

# Edsel Ford II Honored for Campus Martius Work

Edsel B. Ford II – the great-grandson of Henry Ford – was recognized last week by The Detroit District Council of the Urban Land Institute (ULI Detroit) for his contribution to the development of Campus Martius Park and the revitalization of Detroit.

Ford, along with Peter Karmanos, Jr., will be presented with the Placemaker Award, which celebrates and honors the two business leaders who have made a positive impact on the vibrancy and quality of life in the community through the use of land.

“There isn’t a city in the world I love more than the city of Detroit and I’m truly grateful to have been part of the development of Campus Martius Park,” said Ford, member of the board of directors, Ford Motor Co.

“This award represents so much more than just the creation of a beautiful park. It represents the teamwork of hundreds of people who, together, transformed an area of Detroit into an inviting and enriching environment that draws families, employers, students and visitors from all over to our great city.”

This year, Campus Martius Park received the first-ever Urban Land Institute Amanda Burden Urban Open Space Award. This award recognizes an outstanding example

of a public open space that has catalyzed the transformation of the surrounding community.

“This park has far exceeded all expectations, in terms of the lift it has provided to Detroit’s social and economic well-being,” said Amanda Burden, chair of the New York City Planning Commission, director of the New York Department of City Planning.

“It reflects a creative, innovative approach to transforming an eyesore into a jewel. What makes Campus Martius Park work so well is that, quite simply, it’s a place where people want to spend time. As a result, it’s a magnet for investment. That’s the definition of a successful urban open space.”

Earlier this week, Edsel, along with his wife Cynthia, were also honored by the Michigan Roundtable for Diversity and Inclusion with the Humanitarian Tribute for their dedication to enhancing the quality of life in the Detroit metropolitan area, as well as their commitment to creating a unified and inclusive community.

“Cynthia and I are truly humbled to have been recognized by such honorable organizations that are working every day to make a critical difference for the Detroit metropolitan area,” said

Ford. “Our community has a lot to be proud of, and awards like these are proof that together we can make a difference for Detroit and its people.”

Ford continues to be active in company affairs and corporate dealer relations. He is the great-grandson of Henry Ford, founder of Ford Motor Company. His grandfather was Edsel B. Ford, company president from 1919 to 1943. His late father, Henry Ford II, was president of the company from 1945 to 1960 and chairman from 1960 to 1980.

Ford is also very active in several charitable organizations and is the former chairman of the National Advisory Board of the Salvation Army.



Edsel B. Ford II earned distinction with a Placemaker Award for his good civic works.

He is a trustee of both The Skillman Foundation and the Smithsonian National Air and Space Museum.

## 2012 Ford Focus Named ‘Official Car’ of Next CES

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with the latest technologies that address consumer demand for on-the-go innovations.”

Meanwhile, studies by the Consumer Electronics Assn. show that as many as 77 million adults make up the so-called technology enthusiast drivers population, more than half of whom express the desire for a connected communications and information system in their vehicles.

The all-new Focus features Ford Sync, MyFord Touch driver connect technology, Intelligent Access with Push Button Start, Sony Audio with HD Radio and Active Park Assist, among other advanced technologies more often associated with larger, premium vehicle segments.

For avid in-car tech lovers, Focus with MyFord Touch will feature a Wi-Fi radio that will provide Internet access when a compatible USB mobile broadband modem is inserted into Sync’s USB port producing a secure wireless hot spot that will be broadcast throughout the vehicle. This secure connection will allow

passengers with Wi-Fi-enabled mobile devices to access the Web while on the go.

Ford adds that tech enthusiasts as well as music lovers will also appreciate that Focus will be the first car in its class available with an audio system supplied by global consumer electronics leader Sony. Featuring a Class D digital amplifier developed specifically for Focus, this system has 10 speakers, three-layer soft dome tweeters and a subwoofer offering up 355 watts of continuous power.

Coupled with MyFord Touch, the Focus audio system also features HD Radio technology with iTunes Tagging – also a first in its class.

“Customers want smaller cars with outstanding fuel economy, but without sacrificing any of the style, technology, connectivity and driving quality they demand from larger vehicles,” said Ford’s Czubay.

“With the all-new Focus leading the pack, our next-generation of smaller cars and utilities will prove that Ford is ready to meet that challenge.”

# Ford Group Pays Tribute To Military on Vets Day

By Stefanie Carano  
Staff Reporter

Honoring those who have fought, and died, to preserve America’s freedom, the Ford Motor Co. employee organization, Ford Veterans Network Group, held their Veterans Day ceremony Nov. 11 at the Ford World Headquarters auditorium.

“We are here today to honor all military members, present and past. Those who have served their country – and to acknowledge those sacrifices made by the soldiers, sailors, airmen, marine, coast guardsmen and their families,” said Ret. Army Lt. Col. Thomas Niemann.

The event acknowledged several Ford employees who are currently deployed to Iraq and Afghanistan and recognized Ford’s efforts to support those employees by helping their families back home.

“Ford obviously has a culture that transcends services, transcends service members and affects the families directly,” said James Rebholz, National Chairman for the U.S. Department of Defense’s Employer Support Guard and Reserves.

