



PHOTO: CHRISTINE SNYDER

Ford announced its C-MAX hybrid and C-MAX Energi - a plug-in hybrid - models that will go into production next year at the automaker's Michigan Assembly Plant.

Ford Intros 2 New C-MAX Electrified Cars

by Christine Snyder
Staff Reporter
Tech Center News

Ford Motor Company is tripling its electrified vehicle lineup production, which will bring with it 220 new Michigan jobs and an extended-range plug-in hybrid that will compete toe-to-toe with GM's Chevrolet Volt.

Jim Farley, Ford's group vice president of marketing, sales and service, announced at Ford's Van Dyke Transmis-

sion plant June 9 the ramp-up of its electrified vehicles and introduced two vehicles that will be new to the North American market this year, the C-MAX Hybrid and the C-MAX Energi. Both models are five-passenger vehicles.

Ford launched both C-MAX models in Europe in 2010 and has sold more than 100,000 of them.

"We've seen a huge growth in appetite for green vehicles, especially in our last quarter," said Farley at the press con-

ference. "The number of people who indicated fuel economy is the number one reason for buying a new car now is beginning to rise."

Today, Ford sells approximately 35,000 electrified vehicles a year, led by the Fusion and Escape Hybrids, a mid-size sedan and SUV, respectively.

Ford's Transit Connect Electric is on sale now and its Focus Electric will hit showrooms this year. Another next generation hybrid will follow the C-MAX vehicles after their launch in 2012.

Both C-MAX vehicles will be built at Ford's Michigan Assembly Plant in Wayne along-

side the 2012 Ford Focus and Focus Electric.

"This will be the first plant in the world to produce gasoline-powered vehicles, full-electric vehicles, hybrid and plug-in hybrid on the same line," said Farley.

Sherif Marakby, Ford's director of electrification programs and engineering, also announced Ford's decision to design and assemble its battery technology in-house.

Marakby said there will 170 "green" jobs added between Van Dyke Transmission and Ford's Rawsonville plant and 50 additional engineering jobs in

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Escape Hybrid Tops CR's List of Small SUV Fuel Savers

YONKERS, N.Y. – With high pump prices, *Consumer Reports* says that the most effective way to cut your gasoline use is to buy a more fuel-efficient car.

CR named the best cars for fuel economy of those recently tested by the magazine in its own real-world fuel-economy tests.

CR listed the Ford Escape Hybrid, at 26 mpg, as the Best Small SUV.

"Hybrid and diesel vehicles provide better fuel economy than conventional cars, but they usually cost more to buy, and as gas prices rise, the payback time gets shorter," said David Champion, senior director of *Consumer Reports* Auto Test Center in East Haddam, Conn.

"All-wheel drive usually reduces gas mileage by about 2 mpg while a manual transmission can improve fuel economy by 1 to 2 mpg."

The article also features a list of the best used cars for fuel economy.

To be recommended, the

"Best" models met *Consumer Reports*' stringent requirements for test performance, reliability, and safety.

So, not only do they provide excellent fuel economy for their class, but they're solid overall choices.

The full list of vehicles is available in the magazine's July issue on sale June 7.

The article also lists some of the best ways to save gas.

Before you leave:

Check your tires. Underinflated tires require more energy to roll along, which eats up more fuel. Make sure your tires' air pressure is set to the automaker's recommended level (see the owner's manual, not the maximum pressure printed on the tires' side).

Get the right rental. If you plan on renting a car, try to reserve one with good gas mileage. For about the same rate, for example, you could get a 26-mpg Nissan Altima instead of a 20-mpg Chevrolet Impala. Or you could get a 32-mpg Toyota Corolla instead of a 24-mpg Chevy Cobalt.

On the road:
Watch your speed. The faster you drive on the highway, the worse your gas mileage will be. CR's tested Toyota Camry dropped 5 mpg when testers increased cruising speed from 55 mpg to 65. Driving at 75 mph cut it by an additional 5 mpg.

Drive smoothly. Avoid hard acceleration and braking when possible. In the Camry, frequent bursts of acceleration and braking reduced fuel economy by 2 to 3 mpg.



2011 Ford Escape Hybrid

Don't be a drag. Don't add to your car's aerodynamic drag by carrying things on top of the roof if you don't have to. When CR's testers installed a large car-top carrier on the Camry, gas mileage dropped by a notable 6 mpg when driving at 65 mph.

