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THIS WEEK™ - FIRST IN THE HEART OF DETROIT

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Ford Plans to Reduce Water Use by 30% Globally

DEARBORN – Ford enters 2012 with plans to further reduce the amount of water used to make vehicles and continue showing efficiency is not only inherent in its vehicle lineup, but also in its manufacturing practices.

A new goal calls for Ford to cut the amount of water used to make each vehicle 30 percent globally by 2015, compared with the amount of water used per vehicle in 2009.

Ford is also developing year-over-year efficiency targets as part of its annual environmental business planning process and has established a cross-functional team spanning several divisions to review water usage more holistically.

"Water remains one of our top environmental priorities and our aggressive reduction target helps ensure continued focus on this critical resource," said Sue Cischke, group vice president, Sustainability, Environment and Safety Engineering.

Ford's latest water reduction initiatives are designed to build on the success the automaker has had with its Global Water Management Initiative that launched in 2000.

Between 2000 and 2010, Ford reduced its global water use by 62 percent, or 10.5 billion gallons. That's the equivalent of how much water 105,000 average American residences use annually, based on figures from the U.S. Environmental Protection Agency.

If Ford meets its goal of reducing the amount of water used by 30 percent between 2009 and 2015, the amount of water used to make a vehicle will have dropped from 9.5 cubic meters in 2000 to approximately 3.5 cubic meters in 2015. (One cubic meter is equal to 264.2 gallons of water.)

When it comes to water, drought and extensive popu-

lation growth are just two of many challenges in places such as Mexico's Sonoran Desert, home to Ford's Hermosillo Stamping and Assembly Plant. The plant produces the Ford Fusion, Fusion Hybrid and Lincoln MKZ.

Production at Hermosillo Stamping and Assembly Plant doubled between 2000 and 2010. However, water usage at the plant dropped during the same period by 40 percent.

"We applied innovative technology to our Hermosillo plant to reduce water consumption, minimize impact on the community and build vehicles in a more sustainable manner," said Larry Merritt, manager, Environmental Quality Office.

To reduce water use, a membrane biological reactor – a biological water treatment system – was installed. The complex system is able to make up to 65 percent of the plant's wastewater suitable for high-quality reuse elsewhere in the facility or for irrigation. The water treatment system also is being used at Ford plants in Chennai, India, and Chongqing, China.

Another approach is to cut

the amount of water necessary to complete a task – a strategy afforded by the use of advanced technologies and processes.

"As we invest in new and existing facilities globally, our water strategy prioritizes sustainable manufacturing technologies," said John Fleming, executive vice president, Global Manufacturing and Labor Affairs.

"This disciplined approach allows us to make significant progress in water reduction and other environmental efforts over time."

For example, several of Ford's engine plants around the world are using Minimum Quantity Lubrication (MQL) machining, also known as dry-machining.

This technology lubricates the cutting tool with a very small amount of oil sprayed directly on the tip in a finely atomized mist, instead of with a large quantity of coolant/water mixture. The process saves hundreds of thousands of gallons of water and oil per year. Multiplied by Ford's global vehicle output, it adds up to plenty of water and oil per year.

Lutz Speaks at UD Mercy

Robert Lutz, retired vice chairman of global product development at GM, will discuss his latest book, "Car Guys vs. Bean Counters" on Wednesday, Jan. 25 from 5:30-6:30 p.m. in the newly renovated Chemistry Building on the McNichols Campus of U-D Mercy in Detroit.

Lutz, of course, retired recently following a long career

in the global auto industry.

Lutz was hired by GM in 2000 to help refresh the automaker's product lineup and by 2007-08 GM vehicles were being hailed as the North American Car of the Year.

Lutz will be discussing his most recent book, which chronicles the challenges GM faced in the early 21st century up through today.



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Dodge Dart to Use High-Strength Steel

DETROIT – The Steel Market Development Institute (SMDI) has reason to celebrate early in this 2012 New Year.

High-strength steel will be used in an industry-leading 68 percent of the all-new 2013 Dodge Dart's body structure.

The Dart marks the Dodge brand's re-entry into the compact sedan segment and will debut at the 2012 North American International Auto Show in Detroit on Jan. 9, 2012.

According to Dodge, the Dart is the first Chrysler Group vehicle based upon the Fiat architecture – adapted from the award-winning Alfa Romeo Giulietta.

The Giulietta is renowned for its road-holding, agility, safety, and driving dynamics.

