

## The Beat Goes On: Chrysler Reprises Detroit Jazz Festival Sponsorship

The Chrysler brand is once again taking on the role as the official presenting sponsor of the upcoming Detroit Jazz Festival scheduled to be held Labor Day Weekend.

According to a Chrysler news release, Chrysler brand will be the presenting sponsor as an extension of what the automaker's "Imported from Detroit" campaign is all about - celebrating the spirit and determination of Detroit and its residents.

"Not only is the Detroit Jazz Festival a world-class arts and education contributor, it's an economic booster for the city and one of the many beautiful stories that continues to be 'Imported from Detroit,'" said Saad Chehab, president and CEO - Chrysler brand.

"The Detroit Jazz Festival spreads the message about the beauty of Detroit and provides an enriching cultural experience for jazz and music lovers across the country.

"The people and the commitment behind these events is what continue to inspire the Chrysler brand's 'Imported from Detroit' campaign."

According to organizers, the Detroit Jazz Festival is the world's largest free jazz festival and a major out-of-state tourist draw for the city of Detroit. Festival spokesperson Alexandra Sherbow said roughly 200,000 people attended the 2012 Detroit Jazz Festival.

Many top jazz headliners have already been confirmed for this year's Aug. 30-Sept. 2 event, including:

- David Murray Big Band featuring Macy Gray
- Ahmad Jamal Quartet
- Joshua Redman with Strings
- John Scofield Überjam
- Shelia Jordan with Strings featuring the Alan Broadbent Trio
- McCoy Tyner Trio with Savion Glover
- Charles Lloyd Quartet with Bill Frisell
- Yellowjackets



**Danilo Perez**

• 2013 Detroit Jazz Festival Artist-in-Residence Danilo Pérez.

The Chrysler brand also will serve as the presenting sponsor for many year-round initiatives, including the Detroit Jazz Festival Community Series concerts, and the festival's annual national musician and arranger competitions.

Chrysler is also the exclusive official automotive sponsor.

"Having the Chrysler brand on board again means so much to the Detroit Jazz Festival, and also to the city of Detroit," said Gretchen Valade, chair of the Detroit Jazz Festival's Foundation Board of Directors.

"We're coming together to create meaningful and fun opportunities for Detroit communities year-round, and amazing Labor Day weekend performances for those all over the world.

"Support from companies like the Chrysler brand, who are committed to helping this city, assist the Detroit Jazz Festival in continuing to stay the largest free jazz festival in the world and helps us to continue to offer these unique cultural experiences."

## Ford Packs Police Utility Vehicle with Power

When a speeder puts the pedal to the metal to escape a police utility vehicle, he or she may find it harder now that a new Ford Police Interceptor is available.

Police agencies soon will be able to order the Ford Police Interceptor utility vehicle with the 365-horsepower, 3.5-liter, EcoBoost V6.

The engine, which delivers 350 lb.-ft. of torque, has been available in a variety of Ford vehicles, including the Police Interceptor sedan. The engine is the choice of more than 40 percent of Ford F-150 truck buyers, said Chris Terry, Ford Product Communications.

Now, it's in a utility vehicle. "We continue to look at ways we can offer our customers additional product enhancements to further meet their unique needs," said Gerry Koss, Ford Fleet Marketing manager.

"Our Police Advisory Board and customers across the country identified the EcoBoost engine as their No. 1 want in the Police Interceptor utility vehicle."

Agencies often need to outfit vehicles with an increasing amount of equipment, but still require first-responder, pursuit-capable performance and handling. The new Ford Police Interceptor utility vehicle is designed to

meet these requirements, Terry said.

"With the Police Interceptor utility vehicle (with the former engine) representing half of our police orders, it is evident our two-vehicle strategy was on target," said Koss. "Our engineering team designed this vehicle specifically for the police market."

The Police Interceptor utility has received very positive feedback from law enforcement agencies, including the performance of the standard 3.7-liter Ti-VCT V6 engine, which delivers 304 horsepower and 279 lb.-ft. of torque, said Bill Gubing, chief engineer for Police Interceptor.

Gubing cited recently released results of Los Angeles County Sheriff's Department testing and evaluation of 2013 model year vehicles. The final results show Ford's Police Interceptor utility vehicle sweeping all categories, including acceleration, braking, 32-lap high-speed and pursuit versus the Chevrolet Tahoe equipped with a 5.3-liter V8 engine.

"The 3.5-liter EcoBoost will offer best-in-class performance and top-notch fuel economy," said Gubing.

"It also complements our strategy of offering a choice of either



**Ford Police Interceptor Utility**

sedan or utility vehicle based on a common platform, and sharing a large amount of common components, including powertrains, brakes, wheels/tires, seats and maintenance items."

Lt. Charlie Powell, commander of fleet operations for Nevada Highway Patrol, said Ford "has made a good vehicle even more impressive" with the addition of the EcoBoost engine for the Police Interceptor utility vehicle. "This is good news," Powell said. "We at Nevada Highway Patrol look forward to putting this platform in the field as soon as practical."

Ford's Police Interceptor engine strategy provides a V6 lineup that outperforms V8 engines of years past.

The Police Interceptor sedan is available with three powertrain options - a 3.5-liter V6 with front-wheel drive, 3.7-liter V6 with all-wheel drive and the powerhouse 3.5-liter EcoBoost V6 engine with all-wheel drive.

## Conference Set for Answers to Health Care Reform Law

Health Care Reform have you in a tizzy? Do you have questions that need to be answered?

With businesses throughout the U.S. trying to determine which routes to take as they face the upcoming law change, a special conference on the subject is being planned for next month.

The Michigan Business & Professional Association (MBPA) has scheduled a Health Care Reform Conference for 8 a.m. on Sept. 24

at the MSU Management Education Center in Troy.

According to the MBPA, this conference is critical for any business or trusted advisor preparing for the immediate rules related to Health Care Reform.

A representative from the U.S. Health and Human Services Department (HHS) will bring the audience up to date on the newest wrinkles in the upcoming law, and will answer all health care re-

form questions. HHS is in charge of the Federal Healthcare Law and its execution or delays.

Tax penalties, credits, full-time employee status and health benefits changes will be covered at the 5-1/2-hour session.

Conference organizers say space is limited. Cost is \$100 for MBPA members; \$125 for non-members. You can register online at michbusiness.org, or contact Natasha at 888-277-6464.

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