



Sales of the 2011 Ford Explorer helped account for Ford of Canada's robust May report.

Sales of Explorer Surge 121 Percent To Lead Ford of Canada's May Report

OAKVILLE, Ont. – Sales of fuel-efficient products helped to keep Ford Motor Company of Canada, Limited in the top spot for May and year-to-date.

In May, overall car sales were up 21 per cent with the all-new Focus leading the pack. Truck sales dropped 10 per cent, resulting in overall sales being down about 3 per cent in May compared to the same month last year.

"Our market share increased in May, despite a slight sales decline in an industry that is down four per cent, by staying focused on delivering vehicles offering fuel-efficiency, exciting design and real value," said David Mondragon, president and CEO, Ford of Canada.

For example, the just-launched 2012 Ford Focus recently joined a list of 11 other Ford vehicles that have previously earned the Top Safety Pick award from the Insurance Institute for Highway Safety (IIHS).

To earn a Top Safety Pick, a vehicle must receive a rating of "good" in offset frontal, side- and rear-impact tests and the roof strength evaluation, as well as offer electronic stability control.

"There has been lots of volatility in the Canadian market but we remain focused on delivering the freshest showroom in the industry with a balanced lineup of cars, trucks and CUVs that meet the demands of our cus-

tomers," said Mondragon.

The Canadian customer has different tastes than those in the U.S., Ford has said.

Highlights of Ford of Canada's sales month in May are as follows:

- Overall car sales increased 21%
- Ford Focus sales were up 13%
- Ford Transit Connect sales increased 114%
- Ford Explorer sales rose 121%
- Ford Expedition sales were up 20%
- Ford Navigator sales increased 19%
- Lincoln MKZ sales rose 23%

Ford of Canada is based in Oakville, Ontario.

Ford Develops 'Biofuel' School Bus

ATLANTA – The Ford Motor Company Fund and the Georgia Institute of Technology are partnering on the nation's first conversion of a traditional school bus to a hydraulic hybrid vehicle that runs on recycled biofuel. Atlanta Public Schools (APS) donated the bus for the project.

Conducted by Georgia Tech, the project is financed by a \$50,000 Ford College Community Challenge Grant, one of five given annually for a student-led project that matches university resources with an urgent community need related to sustainability.

This project focuses on converting existing school buses into hydraulic hybrids, which could lower greenhouse emissions and reduce transportation costs for schools.

Michael Leamy, Georgia Tech assistant professor of mechanical engineering, and

his students have designed and developed the hydraulic hybrid system for the 16-passenger school bus, and its installation is nearly complete.

Students at Mary Lin Elementary School are painting "the Green Eco School Bus" green and organizing a drive to collect used cooking oil for processing into biodiesel, a renewable motor vehicle energy source.

"Together with Georgia Tech and Atlanta Public Schools, we are taking innovation from the classroom to the community," said Jim Vella, president, Ford Motor Company Fund and Community Services.

"This is a noteworthy example of the types of programs we are bringing to Atlanta as part of our new Operation Goodwill partnership with local Ford and Lincoln dealers with the goal of expanding our engagement with this

community."

This project includes a cost-benefit analysis of a large-scale conversion of a school bus fleet to hydraulic hybrid powertrains designed to recover lost braking energy.

Leamy said, "We expect our research will lead to cleaner, more efficient school buses that will help school districts like APS significantly reduce fuel costs and greenhouse gas emissions."

Atlanta Public School officials are using the project to educate the next generation about green energy. "Our students are eager to learn about new ways to care for the environment," said Brian Mitchell, principal, Mary Lin Elementary.

"The Green Eco School Bus turns a theoretical concept into a fun and exciting reality that stimulates their learning."

Auto Supplier Meritor Donates \$100K To Henry Ford Educational Incubator

MACKINAC ISLAND, Mich. – Chip McClure, chairman, CEO and president at Meritor, Inc., last week announced a \$100,000 contribution to The Henry Ford's Innovation Education Incubator (IEI) to launch a pilot program that brings digital education resources into classrooms and helps teachers meet Michigan and national education standards.

"Partnering with institutions such as The Henry Ford to support educational initiatives – especially those which emphasize science, technology, engineering and math – is a top priority for Meritor," said McClure.

"At minimum, 50 percent of

our global charitable contributions are dedicated to this area. We know effective learning not only inspires students to achieve their full potential but also sharpens the capabilities of employers such as Meritor as they compete on a global basis."

The IEI is a virtual education R&D program that generates ongoing, innovative teaching and learning practices and products.

