

# Ford, AAA Host Student Auto Skills Competition

CONTINUED FROM PAGE 1

if there's a change or correction, in a procedure, in a part or in the way we want you to do something as a technician to fix the car, it's automatically updated.

"So a (Ford) technician should always go to the web for their information. We don't publish as much paper today – that saves trees, which is a good thing for the green environment. Like that, we have moved away from paper workshop manuals which we used to provide students (during the competition)."

All repair shops, Ford or otherwise, were famous for having boatloads of car repair manuals – sort of the bibles to car repair, usually provided by the OE manufacturer of the vehicle. For the longest time, public libraries often reported that their top or two checkout items were their stock of new and used

car repair manuals for the do-it-yourselfer crowd.

Now in the 21st century, "repair manuals" of a sort are still needed to understand car systems and effect repairs, but with a modern digital twist, of course.

"We are using a CD this time," Pancioli said. "So all of their workshop manuals, wiring diagrams and the diagnostics for all the engine/transmission systems are on a single CD that they're using this year."

It reflects how professional Ford techs working in certified dealer repair bays are working.

"In addition," Pancioli added, "the cars are much smarter than they used to be. It's getting more important . . . for instructors to teach their students how the newer cars are now operating.

"For instance, it's very hard to blow a fuse for a car these days – we still have them, but many of the modules are

smart, and if they see an electrical (surge), they'll shut down that circuit. It won't blow the fuse, it'll give you other indications of what's wrong and the students need to learn that type of technology."

Competing teams at the 2011 State Finals included the likes of Romeo, Temperance-Bedford, Alpena, Oxford and Saline high schools, as well as various trade schools and technical centers, including Pankow Vocational Tech in Clinton Township.

In addition to receiving scholarships and other valuable prizes, the winners will represent the state in the National Finals at Ford World Headquarters in Dearborn on June 14. The state teams were selected based on their high scores in an online qualifying exam that tests each team's wider automotive knowledge.

Michigan's championship team will compete against students from all 50 states in a



PHOTO: GERALD SCOTT

**Tim Pancioli of the Ford Customer Service Division oversees the Ford/AAA Student Auto Skills Contest last week at Macomb College in Warren.**

written exam and another hands-on competition, similar to this one, at the National Finals come June.



PHOTO: GERALD SCOTT

**A row of student-driven 2012 Ford Mustangs during the Ford/AAA Auto Skills Contest at Macomb College's fieldhouse in Warren.**

## Ford Makes Print Images Of 'Boss 302' Available

DEARBORN – In celebration of the first Ford Mustang Boss 302s reaching dealerships, Ford Images is running two special promotions at [www.fordimages.com](http://www.fordimages.com).

First, owners of the new 2012 Mustang Boss 302 can revel in the classic lines of their new vehicle not only in their garage but now on their walls as well.

Ford Images is offering unique prints of the Boss 302 – available to owners only – in the customer's vehicle color, framed and mounted with a metal chassis plate customized with the car VIN or name. The prints will be hand-signed by racing icon Parnelli Jones, who won the 1970 SCCA Trans-Am Series championship driving a Mustang Boss 302.

Secondly, everyone will benefit for a limited time only by being able to get their hands on a wide variety of historic and new Boss 302 photographs, posters and framed artwork from Ford Images at a discount of 30.2 percent.

The special discount—which is good for all merchandise through the Ford Images website—is available until Friday, April 22, 2011. Buyers simply use promo code "302" to get 30.2 percent off their purchases at checkout.

The long-awaited Boss 302 is a completely re-engineered Mustang that redefines world-

class performance. The 2012 Ford Mustang Boss 302 engine delivers 444 horsepower and 380 lb.-ft. of torque without the aid of forced induction.

As any enthusiast can tell you, the Boss has its own distinctive look. Each car has either a black or white roof panel, coordinated to the color of the side C-stripe.

Available exterior colors are Competition Orange, Performance White, Kona Blue Metallic, Yellow Blaze Tri-Coat Metallic and Race Red.

Ford Images is offering special, customer-only prints in two editions: Boss 302 Laguna Seca and Boss 302 Owners. Both are limited to the number of cars produced and only available to the owners of the car. Customers will be able to order prints in their car's color or for both editions.

"We know the Mustang Boss 302 is something special," said Rick Weedn of Ford Images. "We're excited to be part of the 302 owner experience."

Launched in January 2011, Ford's historical photo Web site now features more than 5,000 images from the Ford archives for sale, including commemorative and limited-edition prints, vintage signs and advertisements. Hundreds of more images are being added weekly with a target of offering 10,000 images by the end of the year.

## Ford Plans to Launch 15 New Vehicles in China

SHANGHAI – On the eve of the 2011 Shanghai Auto Show, Ford Motor Company announced last week that it will introduce 15 new vehicles in China by 2015, as part of its unprecedented expansion in Asia.

