



Dr. Clifford Stanley, Undersecretary of Defense for Personnel and Readiness, left, and David McGinnis, acting Assistant Secretary of Defense for Reserve Affairs, right, present the 2011 Secretary of Defense Employer Support Freedom Award to Michael Edward Bannister, executive vice president of Ford Motor Co. and chairman and CEO of Ford Motor Credit, in Washington, D.C.

Ford Salutes Its Military Employees, Earns Award

DEARBORN – Ford Motor Co. last week received the 2011 Secretary of Defense Employer Support Freedom Award in recognition of the support it provides its National Guard and Reserve employees.

The Freedom Award is sponsored by the National Committee for Employer Support of the Guard and Reserve (ESGR).

It is the highest honor bestowed by the Department of Defense on America's employers who provide exceptional support to their employees.

Ford was one of 15 companies nationwide selected for

this award out of more than 4,000 nominations.

"Our military members and reservists are a source of inspiration," said Mike Bannister, Ford executive vice president, chairman and CEO of Ford Motor Credit Company, and executive champion of the Ford Veterans Network Group.

"These are fine men and women, and we are privileged to be able to provide some measure of support as their employer. We appreciate this recognition."

Ford received six nominations. One was submitted by Todd Brooks, a Ford engineer-

ing supervisor currently serving in the Navy Reserve.

"There is an incredible untold story of compassion, commitment and corporate leadership that Ford Motor Company has been quietly providing to the nation's veterans for years," he said.

"Ford makes service to our country much easier. From senior leadership all the 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."

Earlier last week, the Michigan Legislature passed resolutions honoring Ford's work on

behalf of its Guard and Reserve employees in conjunction with the Freedom Award ceremony.

Much of Ford's support goes beyond what is required by law, including the differential pay Ford provides its employees on active duty to ensure they don't take a pay cut when switching from their civilian salary to active duty.

In the U.S., Ford employs approximately 700 U.S. Reservists and Guardsmen, along with more than 7,000 U.S. veterans. Ford currently has nearly 30 U.S. employees

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Detroit Hosts DIAMTS Auto Trade Show

by Gerald Scott News Dept.

It's "East meets West" as the ambitious DIAMTS auto industrial trade show comes to town this week.

Scheduled for Oct. 3-8 at Cobo Center in Detroit, DIAMTS is the Detroit International Advanced Manufacturing Technology Show and West is represented by General Motors while from the East are suppliers and trade groups from both the People's Republic of China (PRC) and Taiwan.

Putting it all together is Ann Arbor businessman and pro-Detroit entrepreneur and businessman Eric Huang, who is serving as show chairman and CEO.

"DIAMTS: one show, three themes," said Huang.

"DIAMTS will focus on what Detroit needs most to help

stimulate the auto industry. The first theme is OEM auto parts, components, systems, and modules; the second is Electric Vehicles (EV) and EV technology; and the third theme is Advanced CNC machinery and production automation.

"Through DIAMTS, Detroit is looking to cooperate with international automotive companies to create a win-win situation for everybody."

Huang has an impressive schedule of speakers lined up, including Micky Bly and Kristin Zimmerman from GM, Dr. David Cole from CAR, John McElroy from Autoline Detroit, Robert Ficano from Wayne County, and former U.S. Transportation Secretary Norman Maneta.

DIAMTS organizers held a kickoff press briefing at Cobo Center last week and among the attendees was Charles

Pugh, president of the Detroit City Council.

Pugh stressed Detroit's role as both the proverbial Motor City and industrial hub.

"I want to thank (Huang) for choosing the Motor City," Pugh said. "If there's one thing we do well, it's that we make things."

"We are a center for global commerce. A lot of people may not know that Canada is America's largest trading partner and the Ambassador Bridge (between Detroit and Windsor) is the most lucrative trade-crossing in the world."

"So we need to capitalize on that, we need to think of ourselves as a global player. If we haven't already, that's certainly part of my vision for the city of Detroit – that we think of ourselves globally. Certain-

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GM Introduces Its Latest Auto Safety Technologies at Milford Demo Event

by Gerald Scott News Dept.

GM continues its methodical rollout of important auto safety innovations being developed at the Milford Proving Ground.

As such, GM rolled out two new auto safety innovations including the industry's first front center air bag, as well as a new camera-based collision alert system that will debut on the GMC Terrain.

General Motors said it will introduce the industry's first front center air bag, an inflatable restraint designed to help protect drivers and front passengers in far-side impact crashes where the affected occupant is on the opposite, non-struck side of the vehicle.

Meanwhile, the front center air bag will be introduced on the Buick Enclave, GMC Acadia, and Chevrolet Traverse midsize crossovers in the 2013 model year. This new safety feature will be standard on Acadia and Traverse with power seats and all Enclaves.



