



Television host and car enthusiast Jay Leno, right, holds the key to the Ford Focus Electric Vehicle as Matt VanDyke, Ford director of U.S. marketing and communications, center, and Leslie Kendall, curator at the Petersen Automotive Museum arm wrestle over the key to the car being donated to the museum earlier this year in Los Angeles.

Ford Prepares to Launch Electric Focus

DEARBORN – While Ford is gearing up to launch the all-new Focus Electric later this year and C-MAX Energi plug-in hybrid in 2012, cities around the country also are preparing for the arrival of new electric vehicles.

Some of the key actions Ford has identified in working with cities and utility partners include:

Utility rate structure that encourages “off-peak” or nighttime EV charging to minimize demand on the existing electric grid and streamlined permitting and inspection process to support customer and commercial EV infrastructure installation are high on Ford’s list.

Also, the company is studying integrated advisory committees that include participation from electric utilities, vehicle manufacturers and dealers, municipalities, EV customers and local coalitions; urban planning approach to optimize public/commercial EV charge locations and Infra-

structure incentives to offset a portion of customer costs for hardware/installation.

“As more and more electric vehicles come to market, it’s incredibly important that cities develop action plans including infrastructure development and permitting solutions to ensure these vehicles are a viable solution for citizens,” said Mike Tinskey, Ford’s manager of Vehicle Electrification and Infrastructure.

“Ford continues outreach with cities across the country to spread best practices and work with multiple partners including local utilities, auto manufacturers, technology companies and others to support a successful integration of electric vehicles.”

Ford is working with a growing list of metropolitan areas that are stepping up their EV preparations and infrastructure, including:

Atlanta; Hartford, Conn.; Raleigh, N.C.; Austin, Texas; Honolulu; Richmond, Va.; Bal-

timore; Houston; Sacramento, Calif.; Boston; Indianapolis; San Diego; Charlotte, N.C.; Los Angeles; San Francisco Bay Area; Chicago; New York; Seattle; Dallas; Orlando, Fla.; Washington, D.C.; Denver; Phoenix; Detroit, and Portland, Ore.

“Our electric grid has plenty of capacity to support electric transportation. The key for local utilities is to offer incentives so EV customers are encouraged to charge during the nighttime hours when plenty of capacity is available,” said Tinskey.

“Additionally, at a local level, we are encouraged many cities are taking an urban planning approach to public charge station locations – which will result in locations that are used more often and an efficient use of investment dollars. The best cities are learning from others and taking a best practices approach.”

Ford is also encouraged by specialized approaches some

cities are taking to support electric vehicles. For example, Boston, New York City and Philadelphia are looking into opportunities to promote travel between the cities by electric vehicle. Additionally, each city is hiring an electric vehicle policy coordinator to help improve efficiency of the permitting processes.

Electrification is an important piece of Ford’s overall product sustainability strategy. Ford’s aggressive strategy includes the launch of five electrified vehicles in North America by 2012 and Europe by 2013.

Ford launched the Transit Connect Electric small commercial van in 2010, will launch Focus Electric later this year and will introduce C-MAX Hybrid, a second next-generation lithium-ion battery hybrid and C-MAX Energi plug-in hybrid in 2012.

The range of electrified vehicles allows Ford to meet a variety of consumer driving needs.

Ford’s Pützscher Named ‘Dynamicist of the Year’

COLOGNE, Germany – *Vehicle Dynamics International* magazine has named Ford’s Jürgen Pützscher its “Dynamicist of the Year” for his work on the driving dynamics of the new Ford Focus and C-MAX.

Pützscher, Ford supervisor of C-car Vehicle Dynamics, was chosen from a three-person shortlist by the international panel of judges.

“This is truly a great honor and I am very pleased to receive this award on behalf of the entire Ford Vehicle Dynamics Team,” said the 49-year-old German engineer.

Vehicle dynamics – how a vehicle behaves on the road – profoundly affect the way customers perceive a car, yet in

terms of recognition they are an often overlooked element in its development.

Pützscher and his team are responsible for Ford’s acclaimed vehicle dynamics, including body stiffness, ride and handling, with the ultimate goal of achieving a vehicle that is fun to drive, flatters the novice, and rewards the expert.

“Ford’s new C-car platform,” said Graham Heeps, editor, *Vehicle Dynamics International* and member of the judging panel, “is its most versatile yet: a range of family cars, MPVs, SUVs, electric vehicles and performance cars will all derive from it, for worldwide markets, and with a remarkable degree of commonality be-

tween them.

“It can be a thankless task to serve so many masters, but on the evidence of the Focus and C-MAX, Jürgen has done a remarkable job.”

