

# Bill and Lisa Ford Grand Marshals for Thanksgiving Day Parade

By Irena Granaas  
Special Writer

America's first holiday centers on enjoying the fruits of one's labors, and, in perfect sync with this theme, Ford Motor Co. Executive Chairman Bill Ford and his wife Lisa celebrated the ongoing success of the company's turnaround by showcasing some of the automaker's most popular vehicles during the 2011 America's Thanksgiving Parade in Detroit Nov. 24.

Tony Michaels, president and CEO of The Parade Company, embraced the idea that Bill and Lisa Ford were the co-grand marshals of this year's parade.

According to Ford spokesperson Susan Kruse, the couple rode in a blue Mustang convertible. Michaels also took pride in the fact that the parade was "paced" by three electric-powered Ford Focuses for the first time ever.

In fact, 41 Fords, everything from Mustang convertibles to rugged F-150 pickup trucks participated in various roles during the two-mile journey that began Thanksgiving morning at Mack Avenue and Woodward in the heart of downtown Detroit.

"Our Ford Fund and our dealer partners are teaming with the Gleaners Food Bank to kick off the campaign to help those in need during the holiday months," explained Kruse prior to the event.

"It's an honor to take part in a time-honored tradition that is enjoyed by millions of families across the country," commented Bill Ford in a news release.

"It also is a great opportunity to rally the community to reach out and help our neighbors in need during the upcoming holiday season and beyond."

The partnership between the Ford Motor Company,



Ford donated the use of 41 different vehicles to the 2011 America's Thanksgiving Parade in Detroit in November, including three Ford Focus Electric "pace cars" for the first time.

Ford Motor Company Fund and The Parade Company signals an increase in the automaker's long-term support of the annual parade.

Earlier in November, the automaker also launched a four-month community outreach program and multimedia cam-

campaign to help generate more monetary and food donations to Gleaners Community Food Bank of Southeastern Michigan.

The need is greater than ever. Last year, Forgotten Harvest and Gleaners Community Food Bank of Southeastern

Michigan served over 450,000 people at pantries, kitchens and shelters in the region. That represents a 58 percent increase in the number of individuals served from 2006. (See these and additional hunger facts at [www.fbcmich.org](http://www.fbcmich.org)).

"In Southeastern Michigan, more than one in four children are food insecure," noted Kruse.

The 2011 campaign, "Ford: Driving Food Home for the Holidays and Beyond," continues through the end of February to support hungry families not only through the holidays but during the later winter months.

"We're more excited than ever (about this year's parade)," Michaels commented prior to the event. "It's going to be bigger, bolder and this is a wonderful opportunity to put Detroit on a national stage in a big way."

Televised locally on WDIV

TV Channel 4, the first hour of the Detroit parade was featured in a nationally syndicated broadcast. Radio-talk station WJR (760 AM) also covered the event live.

All of this year's participating cars, trucks and SUVs were Ford products. F-Series trucks, Mustangs and other signature Ford vehicles participated in the festivities by carrying celebrities and pulling floats.

The Dearborn automaker's "Driving a Brighter Future" float was also featured in the parade, highlighting the Ford Focus Electric vehicle. The Parade Company art staff and Ford employees worked together to design the float and Ford employee volunteers teamed with The Parade Company during the build process.

"The vehicles are lent to us from Ford dealers, Ford Corporate and the Ford Fund," Michaels explained.

## Buick Store in Times Square is WIRED To Display New Technology, Gadgets

NEW YORK – Buick will present the largest WIRED Store ever to Times Square this holiday season, with more than 10,000 square feet devoted to consumer gadgets and advanced technology displays, including a Human Wind Tunnel.

Located at the corner of 42nd Street and Broadway, the seventh annual brick-and-mortar spin-off of the tech-savvy Conde Nast publication will be open noon to 7 p.m., Wednesdays through Sundays, now through Dec. 24.

At the WIRED Store, holiday shoppers can experience 200 of the hottest new products, including the new 2012 Buick LaCrosse with eAssist, one of the most fuel-efficient luxury sedans on the road today, through innovative interactive displays. This week, *Popular Science* magazine named eAssist a 2012 Best of What's New technology.

