

21,015 Visitors Enthrallled with Quick Look at ‘Emancipation Proclamation’

CONTINUED FROM PAGE 1

war, it created a turning point in this country.”

Mooradian went out of her way to point out that, in and of itself, the Emancipation Proclamation was not some sort of magical free pass for all of those trapped by the institution of slavery, but it heralded a new era in which the principal cause of the Civil War would, indeed, be eventually overcome.

Many historians see the Civil War as the severe price America paid for the Original Sin of slavery, and the Emancipation Proclamation was part of the coalescing of greater public opinion as well as summoning the moral good that all men (and women), are indeed created equal, endowed by our creator with inalienable rights – and the institution of Slavery was in fact usurping those sup-

posedly inalienable rights. “The Emancipation Proclamation certainly did not solve the problems facing our nations at that time – it did not end the war, it did not end slavery, it did not offer freedom for every man,” Mooradian continued.

“However, it was a step toward change – an enormous step, (that) no one had taken before.

“This document marked the first time the U.S. government took a position toward Emancipation – it was the first declaration from the Federal government that all people have the right to be free.

“The Emancipation Proclamation offered by President Lincoln was the step that led to the adoption of the 13th Amendment which ended slavery, for good, for everyone, in 1865.

“Our viewing of this most precious piece of our American history marks the first time this national treasure has been in Michigan since 1948.

“The Henry Ford received this wonderful opportunity through the efforts of the National Archives and our posting of the National Archives’ traveling exhibition ‘Discovering the Civil War,’ a very moving, thought-provoking and content-rich display developed from the holdings of the National Archives.

“It is the most extensive display of Civil War records ever assembled and we brought it right here to the Henry Ford in Michigan.”

The Emancipation Proclamation took the Delta shuttle out of Metro Detroit immediately following the quick, 36-hour viewing in Dearborn.

The “Discovering Civil War” exhibit, however, runs all summer at The Henry Ford through Sept. 5.



PHOTO: GERALD SCOTT

Re-enactors portray a Civil War Union Army Colored Troop unit as part of the pageantry at Henry Ford Museum surrounding the visit of the actual Emancipation Proclamation document on loan from the National Archives.

Ford Says Vehicle Color Plays Role in Purchase

DEARBORN – Color is extremely important to consumers, playing a vital role in product purchases of all kinds.

“People form an emotional connection with color,” says Susan Swek, Ford Motor Company’s chief designer, Color and Materials. “They live with it; it surrounds them every day. So what Ford is doing is staying consistent with our leadership regarding our core colors and pushing the limits of technology to expand our specialty colors.”

That’s why the next generation of Ford vehicles will feature paint color shades that are deep, bold and even mysterious.

Expect to see more depth and range in the color options, says Swek – such as tinted metallics and neutrals and more complex tri-coats that offer increased shine and highlights.

“Consumers are going to see more complex colors that are raw and powerful with a lot of depth and special effects,” says Swek. “There isn’t just one trend coming on Ford vehicles of tomorrow. These trends are very diverse, and they’re definitely eye-catching.”

Today’s automobile designers are on the job 24/7 looking for inspiration, says Swek, and they find it all around them.

“Designers are inspired by whatever surrounds us and by whatever is personal to us,” she says. “We get ideas from nature, art, architecture, technology – everything. We look at social influences, trend services, what’s selling now and what’s sold in the past.”

The designers work together, often globally, on a timetable three years into the future.

“We don’t just pick a color and it winds up on a car,” Swek says. “We understand how important color is. I’ve talked to dealers who’ve told me that people have bought a car off the lot because of the color.”

Research backs that up: Up

to 40 percent of car buyers said they would walk out of a dealership if they could not buy a vehicle in the color they wanted.

There is a large group of customers who prefer the basics, plain and simple. Despite an array of bright, vibrant vehicle color offerings every year, most U.S. customers on the coasts and customers in most European countries prefer the classic core colors – white, black, silver and gray.

