



The 1901 Sweepstakes, the race car made famous by auto pioneer Henry Ford himself, is one of Ford Motor's display vehicles at the SEMA aftermarket show in Las Vegas.

Ford's Historic, New Race Cars Share Space at SEMA

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from numerous established race teams," he added.

Visitors to the 2011 SEMA show will be treated to a broad spectrum of Ford Racing vehicles, including:

- 1932 Edelbrock Special: This "2B" RTA/SCTA/BONNEVILLE record-setting roadster set 13 world land speed records in its day.

The car features a 1932 Ford chassis, 259-cubic-inch 1949 Ford flathead V8 engine, with Edelbrock heads and three-carburetor intake. It could be considered the quintessential racing highboy of its era.

- 1965 Shelby Daytona Cobra Coupe Replica: Carroll Shelby built six of these coupes to compete against Ferrari in the World Manufacturers' Championship GT race class.

- John Force Mustang Funny Car: John Force Racing has been a fixture in NHRA drag racing for 36 years.

The team has earned 17

Funny Car team championships, including a record 15 titles won by John Force himself.

- So-Cal Streamliner: In 1949 Alex Xydias set the fastest timed run of 210 mph with this vehicle in the Southern California Timing Association (SCTA) land speed racing event on the Bonneville Salt Flats.

This replica, just like the original, comprises entirely Ford components, a Model A front end, Model T frame, '49 Mercury flathead and a '32 rear end.

- Brian Deegan X Games Fiesta: Nicknamed "The General," Brian Deegan has tackled the X Games Rally competition in a Ford Fiesta the last two years.

In 2011, he captured X Games gold for Ford, leading a 1-2-3 Fiesta sweep in Rallycross competition.

- Brent Hajek Bonneville Super Duty: On Aug. 19, this 2011 F-250 set two land speed records at the Bonneville Salt Flats.

Chevy to Feature Small-Car Lineup at '11 SEMA Show

LAS VEGAS – Chevrolet's small cars have a big presence at the 2011 SEMA Show, with tricked-out Sonics and Cruzes showing off the personalization possibilities for a new generation of performance enthusiasts.

Most of the show cars wear conceptual Z-Spec styling enhancements, which are being evaluated for production. Z-Spec is a line of performance, styling, and personalization accessories available at Chevy dealerships.

The Sonic went on sale this fall and the Cruze, while being in the U.S. market for only about a year, has become Chevrolet's best-selling car and the top-selling compact car in the United States calendar year to date. Both cars offer available factory turbocharged powertrains – with the Sonic offering the only turbo engine in its class.

"The heritage of Chevrolet cars like the Corvette and Camaro is being expressed in smaller packages for the next generation," said Chris Perry, vice president, Global Marketing and Strategy for Chevrolet. "The Sonic and Cruze concepts demonstrate that performance comes in all shapes, sizes and displacements at Chevrolet."

As the only factory turbocharged vehicle in its class and aggressive design, Chevy officials say Sonic is ideal for customization and performance – and that's what the distinctive show cars attempt to demonstrate at SEMA. Here's a quick look:

Sonic Z-Spec #1 – Designers took a turbocharged Sonic five-door and dressed it with concept Z-Spec accessories.

They added Z-Spec ground effects, a spoiler, unique grille and graphics package – then finished it off with a Torch Red exterior and Z-Spec concept 18-inch wheels. Inside, the Cobalt Red cabin features custom trim, including perforated black suede seat inserts, a Z-Spec sport pedal kit, sport shift knob and a racing-style flat-bottom steering wheel. Additional upgrades include performance brakes with four-piston calipers, a new high-flow exhaust system and performance suspension parts.

Sonic Z-Spec #2 – The next Sonic concept – in Flat White with Torch Red accents – builds on concept Z-Spec accessories with similar Z-Spec #1 features, but also includes custom racing seats with the Z-Spec logo. The factory powertrain features the 1.4L turbo engine and six-speed manual transmission.