Visitors can test their own

aerodynamics in the Buick Human Wind Tunnel, with winds up to 40 mph. Each participant's drag coefficient will be displayed on the in-store leader board, along with a list of the top 10 most-aerodynamic individuals of the day. "Wind Tunnel Face" photos will be posted at [Facebook.com/Buick](http://Facebook.com/Buick).

"Buick will offer WIRED Store visitors an entertaining and engaging way to discover the new LaCrosse and learn about its fuel-saving technologies," said Craig Bierley, director, Buick Advertising and Promotions.

"The Human Wind Tunnel and LaCrosse eAssist interactive display truly demonstrate what the WIRED Store is all about – they bring technology to life."

LaCrosse with eAssist, available at dealerships now, uses regenerative braking, lithium-ion battery technology, optimized aerodynamics, engine start-stop and fuel

shut-off features to deliver an estimated 36 mpg on the highway without compromising ride quality.

WIRED Store visitors will be able to learn about the vehicle and its technologies through tablet computers positioned around the LaCrosse that will play informational videos at the touch of a virtual button. The content is made available through Aurasma, a platform technology that uses real-world visual cues to deliver relevant content to mobile devices. Buick is the first automaker in North America to take advantage of Aurasma.

"Buick is an iconic brand that has embraced technology and truly understands today's modern consumer," said Jennifer Rapp, general manager at Aurasma.

"Together, we have created a tailored mobile experience that truly bridges the physical and virtual worlds.



Jackie Waterman, left, and Susan Blinder, right use iPads loaded with an image recognition app to learn more about a Buick LaCrosse on display during the opening of the WIRED Store recently in Times Square, New York City. The largest WIRED Store ever is host to consumer gadgets and advanced technology displays, including the Buick Human Wind Tunnel, which allows visitors to test their own aerodynamics in winds up to 40 mph.



Chrysler Group LLC employees in Auburn Hills take a moment during the company's Thanksgiving Food Drive to display part of the 8,000 pounds of food donated by Southeast Michigan employees.

## Chrysler Employees Say 'Happy Thanksgiving' to Needy

by Gerald Scott  
News Dept.

Somewhat there's nothing like a car cruise – or road convoy – to effectively warm the blood of Motor City locals and this was the case at Chrysler Group headquarters in Auburn Hills on Nov. 18, a crisp Friday morning.

That was when dozens of Chrysler employees volunteered to take donated food to a series of charities in Pontiac ahead of the Thanksgiving holiday weekend.

It seems that Chrysler Group, The Chrysler Foundation and the UAW are helping to make this holiday season brighter for hungry people in Southeast Michigan.

Southeast Michigan employees at Chrysler together donated everything Nov. 7-17 to provide a traditional Thanksgiving Day dinner – from canned vegetables, cranberry sauce and fruit to pumpkin pie filling, stuffing mix and potatoes.

Then on the morning of the 18th, they also delivered the goods, so to speak, as a caravan of Chrysler Group vehicles filled with food donated

by hundreds of employees departed the company's headquarters for Lighthouse of Oakland County and Gleaners Community Food Bank of Southeastern Michigan.

The caravan of vehicles was led by a 2012 Ram 1500 Special Service "Police" truck and escorted by the Auburn Hills Police Department and Oakland County Sheriff's Office.

In addition to the donated non-perishable goods, 900 frozen turkeys were contributed to the food banks by The Chrysler Foundation.

Speaking for the group was Jody Trapasso, president – The Chrysler Foundation, which of course is the charitable arm of the Auburn Hills automaker.

"Chrysler employees and the UAW have really had a proud tradition of responding to people in need – not just here in Southeast Michigan, but across the country and across the world," Trapasso said.

"We've supported food drives in the past, we supported disaster relief assistance in Japan, Haiti and after Katrina. Chrysler employees

and the UAW really have a strong history of giving.

"It wasn't so long ago that Chrysler needed some assistance getting back on its feet and on the road to recovery, and our communities responded for us, and today's our turn, in some small way, to pay that back and we hope we can bring a lot of joy to families here in Southeast Michigan."