Silver is the most popular vehicle color around the globe. Customers in Japan, Mexico and India prefer white. Only one country in Europe has a top color other than white, black or silver: The Czech Republic chooses blue.

While Ford is always upgrading and modernizing the fundamentals, designers know there’s a specialty market for brilliant brights as well.

When the Ford Fiesta launched in the U.S. in 2010, luscious paint shades like Lime Squeeze and Bright Magenta were in high demand, showing that both the basics and the bright could co-exist.

“Color is a simple way to allow people to add a personal touch to their lives,” says Swek. “It’s something that speaks to them and expresses a little bit of their personality.”

This year, consumers have already seen sneak peeks of what’s to come. The 2013 Ford Taurus, revealed at the New York Auto Show in April, was shown in the striking new Ruby Red shade.

“It’s a bold color that takes red to a new level,” Swek says.

And as for the new Blue Candy Tinted Clearcoat that’s part of the upcoming Ford palette, Swek calls it a real head-turner.

“When I saw a Blue Candy Tinted Clearcoat Focus driving down the street for the first time, it actually stopped me in my tracks,” she says.

Paint suppliers such as DuPont also track customer car color trends.

Ford Fund Teams Up With Gleaners on Food

DETROIT – Forgotten Harvest and Gleaners Community Food Bank of Southeastern Michigan (Gleaners) are partnering with Ford Motor Company Fund, Charter One Foundation, and other corporate and community donors to provide 2 million meals to hungry southeast Michigan children this summer through their Hunger Free Summer campaign.

More than 300,000 children in southeast Michigan receive free or reduced-fee meals during the school year. In the summer months, they often go without.

During the ten-week Hunger Free Summer campaign, (through September 1) donations will be matched dollar-for-dollar up to \$50,000 by Ford Motor Company Fund and Community Services. Charter One, Enterprise Rent-A-Car, Hiller’s and The Young Foundation also will provide

funding. Additionally, Hiller’s and Hollywood Market(s) shoppers can add a Hunger Free Summer donation to their bill at checkout registers.

Gleaners and Forgotten Harvest will provide children with food through their Summer Lunch, Backpack, Daily Bread and mobile pantry programs.

Every \$1 donation provides eight nutritious lunches for hungry children in SE Michigan.

Now through September 1, donations can be made:

- Online at www.Hunger-FreeSummer.org
- Calling 888-332-7140
- Text “HFS” TO 85944 (a \$10 donation will be added to donor’s cell phone bill –message and data rates may apply.)
- Checks by Mail: Hunger Free Summer - P.O. Box 1380, Troy, MI 48099

Ford Begins Rolling Out Rear-Inflatable Seat Belts

CONTINUED FROM PAGE 1

(Blind Spot Information System) with cross-traffic alert

- 22 percent include adaptive cruise control with forward collision warning, active park assist and rain-sensing wipers

Advances in airbag inflation and seat belt construction methods have enabled Ford and its suppliers to develop inflatable seat belts that are designed to deploy over a vehicle occupant’s torso and shoulder in 40 milliseconds in the event of a crash.

In everyday use, the inflatable belts operate like conventional seat belts and are compatible with child safety seats.

In Ford’s research, more than 90 percent of those who tested the inflatable belts found them to be similar to or more comfortable than a conventional belt because they feel padded and softer.

That comfort factor could help improve the 61 percent rear belt usage in the U.S., which compares to 82 percent usage by front seat passengers, according to National Highway Traffic Safety Administration data.

In the event of a frontal or side crash, the inflated belt helps distribute crash force energy across five times more of the occupant’s torso than a traditional belt. That expands its range of protection and helps reduce the risk of injury by diffusing crash pressure over a larger area, while providing additional support to the head and neck.

After deployment, the belt remains inflated for several seconds before dispersing its air through the pores of the airbag.

“Ford’s rear inflatable seat belt technology will help to enhance safety for rear seat passengers of all ages, especially young children who are more vulnerable in crashes,” said Cischke.