"Together with our partners, we are leveraging the strength of the One Ford plan and our global platforms to bring 15 new vehicles to China by 2015, reinforcing our commitment to offer a full portfolio of vehicles for our Chinese customers," said Joe Hinrichs, president, Ford Asia Pacific and Africa.

"Our new lineup will significantly strengthen Ford's penetration in existing segments and drive new growth in others. The 15 new vehicles are part of Ford's plans to introduce 50 new products and powertrains to the Asia Pacific region by 2015."

As part of this growth, Ford will more than double the number of dealerships it has in China by 2015, from 340 today. Ford will also double the size of its professional workforce here by 2015, adding 1,200 new jobs.

The One Ford plan helps the company achieve scale

and efficiency by producing global platforms, which serve as the underpinnings for a host of new vehicles, across the company's worldwide operations.

When the all-new Ford Focus – the first of the 15 new vehicles for China – goes into production in China in 2012, Ford will be closer to its plan of delivering a C-car family of vehicles that will reach 2 million units annually across 120 global markets. Construction of Focus' new Chinese home, a US\$490 million, state-of-the-art passenger-car assembly plant in Chongqing with an initial capacity of 150,000 units, will be complete next year.

Ford expects 70 percent of its growth in the next ten years to come from its Asia Pacific and Africa region.

Ford's sales in China were up 19 percent in the first quarter this year, compared to the same period last year, with 140,566 vehicles sold. During the first quarter, Ford sold 241,831 units in its Asia Pacific and Africa markets, an increase of 28 percent.

On a related note and as part of its aggressive growth plans in China, Ford Motor Company will double the size

of its professional workforce here by 2015, adding 1,200 new jobs.

"The next five years for Ford in this part of the world will be as exciting as they are challenging," said Joe Hinrichs, president of Ford Asia Pacific and Africa, and Chairman and CEO of Ford China. "As we continue to expand our product portfolio and our production capacity in China and Asia, we are also adding to our skilled and talented workforce."

As part of its recruitment for 550 new jobs in China this year, representatives from Ford's human resource team will be at Auto Shanghai next week talking to prospects. They will be at Ford's stand in hall W2, April 20 - 24.

"Dedicated and passionate people are the most important enabler of our success as we continue to grow," said Kiersten Robinson, vice president of human resources for Ford Asia Pacific and Africa. "This is a unique opportunity in the history of the industry and Ford to participate in this kind of growth."

Ford is hiring professionals across automotive functions, including engineering, manu-

facturing, marketing sales and service, finance, IT, communications, government affairs and legal.

The new jobs in China will be located at its operations in Shanghai, Chongqing, Nanjing and Nanchang.

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Ford is building two new vehicle plants in China; one in Chongqing with its joint venture Changan Ford Mazda Automotive (CFMA), and one in Nanchang with Jiangling Motors Corp (JMC). CFMA recently signed an MOU for a new USD500 million engine plant in Chongqing, as well.

The US\$ 300 million JMC assembly plant will have the capacity to produce up to 300,000 vehicles per year and will produce both Ford- and JMC-branded vehicles.



**From left: Ford STA electrical manager Ruben Chavez; Preh de Mexico quality manager Ivonne Rodriguez; Ford STA engineer Gerardo Bazan; and Preh de Mexico COO Horst Mueller.**

## Preh Receives Ford's Top Quality Award

NOVI, Mich. – Preh, a leading supplier of driver control systems, electronic control units and sensor systems to the automotive industry, has received the prestigious Q1 Award from Ford Motor Co. Ford's Q1 Award is the highest designation for suppliers by the automaker – a reward for improving quality and a recognition that the Preh facility is one of the best in the business.

In an award ceremony held on March 2 at Preh's manufacturing plant in Monterrey, Mexico, the Preh quality team was presented a Q1 plaque by Ruben Chavez, STA electrical manager, Ford Motor Company of Mexico.

Horst Mueller, chief operating officer at Preh's Monterrey facility, said, "We are very proud that Ford has recognized our commitment to achieving continuous improvement."

"As a valued partner, we strive to provide the highest

quality products that Ford customers expect. The Q1 certification acknowledges the hard work and excellent results that our Monterrey quality team has achieved," he added, "and we are honored to display the Ford Q1 flag at our facility."

Preh has supplied climate control systems and electronic finish panels directly to Ford from its Monterrey manufacturing hub since 2008.

Ford established the global Q1 Quality System to guarantee uniformly high standards for component production and quality, and bestows the award on suppliers who have demonstrated a high degree of customer satisfaction by meeting their stringent requirements in an exemplary manner. Specifically for Preh, these included quality, reliability, material management and cost.

In qualifying for the award, Preh was required to undergo a rigorous audit, ensuring

that the company met Ford's quality criteria.

The company's performance was also evaluated on a number of other criteria, including manufacturing excellence, materials management and an environmental review.

Alignment of policies and procedures with defined goals to ensure continuous improvement is another key factor.

