

# EPA and Automakers Agree on New Fuel Economy Standards for 2025

By The Associated Press

Ushering in the largest decrease in auto fuel consumption since the 1970s, President Barack Obama and

automobile manufacturers Friday announced a deal that will save drivers money at the pump and dramatically cut heat-trapping gases coming from tailpipes.

The agreement pledges to double overall fuel economy to 54.5 miles per gallon by 2025, bringing major under-the-hood changes for the nation's automobiles starting in model

year 2017. Cars and trucks on the road today average 27 miles per gallon.

For automobile manufacturers, particularly the Detroit Three, the

deal signals a turnaround from the days when they resisted boosting fuel economy targets, arguing that

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# Ford Fires Off Octane Academy to Reach Millennials

PHOTOS BY GERALD SCOTT

by Gerald Scott  
News Dept.

Perhaps no other carmaker extant is connecting with customers – particularly young customers – like Ford Motor Co. is doing right now.

The Dearborn automaker arguably has done the best job of any such major carmaker in the past five years connecting its products with the emerging driver market, which is roughly ages 20 to 35 or so.

The latest example of Ford connecting younger customers to its products came in an announcement and demonstration on its Test Track in Dearborn last week, when Ford launched a new entity described as the Ford Octane Academy.

As it happens, Ford is taking "action sports" to the extreme with the launch of Octane Academy, a new consumer-focused program aimed at a younger, more diverse generation of action sports and race enthusiasts.

The new Ford Octane Academy will unite ultimate fans with their favorite Ford action sports driver – Ken Block, Brian Deegan, Tanner Foust and Vaughn Gittin, Jr. – for the unique opportunity to get behind the wheel and experience the extreme excitement of performance driving.

As such, Ford gave local automotive media the chance to go for rides with Deegan and Gittin on the Ford test track last week in Dearborn, all to show the skill level that these young drivers have.

"Today's Millennial generation is extremely influential, so our job is finding new and inventive ways of communi-

cating and connecting with them, which includes building our presence in the multi-billion-dollar world of "extreme sports," said Jim Farley, Ford group vice president, Global Marketing, Sales and Service.

"With an all-star lineup of drivers and vehicles, Ford is bringing fans directly into the excitement of action sports in a way only Ford can with the first-ever dedicated consumer experience for this energetic and expressive audience."

Meanwhile, Ford is giving fans a chance at the ultimate extreme sports experience with its action sports heroes.

Through video submissions, fans tell their story of why they have what it takes to survive a weekend of on-and-off-road challenges, running with Octane Academy's founding members – drivers Block, Deegan, Foust and Gittin, Jr.

Casting will take place nationwide, calling all enthusiasts of action and adventure, and all levels of skill and ability. Four camps will be hosted over the course of the year, one by each founding member of Octane Academy.

In each camp, contestants will go head-to-head in a battery of creative challenges and daunting dares over one long weekend.

Ford's action sports drivers will then design their ultimate "playground," hosting their respective elite winners on their terms and their turf.

Each camp will give participants a crash course in how to fearlessly master the road while testing their attitudes, athleticism and audacity.

Participants will be pushed to the limit and their experiences shared with the world



Action sports driver Vaughn Gittin, Jr., puts a Ford Racing Mustang through its paces on the Ford test track in Dearborn last week as part of Ford's announcement of its new "Octane Academy" program, geared toward an emerging driver market.

through the Octane Academy series. Drivers who perform up to the standards of the pros will win prizes, and the overall winner of each camp will be awarded a one-of-a-kind vehicle created by Block, Foust, Deegan or Gittin, Jr.

The first such fantasy camp will kick off in November, hosted by Ford RallyCross and Off-Road truck racer Deegan.

"Getting the chance to create my own challenges for the hardcore competitors who want to take on the challenge of Ford Octane Academy is going to be crazy," said Deegan.

"I can't wait to bring the competitors to my spot, The Compound, to give them the ultimate Ford action sports adventure."

Ford says that Millennials in particular watch, attend and participate in these types of extreme sports, including action motorsports, more than any other athletic activity.

Ford is investing in action sports through programs such as X Games and Octane Academy to reach out to this younger generation.

"We know the Millennial generation is the next most influential generation beyond Baby Boomers, and with their interest in action sports, there is no better time for Ford to increase its presence in the world of extreme sports," said John Felice, general manager of Ford and Lincoln marketing.

"Octane Academy and Ford's action motorsports program were designed to bring the excitement and access of extreme sports to the heart of this new generation of enthusiasts, the Millennials."



Ford Communications Manager Marisa Bradley emerges triumphant from a wild ride in a Ford Racing Mustang driven by action driver Vaughn Gittin, Jr., on Dearborn's Ford test track.

## Ford, Dassault Work Together at UDM

by Gerald Scott  
News Dept.

Thanks to a unique collaboration between participating members, dozens of local high school teens are able to design autos and other industrial parts on the latest software available.

The University of Detroit Mercy, in partnership with the Georgia Institute of Technology (Atlanta), and with sponsorship support from the Ford Motor Co. Fund, and Dassault Systemes, are together part of the "Innovation Initiative: Dream It and Build It."

The first step of this initiative was the new Ford/UDM Innovation Camp, held at the UDM campus on McNichols in Detroit, where high schoolers gathered to learn how to use the latest design software.

"We are excited to be part of this partnership with some of the world's leaders in engineering and engineering education," said Dr. Leo Hanifin, UDM Dean of the College of Engineering and Science.

"The students in this camp will employ cutting-edge systems for design and engineering collaboration that are available at few universities and corporations in the world.

