



Gov. Rick Snyder, center, at the Faurecia Fraser 2 plant opening.

Roush Stage One Mustang Is Best of Pure Michigan

By Gerald Scott

You've heard of the Pure Michigan ad campaign to bring tourists into the state to enjoy our surroundings and spend more money and such?

Well, Travel Michigan, a state entity and sponsor of the Pure Michigan ad campaign, is the corporate sponsor of the Pure Michigan 400 NASCAR race at Michigan International Speedway on Aug. 19, a Sunday and the second such race of the summer at the Speedway in Brooklyn.

Well, Travel Michigan and its partners have together sponsored the development of a one-off Roush Mustang/Stage One car decorated with Pure Michigan decaling and representing the best the state has to offer.

That is to say, this special promotional car, a 2012 Ford Mustang modified specially for this project, will be given away at the Aug. 19 race at MIS as part of a promotion where three lucky fans will be given car keys and the one that opens the door drives it home.

What a sweet car they will drive home, too. (Note that it's a demo vehicle and not built or marketed as a speedway pace car, per se).

Rather, it was built and modified to represent the best the state has to offer:

factory model built in Flat Rock, modified at Roush Racing in Livonia, decaled by McCann Erickson, the ad agency for Travel Michigan.

George Zimmerman, vice president at Travel Michigan, described the evolution of the Pure Michigan ad campaign together with the NASCAR audience via MIS.

"Last summer, there was an opportunity to sponsor the race last August, the first Pure Michigan 400, the inaugural, and we said yes, we'll do that (to a second run). The stars got aligned last year, we have another three years of our agreement," Zimmerman said. "We didn't know or appreciate the sport like we do now because we weren't around it as much.

"It's been a tremendous success in every possible way. What happens here on site, the banners, flags and everything else is very positive for our brand. But what happens on television (broadcast of the NASCAR race) is very important as well — our mission is to get those viewers to come visit our state."

Added Roger Curtis, president of the Speedway, "The good news is NASCAR fans enjoy camping, boating, fishing, golf and there are a lot of them out there. The good thing for our state is there are

a lot of race fans out there (who spend money related to Michigan tourism)."

Added Zimmerman, "Through a partnership with Roush, this Roush Stage One Mustang, is a custom, 412 h.p., 6-speed automatic, a great car, I've driven it before

and I think it represents (the best of the state of Michigan.) Two online fan winners, together with one chosen on-site, will gather the weekend of Aug. 17-19 to attempt to be the lucky winner whose key opens the door to a very fun ride, indeed.

Borg Warner Employees Honored

AUBURN HILLS — BorgWarner presented 2011 Innovation Awards to more than 100 employees from its worldwide operations for their contributions toward operational excellence, product development, customer excellence and collaboration.

From this group, 13 employees received Chairman's Innovation Awards for their exceptional contributions to the company's success.

"Innovation, collaboration and the pursuit of excellence drive our employees for-

ward," said Timothy M. Manganello, chairman and chief executive officer, BorgWarner.

"Their passion and entrepreneurial spirit result in technological breakthroughs, solving real-world challenges and helping our customers deliver fuel-efficient and environmentally friendly vehicles to millions of drivers.

"I'm very proud of the dedication, collaboration and creativity of this year's award winners. Congratulations to all of you on your outstanding accomplishments."

TRW Net Income Falls 25 Percent

LIVONIA (AP) — Auto parts maker TRW Automotive Holdings Corp. executives say the firm's second-quarter net income fell 25 percent, pulled down by a higher tax rate and a jump in costs.

The company attributed the earnings drop to a higher effective tax rate combined with a jump in costs related to future growth plans and higher raw material prices. But its adjusted earnings beat Wall Street expectations.

The Livonia-based auto supplier earned \$220 million, or \$1.71 per share, in the three months ended June 29, down from \$293 million, or \$2.21 per share, in the same quarter last year.

Excluding one-time items such as restructuring charges and tax benefits, TRW posted adjusted earnings of \$1.72 per share. Analysts surveyed by FactSet expected earnings of \$1.55 per share.

Sales were relatively flat at \$4.24 billion, as lower European vehicle production levels reduced demand.

