

Jeep Goes Retro with 'Willys' Wheeler Special Edition

Sometimes you get something correct right off the bat, as the first Jeep proved.

The roots of America's love affair with Jeep can be traced to World War II, as the vehicle dutifully served the U.S. military with its durability and ruggedness, said Chrysler spokesman Patrick Hespren.

The affinity for Jeep gained traction as the first civilian Jeep ("CJ") vehicles – the Willys-Overland CJ-2A – reached the public in 1945.

The CJ-2A, and successor CJ-3A, was immortalized for its go-anywhere capability and strictly functional amenities.

Beginning early next year, when the new 2014 Jeep Wrangler Willys Wheeler Edition arrives in Jeep showrooms, customers can connect with the original Jeep vehicle's "rugged and functional capability," Hespren said. The latest Wrangler special edition made its debut at the 2013 Los Angeles International Auto Show.

"The new Jeep Wrangler Willys Wheeler Edition is a Jeep purist's dream, delivering a Jeep vehicle that harkens back to the original, classic CJs of the 1940s," said Mike Manley, president and CEO – Jeep Brand.

"This new Jeep vehicle delivers pure functionality and rugged capability in a unique package that recognizes the origins of the brand."

Hespren said that the special limited edition versions of the Jeep Wrangler have proved to be popular with Wrangler buyers.

"We just introduced the Arctic Explorer Wrangler Special Edition and it sold very well," Hes-

pen said. "We've found that these types of vehicles don't stay on the lots long."

"Right now, we don't know how many we're going to make, but it's somewhere in the neighborhood of about 5,000. Maybe a few more or a few less."

Hespren said Jeep doesn't make a lot of any special edition Wranglers because the vehicle would soon lose its cachet.

Based on the Wrangler Sport model, the Willys Wheeler Edition features upgraded hardware, including a Dana 44 rear axle with Trac-Lok limited-slip rear differential and 3.73 gears, BF Goodrich KM Mud Terrain LT255/75R17 tires, rock rails and a new Jeep trail-rated kit that includes a D-Ring, tow strap and gloves in a Jeep-branded bag.

This works with the Jeep Command-Trac 4x4 part-time, two-speed transfer case with a 2.72:1 low-range gear ratio to give the Jeep Wrangler Willys Wheeler Edition its improved off-road performance, Hespren said.

Special exterior design cues include a gloss black grille with black Jeep badge, gloss black



1946 civilian Jeep

front and rear bumper appliques, historic satin black "4 Wheel Drive" rear tailgate decal and "Willys" hood decals, and unique high-gloss black 17-inch aluminum wheels. The Willys Wheeler Edition comes standard with a Sunrider soft top and deep-tint sunscreen rear windows. A premium Sunrider soft top and black-splatter Freedom Top are available.

Willys Wheeler Editions feature the Connectivity Group with SiriusXM satellite radio, and Sport S-based models have the power convenience group and premium tire pressure monitoring system as standard. Jeep Wrangler's historic half doors are an option.



2014 limited edition "Willys" Jeep Wrangler

The 2014 Jeep Wrangler Willys Wheeler Edition features the 3.6-liter Pentastar V6 engine that produces 285 horsepower and 260 ft.-lb. of torque.

It's available with a standard six-speed manual or an available five-speed automatic transmission. The special edition vehicle delivers up to 21 miles per gallon on the highway.

Available in any Jeep Wrangler color, the Willys Wheeler Edition has a Manufacturer's Suggested Retail price (MSRP) of \$25,795 for two-door models and \$29,595 for Unlimited (four-door) models.

The 2014 Jeep Wrangler and Jeep Wrangler Unlimited are built at the Toledo Supplier Park in Toledo, Ohio.

2013 Grand Prix Generates \$17M In New Spending

The 2013 Chevrolet Detroit Belle Isle Grand Prix generated \$46.3 million in total spending for the Metropolitan Detroit region, according to information released Nov. 18.