The Henry Ford has developed prototype digital resources, including Educator Digikits, Innovation 101 and ExhibitBuilder, that can change how public, private and charter school educators fundamentally teach and how the current generation of students learn.

For example, the recently launched Innovation 101 curriculum incorporates inter-views of current-day innovators like Bill Gates, Dean Kamen, Steve Wozniak and others into innovative lesson plans that promote 21st century skills.

Meritor's pledge will result in an initial test of the resources that The Henry Ford created to help educators promote 21st century skills in their classrooms. The pilot will involve two phases of educator recruiting, training and evaluations over the course of the next year.

This will produce the data

and feedback needed to refine The Henry Ford's education products and process for widespread distribution and adoption in classrooms.

Educators from Michigan-based Henry Ford academies in Dearborn and Detroit, existing Henry Ford Teacher Fellows that represent a mix of public, private and charter schools in Michigan, and a few out-of-state educators will be the Innovation Education Adopters with the test pilot.

"By providing classrooms with cutting-edge digital resources, The Henry Ford and Meritor are becoming leaders for positive advancements in the American education system," said Patricia E. Mooradian, president of The Henry Ford.

"The tools that the IEI offers will help provide students with the critical thinking, communication, collaboration and creativity skills that are needed to be successful in college and today's ever-changing workplace."

Meritor, Inc. is a leading global supplier of drivetrain, mobility, braking and after-market solutions for commercial vehicle and industrial markets.

With more than a 100-year legacy of providing innovative products that offer superior performance, efficiency and reliability, the company serves numerous markets.

High-Performance Focus ST Undergoes Testing

COLOGNE, Germany – If a new Ford Focus with an eye-catching paint job, ground-hugging suspension, big wheels and tyres and a tell-tale central rear double exhaust passes you on the autobahn or freeway, chances are you have seen one of the development prototypes for the all-new high-performance Focus ST launching next year.

In Europe and North America, Ford's Team RS and SVT engineering teams are putting a fleet of around 60 pre-production prototypes through a punishing regime of testing and development to fine-tune the car's driving dynamics and performance.

The fresh prototypes are based on standard new Focus vehicles and, in some cases, prior-generation Focus ST models.

"The new Focus ST is eagerly awaited around the world, which is appropriate as this is our first global performance model," said Jost Capito, Ford's director of Global Performance Vehicles.

"It must live up to Ford's reputation for producing affordable yet exciting and sporty versions of its smaller cars that reward and delight enthusiast drivers, but can also be used every day.

"We've done all the engineering groundwork, and now we're using some of the most demanding roads we can find in Europe and North America to validate and fine tune the

performance and driving dynamics."

The new Focus ST will be powered by a high-performance version of Ford's new 2.0-litre EcoBoost engine, targeting an exhilarating 250 PS (246 hp), while still delivering significantly better fuel economy than the previous generation Focus ST sold in Europe.

"Fuel efficiency is a key leadership target for Ford Motor Company globally. We want to be class-leading even with a performance vehicle, so we're working on getting the best possible blend of high performance and fuel economy from the new ST," said Matthias Tonn, chief pro-

gram engineer, Global Performance Products, Ford of Europe.

Recently, the development team completed demanding cold weather testing in northern Europe, as well as exacting tests and exercises to refine steering performance.

"We're sweating all the details – fine-tuning, testing, and fine tuning again many of the small but critical details to make sure it is worthy of the ST badge," Tonn said. "We will build upon and improve the ride, steering and handling strengths that defined the current European Focus ST."

With the new Focus ST, a key focal point for the Ford

development team is to deliver an even more engaging driver experience, from its highly tuned Electric Power Assist Steering (EPAS) system to unique, driver-orientated seats.

"The seats and seating position were very good in the previous Focus ST, but the new model is sleeker and the driver will sit lower. The new seats which will provide even more support," Tonn said.

The all-new Focus ST is Ford's first global performance car, conceived under the One Ford strategy. It brings the ST performance badge to North American and Asian customers for the first time.



In Europe and North America, Ford's Team RS and SVT engineering teams are putting Focus ST prototypes through a punishing testing regime to hone performance and driving dynamics.

Ford Honored by DOD for Support of Employees

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nominations. One nomination was submitted by Todd Brooks, an employee currently serving in the Navy Reserve. "Ford makes service to our country much easier. From senior leadership all they way down the ladder, they understand the necessity of the citizen soldier and the difficulties their loved ones face as a result of their commitment," said Brooks, an engineering supervisor, Body, Chassis & Steering Test Labs. "Ford really gets it. Truly it is One Team and for that we are ever so grateful."