“This is another unique family technology that builds on our safety leadership, including the most top U.S. safety ratings of any automaker ever.”

Vehicle safety sensors determine the severity of the collision in the blink of an eye and deploy the inflatable belt’s airbag. Each belt’s tubular airbag inflates with cold compressed gas, which flows through a specially designed buckle from a cylinder housed

below the seat.

The use of cold compressed gas instead of a heat-generating chemical reaction – which is typical of traditional airbag systems – means the inflated belts feel no warmer on the wearer’s body than the ambient temperature.

The inflatable belts also fill at a lower pressure and a slower rate than traditional airbags, because the device does not need to close a gap between the belt and the occupant. The inflatable belt’s accordion-folded bag breaks through the belt fabric as it fills with air, expanding sideways across the occupant’s body.

“It’s a very simple and logical system, but it required extensive trial and error and testing over several years to prove out the technology and ensure precise, reliable performance in a crash situation,” said Srin Sundararajan, safety technical leader for Ford Research and Innovation.

The inflatable seat belt continues Ford’s record of safety innovation and implementation in its wider product lineup. Ford also offers radar-enabled adaptive cruise control and collision warning with

brake support and BLIS with cross-traffic alert in mainstream vehicles.

These technologies – introduced in 2009 – assist drivers in avoiding potential dangerous crash situations using radar to detect the relative position of other vehicles and warn the driver with a combination of visual and audio alerts.

Ford’s other seat belt and airbag innovations include industry-first Belt-Minder in 2000, which the U.S. government credited with increasing front belt usage by 5 percent in Ford vehicles.

On the 2002 Ford Explorer, Ford launched the industry’s first rollover-activated side curtain airbags – called Safety Canopy – as well as roll stability control technology that goes a step beyond traditional stability control systems by helping to detect and prevent side-to-side skidding and other situations that could lead to rollovers.

Ford also introduced on the 2009 Ford F-150 and 2010 Ford Taurus some of the industry’s first pressure-based airbag technologies that help deploy side airbags up to 30 percent faster.

Ford Measures Customer Interest in Fuel Economy

DEARBORN – More than 40 percent of consumers view fuel economy as “extremely important” when considering a new vehicle purchase today, a new study finds.

What’s more, one third of consumers say fuel economy will have the “greatest impact” on their next vehicle purchase, and younger buyers place an even higher priority on miles per gallon.

“Customers are telling us clean and green vehicles matter most because they are good for people’s wallets and good for our planet,” said Mark Fields, Ford president of The Americas.

“We hear what they are saying, and that is why Ford is absolutely committed to giving our customers vehicles with top fuel efficiency.”

The annual New Vehicle Customer Study has been conducted since the 1970s by Maritz Research, reaching approximately 200,000 consumers a year. The latest study, conducted in the first quarter, shows:

- 42 percent of people surveyed say fuel economy is “extremely important” in their decision to purchase new 2011 models – a 13.5 percent increase versus 10 years ago
- 37 percent indicated they expect fuel economy will have the “greatest impact” on their next new vehicle purchase

Millennials place an even greater importance on fuel economy, with 46 percent saying fuel economy is “extremely important” in the new vehicle purchase decision – the greatest percentage among all age groups.

Also, 41 percent say fuel economy will be the top factor in their next vehicle purchase

In addition, while buyers of small vehicles are most likely to put fuel economy toward the top of their list of purchase considerations, fuel economy has jumped in im-

portance in nearly all vehicle segments since 2001, the survey finds. Specifically:

Fuel economy as a purchase reason for B-cars became the top consideration in 2011 (21 percent), up from fourth in 2001 (14 percent)

Fuel economy as a purchase reason for C-cars nearly tripled in importance from 2001 (7 percent) to 2011 (19 percent), going from fifth to first

After ranking 16th in 2001, fuel economy was listed in the top five most important purchase reasons for small utility vehicles in 2011.

Fuel economy was listed in the top 10 most important purchase reasons for sports car buyers for the first time in 2011.