The total number represents an increase of \$1 million in spending from the 2012 Chevrolet Detroit Belle Isle Grand Prix, according to a report conducted by sports consulting firm Sportsimpacts.

The consulting firm also provided an analysis report of the 2012 Grand Prix, said Grand Prix spokesperson Merrill Cain.

The report stated that of the 2013 total spending number affecting Wayne, Oakland and Macomb counties, \$17 million represents new spending to the region.

Information shows that amount was a result of non-local sources that will be retained long term as new income for Detroit-area households, businesses and government.

This information represents a total economic impact increase of \$1.3 million over the 2012 Grand Prix, according to Sportsimpacts, which has conducted more than 75 studies since 2000, including research information on numerous sporting events in Metro Detroit, such as Super Bowl XL, the Ryder Cup and the Major League Baseball All-Star Game.

"The Chevrolet Detroit Belle Isle Grand Prix continues to be a very positive force for Detroit and Southeast Michigan," said Bud Denker, chairman of the Chevrolet Detroit Belle Isle Grand Prix.

"We know that the event shines the light on Detroit and Belle Isle on an international level with race broadcasts seen around the world."

"It's also great to see how much of an impact the Grand Prix has had on the local economy."

"We're very excited to report economic growth from the 2012 event and to acknowledge that we generated \$46.3 million in spending for the Detroit region this year."

The direct spending impact, which refers to all spending by local and non-local spectators, participants, and other expenditures toward event operations and infrastructure for the Grand Prix in 2013, was estimated at \$28.8 million.

BorgWarner Stock Splits 2-for-1

The board of directors of BorgWarner Inc. has approved a two-for-one stock split effected in the form of a stock dividend on the company's common stock.

According to a statement released by the company, to implement the stock split, shares of common stock will be distributed on Dec. 16, 2013, to all shareholders of record as of the close of business on Dec. 2, 2013.

The stock split will increase the company's outstanding shares of common stock from approximately 114 million to approximately 228 million.

Auburn Hills-based BorgWarner makes highly engineered components and systems for powertrain applications worldwide.

Operating manufacturing and technical facilities in 56 locations in 19 countries, the company develops products to improve fuel economy, reduce emissions and enhance performance.

Customers include VW/Audi, Ford, Toyota, Renault/Nissan, General Motors, Hyundai/Kia, Daimler, Chrysler, Fiat, BMW, Honda and John Deere.

Female Students Earn Scholarships from Women's Group

More than 70 area senior high school girls who have gone through the Women of Tomorrow program were invited to join their mentors, school coordinators, scholarship partners and the Women of Tomorrow Detroit Scholarship Committee at an educational event to learn about the scholarship opportunities available to them through the Women of Tomorrow organization.

The Nov. 21 event was held at Comerica Park and was underwritten by the Detroit Tigers, who have an ongoing commitment to partner with and support Women of Tomorrow.

In attendance were the Women of Tomorrow Scholarship Partners – Central Michigan University, Northwood University and Rochester College – who have all committed a competitive

scholarship opportunity for a Women of Tomorrow graduate.

Representatives from the three scholarship partners, as well as the University of Michigan and Michigan State University, were on hand to help students navigate the various steps involved in the scholarship process.

The students learned how to fill out college admissions and financial aid applications and were shown other scholarship opportunities that may be available to them.

"I believe education is the key to change," said advisory board member and president of Ward Williston Oil Laurie Cunningham.

"Thanks to the generosity of organizations like Northwood University, Central Michigan and Rochester College, many of these young women will get the support they need to fulfill their

goals and dreams of success."

President and chairwoman of Weight Watchers Group Florine Mark is also an advisory board member. She said she believes wholeheartedly in supporting tomorrow's leaders.

Mark secured the first scholarship partnership with Central Michigan University.

When asked why it was so important to support Women of Tomorrow's mission, she said, "These young women have the intelligence, talent and passion needed to achieve great things."