"It is our hope and expectation that they will become the engineering leaders in the future."

The "Innovation Initiative" creates a collaborative manufacturing environment enabled by Dassault Systemes' V6 platform and by other advanced technologies, such as rapid prototyping that allows students to "print" three-dimensional parts.

These systems allow teams comprised of high school stu-



PHOTO: GERALD SCOTT

At the University of Detroit Mercy last week were, from left, Ford's Robert TrecaPELLI, Dassault Systemes' Anne Asensio (formerly GM Design) and UDM Engineering Dean Leo Hanifin. Together they launched a Ford-sponsored summer engineering camp for high school students.

dents in both Michigan and Georgia to collaborate in real-world design and production processes involved in the creation of innovative vehicles and equipment.

Visiting the students last week were Robert TrecaPELLI, Director of Digital Innovation at Ford Motor Co. as well as Anne Asensio, a design executive at Dassault Systemes who earlier was an executive at GM Design.

Ford is the lead sponsor of the "Innovation Initiative" summer camp at UDM.

"The Innovation Initiative is designed to encourage more young people to consider careers in engineering and to introduce the exciting digital technology tools that are being used by industry across all sectors today," said Derrick Kuzak, group vice president, Global Product Development at Ford in Dearborn.

"We believe the Innovation Camp and other similar programs are essential to motivate and prepare America's youth for studies in engineering and help sustain the lead-

ership of our nation in innovation, product development and manufacturing."

Meanwhile, this initiative is a pilot for a much larger project with hopes to eventually involve 1,000 high schools from across the nation.

The goal is to engage students across clusters of schools to collaborate via social networking media through the V6 software platform and to jointly design and build systems of moderate complexity in response to various prize challenges offered in the camp.

Said Roy Smolky, academic sales operations for the Americas, based at Dassault's Auburn Hills office, "We are proud to contribute to this groundbreaking project, where students can communicate through the V6 single, web-enabled database to develop collaborative designs in real-time, mimicking the way an OEM might work with its extended enterprise of supplier partners."

Smolky taught classes during the summer camp.

## UAW Is Now in Interesting Bargaining Position Following U.S. Loans in 2009

By DEE-ANN DURBIN  
and TOM KRISHER  
AP Auto Writers

AUBURN HILLS (AP) – To help American carmakers stay in business, autoworkers grudgingly gave up pay raises and some benefits four years ago.

Now that General Motors, Ford and Chrysler are making money again, workers want compensation for their sacrifice. Just how much they get is the central question hanging over contract talks that start this week between Detroit and one of the nation's largest and most powerful unions.

The negotiations, the first since Chrysler and GM took government aid and emerged from bankruptcy, will set wages and benefits for 111,000 members of the Unit-

ed Auto Workers, including those at Ford, which avoided bankruptcy by taking out massive private loans. The UAW's four-year contracts with the Detroit Three expire on Sept. 14.

There's more at stake than pay. After the industry's brush with financial ruin in 2008 and 2009, both sides know how quickly Detroit's sales and profitability could vanish. Sales are on pace to reach nearly 13 million cars and trucks this year, better than the 10 million in 2009, but still below the 17 million peak in 2005. Americans are worried about buying cars when wages and the job market are weak. The workers and Detroit companies can't leave themselves vulnerable to rivals.

"Management's not the enemy at this point," says Jim

Graham, a longtime local union president in Lordstown, Ohio, where workers make the Chevrolet Cruze car. "The enemy is the competition."

Even so, the talks won't be easy. Chrysler, which is run by Italian automaker Fiat, wants to hold the line on wages and benefits, while GM and Ford want to cut labor costs even more. There's friction inside the union, too. Many workers are eager to get a share of company profits and restore pay raises and some benefits given up during the financial crisis.

"You want to get something back," says Hans Smith, a worker at GM's pickup plant in Flint, Mich., who knows they won't get back all the concessions.

That could create problems

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## Ford Reduces Environmental Footprint

by Christine Snyder  
Staff Reporter

Reducing petroleum, when it comes to automobiles, usually brings to mind fuel economy. While Ford Motor Co. has made great strides in its vehicles' fuel efficiency, there is another side of petroleum reduction it is also tackling.

"Just like powertrain's fuel economy is viewed as something we want to do for the environment . . . so are materials, especially plastics, petroleum-derived," said Debbie Mielewski, technical leader of plastic research at Ford.

Mielewski and her team have been researching and developing alternatives to petroleum-based plastics. Some are already being implemented.

Ford now has soy-based foam on every seatback and cushion of its North American vehicles. The Ford Escape al-

so uses it in its headliner and headrests.

About 75 percent of Ford's North American vehicles incorporate soy into the headrests as well.

Beyond soy, a material made from wheat straw is brand-new and was implemented in a bin for the Ford Flex last year.

Mielewski said the intent is to migrate it into other applications such as duct work, consoles and other interior parts.

"That particular material saves petroleum, is lighter in weight than a glass foam material and has a better life cycle analysis," said Mielewski. "So we can reduce our environmental footprint for the planet by utilizing these materials. We can also give farmers an alternative revenue stream."

Considering inexpensive wheat straw is used primarily

for animal bedding and its excess burned in fields, this is a benefit, said Mielewski.

"That's a very bad environmental story when you burn a fiber and emit CO<sub>2</sub>," said Mielewski. "If we can utilize these materials and get performance and durability just like traditional materials, why not make that improvement?"

Right now, more than 80 percent of the materials used

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The Ford Escape, which boasts its recyclable content, uses a soy-based foam in its headliner and cushions.