Preh is a globally operating enterprise with about 2,500 employees in Germany, Portugal, Mexico, the U.S.A., Romania and China. Preh is headquartered in Bad Neustadt a.d. Saale, Germany.

The company was founded in 1919 and achieved about 350 million euros in revenue in 2010. Preh's development and production competencies focus on vehicle interior control systems, sensor systems, electronic control units and assembly systems for the world's leading vehicle manufacturers.

## Consumer Reports to Host First-Ever On-Track Teenage Driver Safety Day

EAST HADDAM, Conn. – Consumer Reports will host its first-ever teen driving safety program in cooperation with the national non-profit Tire Rack Street Survival® driver education program. The event will be held on Saturday, April 30 at CR's Auto Test Center in Connecticut and give young drivers important new skills and experience behind the wheel.

"We're pleased to be making our facilities and experts available for this special program," said David Champion, Sr. Director of Consumer Reports' Auto Test Center in East Haddam. "Car crashes are among the biggest causes of fatalities among teens. Making sure they have the right vehicle, and driving skills, is critical."

Consumer Reports' Auto Test Center is used year-round for testing vehicles, tires, and a limited number of auto aftermarket products. Consumers Union, the non-profit publisher of Consumer Reports, acquired the old Connecticut International Dragway property in 1986 and subsequently established one of the largest automotive test centers in the United States.

Though the track is closed to the general public, Con-

sumer Reports periodically makes its facility available to the Connecticut State Police for its advanced "Emergency Vehicle Operation Course."

The driving school initiative is in line with Consumer Reports' recent effort to educate teens about the dangers of texting while driving. In March, the U.S. Department of Transportation and Consumer Reports announced a partnership to educate parents, teachers and teens about the dangers of distracted driving.

The DOT and CR released a free guide for parents and educators called "Distracted Driving Shatters Lives" that is available at the DOT's web site, <http://Distraction.gov> and at <http://www.consumerreports.org/distracted>.

Copies of the brochure are being distributed to schools and volunteer groups by the National School Safety Coalition.

Teens are the most at-risk group of drivers, according to the Insurance Institute for Highway Safety (IIHS). The crash rate per mile driven for 16- to 19-year-olds is four times the risk for drivers 20 and older. The rate for 16-year-olds is nearly twice as high as it is for 18- to 19-year-

olds. According to the Highway Loss Data Institute, collision damage costs for vehicles insured for teenagers to drive are more than double those for vehicles insured for use by adults only. The main difference between these groups is lack of experience.

"We're trying to make the roads safer for everyone," said Bill Wade, Street Survival National Program Manager. "We're pleased that Consumer Reports is partnering with us to run this driving school and believe it will be of great value to young people in the community."

Unlike traditional driver education programs based on classroom theory and simple maneuvers, the Street Survival program improves driver competence through hands-on experiences in real-world driving situations.

Teens will learn from experienced, knowledgeable driving coaches how to control a vehicle, rather than just operate one.

The Consumer Reports program is limited to no more than 40 students; because of the high demand for these courses, CR and Street Survival expect the April 30 event to be fully subscribed.

## Ricardo Named Supplier to Jaguar LR

VAN BUREN TWP. – Engineering vendor Ricardo has been selected by Jaguar Land Rover as one of its key strategic suppliers as the U.K.'s premium automaker embarks upon ambitious plans to develop new models and drive volume growth.

In November, 2010, Jaguar Land Rover declared that it was investing heavily in a future that will see significant growth thanks to expansion of its strongest ever vehicle lineup, the creation of thousands of new jobs and investment in infrastructure, research and development and advanced technologies.

Such plans will require an intensive period of product development activity within a challenging timeframe and it is because of these parameters that Jaguar Land Rover has drafted in Ricardo.

This latest development continues a longstanding, and

well-established relationship between Ricardo and Jag LR.

The two firms have an established framework for mutual cooperation on product development in a manner which delivers best value to Jaguar Land Rover within common processes of budget definition, program management and execution which enable selected programs to be delivered to market as quickly as possible.

The support provided by Ricardo will be broad-ranging, assisting Jaguar Land Rover across the company's product design and development organization.

"We are extremely proud that Ricardo has been selected as a strategic partner to Jaguar Land Rover," said Steve Clarke, Ricardo group commercial director, commenting on his unique strategic collaboration between Ricardo and Jag LR.

"This collaboration builds on a highly successful relationship between Ricardo and these two internationally famous brands and we look forward to working together to develop world-class, premium products for a range of global markets."

Meanwhile, this strategic framework of collaboration has already seen Ricardo provide its expertise on the integration of engines, advanced driveline and chassis systems. Amongst the key rationales for Jag LR in choosing Ricardo was its global presence.

This quality enables Ricardo to provide in-territory engineering services benefitting from an understanding of and empathy with local tastes and norms, in both rapidly developing regions as well as mature markets, officials from Jag LR and Ricardo said in a joint statement recently.