"We are so grateful," Mark said, "that some of Michigan's finest educational institutions have not only recognized their potential, but they have stepped forward to help the girls on their paths to success."

The Women of Tomorrow Detroit Scholarship Committee

members are Cunningham, Lori Blaker, president and CEO, TTI Global; Joanne Faycurry, partner, Schiff Hardin; Ellen Hill Zeringue, vice president of Marketing, Detroit Tigers; and Jacquise Purifoy, attorney, Law Office of Jacquise A. Purifoy PLLC.

"We are extremely grateful to all our educational partners for their commitment to the Women of Tomorrow Mentor & Scholarship Program," said Blaker, head of the Scholarship committee.

"Their assistance and resources will provide the support that our young women need to thrive in the college environment."

"As a result of our partnerships, we anticipate great outcomes will be seen as our first mentees proceed through the system and on to the college of their choice."

Ford's Focus on Young Buyers Pays Off

Focus ST is showing signs of success in bringing younger, more affluent customers into Ford showrooms as the car and the Ford ST performance brand mark one year in the market.

Through October, U.S. sales of the Focus ST since launch are just under 12,000 units, with demand strongest in Detroit, Los Angeles, Houston and Orlando.

Among those buyers, nearly two-thirds, or 65 percent, traded in a non-Ford vehicle to buy their car – the highest percentage of conquest sales for a non-hybrid vehicle among all Ford cars and trucks. The most traded-in brands: Honda, Chevrolet, Mazda and Toyota.

And those sales numbers are important, said Ford spokesman Chris Terry.

"We want the Focus to be successful beyond the usual Ford fanboys who are based in the Midwest," Terry said. "So when we see the sales figures coming from places like Houston or Los Angeles or Orlando, that's very good news for Ford."

In addition, many Focus ST buyers are young, with 32 percent under 35, compared with 22 percent of non-ST Focus owners. And they have higher incomes, with an average household annual salary of \$127,000, compared with \$67,000 for non-ST Focus customers.

The Focus ST is helping to boost sales of other Ford models, drawing to showrooms customers who then buy a different Ford model, most often a Fusion sedan or Escape utility, said John Felice, vice president, U.S. Marketing, Sales and Service, citing anecdotal evidence from dealers.

"It's having the kind of halo effect for other vehicles we'd hoped for when we invested in the ST brand," said Felice. "We continue to build through word-of-mouth and terrific reviews. As an affordable high-performance vehicle that can serve double duty as a daily driver, it has no equal."

Ford recently launched the Fiesta ST, the second vehicle in its ST lineup. With a 197-horse-

power 1.6-liter EcoBoost engine and EPA-estimated highway mileage rating of 35 mpg, Fiesta ST essentially has no direct competition in its price range.

Focus ST, Ford's first global performance car, integrates advanced and sport-oriented technologies previously unavailable to North American customers.

The combination of these technologies into a refined yet high-performance sport compact elevates the category and further cements Focus as the most complete compact car range sold in North America, said Terry.

What that means, he said, is that buyers are going for the more expensive trim packages.

Part of the buying experience for both Focus ST and Fiesta ST owners is complementary precision driving instruction at Miller Motorsports Park in Toole, Utah. The exclusive experience includes classroom instruction as well as karting and autocross driving lessons from Miller's professional instructors.

The sales figures are also good



2014 Focus ST

for Ford because the Focus falls in what Ford people call a "supersegment" niche. That's the compact-subcompact-mid-size sedan and small utility segments.

About 10 years ago, that 'supersegment' accounted for about a third of the vehicles sold in the country. Now, that number is closer to 50 percent, and may go as high as 60 percent.

"Look at it this way. If you divide the motor vehicle market up into three segments – truck, SUV and car, Ford already has the top selling truck and top-selling SUVs. The only way to grow the company is in the car segment."

Being able to compete in this supersegment with a car aimed at younger buyers is a real victory for Ford, Terry said.