Fuel economy as a top purchase reason for medium utility vehicles jumped 14 spots from 2001 to 2011

Fuel economy as a top purchase reason for C/D-cars ranked fifth in 2011 after ranking 12th in 2001

The Maritz Research survey results also track with Ford’s 2011 research and sales trends.

Consumer perceptions of Ford delivering “good gas mileage” grew 57 percent from late 2008 to the end of the first quarter of 2011, according to Ford’s latest brand health study.

Plus, Ford’s small vehicle sales have been hitting record levels in the U.S.

Ford’s two all-new small cars combined had sales of 29,423 in May, up 74 percent versus a year ago. It was Ford’s largest small car month since May 2008, with Fiesta sales at 7,120 and Focus sales at 22,303, up 32 percent versus a year ago.

“Since December, we have seen industry-wide small car purchases increase from 19 percent to 24 percent,” said George Pipas, Ford sales analyst. “It drives home the point

that consumers are looking at more fuel-efficient choices.”

That applies to larger vehicles, too. Eighty percent of customers buying Ford’s hot-selling Fusion midsize sedan in May chose the four-cylinder engine over the V6 – up from 50 percent when the vehicle debuted in 2006. Also in May, for the first time in decades more than 55 percent of Ford F150s sold were equipped with V6 rather than V8 engines.

Ford Motor Company has 12 vehicles leading their sales segments with best-in-class fuel economy and four models that deliver 40 mpg or more – a claim no other full-line automaker can match.

For some, the idea of more ethical consumption is driving the desire for higher-mpg vehicles.

“Consumers are taking a logical approach to making their lives better,” said Sheryl Connelly, manager of Ford Global Trends and Futuring. “Choosing a car that lessens their impact on the environment as well as their wallets can really create peace of mind.”

Additionally, Ford’s family of electrified vehicles – including the Ford Transit Connect Electric, Focus Electric as well as the C-MAX Hybrid and C-MAX Energi plug-in hybrid coming next year – offers plenty of choice for customers who want a vehicle that supports their ethical beliefs while also delivering quality, style and innovation.

Ford invested billions beginning in 2006 in researching and developing new fuel-efficient engines, transmissions and electrified vehicles, working to make fuel economy affordable for millions of people.

Today, Ford’s fuel economy standouts include:

Ford Fiesta: With the six-speed PowerShift automatic transmission, Fiesta is EPA-

certified at 40 mpg highway and 29 mpg city, and delivers class-leading fuel economy All-new Ford Focus: Delivers 40 mpg on the highway and 28 mpg in the city through its advanced six-speed automatic transmission.

All-new Ford Explorer V6: Fuel economy ratings are EPA-certified at 17 mpg city and 25 mpg highway, a 25 percent improvement over the previous V6 model.

Ford Mustang V6: Its high-revving 305-horsepower 3.7-liter V6 engine and six-speed automatic transmission deliver best-in-class highway fuel economy of 31 mpg; Mustang V6 is the first car in history to deliver the combination of 305 horsepower and more than 30 mpg.

In 2010, Ford launched nine new engines and six new six-speed transmissions, and the company is on track to deliver fuel-saving six-speed transmissions across all of Ford and Lincoln brand vehicles by the end of 2012.

Ford also is expanding its industry-leading range of fuel-efficient powertrains in North America with the addition of a new 1.0-liter EcoBoost three-cylinder – the smallest engine Ford has ever built – and an all-new eight-speed automatic transmission.

The curious thing about fuel economy, auto analysts say, particularly with U.S. consumers is that perhaps fuel economy is overstated as a purchase factor – similar to NIMBY, which is the Not In My Back Yard philosophy.

That is to say, car buyers might figure that you can purchase a 4-cylinder, gas sipper all to effectively subsidize the purchase of my gas hoggin SUV.

Ford’s study here says sentiment seems to be changing, particularly with 42 percent of people suggesting that fuel economy is a major factor in the purchase decision.