The Freedom Award recognizes employers for the formal and informal initiatives they put in place for Guard and Reserve employees and their families. For example, Ford currently offers differential pay for its employees on active duty. In the U.S. there are approximately 700 Reservists and Guardsmen employed by the

company along with more than 7,000 veterans. Ford currently has nearly 30 employees actively serving in the military.

Ford Motor Company has a longstanding commitment to its veterans and military personnel. Ford's relationship with Disabled American Veterans (DAV) began in 1922 when Henry Ford organized a cross-country caravan of 50 Model T's to take disabled veterans to their convention in San Francisco. Since 1974, Ford Motor Company and the Ford Motor Company Fund have provided over \$6 million to veterans organizations.

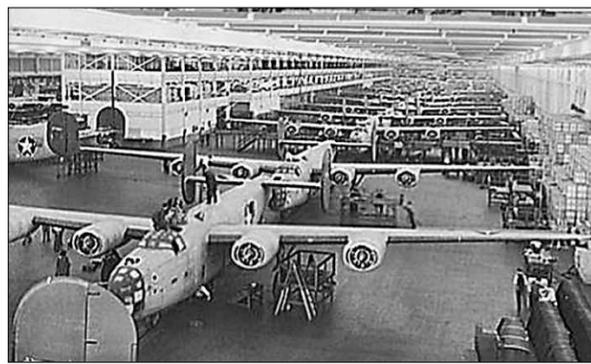
Since 1996, Ford Motor Company has donated 156 vehicles to DAV for their Transportation Network, totaling approximately \$4 million. Each year Ford sponsors the DAV's winter sports clinic, and has supported the DAV's youth scholarship volunteer program since 2000. In 2006 the Ford Fund made a \$500,000 contri-

bution toward the American Veterans Disabled for Life Memorial. Ford Motor Company also helps all veterans through vehicle donations, scholarships and special vehicle purchase programs.

The Ford Veterans Network Group (VETNG), one of Ford's corporately supported Employee Resource Groups, spon-

sors activities throughout the year in support of its veterans, military personnel and their families.

"The Veterans Network Group is committed to serving and supporting all members of the U.S. Armed Forces," said Dan Duderstadt, lead security supervisor, and president of the Veterans Network Group.



The Ford Willow Run Bomber Plant's B-24 Liberator assembly line during World War II.

Ann Arbor SPARK Posts Its 2010 Business Totals

ANN ARBOR – Business developer SPARK's efforts yielded measureable results in 2010, organizers said.

In collaboration with state and regional partners, Ann Arbor SPARK helped 29 businesses to expand in the region and it attracted 13 entirely new companies as well.

These efforts resulted in \$151 million in new investment commitments and the creation of over 1,400 new jobs.

More than 250 companies in the region worked with Ann Arbor SPARK's business retention team, who helped them address risk factors and identify growth opportunities.

"A regional collaboration between the private, public and academic sectors, Ann Arbor SPARK is achieving sustainable growth for Ann Arbor and Washtenaw County," said Paul Krutko, president and CEO of the entity.

"Over the past five years,

the region benefitted from Ann Arbor SPARK's efforts to attract and grow business across all sectors, creating and diverse and growing economy. The economic progress and success of the region is directly, positively impacted by the efforts of Ann Arbor SPARK working with our open source partners," he added.

SPARK has dedicated resources and continues to focus on job creation, retention and attraction throughout the region as follows:

- 1,425 new jobs committed through employers;
 - 1,300 jobs posted on Ann Arbor SPARK's talent portal, by 400 companies seeking fresh talent;
 - Over 4,000 job seekers assisted with employment searches;
 - New talent initiative such as the MichAgain program.
- SPARK also has a Business Accelerator providing consulting to start-ups.

Ford Makes Investment In Robotic Plant Lasers

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of other plant technologies – using machines to detect air leakage from cabin, NVH (noise, vibration and harshness) chambers and Coordinate Measuring Machines (CMM).

The new strategy uses the entire range of tools in addition to the vision-guided robot cells and laser inspection to ensure leading vehicle quietness.

A continuing string of upbeat third-party quality reports has Ford pushing its way to the front of the pack. According to

the Consumer Reports 2010 Annual Car Reliability Survey, 90 percent of Ford vehicles, including Lincoln models, are Recommended Buys.

Ford also has the highest initial quality among all non-premium brands and is ranked No. 5 in the 2010 J.D. Power and Associates Initial Quality Study.

Ford's customer satisfaction score is 82 percent, among the highest around, and tied only with Volkswagen and Audi, all according to the most recent RDA Global Quality Research Study.