General Motors Advanced Restraint Systems Senior Staff Engineer Scott Thomas demonstrates the industry's first front center air bag, an inflatable restraint designed to help protect drivers and front passengers in side impact crashes.

The front center air bag deploys from the right side of the driver's seat and positions itself between the front row seats near the center of the vehicle.

This tethered, tubular air bag is designed to provide restraint during passenger-side

crashes when the driver is the only front occupant, and also acts as an energy absorbing cushion between driver and front passenger in both driver- and passenger-side crashes. The air bag also is

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Taylor Ford Dealer Boosts Cabrini HS To the Tune of \$9,000 for Focus Video

by Gerald Scott News Dept.

Ford's Tim Witt, Great Lakes Regional Marketing Manager, uttered the words that every high school principal sure longs to hear.

"On behalf of Ford Motor Co., I'd like to present you with a \$9,000 (check)," Witt said during a pep rally last Friday in the gymnasium of Cabrini High School, on Wick in the heart of Allen Park.

The Catholic school's principal, Rev. Joseph Mallia, said, "We are going to use the money to buy some new science equipment."

The check presentation locally was part of the larger Focus on Schools contest, which challenged high school students across the Great Lakes

sales region to create informative yet entertaining videos featuring the redesigned 2012 Ford Focus passenger car and its leading technologies.

Ten winners were named, led by Park Christian in Fargo, N.D., which earned a first-place check for \$10,000.

Cabrini finished second regionally, earning that \$9,000 reward.

The announcement came on Sept. 30 at the school, whose 500 students were fired up because last Friday night was the school's annual Homecoming Dance, followed on Saturday by the Homecoming football game against Cranbrook, which competes in the Catholic League.

Nearly 200 Great Lakes area Ford dealerships joined with the same number of local

schools to produce 160 student videos detailing the features of the 2012 Focus. Taylor Ford was Cabrini High School's associated Ford dealership for the program.

"This new program was an excellent opportunity to support local schools and allow kids to be creative in media arts while learning about our technologies and the new Focus," said Jim Farley, Ford vice president for Marketing, Sales and Service in a statement.

Great Lakes area Ford dealerships actually provided local high schools \$500 each to create their videos, for a total of \$100,000 invested in the Focus on Schools scholastic marketing program. Taylor Ford officials were on hand for the award at Cabrini.



The Full-Size LEGOLAND Florida Explorer, created from more than 380,000 LEGO bricks, debuts at Ford's Chicago Assembly Plant before going to its home in the New LEGOLAND Florida theme park.

Toy Explorer to Head for LEGOLAND

CHICAGO – A unique Ford Explorer that rolled off the line last week at Chicago Assembly Plant will feature the model's trademark craftsmanship – with one notable distinction.

This Ford Explorer is created from more than 380,000 LEGO bricks and marks the beginning of a long-term alliance between Ford and LEGOLAND Florida theme park.

The bright red LEGOLAND Florida edition Explorer, created by 22 designers, weighs 2,654 pounds and is supported by a 768-pound interior aluminum base.

Ford says the real, completely reinvented Ford Explorer blends style, capability and technology with class-leading fuel efficiency. It delivers an EPA-certified 28 mpg on the highway with an all-new EcoBoost engine.

After its debut at the his-

toric Chicago plant, which produces the Explorer, the LEGO vehicle will be loaded onto a trailer with transparent sides so motorists can see it as it makes its way to the new 150-acre LEGOLAND Florida theme park just outside Orlando.

There, it will be featured in front of one of the park's attractions, the Ford Driving School for children.

"Ford is excited to support the alliance between LEGOLAND Florida and the Southeast Ford dealers," said Tracy Magee, Ford Experiential Marketing manager.

"The LEGOLAND Florida Explorer and the Ford Driving School attraction are great opportunities to showcase our products and safety messages to families and visitors in a unique way."

LEGOLAND Florida, which opens Oct. 15, will cater to kids ages 2 to 12 with more

than 50 family-focused rides, shows and attractions and a historical botanical garden.

The park, which features exhibits using more than 50 million LEGO bricks, is divided into 10 themed entertainment zones for kids. It allows them to experience different adventures, including the empowering thrill of getting behind the wheel and learning to drive their own vehicle.

"We're less than a month from opening and the anticipation level is incredibly high," said LEGOLAND Florida General Manager Adrian Jones.

"This is the only park of its kind in the world built exclusively for kids ages 2 to 12, and it will be a total departure from anything families with young children have seen before. It's a completely immersive experience, engaging

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Dragstrip Operators, Past and Present, Talk About Legacy of Onondaga

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An interesting piece of state motorsports history is coming back to life as a group of drag racing enthusiasts led by Dan Pranshka is seeking to renovate the long-defunct Onondaga Dragway near Lansing. Dewey Ketner was the original owner.

Ketner, left, and Pranshka at the Onondaga Tavern.