Sonic Z-Spec 4D Concept – The more formal look of the Sonic sedan lends itself to a touring car-style motif, which this Ashen Grey Metallic concept picks up with similar Z-Spec #1 features, along with a re-trimmed interior – in Dark Titanium with Cobalt Red accents – Z-Spec sport pedal kit, aluminum sport shift knob and a flat-bottom steering wheel (trimmed with Cobalt Red suede), and the factory turbo 1.4L engine and six-speed manual transmission.

Sonic Dusk – The most subtle of the Sonic concepts is the Dusk. It features a Berlin Blue exterior, with a mild concept ground effects package, unique grille treatment and 18-inch concept wheels in dark Galvano Silver.



For the upcoming SEMA aftermarket show in Las Vegas, Sonic Z-Spec #1 designers took a turbocharged Sonic five-door and added concept Z-Spec accessories, including ground effects, spoiler, grille and graphics package. The Torch Red exterior is finished off with concept Z-Spec 18-inch wheels. Inside, the Cobalt Red cabin features custom trimming, including perforated black suede seat inserts, a concept Z-Spec sport pedal kit, sport shift knob and a racing-style flat-bottom steering wheel.

Even the lights are tinted blue for a sophisticated statement. The Mojave leather interior has custom seat inserts, Z-Spec shift knob with satin chrome trim, Z-Spec sport pedals and accessory interior trim kit. The Sonic Dusk also features a suede-trimmed, flat-bottom steering wheel, custom audio system and brake and suspension upgrades.

Chevrolet is keeping a few super-secret Sonics under wraps until the SEMA show, each, Chevy officials say, representing an even higher level of performance and personalization.

Cruze Z-Spec – Wearing concept Z-Spec ground effects, 18-inch custom wheels, an accessory spoiler and a high-flow grille, the Cruze Z-

Spec has the looks and feel of a taut touring car. The exterior appearance of this Cruze is enhanced with a new stripe package that will be available soon, while on the inside are special seat inserts, a racing-style pedal kit, accessory shift knob and interior trim, as well as a new steering wheel.

Cruze Dusk – Complementing the Sonic Dusk concept, Chevy officials say the Cruze Dusk suggests a more subtle and sophisticated approach to personalization, including a mild concept ground effects package, a unique grille treatment and dark-tinted wheels. The interior has custom seat inserts, along with an accessory shift knob, sport pedals, interior trim kit, a suede-trimmed steering wheel and a custom audio system.



Ram 392 Quick Silver



Sketch of Dodge Durango Tow Hook

Chrysler to Feature Mopar-Modified Vehicles at SEMA

AUBURN HILLS – Chrysler Group LLC will have a major presence at next week's 2011 Specialty Equipment Market Association (SEMA) show in Las Vegas.

This year, the 28,400-square-foot exhibit will include more than 30 Mopar-modified vehicles from the company's Ram, Dodge, Chrysler, Jeep, SRT and Fiat brands. More than 500 Mopar accessories will be showcased in the exhibit.

"The aftermarket is a \$34-billion-a-year industry and SEMA is the perfect place to showcase everything that Mopar has to offer," said Pietro Gorlier, president and CEO of Mopar, Chrysler Group LLC's service parts and customer-care brand.

"At Mopar, we believe in giving our customers a lot of choices when they go to personalize their vehicles. And that is why we offer extreme personalization for every single car in our showrooms.

"In addition to head-turning image vehicles at the SEMA show, we also will introduce new must-see product and technology."

Mopar image vehicles that will be on display at SEMA include:

Chrysler 300 SF6 – Inspired by Chrysler 300 "Spring Festival" owners who participate in the Southern California owners' gathering, the Mopar Underground Team, say

Chrysler officials, designed the Chrysler 300 SF6 image vehicle with discrete styling and Mopar performance parts and accessories for the sixth-annual event.

Chrysler says the 300 SF6 is bolted with hardcore enthusiast hardware. Staggered 22-inch-by-9.5-inch and 22-inch-by-10.5-inch Savini Mono Di Forza SM3 aluminum wheels are wrapped with 265/35 R22 (front) and 295/30 R22 (rear) performance tires.

