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Osram Launches LED Fog Lamps

Osram Automotive Lighting's cost-effective and versatile plug-and-play LED Joule module made its debut on a popular and much-anticipated vehicle: the 2013 Mustang GT.

The Mustang GT now features the first LED fog lamp in the U.S. based on Osram's standardized LED system. The grille-mounted hybrid reflector-projector system complements the Mustang's styling DNA.

Survey: Drivers Want More Technology in Cars

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Mann said his company's research also indicated that drivers – 57 percent of whom had or almost had an accident when changing lanes – were very worried about their blind spots. Almost half said they had or almost had an accident when parking, thanks to the blind spot.

The survey also stated that 38 percent of drivers flat out avoid parallel parking because of all the stress involved. Another interesting number, Mann said, was that 86 percent of drivers admitted to falling asleep or knowing someone who fell asleep while driving.

The most interesting statistic of all, Mann said, at least for him, was a 99 percent number. According to the survey, 99 percent of those questioned said they were a good and safe driver. Only 1 percent said they weren't. At the same time, drivers admitted that while they liked their driving habits, they were really worried about the other guy.

Those being polled were then asked about different Ford driving-assistance technologies. The questioning, Mann said, was carefully considered. Respondents were asked, "Would you be interested in technology such as . . ." for each feature Ford could offer.

The results, Mann said, showed that about four-fifths of respondents were interested in driver-assist technology. Additionally, 47 percent said it was important to be able

to answer the phone while driving, making tech such as voice-activated phone being synced – via blue tooth – to a driver's own cell phone.

The survey also showed the public wasn't aware of recent technological advances in driver tech, making a good marketing and advertising program important.

Mann said they also came across an interesting dichotomy. About 54 percent of drivers said they might be interested in a car that drives itself, but 59 percent of those surveyed said they would not be comfortable in a self-driving car.

Mann said 96 percent of those surveyed said they would like tech that notified the driver if someone was in the blind spot.

The survey further showed that drivers are very interested in tech that alerts drivers in time to press brakes to avoid a collision.

Those were the two most popular pieces of tech, Mann said. Drivers also evinced interest in cruise control tech that slows down automatically to cars in front, voice-activated calling, a self-parking system, and voice activated sending and receiving of texts.

On hand to answer media questions were Amy Marentic, Ford group marketing manager; Randy Visintainer, Ford director of research and advanced engineering; and Sheryl Connelly, Ford manager of global trends and futuring.

Connelly said what the survey showed was that drivers have a

sense of time poverty. There's a lot to do and not enough time to do it. So anything that offers personal assistance is attractive. She also said that as the driving population gets older and driving skills decline, any tech that can help the driver becomes more valuable.

The question of why Ford is offering a variety of techs, such as the blind spot information system, the forward collision warning system, adaptive cruise control, Ford Sync, active parking assist and My Ford Touch communication tech, are all available in a mid-size car like the 2013 Fusion.

Marentic said the mid-size market is more important than ever, going from about 40 percent of the total new-car market in 2004 to 60 percent now. She expects that number to reach 70 percent in the not-too-distant future.

"People adapt to this technology quickly," Marentic said. "And that makes it hard to give up when going to a smaller-sized car."

Connelly agreed, saying the

days of bigger always being better, at least when it comes to cars, is over. That's a big change from even a decade ago.

A media question focused on how it's possible to get all these features in a car. Visintainer said Ford is doing it by leveraging the scale of production. They are not letting tech "trickle" down from larger to smaller vehicles.

Marentic said Ford is bucking a trend. Consumers don't usually see technology of this sophistication in cars the size of the 2013 Fusion.

Visintainer said it's important to remember that all this is driver-assist technology. It's not car-control tech. The driver will still have to remain engaged.

He said that's all right because Americans as a people, like being in control of their cars, and they don't like the idea of giving up that control.

He said this tech will keep them in control while giving them the assistance they need to driver safer.

Chrysler Foresees '13 Ram a Hit at \$23,585

CONTINUED FROM PAGE 1

frame with air suspension to a new eight-speed transmission to a new interior with the next-generation Uconnect system.

"With best-in-class towing and payload, best-in-class ride and handling and best-in-class aerodynamics, the 2013 Ram 1500 delivers unmatched content, performance and capability to our customers," Diaz added.

Meanwhile, the new 3.6-liter Pentastar V6 engine (Ward's 10 Best Engines Award two years in

a row) with variable-valve timing (VVT) offers standard 305 horsepower, 269 lb.-ft. of torque and with best-in-class fuel economy for V6 trucks.

The new V6 features 42 percent more horsepower, 13 percent more torque and at least 20 percent better fuel economy when compared to the previous 3.7-liter V6 powertrain. Also, the standard V6 delivers best-in-class towing – 6,500 pounds.

Also, the 5.7-liter HEMI V8 with fuel-saving cylinder shut-off and VVT provides 395 horsepower,

407 lb.-ft. of torque and best-in-class fuel economy for V8 trucks.

The eight-speed automatic transmission (TorqueFlite 8), standard equipment with the 3.6-liter V6 Pentastar, doubles the amount of gears compared with the previously available four-speed automatic transmission, which improves drivability and enhances fuel efficiency.

The new eight-speed also is available with the 5.7-liter HEMI V8 – the company's first application with a V8 (TorqueFlite 8 with V8 is late availability).

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