



Ford CEO Alan Mulally, left, visited the Ford exhibit at the National Auto Dealers Assn. (NADA) convention in San Francisco recently.

Ford to Boost Output as 2011 Sales Grow

SAN FRANCISCO (AP) – Ford Motor Co. will increase factory production 13 percent in the first quarter because of higher demand for Ford and Lincoln brand cars and trucks, and further increases are likely through the year, company executives said last week.

The Dearborn automaker said its sales to individual buyers rose 27 percent in January, a strong increase that shows demand for Ford products like the Explorer sport utility vehicle is on the rise.

Ford's overall sales, including those to big fleet buyers such as rental car companies, rose 9 percent last month.

"We're trying to catch up to just the customer demand," Jim Farley, Ford's global marketing chief, told reporters at the National Automobile Dealers Association conference in San Francisco.

The first-quarter increase, to 555,000 vehicles, could mean

additional jobs. U.S. sales chief Ken Czubay said Ford is studying whether to add a third shift to factories that now are on two shifts and working overtime.

The company also could add production by raising the assembly line speed or by paying more overtime to extend work time.

Czubay said demand for vehicles like the revamped Explorer has been so high that the company has only a "single-digit" days' supply of the model on dealer lots. Automakers like to have around 60 days worth of a product so customers have adequate selection.

Ford's Chicago plant is most likely to get additional jobs or overtime because it builds the new Explorer. It's based on a car chassis and gets better mileage than the old Explorer, and arrived at dealers late last year.

Ford already has announced plans to hire more than 7,000

workers in the next two years, including engineers and factory workers. But those jobs will be to build new models like the revamped Ford Escape mid-size SUV.

The executives also promised six new or updated models

for the Lincoln brand during the next three years as they try to revive its sales. Dealers who attended a meeting Sunday with Farley and Czubay said no specifics were given on the

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PHOTO: GERALD SCOTT

Roush Manufacturing assembly line worker Denise Voegele moves a Blink EV car charger down the line in Livonia. Roush is now officially in the EV car charger unit assembly business.

Explorer Takes Steep Ascent at Chicago Auto Show

CHICAGO – The Ford Explorer ride experience at the Chicago Auto Show takes the simple concept of a playground teeter-totter and transforms it into an exciting and compelling demonstration of Explorer's exclusive Terrain Management System.

The footprint of the teeter-totter ride experience at the Chicago Auto Show is approximately 5,000 square feet.

Operated by a professional driver, with show-goers as passengers, the Explorer starts out driving through sand to demonstrate how it easily handles loose surfaces before beginning to ascend the teeter-totter ramp.

The teeter-totter itself, taking two full weeks to construct within the Ford exhibit, is a steel structure 30 feet long and standing four feet tall.

This dramatic demonstration provides a memorable experience for riders and on-



Ford used a teeter-totter to demonstrate its Terrain Management System at the Chicago Auto Show last week. The Ford teeter-totter ride experience in Chicago covers about 5,000 square feet.

lookers alike, as the vehicle drives up the ramp at an angle approaching 22 degrees. On-board passengers gaze at the ceiling as Explorer continues its steep ascent.

Once at the teeter-totter's apex, Explorer begins to descend the ramp. This is where the Terrain Management System's Hill Descent Control activates to control speed and

slippage, simulating the capability, control and driver confidence the all-new Explorer enables when drivers encounter steep downhill grades.

Explorer's Intelligent 4WD with Terrain Management eliminates guesswork by employing simple icons to help determine the appropriate setting.

All a driver needs to do is turn the dial to match the sys-

tem to actual driving conditions, choosing between snow, sand, mud, hill descent and normal settings.

The system then adjusts the engine and transmission behavior, shift schedules and braking force to increase the driver's confidence and control.

The Chicago Auto Show covers 1 million square feet.

Roush Moves Into EV Car-Charging Business

by Gerald Scott
Editor
U.S. Auto Scene

In yet another positive sign that the Motor City auto industry is serious about reinventing itself, Roush Manufacturing just leapt into the assembly of home EV car charging units.

This is notable because just a couple years ago, this same Roush factory in Livonia was making fascias, spoilers and other plastic parts for the mainstream auto industry.

Today, it's part of the new EV world of autos that the domestics are taking more and more ownership of.

Evan Lyall, CEO of Roush Enterprises, Inc. said, "We are

excited, really excited to be cutting the ribbon and officially getting production on the Blink electric vehicle charger system.

"It's an interesting project. . . it's a really interesting and exciting partnership (with ECOTality), it's great to be on the cutting edge of what's taking place in our country – there's a revolution going on for sure in the way we move around in our vehicles, and we want to be part of that."

ECOTality partnered with Roush in July, 2010 to manufacture the company's flagship Blink home and commercial charging stations.