For improved cornering and braking, the 300S model features a custom Mopar/KW coil-over-spring kit, front and rear strut-tower braces and larger SRT8 performance brakes.

A Mopar cold-air intake, custom Mopar long-tube headers, and Mopar/Corsa custom exhaust system combine to deliver more performance from the 5.7-liter HEMI V8 engine.

The Chrysler 300S model's black-accented headlamps and monotone Tungsten Metallic look provide a ready-for-the-streets appearance, while unique body-color grille, front-chin and trunk spoilers provide an even more aggressive touch.

Topping off the unique look is a gloss black painted roof.

The interior of the Chrysler 300 SF6 features Mopar/Katzkin performance seats trimmed in black with black/blue perforated leather

and Mopar blue accent stitching.

The use of Piano Black on interior center stack, instrument panel, steering wheel, gauge cluster and door-panel elements provide a uniquely lacquered and highly detailed appearance.

The Mopar audio by Kicker system in the Chrysler 300 SF6 features a dual 10-inch subwoofer enclosure mounted in the trunk; two, two-way speakers with domed tweeters mounted on the rear deck; 6-inch-by-9-inch midbass speakers mounted in each front door; and two 3.5-inch, two-way speakers with domed tweeters mounted in the left and right corners of the instrument panel.

Mopar performance parts and accessories on the Chrysler 300 SF6 include:

- Front strut-tower braces
- Strut-tower brace caps
- Rear strut-tower braces
- Rear strut-tower brace close out panels
- Cold-air intake
- Illuminated door-sill guards
- Kicker audio system.

Dodge Challenger SRT8 ACR – For the 2011 SEMA show, the Chrysler Group's Mopar Underground team created a Challenger image vehicle with some cool ties to modern history, say Chrysler officials.

Influenced by the success of the Mopar Drag Pak Challenger and more recently, the

Dodge Viper SRT10 ACR resetting the production car lap record at the Nürburgring Nordschleife track in Germany, Mopar Underground created the Dodge Challenger ACR based on the Challenger SRT8 392.

Some of Dodge's and SRT's best handling vehicles of all time come with the ACR acronym attached to them, and the Challenger ACR is no different, Chrysler officials say. The Challenger ACR is a no-frills homage to the original option-delete cars of the 1960s and '70s.

Equipped with Mopar parts, such as a coil-over suspension, front-and-rear-strut tower braces, short-throw shifter, front splitter, cat-back exhaust, custom exhaust headers and a set of Goodyear F1 Supercar performance tires, Chrysler officials say the Challenger ACR is an animal that has as much bark as its cornering bite.

Performance enhancements in the interior include carbon fiber door panels, front race bucket seats with openings for a racing harness – and the rear seat is removed and replaced by a roll bar and fire extinguisher. An SRT three-spoke flat-bottom steering wheel, SRT gauge cluster, custom bright pedal kit, Mopar Drag Pak center stack and a carbon fiber center console finish off the interior modifications.

Ford Credit Earns \$350M in 3rd Qtr

DEARBORN – Ford Motor Credit Company reported net income of \$350 million in the third quarter of 2011, a decrease of \$147 million from a year earlier.

On a pre-tax basis, Ford Credit earned \$581 million in the third quarter and \$1.9 billion in the first nine months of 2011, compared with \$766 million and \$2.5 billion in the third quarter and first nine months of 2010, respectively.

The decrease in pre-tax earnings is more than explained by fewer leases being terminated and the related vehicles sold at a gain, and lower credit loss reserve reductions.

"We are pleased to be a consistently profitable contributor to Ford," Chairman and CEO Mike Bannister said. "Our focus on Ford, its dealers and its customers, along with the effective operation of our business, remains core to our success."

On Sept. 30, 2011, Ford Credit's net receivables totaled \$80 billion, compared with \$81 billion at year-end 2010. Managed receivables were \$82 billion on Sept. 30, 2011, down from \$83 billion on Dec. 31, 2010.

