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Similarities Between Ford and Boeing are Incredible – Mulally

by Gerald Scott
News Dept.

Whenever a new CEO comes to town to work at one of the Big Three automakers – and they're not from here – they always seem to get razzed about not being a "car guy."

But what's ironic about that is being a home-grown "car guy" doesn't always spell success in the marketplace.

Ford CEO Alan Mulally came to town as an airplane guy and not a car guy but both he and the Ford Motor Co. that he runs are doing just fine, thank you.

This was clear in a speech Mulally gave last Thursday

evening at the University of Detroit Mercy, which was partnering with the Dearborn automaker on "Ford Innovation Day" at the UDM McNichols campus in Detroit.

There, in his keynote talk, Mulally compared and contrasted the automotive and commercial aviation industries to his liking.

Perhaps we forget that Mulally was an engineer before he became a senior executive at both Boeing and Ford and that once an engineer, always an engineer, it sure seems.

"So, I get a call from Bill Ford. I'm very happy designing airplanes at Boeing – I had the honor to contribute to the

design of the 707, the 727, the 737, the 747, the 757, the 767, the triple-7, and the 787," Mulally recalled of his eventual departure from aviation in Seattle and into autos back in the 2006 timeframe.

"I had one more airplane that I wanted to help design and that was the replacement for the 737," Mulally added.

"Then Bill laid out a very compelling vision about where Ford was and where he wanted to take Ford. He not

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Attending the Ford Innovation Day function at the University of Detroit Mercy last week are, from left, UDM Engineering Dean Leo Hanifin, Ford CEO Alan Mulally, Ford Group VP Derrick Kuzak and UDM President Antoine Garibaldi. Both Mulally and Kuzak spoke at the well-attended event.

NAIAS Setting Up for a 'Really Big Show' in 2012

by Ken Brown
Special Writer

Already it's October, and that means the U.S. is heading into a new auto show season.

Around the nation, car and truck enthusiasts, prospective buyers, vehicle designers and engineers, auto industry executives – and, yes, even journalists – are starting to become anxious to see what will be revealed that is new and exciting (and that they don't know about already).

Although it is not the first on the U.S. auto show calendar, it's probably safe to anticipate that the greatest focus will be on the Detroit Auto Show – or, to give it its official title, the North American In-



Bill Perkins

ternational Auto Show (NAIAS).

And, because it is so directly

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EcoBoost Answers Fuel Economy Desires

by Gerald Scott
News Dept.

Ford's ever-expanding lineup of EcoBoost engines are filling the need for better fuel economy for the automaker's customers.

Or so said a lineup of Ford powertrain and engineering executives in a briefing at the Product Development Center in Dearborn last week, where they discussed the engine options consumers will have on the new generation of the popular Escape SUV, as well as the new C-MAX vehicles.

"Customers are prioritizing fuel economy above every other trait when they make most vehicle purchases," said Derrick Kuzak, group vice president, Global Product Development at Ford.

"Ford is meeting people's needs by offering a family of fuel-efficient vehicles – from hybrids to electrics to tradi-

tional gasoline-powered cars – packed with class-leading technology, giving customers both exciting and greener driving choices," he added.

Ford will be offering its relatively new EcoBoost engine lineup in the all-new Ford Escape debuting next month and an all-new C-MAX Hybrid that's already 25 percent more fuel-efficient than even today's Escape Hybrid.

The all-new Ford Escape, slated to debut at next month's Los Angeles Auto Show, features a powertrain lineup with three different fuel-efficient, four-cylinder engine options, including the new 1.6- and 2.0-liter EcoBoost engines, delivering class-leading fuel economy and performance, according to Ford.

"Expanding the availability of EcoBoost technology in the all-new Ford Escape will give customers a great range of

choices for the fuel efficiency and performance they want in a small SUV," said Joe Bakaj, vice president, Powertrain Engineering.

"This advanced technology in the new Escape delivers on

our commitment to provide class-leading fuel efficiency in every new Ford product."

Meanwhile, Ford's 1.6L EcoBoost engine, which uses tur-

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Greg Johnson, Ford's North America Powerpack manager, discusses Ford's further use of EcoBoost fuel-efficient engines across the automaker's car lineup last week in Dearborn.



Dearborn Edsel Ford High School senior Munassar Ali, seated, handles a driving simulator as Jack Peet from AAA instructs. Peet is holding a printed "text message" so that Ali is challenged to both drive the simulator and read the message, thus degrading his ability to "drive" the car.

Teens Get a Lesson on Problems Resulting from Driving Distracted

STORY AND PHOTOS
BY GERALD SCOTT

Edsel Ford High School students in Dearborn got an early jump on National Teen Driver Safety Week, scheduled for Oct. 16-22.

EFHS students were among the first in the nation to experience the S4SD program, which stands for Strive for a Safer Drive.

In fact, Michigan counties with the most teen crashes and serious injuries, including Wayne, Oakland and Macomb, are being invited to apply for this new teen-focused traffic safety initiative.