The agreement marked a

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Ford Fund Donates \$1M to Teen Driving Safety

CHICAGO – The Ford Motor Company Fund is investing another \$1 million to fight the No. 1 killer of American teens, working with the Governors Highway Safety Association (GHSA) to expand Ford's free driving skills program to high schools in 15 states.

Starting this month, the Ford Driving Skills for Life (DSFL) National Tour takes free driving exercises, web-based training and materials on driving safety to 30 high schools nationwide to augment its community driving clinics and web-based training.

"Inexperience is the leading cause of crashes in young drivers, and this program delivers the key skill sets that will increase their knowledge, confidence and, ultimately, their safety," said Sue Cischke, group vice president, Sustainability, Environment and Safety Engineering.

"Ford is passionate about helping young drivers learn the rules of the road, better manage distractions behind the wheel and help make Amer-

ica's roads safer for all of us."

More than 3,000 teens, ages 15-19, are killed on American roads each year, according to government statistics.

Ford developed Driving Skills for Life in 2003 in partnership with GHSA, delivering one of the nation's most comprehensive teen driver safety programs.

This year, the expanded Ford program will reach high schools in these market areas: Birmingham, Ala.; Little Rock, Ark.; Hartford, Conn.; Orlando and Tallahassee, Fla.; Atlanta; Shreveport, La.; Portland, Maine; Boston; Jackson, Miss.; Manchester, N.H.; Albany, N.Y.; Raleigh/Durham, N.C.; Providence, R.I.; Charleston, S.C.; and Burlington, Vt.

Ford DSFL builds young drivers' skills in four key areas: driver distraction, speed space management, and vehicle handling and hazard recognition.

These four areas are contributors to more than 60 percent of teen crashes.

In addition to hands-on events, the program offers

learning tools such as an interactive website (www.drivingskillsforlife.com) with learning modules, quizzes, car care and driving tip videos and games. Free educator packets are available for students, parents, educators and community organizations.

"This new commitment will bring Ford DSFL into many more communities. State highway safety offices will be able to use this program to complement ongoing laws and programs," said GHSA Chairman Vernon F. Betkey Jr.

"While teen driving safety is a key priority, too often our communities lack the resources to conduct these types of hands-on, high-tech trainings. We are grateful to Ford for helping fill these critical gaps."

Ford Motor Company Fund and Community Services works with community partners to advance driving safety, education and American heritage and community life. The Ford Motor Company Fund has operated for more than 60 years with ongoing funding from Ford

Motor Company.

The award-winning Ford Driving Skills for Life program teaches new drivers through a variety of hands-on and interactive methods. Innovation in education is encouraged through national programs that enhance high school learning and provide college scholarships and university grants.

Thanks to a variety of challenges on the teenage front, according to organizers, including teens and drinking, teens and texting, the need for extended driver's education, training and coaching has never been greater. This is to ensure the safety of the teens themselves, of course, but also of the other motorists they encounter along the way as well. As such, the Ford Fund money is expected to have a big impact.

Through the Ford Volunteer Corps, more than 20,000 Ford employees and retirees each year work on projects that better their communities in dozens of countries. For more information, visit www.community.ford.com.



Ford Driving Skills for Life announced a \$1 million expansion to current programming by bringing the award-winning teen safe driving program directly to high schools around the country. The national Ford program kicked off in Tallahassee, Fla., last week.

Ford F-Series Super Duty Trucks Add To Towing Capacity with Stronger Steel

DEARBORN – Production began last week on Ford F-Series Super Duty trucks with upgraded towing capacity. The beefed-up frame and hitch return the industry's best-selling heavy-duty truck to the head of the pack in conventional trailer towing.

Ford F-350 and F-450 Super Duty trucks with the 6.7-liter Power Stroke V8 diesel engine and dual rear wheels now can tow an industry-best 17,500 pounds.

That's 1,000 pounds more than the Chevrolet Silverado and GMC Sierra 4x2 and 500 pounds more than the Silvera-

do and Sierra 4x4.

Furthermore, Super Duty's latest improvements arrive at a time when its customer satisfaction score, 83 percent, is the best in the industry for heavy-duty trucks – and when Super Duty's market share is the highest in a decade.

"Super Duty stays on top because of our ongoing engineering work and analysis of extensive field data," said Rob Stevens, chief engineer of the 2011 Ford F-Series Super Duty. "We keep pushing to deliver the best-in-class attributes our customers demand."

An additional 1,500 pounds

of towing capacity represent an increase of more than 9 percent compared with the Super Duty at launch in April, 2010.

Higher-strength steel in a frame crossmember and an upgraded trailer hitch give the truck the additional towing capacity.

Additionally, these actions boosted the F-350 DRW 4x2 pickup maximum payload to 7,070 pounds and maximum fifth-wheel towing to 22,600 pounds, each best-in-class ratings by 435 pounds and 900 pounds, respectively, as Ford improves its trucks.



2011 Ford F-Series Super Duty pickup truck in towing action.