The lower receivables were primarily due to the discontinuation of financing for Jaguar, Land Rover, Mazda and Volvo and changes in currency exchange rates.

On Sept. 30, 2011, managed leverage was 8.0 to 1. Year-to-date, Ford Credit has distributed \$2.7 billion to its parent, including \$800 million in the

third quarter, and expects to pay a total of about \$3 billion of distributions for full-year 2011.

For full-year 2011, Ford Credit continues to expect to be solidly profitable but at a lower level than in 2010, reflecting the same factors impacting the third quarter results.

Novi Battery Show Brings EV Industry Experts to the Forefront

by Jim Stickford
Special Writer

Jeffrey DeFrank, co-founder of the Auburn Hills-based company ATLe, moderated a panel about the search for "the Holy Grail of battery chemistry" at The Battery Show exposition held in Novi Oct. 25-27.

ATLe is a new company that will celebrate its third anniversary in December, DeFrank said. Its founders are former Michigan-based employees of the Tesla electric car company.

When Tesla decided to close its Michigan office, DeFrank, as well as John Thomas and Nam Thai Tang, decided they liked it here and formed ATLe.

The company is still in its infancy, but when it's up and fully running will develop kits that can retrofit used trucks and vans with electric powertrains, something very useful to fleet operators who have vehicles they would otherwise have to dispose of in the wholesale used-car market-

place. The kits will be installed by the Manheim Auto Auction chain at one of their 76 facilities across the country.

Speakers at the panel included Robert Kanode, CEO of Valence Technology Inc.; Michael Muzzin, North American business director of Axion Power; Dr. John Warner, director of product management – large format batteries for Boston Power; and Peter Thomas, speaking in place of Nicola Cosciani, CEO of FI-AMM Sonick, who was not available.

Thomas said early on in the discussion that he doesn't believe there is a "Holy Grail" of battery chemistry. Rather there are different battery chemistries for different uses. But he does predict that there be "carnage" in the lithium battery end of the industry. He said there will be companies joining forces and others will go out of business.

Muzzin agreed with Thomas, saying in the battery business, different batteries provide solutions to different

battery needs. Chemistry drives forms and form factors determine what can be done in packaging of batteries.

"This is not trivial," Muzzin said. "The package drives performance."

Warner said that it will be fleet and commercial operators driving the EV market. These people know the true cost of ownership. From a battery standpoint, they want a battery that doesn't need regular service, but is easy to service when work is required.

He also said he believes that in the future of battery development there will be more compatibility of design. Having standard battery "building blocks" will be useful in ease of manufacturing by using standardized block components that can be configured as needs required. This will, in turn, help keep costs down. He calls this the "small building block" solution to battery development.

DeFrank said having no single Holy Grail solution to battery development is not a bad

thing.

"It's not about the chemistry, it's about whole package," DeFrank said.

With battery development, everything is a compromise. But experience will be a great guide for developers.

"Right now we have a small population of batteries out there," DeFrank said. "But that population is too small to tell us anything about the future. The sample is too statistically insignificant to tell us anything now. But fleet operators understand their business and we need to work with them to learn about batteries and how they are lasting and how well they work over a long time."

The panel, during the question and answer portion of the session, was asked if I wouldn't better if OEMs sold the benefits of EVs, instead of always trying to beat the costs of batteries and drive-trains down.

Kanode said that there is too much talk and not enough action in the lithium battery world. For people to be sold

on the benefits of lithium battery systems, battery makers need to demonstrate that batteries have long lives and that they make economic sense for their driving needs.

"UPS understands this," Kanode said. "For batteries to work, they have to be used in the applications. The people who are ready today to use electric systems are the fleets."

Kanode added that the OEMs take years to design, develop and manufacture a alternative powertrain car. So something they start today might not roll off the line for five or six years. Battery development, on the other hand, is developing fast. When battery makers are asked to develop a battery for a car that won't be sold for five years. This presents practical problems for battery developers.

The next question asked about recycling and what role it plays in the "Holy Grail" formulation. Warner said there aren't enough out there to feed the recycling chain.