S4SD empowers teens to develop peer-to-peer traffic safety campaigns at their respective high schools and provides the opportunity for the schools to win a hands-on driving experience.

Participants in the new program include the Ford Motor Foundation, AAA Michigan and the Michigan Office of Highway Safety Planning. At the Edsel Ford High School event, the Dearborn Police Dept. also participated.

Michael Prince from the OHSP held up auto pioneer Edsel Ford himself as a good

example of an automotive innovator and traffic safety leader.

"Mr. Ford was a leader and an innovator in automotive transportation technology, so it's very appropriate that we're at Edsel Ford High School today to kick off this program – Edsel Ford High School being a leader in hosting this program," OHSP's Prince said.

"We're a state agency located in Lansing, we're the governor's highway safety office. Every state has a highway safety office – in Michigan we happen to be located in the Department of State Police but we're not troopers – we're an all-civilian division. Our job is to lead the state's efforts on promoting highway safety.

"We're very fortunate to have been invited with the Ford Motor Foundation and AAA Michigan on this project. I know I remember the day I received my driver's license – that card was kind of your ticket to freedom."

Prince said that teens were at risk for a number of factors including inexperience, enhanced risk-taking behavior and other road hazards.

"Teen drivers, like your-



A student tries to walk a straight line wearing beer goggles.

elves, have the highest crash risk of any age group, whether it's a simple fender-bender or a more serious incident that involves an injury or a fatality," Prince added.

"The University of Michigan Transportation Research

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Chevrolet Marks 100th Year

DETROIT – In celebration of its 100th birthday last Thursday, Chevrolet recognized the people who have made Chevrolet the successful global brand it is today.

The brand is offering dealer promotions in hometowns across the United States, starting in a feature-length documentary, and inviting fans to share their Chevrolet memories online.

The activities cap a year-long celebration of Chevrolet's Centennial that kicked off in January at the North American International Auto Show in Detroit and encompassed events in Chevrolet hometowns around the world.

"We understand Chevrolet is more than a brand – it belongs to everyone who owns, designs, builds, sells or loves Chevrolets," said Chris Perry, vice president, Chevrolet global marketing and strategy.

"The past 100 years wouldn't have been possible without millions of people who have each made Chevrolet a part of their life's journey."

To thank U.S. customers, Chevrolet dealers across the nation will sponsor open houses and a number of promotions through Nov. 7. Chevrolet customers can visit the Chevrolet website to learn more about centennial celebrations in their area.

The passion many feel for Chevrolet is the subject of a new Chevrolet Centennial documentary produced by award-winning filmmaker Roger Sherman.

"Chevy 100, An American Story" explores Chevrolet culture through owners, collectors, journalists and historians.

A Detroit premiere was held last Thursday at the Detroit Institute of Arts, and the film

will air nationally Nov. 21 at 8 p.m. on the Velocity Channel, then be available on DVD from chevymall.com.

A global brand, Chevrolet is also celebrating its centennial around the world.

For example, Chevrolet Europe is recognizing Louis Chevrolet's Swiss birthplace of La Chaux-de-Fonds by commissioning a public artwork on the Parc de l'Ouest.

In Korea, Chevrolet customers set a Guinness World Record by creating the world's largest car logo.

Chevrolet in August hosted a Chevrolet parade at the Woodward Dream Cruise, where more than 100 old and new Chevrolets – 50 of them Chevrolet Volts – cruised Woodward Avenue.

Chevy also served as presenting sponsor for the

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Ford's Historic, Newest Race Cars Share Space at SEMA Show in Vegas

LAS VEGAS – Ford Racing history comes full circle as iconic race cars from the past share the stage with Ford's newest motorsports vehicles in a special salute to 110 Years of Ford Racing at the 2011 Specialty Equipment Market Association (SEMA) show that started last week at the Las Vegas Convention Center.

Ford's racing legacy began in 1901 when Henry Ford entered and won his first and only race behind the wheel of a car he built named Sweepstakes.

That historic vehicle – on loan from The Henry Ford Museum – is on display at SEMA along with a host of other cars that celebrate milestone moments in Ford Racing history.

"Racing is in our blood. It is part of our DNA," said Jamie Allison, director, Ford Racing.

"Henry Ford used racing to help prove out his product and to attract attention, and we race today for the same



Jim Clark's 1965 Indy 500 race winner, the 38/1, is one of a series of historical Ford motorsports vehicles on display at SEMA in Las Vegas this year.

reasons – to prove out our products on the track, to draw attention to our products and to communicate the Ford story."

The car that started it all 110 years ago also shares the stage with Ford's latest entry into the motorsports arena, Focus ST-R, making its North American debut at SEMA.

The turnkey race car is Ford Racing's first truly global race car. It will be available to professionals, amateurs and

track-day enthusiasts to race in a variety of series starting in North America in 2012.

"People who buy a Focus ST-R will get a fully prepared race car that will only need communications equipment and the customer's decal to go racing," said Allison.

"We've already had significant interest in this vehicle from numerous established race teams."

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