Excluding the effects of unfavorable currency exchange rates and divestitures, sales rose more than 8 percent, company officials said. Ana-

lysts expected revenue of \$4.2 billion.

Based on its current expectations for global automotive production, TRW said it expects its third-quarter revenue to total about \$3.9 billion and its 2012 revenue to total between \$16.2 billion and \$16.4 billion.

Analysts polled by FactSet expect \$3.91 billion in third-quarter revenue and \$16.31 billion in 2012 revenue.

Faculty Awarded For Biochem.

Several University of Detroit Mercy Chemistry/Biochemistry faculty and staff members were recognized by the Detroit American Chemical Society (ACS) at its annual awards dinner, held at the Henry Hotel in Dearborn.

Associate Professor of Chemistry/Biochemistry Matt Mio received the 2012 Distinguished Service Award for his "long and meritorious service to the section."

Also, Storeroom Manager Meghann Murray was recognized with the E. Ann Nalley 2012 Regional Award for Volunteer Service.

Faurecia's Fraser 2 Factory Receives Official Visit

By Jim Stickford

Gov. Rick Snyder was on hand to celebrate the raising of the flag at Faurecia's second auto parts plant in Fraser last week.

The plant, located on Masonic near Utica Road, takes up 160,000 square feet and will employ 106 salaried and hourly employees.

It is an interior system plant close to Faurecia's sister facility in Fraser on 14 Mile Road. The first Faurecia facility in the city is Fraser 1 while this plant, nearby, becomes Fraser 2.

At Fraser 2, the company will manufacture components for the instrument panel of the all-new Cadillac ATS. Other parts to be made there will include instrument panel and center console components for the Ford Focus as well as other interior components for Chrysler and General Motors.

The facility will run three shifts using a building that

was empty for 18 months, but was leased by Faurecia in January of this year. They will specialize in injection molding, thermoforming and in-mold graining processes to create parts for the ATS interior module. These parts will go into the glove box, the knee bolster, the defroster grille, the center console, the front- and rear-door bolsters and two appliques.

Faurecia NA President Mike Heneka was introduced to the attending crowd by plant manager Damien Duclair. Heneka welcomed those attending and said that the company had done so well in Fraser that they decided to open up this plant.

Heneka said that while Faurecia isn't well-known in the United States, it is the eighth-largest auto parts supplier in North America and the sixth-largest supplier of auto parts in the world.

Last year's sales reached \$22

billion and the company employs 17,000 people in North America, which accounts for about 20 to 25 percent of its total global business.

Heneka said the new Fraser facility is one of the company's finest plants in the world, and that everyone involved in its construction and operation should be proud of their work and proud to be working for a company that is growing and innovating.

Faurecia wants to be more than simply a business in Fraser, Heneka said. They also want to be a good corporate citizen to the city and to metro Detroit at large. That's why they've teamed up with Gleaner's Food Banks.

Employees work to get food for the organization's food banks and Faurecia plants in the area compete against each other to see who can get the most food donated.

Heneka noted that the Masonic plant had already held its first food drive and that overall the company was able to donate enough food last year for 500,000 meals.

Snyder said he was pleased to be able to play a role in the flag-raising event in Fraser. The fact that a company had

enough faith in Michigan to open another manufacturing facility pleased him.

"Being here really gets me fired up," he added. "We work in dog years, and it's good to take time and stop and see what's going on."

Snyder said his administration is succeeding because he believes in offering excellent customer service, with the customer being the residents of Michigan.

"It's not the job of the government to create jobs," Snyder said. "We create an environment in which businesses can thrive. Part of that is meeting the great need of connecting employers with talent."

That also means making sure that people are educated right, helping people on their second or third career get the training they need. He said Michigan's greatest asset is the people who live here.

"With pride I stand here and say thank you to Faurecia for their relentless positive actions," Snyder said.

After his speech, the governor and company officials went outside to raise the state and Faurecia flags outside the main building, signifying it was open for business.



Roger Curtis, left, and George Zimmerman.

TRW Donates \$62,000 to Kettering University

FLINT — Officials from TRW Automotive were at the Kettering University campus last week to present a \$62,000 research grant to the school.

The grant extends an ongoing relationship between TRW and KU. Their research relationship actually dates back to the 1990s.

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

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