“There are two things that make a service member able to serve our country – support from his family and support from his employer.”

Rebholz said that when an employee is deployed, Ford will service that employee, as well as his or her family.

“So the service member is getting a double benefit. He’s getting a benefit from his employer because his job is secure, as you know. His coworkers are keeping in touch with him, his coworkers are sending CARE packages.”

“But he’s also comforted

that his employer is taking the human element by taking care of his family. They are recognizing him as a human being not an employee number. That’s why Ford is such a magnificent, marvelous employer, in our view.”

Rebholz said that presently, 48 percent of the military’s strength in the United States is with the guard and reserve.

“If we didn’t have the guard and reserve, we’d have a hollow shell,” he said.

Rebholz said today’s military is dramatically increasing the number of reservists.

“So that the people who are warfighters today are our fellow citizens, our neighbors, they’re not totally fulltime military,” he said. “They are citizen soldiers. That’s unique today.”

Special recognition on behalf of Ford was given to Rear Admiral John Jolliffe of the Naval Forces Central Command in Bahrain.

Jolliffe was presented with a model 1964-1/2 Mustang.

“I was born and raised in Detroit. I grew up in the automotive industry. My friends, neighbors, family members worked in the auto industry. My grandfather, Earl Ridley, was the chief engineer at the Ford Rouge Plant,” Jolliffe said.

“My roots with Ford are very deep. I remember as a child going to Greenfield Village, going to the Rotunda . . . I’m a big believer in Ford, that’s why I traveled all the way from the Middle East to be here today.”

Jolliffe said today’s warfighters couldn’t do what they’re doing without employer support.

“We only want to play away games. We had a home game here on 9-11, we don’t want to do that anymore,” Jolliffe said.

## Ford Field is New Venue For Hob Nobble Gobble Gig

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song, “Battle Cry,” for his campaign album, “Yes We Can.” Shontelle’s performance at Hob Nobble Gobble is courtesy of 98.7 AMP Radio Detroit.

With all the activities and entertainment taking place on the field, Hob Nobble Gobble will feature more than double the number of rides for both kids and adults. New rides, as well as longtime favorites, will include the Paratrooper, Giant Swinging Ship, Bumper Cars, Tilt-a-Whirl and Ferris Wheel.

In addition, The Parade Company will utilize the stadium’s Jumbo-tron for a spectacular show. SuperStar guests will be treated to a private meet-and-greet with Shontelle, in addition to these celebrity guests:

Actress Jana Kramer from “One Tree Hill,” “Entourage” and “90210.” She’s a Rochester, Mich., native.

Meryl Davis & Charlie White – Silver Medal ice dancers, 2010 Vancouver Olympic Games.

Peter Vanderkaay – Gold

Medal Winner, Men’s 800m Freestyle Relay, 2008 Beijing Olympic Games.

A range of tickets are now on sale to the public for this black-tie celebration: SuperStar Reservation, \$1,000 each, giving guests access to a private meet-and-greet; Patron Reservation, \$500 each; Benefit Reservation, \$350 each; and Child Reservation (age 6 & under), \$200 each. To order tickets, call 313-432-7831.

America’s Thanksgiving Parade, one of the country’s oldest and most celebrated parades, will step off at Woodward Avenue and Mack on Thursday, Nov. 25 at 9:20 a.m. and end at Woodward Avenue and Congress in downtown Detroit.

The two-hour parade will be featured on WDIV-TV Local 4, including a one-hour national broadcast reaching nearly 65 million households nationwide. NewsTalk 760 WJR will also broadcast live from the Parade. For more information on The Parade Company, visit [www.theparade.org](http://www.theparade.org) or call 313-923-7400.

## Visteon Wins Society’s 2010 Plastics Auto Innovation Award

Visteon Corp. was awarded the Society of Plastics Engineers (SPE) Automotive Division prize for most innovative use of plastics in a vehicle body interior – for a lightweight, self-reinforced air bag door.

The award-winning air bag door, incorporating Visteon’s unique lightweight reinforcement technology (VLR), is the first self-reinforced, injection-molded air bag door that enables deployment through the instrument panel substrate.

Visteon’s technical center in Harnes, France, developed the air bag door, which is currently in production on the Citroen C5.

Visteon was chosen for the award by a blue-ribbon panel of judges from corporations, universities and media in the automotive and plastics industries.

The award was presented Nov. 9 at the 40th annual SPE Automotive Innovation Awards Gala in Livonia, sponsored by the Automotive Divi-

sion of SPE.

“Visteon is very honored to be recognized for this fully recyclable product that resulted from our commitment to drive innovation throughout the interiors development process,” said Steve Meszaros, Visteon product group vice president.

“Visteon’s VLR technology offers a one-shot solution to a normally complex process for a passenger air bag door. This award demonstrates Visteon’s strength and capabilities in providing innovative interiors solutions for global vehicle manufacturers.”

Visteon’s VLR solution features a woven and compressed polypropylene (PP) fabric, overmolded on the main instrument panel surface. The system integrates the air bag door, a patented hinge and the air bag deployment control, eliminating the need for additional components and post-mold operations.

Visteon is global supplier based in Van Buren Twp.

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