Skip the gas-saving gadgets. After testing several devices that claimed to improve fuel efficiency, CR's testers have yet to find one that provides a significant difference in gas mileage or acceleration.

Explorer Sales Surge To Lead Ford of Canada

OAKVILLE, Ont. – Sales of 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.

Highlights of Ford of Canada's sales month in May are:
• Overall car sales increased 21%
• Ford Explorer sales rose 121%
• Ford Focus sales were up 13%
• Ford Transit Connect sales increased 114%
• Ford Expedition sales were up 20%
• Ford Navigator sales increased 19%
• Lincoln MKZ sales rose 23%.

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 with the same month last year.

"Our market share increased in May, despite a slight sales decline in an industry that is down four percent, 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

Students Flock to Dearborn for \$12M in Scholarships

DEARBORN – One hundred high school automotive technology students from across the country will tune up cars in hopes of tuning out the competition at the National Finals of the 62nd annual Ford/AAA Student Auto Skills competition, which takes place June 12-14 at Ford World Headquarters.

The students will be vying for a share of nearly \$12 million in scholarships and a job shadow experience with one of Roush Fenway Racing's NASCAR teams.

The competition, which is geared toward students looking to jumpstart their careers in the automotive industry, is

especially relevant for today's struggling economy, as car owners are putting more money into repair and maintenance as a way of avoiding the big-ticket purchase of a new car.

The U.S. Department of Labor reports that this trend, as well as advancements in automotive technology, means an increase in the demand for repair work and a rise in job opportunities for those automotive technicians who complete postsecondary education – something the Ford/AAA Student Auto Skills competition helps its competitors pursue by offering millions of dollars in scholarships.

The annual competition features the top high school automotive technology students from all 50 states, with each state represented by a team of two students joined by their

high school instructor.

At the National Finals, the students will have their automotive skills and knowledge put to the test with a written exam and a timed event in which they will race against the clock and each other to identify glitches and repair deliberately installed "bugs" in identical 2011 Ford F-150 XLT 4x4 trucks. The team with the best combined written and hands-on score will win the national championship.

In addition to the scholarships, the winning students will get the opportunity to spend a week job shadowing Roush Fenway Racing's NASCAR Nationwide Series No. 6 Ford team leading up to and during the Subway Jalapeno 250 on July 1 at Daytona International Speedway.

Students also will have the opportunity to interact at the

track with the car's driver and 2010 Nationwide Series Rookie of the Year Ricky Stenhouse, Jr., who is serving as the national spokesperson for the Ford/AAA Auto Skills program this year.

A pool of more than 10,000 automotive technology students started the journey to the National Finals by taking an online exam in March.

The 100 national finalists, who have spent countless hours preparing for the competition, reached the championship through a high score in the online exam and success at the hands-on competitions at their respective State Finals.

Though each team has proven it has the drive and automotive knowledge needed for success, the students come from a variety of backgrounds

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Two-man student teams will converge on Ford Motor Co. headquarters in Dearborn this week for the annual Ford/AAA Student Auto Skills competition, which develops young talent.

Azure Dynamics Signs Four-Year Deal With GSA Fleet for Transit Connects

OAK PARK – Azure Dynamics Corp., a world leader in the development and production of hybrid electric and electric components and powertrain systems for commercial vehicles, announced last week that the Transit Connect Electric, the result of a collaborative effort between Azure and Ford Motor Company, has received a GSA Contract Award.

The award allows U.S. government agencies, affiliated companies and military installations to purchase the innovative, efficient all-electric van.

The "Indefinite Delivery, Indefinite Quantity" (IDIQ) award is a four-year contract consisting of a base year ending Aug. 31, 2011, and three one-year options, exercisable by the government, that extend the contract through Aug. 31, 2014.

The GSA estimates the value of the contract over the four-year period at more than \$112 million.

The contract is administered through Brasada Ford Ltd. (d/b/a Northside Ford) in San Antonio, Texas.

"We are extremely pleased that the Transit Connect Electric has received the GSA Contract Award, which is the first

and most important step for government-related vehicle fleets to purchase this innovative EV van," said Scott Harrison, Azure Dynamics CEO.