Similar deliveries took place on the same day in Toledo, Ohio; Kokomo, Ind.; and Belvidere, Ill., where Chrysler Group employees conducted food drives to benefit the Salvation Army and other local food banks.

In Washington, D.C., Chrysler Group and The Chrysler Foundation will provide a grant to SOME (So Others Might Eat) in support of their efforts to feed senior citizens during the holiday. SOME is an interfaith, community-based organization that serves the homeless and destitute in the District of Columbia.

Back at home, the food drive is expected to feed more than 6,000 people in Wayne, Oakland, Macomb,

Livingston and Monroe counties. It is estimated that more than 12,000 people in Michigan, Illinois, Indiana, Ohio and Washington, D.C., will be assisted by the Chrysler Group Thanksgiving food drive.

The Chrysler Foundation, the philanthropic arm of Chrysler Group LLC, was established in 1953 as a non-profit entity, which has the sole purpose of enriching the physical, educational and cultural needs of its communities, including arts and culture, education, diversity, youth development and disaster relief.

As Trapasso noted, in the past year, the Foundation provided support for tsunami relief efforts in Japan; tornado relief efforts in Dundee, Mich., and Perrysburg, Ohio; and earthquake relief in Haiti.

The Foundation has also supported flood relief and cleanup programs in Cedar Rapids, Iowa, in 2008; wildfire disaster relief in San Diego in 2007; and Hurricane Katrina aid in 2005. Many of these initiatives also involved volunteer and in-kind support from Chrysler Group employees, retirees and dealers.

## BorgWarner Inks \$2.5B In New Business for '12

AUBURN HILLS – BorgWarner Inc. last week announced \$2.5 billion of expected net new powertrain business for 2012 through 2014, a 9 percent increase over its previous three-year net new business.

Demand for the company's environmentally friendly technologies, such as gasoline and diesel turbochargers, dual-clutch transmission technology, engine timing systems and emissions products, is expected to continue to drive strong growth.

BorgWarner is a leading provider of highly engineered engine and drivetrain components and systems that help improve fuel efficiency, air quality and vehicle performance. The company's new business is sourced around the globe and includes programs with nearly every major automaker in the world.

"Improving fuel economy, lowering emissions and enhancing the driving experience remain key objectives for auto makers around the world," said Timothy M. Manganello, Chairman and Chief Executive Officer.

"BorgWarner is uniquely positioned among vehicle suppliers to deliver powertrain technologies in a broad range of products that address these needs. Over the next three years, we believe our fuel-efficient technologies will be in high demand as the industry continues to implement advanced powertrain strategies."

Of the total new business, approximately 80 percent is anticipated from engine-related products such as turbochargers, ignition systems, emissions products, engine timing systems, variable cam timing modules and thermal systems.

The remaining approximate 20 percent is expected from drivetrain-related products including the company's fuel-efficient DualTronic transmission technology and its traditional automatic transmission and all-wheel drive technolo-

gies. "We have significantly outpaced the growth of the industry by developing fuel-efficient technologies that meet the needs of the global market," Manganello continued.

"We expect this trend to continue. The European market remains the leader in the adoption of new powertrain technology and Europe accounts for 45 percent of our expected new business. New business sales in Asia are expected to account for about 35 percent of the total by the end of the period, including 22 percent in China as our sales to the world's fastest growing market continue to accelerate.

The top twenty-five customers of our three-year net new business include eight Chinese domestic original equipment manufacturers. Approximately 20 percent of the anticipated new business over the three years is in the Americas."

"Tightening emissions standards and a sharpened focus on fuel economy in the commercial vehicle market is expected to provide additional growth for BorgWarner. The top twenty-five customers of our three-year net new business include six commercial vehicle OEMs.

"Approximately 18 percent of the expected new business is related to the commercial vehicle market."

Turbochargers account for about 50 percent of the company's net new business, with strong growth in the commercial vehicle, diesel passenger car and gasoline passenger car markets.

Turbocharging is a key strategy employed by vehicle manufacturers to address the issues of fuel efficiency and emissions reduction while maintaining vehicle performance. The market for turbochargers is expected to grow approximately 50 percent over the next five years, from nearly 29 million units today to over 43 million by 2016.