

VOL 80 NO. 25

Detroit Auto Scene®

31201 Chicago Road South #A-101
Warren, Michigan 48093
586-939-6800 Auburn Hills 248-852-6800

William Springer, Publisher

Gerald Scott, News Director
Lisa A. Torretta, Operations
News@DetroitAutoScene.com

AD DEADLINE: Thursday 5:00 p.m. for the next edition
Ads@DetroitAutoScene.com 586-939-5850 Fax

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Ford Rolls Out Its 2013 Car Lineup in Dearborn

CONTINUED FROM PAGE 1

"Customers are starting to see the true benefits of our One Ford plan," said Fields, who is Ford president of The Americas.

"With more new vehicle options and an even broader range of fuel-efficient cars, utilities and trucks, Ford is delivering real power of choice for millions of consumers who are paying more attention than ever to what happens at the pump - no matter what the price (of gas)."

Meanwhile, Ford is also tripling its electrified vehicle production capacity by 2013, growing its electrified vehicle lineup to six models - including the all-new C-Max Hybrid.

The compact hybrid utility vehicle, which arrives at U.S. dealerships this fall, is expected to achieve 47 mpg highway - which is at least 3 mpg better than the Toyota Prius v with more performance and technology built in, the Dearborn automaker says.

For that matter, Ford plans for 10 to 25 percent of its global sales to be electrified vehicles (hybrids, plug-in hybrids and full electric vehicles) by 2020, and continues to find ways to make more affordable, high-volume, internal combustion engines even more fuel efficient.

Indeed, auto writers and reporters were given the opportunity to test-drive the 1.0L, 3-cylinder engine-driven Ford Focus, the version that's already popular in Europe although it won't be on sale in the U.S. until 2013.

Auto writers test-driving the 1.0L marveled at both torque and horsepower, we were all scratching our heads in trying to figure out how 3-cylinder Ford engines seem to be as powerful and reliable as the 6- and 8-cylinder engines that were the industry norm just 10 years ago.

Arguably, Ford is doing the best of all the global automakers in downsizing its engines without losing power, performance and reliability.

One of the reasons for Ford pushing in downsizing engine displacements is weight - it was pointed out at the ride

and drive that that same 1.0L engine weighs only 214 lbs. Well, no wonder Ford's corresponding mileage numbers are off the charts in a good way.

Ford says it has invested record amounts in its powertrains and new vehicles since launching its Blueprint for Sustainability a few years back corresponding to the arrival of Alan Mulally as CEO and the famous One Ford Plan being put in gear soon thereafter.

Since 2007, the automaker has improved fuel economy in its vehicles in all key segments, including a notable 21-percent gain in its small car lineup's fuel efficiency record between 2007 and 2012.

Also at the ride and drive, it was announced that the 2.0L EcoBoost Taurus is now EPA-certified at 32 mpg highway and is also 27 percent more fuel efficient than the 2007 Ford Five Hundred (which was the earlier version of the Taurus in that era).

Meanwhile, the fuel-efficient EcoBoost powertrains are now a mainstay in Ford's product lineup. In fact, Ford's annual EcoBoost engine pro-

duction grows to nearly 1.6 million engines globally by 2013 - surpassing the company's original target for that timeframe by more than 100,000 units.

That aforementioned 1.0L EcoBoost - Ford's smallest quietest engine ever - arrives in one of Ford's small cars in the U.S. early next year.

Already on sale in the European Focus, the 1.0L engine was named 2012 International Engine of the Year earlier this month.

So imagine that - Ford gathers hundreds of auto writers, bloggers and reporters to its test track in Dearborn to kick the tires on its promising 2013 car lineup - and all of the talk is about engines more than it was the cars.

"Whether you are talking about new technologies, engines or the vehicles themselves, customers increasingly are looking for good value," said Raj Nair, group vice president, Global Product Development at Ford.

"Customers are telling us Ford is delivering what they truly want - including the newest vehicles to choose from in America."

WWII Auto Ind. Papers Released

DETROIT - A massive document collection recording the American automobile's role in World War II is now open to historians and researchers, the Detroit Public Library says.

File of the American Council for War Production Chronicles the industry's rapid wartime conversion that made Detroit

famous as the "Arsenal of Democracy," said Mark Bowden, the library's curator of special collections.

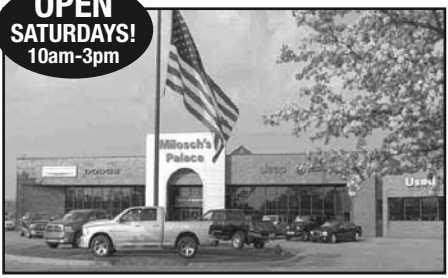
Housed at the National Auto History Collection (NAHC), the manuscript collection covers the council's activity from 1942 - 46.

The NAHC is located at the Skillman Branch.

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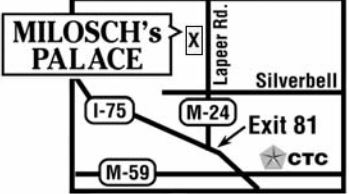
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SCAN ME



General Motors Chairman and CEO Dan Akerson (L) greets former U.S. Secretary of State Henry Kissinger and U.S. Ambassador to Russia Michael McFaul (R).

GM to Double Manufacturing in Russia

ST. PETERSBURG, Russia - General Motors broke ground last week for the expansion of GM Auto, its wholly owned manufacturing facility in St. Petersburg, Russia.

The new facility will more than double GM Auto's annual production capacity from the current 98,000 vehicles to 230,000 vehicles by 2015.

The project is the most significant development for GM's Russian operations since GM Auto opened in 2008.

GM Auto's expansion is part of an historic partnership formed last year with the

Russian Federal Ministry of Economic Development that will lead to GM investing \$1 billion in its Russian operations over the next five years.

The investment will also support the increase of production at the GM-AVTOVAZ joint venture in Togliatti, Russia, resulting in combined annual Russian production capacity for GM of 350,000 vehicles.

GM Chairman and Chief Executive Officer Dan Akerson, Russian Federal Deputy Minister Alexey Rakhmanov, U.S. Ambassador to Russia

Michael McFaul, and former U.S. Secretary of State Dr. Henry Kissinger joined senior representatives from GM Russia and GM Auto employees at last week's celebration.

When the expansion is complete, employment at the facility will increase from 2,500 to 4,000 people. They will manufacture Chevrolet and Opel models for the Russian market.

Among the additional vehicles that will be produced at GM Auto is the new Opel Astra sedan, which will make its worldwide debut at the Moscow International Motor Show in August.

"General Motors is embarking on a new era in Russia, one of the world's fastest-growing vehicle markets, as part of our strategy to build where we sell," said Akerson.

"The global vehicles that we produce and the manufacturing systems that we are putting in place are creating long-term benefits for Russia's automotive industry, its supply base and its economy.

"Our growing investment is the strongest possible endorsement by General Motors of our intent to make Russia a significant part of our international operations.

"Our vision in Russia, as in all of the other markets where we do business, is to design, build and sell the world's best vehicles," he said.

During his three-day visit to Russia, Akerson also addressed business leaders and media at the St. Petersburg International Economic Forum on June 22.

He discussed the importance of investing first in products and technology, being well-positioned for profitable growth and building strong brands that connect with customers worldwide.

Meanwhile, so much attention has been paid to China by Western OEMs over the past decade that GM's move here suggests that it's taking a global view toward new markets that perhaps have been overlooked by the west, starting with old Russia.

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