"As fuel prices continue to rise to near-record levels, the federal government's leadership in advancing alternative powered vehicles like Transit Connect Electric, will be critical to helping the government meet its goal of one million EV vehicles on the road by 2015," said Harrison.

GSA is an important instrument in support of the Obama Administration's initiative, which states that all new cars and trucks purchased by the federal government starting in 2015 will be hybrids, electric vehicles or other alternative-fuel vehicles.

The government operates a fleet of more than 600,000 vehicles, purchasing approximately 60,000 to 70,000 new vehicles annually.

GSA clearly points out that its estimated \$112 million contract value over the four-year period is not an indication of future sales. GSA also says that the contract is not a guarantee of actual Transit Connect Electric sales.

This GSA award serves as a channel for potential future government orders.

Transit Connect Electric will be available through GSA beginning this month for immediate ordering.

Northside Ford will administer the sales and fulfillment activities associated with the GSA award.

Northside Ford has 18 years of history selling vehicles to the government.

"The government is aggressively supporting electric vehicles like the Transit Connect Electric," said Don Cote, Northside's government sales director.

"The Ford Transit Connect Electric, offering low operating costs and zero tailpipe emissions, is a versatile product that can serve a myriad of government fleet needs in urban, suburban or campus environments. It has great potential as a non-tactical van for work within the Armed Services."

A unique combination of car-like driving dynamics, substantial payload capacity and low operating costs are characteristics that make the Transit Connect Electric an ideal choice for federal agencies looking to support federal mandates calling for the reduction of petroleum usage and decreased greenhouse emissions.

2011 EyesOn Design Car Show Offers Day-Long Tour of Lingenfelter Autos

by Gerald Scott
Editor
U.S. Auto Scene

"Our whole enterprise depends on this one-car show."

So said Dr. Phillip Hessburg, founder and president, Detroit Institute of Ophthalmology, in a recent interview in the charity's offices on Jefferson Ave. in Grosse Pointe Shores.

He was referring, of course, to the 2011 EyesOn Design car show, held every Father's Day at the Edsel and Eleanor Ford House and scheduled for Sunday, June 19.

EyesOn Design is the annual fundraiser to benefit the DIO's myriad activities.

What has Hessburg excited is a weekend full of activities related to EyesOn Design including a Saturday tour of the Lingenfelter Collection in Brighton.

It seems that aftermarket auto supplier Ken Lingenfelter is weighing in this year to support EyesOn Design in a big way.

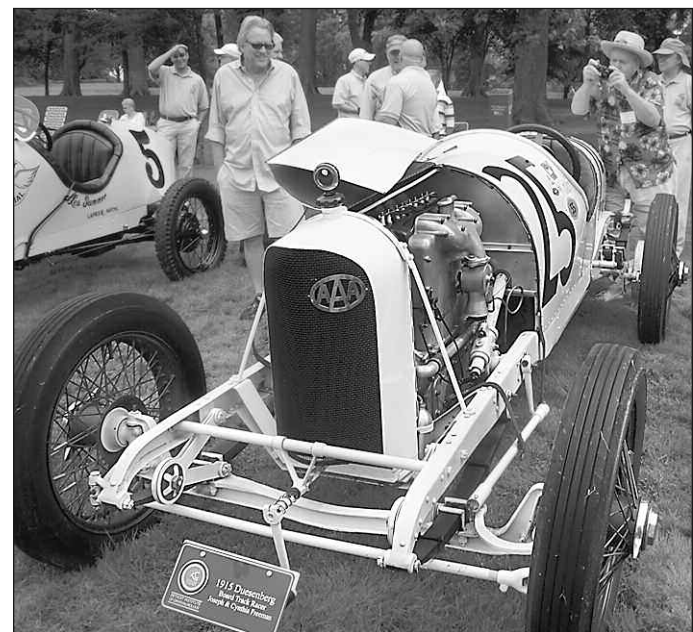
"Ken is really behind us full speed," Hessburg said. "He's

just a great, great guy and I'm very impressed – Ken understands the mission of the DIO and he wants to help. We now count Ken Lingenfelter as an important new friend of our

enterprise."

Here's a list of major activities related to EyesOn Design this year:

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The EyesOn Design car show returns to the Edsel & Eleanor Ford House on Father's Day, Sunday, June 19. An entire weekend of car activities is planned around the main event.