

Ford Surveys Suppliers' Energy Use

Ford Motor Co. announced last week it has more than tripled the size of its program to understand and measure suppliers' carbon footprint.

Ford is surveying the energy use and carbon emissions of 128 global suppliers, accounting for nearly 60 percent of the company's \$65 billion in annual purchases.

The new group is an expansion of last year's survey population, which included 35 top suppliers. It includes companies that supply vehicle production parts and components, information technology and logistics services.

"Understanding the carbon footprint of our supply chain is a fundamental part of learning how to reduce the total environmental impact of our industry," said Tony Brown, group vice president, Ford Global Purchasing.

"By expanding our program to a cross-section of suppliers, we will significantly increase our understanding of suppliers' ability to manage their carbon impacts and further inform the creation of a broad-based carbon management system."

The suppliers in the 2010 request included companies that make commodities such as seats, steering systems, tires and metal components, which require more energy to produce and thus have a larger carbon footprint.

A key finding from the 2010 responses was variability in supplier readiness to measure and report greenhouse gas emissions. The responses received provided valuable insight into the risk manage-

ment opportunities for the broader automotive supply base.

From these results, 80 percent of respondents indicated that they track their carbon emissions, and 50 percent of those companies indicated that they externally report their emissions.

"The results clearly demonstrated that those high-impact suppliers that we had hoped were paying attention to greenhouse gas emissions, in fact were doing so," said Monique Oxender, global manager of Ford's supply chain sustainability.

"However, these results may not represent the broader global automotive supply base's readiness to track, report and proactively manage carbon emissions."

In addition to establishing a baseline for its own supply chain carbon footprint, Ford has led industry development of a guideline for estimating, collecting and reporting manufacturing facility-based greenhouse gas emissions data.

The company has helped to convene other automakers and Tier I suppliers at the Automotive Industry Action Group (AIAG) to develop the guidelines and streamline information requests from automakers to suppliers.

This is similar to the work that the Carbon Disclosure Project (CDP) is doing with their supply chain program across multiple industries. Ford is one of two automakers participating in the CDP Supply Chain Program for 2011.

Ford was also the only auto-

maker to participate in the road test of the new corporate value chain (Scope 3) greenhouse gas reporting standard developed by the World Resources Institute/World Business Council for Sustainable Development (WRI/WBCSD).

The Scope 3 Greenhouse Gas Accounting and Reporting Standard will provide a standardized method to inventory the emissions associated with corporate value chains, taking into account impacts both upstream and downstream of a company's operations.

The final Scope 3 Standard will be published by WRI/WBCSD in October.

Ford Donating 'Box Top' Way

DETROIT (AP) - Ford Motor Co. will donate money to designated local schools when people buy its cars or watch online videos this fall.

Ford said last week it's teaming up with cereal maker General Mills Inc., whose "Box Tops" program donates money to schools when consumers turn in codes on participating products.

This is the first time General Mills has teamed up with an automaker.

Ford expects to donate \$1 million through the program, which will give people "box top" equivalents for watching Ford videos or ordering brochures.

People who buy a Ford product will earn 250 box tops, or around \$25.

Detroit Auto Scene ROAD REPORT

The F-150 Is Still America's Workhorse

BY GERALD SCOTT
NEWS DEPT.

A joy to drive and a joy to behold - the 2011 Ford F-150 Supercrew pickup truck, that is to say.

How else to describe Ford's basic F-Series model truck these days, something our newspaper staff hadn't taken for a spin in awhile.

What fun to get reacquainted with Ford's basic truck.

The 2011 Ford F-150 is both a looker and utilitarian. When we test-drive Mustangs, Camaros and Corvettes, we're used to the public asking about the cars.

Driving the F-150, a very sweet and eye-catching Golden Bronze Metallic color, this was the first time a passenger riding in a van, in the lane next to me, actually inquired about the color and style of the F-150 at hand.

Besides being a looker, the F-150 is nothing if not functional. It all starts with the engine - in this case, a 3.7L V6 FFV engine mated to an electronic, 6-speed automatic transmission.

Our test truck happened to be E85-ethanol fuel capable, so when we test-drove the vehicle a month ago, I paid around \$3.39 per gallon for ethanol while everyone else was paying about \$3.91 for 87 octane gasoline.

Supposedly you get worse mileage when you burn ethanol, but I didn't notice any precipitous drop-off from



The 2011 Ford F-150 lives up to its heritage as a stalwart utility vehicle. This one runs on E-85.

the engine's advertised EPA mileage of 23 mpg highway and 17 mpg city.

Given the size of the truck - it weighs in at 4,685 lbs. - the mileage offered on both gasoline or ethanol seems like a fair tradeoff.

But otherwise, the four-door Supercrew can serve as everything from a workman's truck to a family hauler, what with the four-door set up together with a respectable bed for hauling gear or groceries.

The 2011 Supercrew recently earned kudos for having earned a Top Safety Pick from the Insurance Institute for Highway Safety (IIHS) for models built after February of 2011.