The Dart's all-new Compact U.S. Wide architecture, which includes a state-of-the-art body structure that makes use of a wide variety of high-strength steel grades, affords the vehicle a very strong and rigid structure, say Dodge officials.

"High-strength steel allows automakers to offer the very best in safety, lightweighting and fuel efficiency, while still maintaining a brand's unique look and feel," Ron Krupitzer, vice president, automotive applications for SMDI, said.

"The Dodge Dart is an excellent example of how advanced steels can be implemented to create groundbreaking vehicles that meet the evolving style and performance needs of customers, while still being safe, afford-

able and environmentally conscious."

Similar to the Dodge Dart of the late 1960s, the 2013 Dart offers a special blend of style, performance and innovation.

The Dodge brand leveraged its nearly 100-year history of passion, and the global compact car expertise of its partner Fiat, to develop the all-new Dodge Dart.

The vehicle will be made in America, at Chrysler Group's Belvidere Assembly Plant in Illinois.

SMDI, a business unit of the American Iron and Steel Institute, grows and maintains the use of steel through strategies that promote cost-effective solutions in the automotive, construction and container markets, as well as for new growth opportunities.

'12 Focus Electric to Reach 100 MPGe

DEARBORN – Ford's Michigan Assembly Plant is starting production of the 2012 Focus Electric, expected to be the first five-passenger, all-electric car to achieve more than a 100 miles per gallon equivalent (MPGe) fuel efficiency rating.

Focus Electric also is the first of its kind to feature faster charging, which will halve Nissan Leaf's time to fully recharge the battery and help drivers to more than double the expected single-charge range in a busy day of driving and recharging.

The car headlines Ford's transformed lineup, one-third of which will feature a model with 40 mpg or more in 2012, building on the company's commitment to give fuel-efficiency-minded customers the Power of Choice.

"The Focus Electric is a shining example of the leading fuel economy Ford is offering for each new vehicle," said Derrick Kuzak, group vice president, Global Product Development.

"Whether people want a hybrid, plug-in hybrid or full battery-electric vehicle, we have a family of vehicles for them to consider, providing a range of options to best meet their needs and support their driving habits and lifestyles."

Even with relatively stable gas prices, fuel economy is the top purchase consideration for new vehicles.

Nearly 45 percent of customers say fuel economy is their top consideration based on a Ford survey of Americans in 36 cities this fall. Styling is the next consideration, with only 16 percent of study participants saying it is their top purchase driver.

Ford's rollout of electrified vehicles began in December 2010 with the 2011 Ford Transit Connect Electric – a small commercial van built in collaboration with Azure Dynamics of Oak Park.



One of Ford's first commercial deliveries of the 2012 Focus Electric was to Google. The electric vehicle is built at the Michigan Assembly Plant in Wayne.

Ford's other 40-mpg vehicles include:

- Focus SE
- Fiesta
- Focus Electric
- C-MAX Hybrid
- C-MAX Energi

• Three vehicles yet to be announced.

With 20 years of Ford research and innovation behind the software and hardware technology, Ford holds approximately 500 patents on the hybrid technology used in the new Focus Electric and its other electrified vehicles.

Focus Electric is designed to offer enough range to cover the majority of daily driving habits of Americans. Its expected 100 MPGe is better than Chevrolet Volt and all electric vehicles with seating for five.

It will be the first electrified vehicle to offer faster charging with 240-volt outlets, which can be installed in customer homes.

The battery can be recharged in just more than three hours using a 240-volt charging station. Faster charging with 240 volts also can extend range as drivers can more quickly recharge between stops – up to 30 miles per charge hour –

so they can more than double the vehicle's range with multiple charging stops during a busy day of driving.

A unique value charging feature, powered by Microsoft, will help owners in the U.S. charge their vehicles at the cheapest utility rates, lowering the cost of ownership.

Focus Electric introduces new features and technologies – including a unique version of the MyFord Touch driver connect system especially for electric vehicles and a smartphone app called MyFord Mobile that helps plug-in owners control their vehicles remotely.

The five-door hatchback features an all-electric powertrain and single-speed transmission for immediate responsiveness and smooth acceleration when the driver steps on the accelerator, up to a top speed of 84 mph.

The Focus Electric shares the steering, handling and braking feel with the fuel-powered Focus models upon which it's based. At the same time, the absence of a gasoline or diesel engine and the car's aerodynamics lead to a remarkably quiet, comfortable in-car experience.