at the Laurel Manor in Livonia last week.

Hundreds attended, papers were presented, frames and chassis were on display and even John McElroy gave the keynote talk about the state of the global auto industry.

Otherwise, the big announcement coming out of the event was that The Steel Market Development Institute (SMDI), in collaboration with WorldAutoSteel, announced the results of a three-year program to develop fully engineered, steel-intensive designs for electrified vehicles that reduce greenhouse gas emissions over their entire life cycle.

The FutureSteelVehicle (FSV) program features steel body structure designs that reduce mass by more than 35 percent over a benchmark vehicle and reduce total life cycle emissions by nearly 70 percent.

Auto Steel worries that the

industry might perceive steel as a “heavy” component and the FSV program is the answer on behalf of participating steel companies.

This is accomplished, SMDI said, while meeting a broad list of global crash and durability requirements, enabling 5-star safety ratings and avoiding high-cost penalties for mass reduction.

The FSV program developed optimized advanced high-strength steel (AHSS) body structures for four proposed 2015 to 2020 model-year vehicles: battery electric (BEV) and plug-in hybrid electric (PHEV-20) for A-/B-Class vehicles; and plug-in hybrid electric (PHEV-40) and fuel cell (FCV) for C-/D-Class vehicles.

“FutureSteelVehicle taps into the best attributes of steel, including design flexibility, strength and formability, low manufacturing emissions and comparative low cost,” Jody Shaw, chairman, FSV program and director of technical marketing and product research at United States Steel Corporation, said.

“Mass reduction of 35 percent sets a new milestone in lightweighting with steel and

places it at par with the mass performance of current aluminum production vehicles.”

The FSV program brings more advanced steel and steel technologies to its portfolio, including more than 20 new AHSS grades of materials expected to be commercially available in 2015 to 2020.

The FSV material portfolio includes dual phase (DP), transformation-induced plasticity (TRIP), twinning-induced plasticity (TWIP), complex phase (CP) and hot-formed steels, which reach into GigaPascal-strength levels and are the newest in steel performance offered by the global industry.

This flexible steel portfolio makes best use of the design optimization process that develops non-intuitive solutions for structural performance.

The resulting optimized shapes and component configurations often mimic Mother Nature’s own design efficiency, where structure and strength are placed exactly where they are needed for the intended function.

FSV’s steel grades are selected with the aid of full-vehicle analysis to determine the best grade and thickness for an

application and demonstrate steel’s ability to help increase the fuel efficiency of automobiles, reduce greenhouse gas emissions, improve safety and performance, as well as maintain affordability.

Consequently, the FSV concepts are very efficient and lightweight.

FSV’s BEV concept weighs 188 kg and reduces mass by more than 35 percent over a baseline internal combustion engine body structure adjusted for a battery electric powertrain and 2020 regulatory requirements.

“Achievement of such aggressive weight reduction accomplished with advanced steels and design optimization will set a new standard for vehicle design approaches for the future,” Ronald Krupitzer, vice president, automotive market for SMDI, said. “FSV reduces total vehicle emissions in anticipation of future regulations around the world.”



PHOTO: GERALD SCOTT

This Ford Explorer cutaway was on display at the 10th annual Great Designs steel industry event at the Laurel Manor in Livonia last week. Ford was well-represented at the trade show.

## Civil War Re-Enactors Coming to Visit Dearborn’s Greenfield Village Ground

DEARBORN Mich. – The public is invited to help commemorate the 150th anniversary of the American Civil War at Greenfield Village during Civil War Remembrance, May 28-30.

More than 600 re-enactors will re-create Union, Confederate and civilian encampments, perform military tactical demonstrations and offer dramatic presentations.

Admission to Greenfield Village is free with membership or \$22 adults, \$21 senior (62 and up) and \$16 youth (5-12). Children four and under are free. For more information, call 313-982-6001 or visit [www.thehenryford.org/CivilWarRemembrance](http://www.thehenryford.org/CivilWarRemembrance).

Civil War Remembrance in Greenfield Village is one of the most comprehensive Civil War programs in the nation.

Visitors can watch the smoke rise from the cannons from artillery demonstrations and listen to the rhythmic gallop of

horses from the Michigan Cavalry Brigade, as they charge across Walnut Grove.

They can also see Union and Confederate soldiers march to

the beat of the drum as they drill on the Village Green.

The Adams Home offers an

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## AutoPacific Gives Lincoln Top Honors

DEARBORN – Lincoln’s owner satisfaction credentials are again highlighted with the luxury carmaker voted “top brand” in the AutoPacific 2011 Vehicle Satisfaction Awards (VSA).

“Lincoln has come a long way,” said C.J. O’Donnell, Group Marketing manager for Lincoln. “We’re very proud to see Lincoln selected as the top premium brand in the 2011 AutoPacific Vehicle Satisfaction Awards on the basis of owner feedback. You’ll feel the difference the moment you get in a Lincoln.”

The Vehicle Satisfaction Award from AutoPacific is an industry benchmark for measuring how satisfied an owner is with his or her new vehicle. This study by the Southern California-based automotive

research firm summarizes the results from more than 68,000 new vehicle owners.

“Proof of satisfied customers is as good as gold,” says George Peterson, president

of AutoPacific. “We’ve found that more than one-third of new car buyers are positively influenced by objective

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2011 Lincoln MKZ Hybrid.



Civil War re-enactors will assemble at Greenfield Village during Memorial Day Weekend in Dearborn.