To earn a Top Safety Pick, a vehicle must receive a rating of "good" in offset frontal, side-and-rear impact tests and the new roof strength evaluation, as well as offer electronic stability control.

New safety features for the 2011 Ford F-150 include a seat-integrated shoulder belt for the front, middle-seat passenger and a head restraint for the second-row middle seat as well.



The 3.7L V6 Ford engine powers the 2011 F-150 4 x 2 Supercrew.

The F-150's standard safety features include an advanced safety structure with high-strength steel and six standard air bags.

All in all, Ford has packaged most everything one could want or need in a modern pickup truck these days.

2011 F-150 SUPERCREW

- Base Price: \$31,810
- As Tested: \$36,380
- Engine: 3.7L V6 FFV
- Mileage: 23 hwy./17 city
- Length: 213.1 inches
- Wheelbase: 125.8 inches
- Trans: Electronic 6-speed
- Rear Axle: 3.73 axle ratio
- Assembly: Dearborn

OPTIONS:

Preferred Equipment Package including AM/FM Stereo/Clock single-CD player, limited slip axle, trailer tow package, keyless entry key pad and XLT chrome package.

Neutral Vehicle Colors - with White First - Continue to be World's Most Popular

TROY, Mich. - White is ranked as the most popular vehicle color in the world, according to data from PPG Industries, the world's leading manufacturer of transportation coatings.

Approximately 21 percent of 2011 model-year cars around the world have been white. Silver and black were tied for the second most popular color at 20 percent.

In North America, white was first (20 percent), silver was second (19 percent), black was third (18 percent) and gray was fourth (15 percent).

Red and blue were tied for fifth (9 percent), naturals such as browns, tans, golds,

oranges and yellows were sixth (7 percent), green was seventh (2 percent), and other/niche colors were last (1 percent).

In Europe, black is the most popular color (26 percent), followed by white (19 percent), silver (16 percent), gray (15 percent), blue (9 percent), red (7 percent), naturals (5 percent), green (2 percent) and other/niche colors (1 percent).

In the Asia/Pacific region, silver (25 percent) is the most popular color, followed by white (23 percent), black (17 percent), gray (8 percent), red (10 percent), blue (7 percent), naturals (7 percent), green (2 percent) and other/niche col-

ors (1 percent).

At this year's annual Automotive Color Trend Show held at PPG's offices here in Troy, the coatings company presented its ideas for future vehicle colors.

Titled "Expression," the show highlights the influences of insights from PPG's other color- and coatings-oriented businesses.

PPG's global automotive OEM coatings business works closely with the company's other businesses to gain insights related to coloring a wide range of products such as cell phones, laptop computers, large appliances, homes, buildings, airplanes, ships and heavy equipment.

As such, the company has unique expertise in color trends.

"Color is one of the most basic means of human expression," said Jane E. Harrington, PPG manager, color styling, automotive coatings.

"The palette of colors being developed for the automotive segment is being influenced by culture, nature, fashion, interior design, media, auto shows, color popularity and new pigment technology."

PPG presented automotive designers with 70 new exterior shades for consideration in their designs of the 2014-2015 model years.

These included colors such as Goldeluxe, a silver with an

influence of gold; White Nougat, a soft creamy white with a highlight sparkle; Muddy Waters, a tone of brown with a pearl luster effect; Grape Spritz, a blue fused with a purple highlight; and Pot O'Gold, a light green with a hint of gold.

PPG also recently completed an online study of consumer opinions regarding the importance of coatings and color as they relate to new car purchases. Some key findings of the survey are:

- 48 percent of the automotive consumers who responded said they generally choose products based on color.
- 77 percent of the automotive consumers said exterior



According to PPG Industries of Troy, approximately 21 percent of all 2011 model-year cars around the world have been white. Silver and black were tied for the second most popular color at 20 percent.

color was a factor in their automotive purchase decision.

• Vehicle color is an important factor in the choice of vehicle, according to 30 percent of the automotive consumers.



Application Engineer Jennifer Capoccia demonstrates the robotic dispensing system for Henkel's Loctite formed-in-place gasketing material to students from the Bishop Foley FIRST Robotics team.

Henkel Execs Rev Up FIRST Robotics Teams' Interest in Auto Occupations

by Gerald Scott
News Dept.

Two local FIRST Robotics teams got quite a treat recently as they were able to visit and tour the industrial facilities of Henkel, a major supplier in Madison Heights that quietly sticks to its knitting and doesn't get much attention locally.

Still, Henkel is actually a global industrial powerhouse. It has a manufacturing facility in Warren and its North American global headquarters is in Madison Heights, on Stephenson Highway just south of 14 Mile Road and Oakland Mall.

There, Henkel has four buildings that house all manner of industrial and automotive operations, including an acoustics lab, engineering space, robotics lab and more.

Students who are part of the FIRST Robotics teams at Bishop Foley High School and Troy High School were given a special tour, one that included a PowerPoint presentation from Craig Bell, vice president of Technical Sales, about the firm's history, philosophy and business model, prior to the lab tours.

"It's funny," Bell observed later, "the kids might just pass by on Stephenson Highway and not know all of this interesting work is being done here at Henkel."

"We're giving them a tour because we want them to get excited about the auto industry again, about the possibility that they can have jobs and careers in the industry after they graduate."

Indeed, following corporate bankruptcies of major OEMs and the emergence of consumer electronics firms like Apple, the thought of a career in a traditional industrial em-

ployer like GM, Ford or supplier Henkel might not be as enticing to today's teenage students as it once was in decades past.

"Henkel is a big company, people tend to know us by our brands. Our tagline is 'global leader in brands and technologies,'" Bell told the students in his formal talk.

"Henkel started as a laundry detergent company. Fritz Henkel, back in the early 1900s was actually gluing laundry detergent boxes together."

"Henkel is still owned by a family, the original heirs (in Germany) of Fritz Henkel still own all of the voting rights in Henkel to make decisions. We are on our fifth family head of the company and first woman (as corporate leader)."

"We challenge, value and reward our people."

The company started making its own glue and that was also its launch as an industrial supplier.

From the Loctite family of glues and sealants to Purex laundry detergents, Henkel and its product base is larger than you might first imagine.

It has three major business units, including Laundry & Home Care, Cosmetics/Toiletries and Adhesive Technologies, the latter of which encompasses Henkel's large automotive support operations, such that virtually every vehicle on the road today, as well as washing machines, audio speakers, cell phones, computers and aircraft all have Henkel parts, products or sealants and glues in them.

Back in Madison Heights, the firm has quietly made large investments in its four-building operation there that includes a pilot plant and the

forementioned engineering and acoustics labs. Henkel lately is doing sound dampening and NVH (Noise - Vibration - Harshness) work for OEM customers in its large and well-staffed anechoic chambers and sound labs there on site.

The FIRST Robotics students were given an extra treat when part of the overall Henkel presentation included a video message from Dean Kamen, the founder of FIRST and arguably the country's premier inventor these days (what with the recent passing of Apple's Steve Jobs).

Kamen's message to the students was brief but relentlessly upbeat about where their futures might take them following their connection to the FIRST Robotics program at the high school level.

Kamen compared and contrasted the FIRST Robotics competition to high school athletic competition, which gets so much more attention.

"The only difference between this sport and all the others? Every kid on our teams can turn pro - there's a job out there for every kid (who competes in FIRST)."

"Once they've tasted what the power of knowledge is (via FIRST participation), they'll come back."

"Ten or 15 or 20 years from today, some kid in those stands will have cured Alzheimer's or AIDS or cancer, or build an engine that doesn't pollute."

"Look at these kids and their future."

At Henkel on Stephenson Highway in Madison Heights, they are looking at the future of the FIRST Robotics teams from Bishop Foley and Troy High with the same lens as founder Dean Kamen has.

WMU Buys 21 Ford Transit Connects

OAK PARK - Azure Dynamics Corporation last week announced 21 new Ford Transit Connect Electric sales, including a five-unit sale to Western Michigan University.

"More and more public and private businesses are recognizing the value of fuel efficiency for their fleets, especially when it also helps them meet their environmental goals," said Scott Harrison, Azure Dynamics CEO.

"These new orders, including five from Western Michigan University, a leader in energy efficiency innovation, are symbolic of the across-the-board interest we're getting in the Transit Connect Electric product. These new sales bring our global total Transit Connect Electric orders to over 460 units."

Recognized for its innovative approaches and results with energy reduction, and backed by generous support from the Clean Energy Coalition, Western Michigan University (WMU) in Kalamazoo,

Mich., placed a five-unit Transit Connect Electric order for use in its campus service fleet.

WMU already operates 38 conventional Transit Connect vans.

The University also has other electric, hybrid, and flex-fuel vehicles in its service fleet.

WMU operates a co-generation plant, manages the entire 150-building campus with a central energy management system.

The university has been following LEED (Leadership in Energy and Environmental Design) building standards for many years.

WMU has consistently reduced its energy usage despite significant growth in its total square footage.

"I'm extraordinarily pleased that we're able to add these new Transit Connect Electric vehicles to our fleet and grateful to the Clean Energy Coalition for its role in helping to make this possible,"

said Dr. John M. Dunn, WMU president.

"These vehicles will help us continue to expand our environmental efforts and manage our resources more effectively, not only because of the economic advantage, but because it's the right thing to do for our students, faculty and staff, and the broader communities we serve."

According to WMU officials, believing that environmental sustainability is a critical global consideration, so WMU leverages its multitude of energy investments as an important educational element for its students.

The remaining 16 Transit Connect Electric vans announced last week were sold to a variety of customers across the country, as well as to a number of Ford commercial truck dealers.

The dealers will use the vans as customer demonstrators to increase awareness and appreciation of the product.