The panel took into account the reputation for driving excellence that Focus and C-MAX are earning around the world.

“Ford’s family of C-platform vehicles are segment leaders for dynamics in every market they are sold. Jürgen and his team should be commended,” said panelist John Heider, vehicle dynamicist, Cayman Dynamics, USA.

Pützscher said he considered the award an honor for Ford’s global team, which challenged itself to deliver top-dri-

ving quality even as it improved the refinement of Focus and C-MAX.

“Most car manufacturers concentrate on either vehicle dynamics performance or on quality and refinement,” he said. “The perfect combination of both attributes may be the key reason for the award. “We could have decided to significantly increase refinement, quality impression and maturity and trade vehicle dynamics against it, but we decided to improve on both.”

Pützscher is a self-confessed driving fanatic, with roughly half of his working life spent behind the wheel of Ford



Ford engineer Jurgen Pützscher is named “Dynamicist of the Year” by *Vehicle Dynamics International* magazine for his work on the new Ford Focus and C-MAX.

CONTINUED ON PAGE 2



Ford debuted the 2013 Taurus as a much sportier and sleeker exterior design offering at the New York Auto Show last week.

Ford Debuts Much Sleeker-Looking Taurus at New York Auto Show Event

NEW YORK – Building on class-leading customer satisfaction and a legacy of technology and safety recognition, the new Ford Taurus brings sporty design cues to a more differentiated series lineup that offers even more dynamic driving characteristics.

“Our vision for the next Taurus was to make our Blue Oval signature sedan even more of a flagship,” said Gordon Platto, Taurus chief designer. “We aimed to increase design differentiation between series models while

making Taurus a sportier package across the board.”

Platto and the Taurus design team widened the grille and lower front fascia opening to give the car a more muscular, athletic stance. Beyond the grille and front fascia, the new Taurus features a new hood, new headlamps, taller rear fenders, a new decklid and dramatic tail-lamps with LED illumination.

A decklid-mounted spoiler is available on SEL and Limited models and standard on the line-topping Taurus SHO.

The base road wheel has been updated to a 17-inch painted aluminum finish. Across series, an 18-inch wheel is offered along with three 19-inch and two 20-inch alternative choices.

“Taurus and Taurus SHO customers told us they wanted more differentiation between models,” said Platto. “Starting with SHO, we’ve added a mesh grille in contrasting black with harmonizing sideview mirrors, specific

CONTINUED ON PAGE 3

LTU Motorsports Teams Get Together To Kick Off the Spring Racing Season

by Gerald Scott
Editor
U.S. Auto Scene

These days, the best and brightest engineers in the auto business all seem to have come up through their university’s SAE Formula race car teams.

Nobody seems to understand this better than Lawrence Technological University in Southfield, which has grouped all of their student race car team programs under the name of Blue Devil Motorsports.

The university had a coming-out party for four different vehicle teams including Formula SAE, Formula Hybrid, Baja SAE and SAE Aero Design.

LTU students representing those teams all gathered on campus last week to kick off the spring racing season, as each of those teams will be involved with national or regional collegiate competitions coming up in May and June.

“I wish you all the best, and come back with all the trophies you can get for us,” LTU’s Nabil Grace, engineering dean, said in his remarks.

All of the student teams have completed assembly of their vehicles and airplane and will

soon be competing against other university teams from around the country in various SAE field and road competitions.

It might be noted that Blue Devil Motorsports scored a major victory on April 12 when it was awarded first place and a \$1,000 prize in the SAE International Student Exhibit Competition at the SAE World Congress held at Cobo Center in Detroit.

“The Blue Devils beat the Blue Devils,” LTU President Lewis Walker said in his remarks, noting that LTU actually beat Duke University in that SAE Student Exhibit Competition and it’s a coincidence that BlueDevils is the nickname for both Duke and LTU.

Meanwhile, LTU students competing on these various SAE teams are finding the intense race team activity – together with a pending LTU engineering degree for the seniors – is also a ticket to a job.

Matthew Meyer, for example, worked on LTU’s Formula SAE car and he’s excited that he will be driving it in a competition to be held at the Michigan International Speedway (MIS) track in Brooklyn come

May 14, when the student team will be hosting a giant tailgate party there for student supporters, parents, faculty and the like.

The LTU car is no simple go-cart – it’s a sophisticated vehicle with over \$100,000 in donated parts and services to help make it come to life.

Meyer’s experience with SAE racing has helped him get an internship at Denso, a major auto parts supplier in Southfield. Immediately following graduation in May, he’ll begin work as a full-time engineer at Denso, a development of which he is immensely proud – he’ll be doing powertrain cooling design work.

“I’ll be doing the same thing I’m doing now, I just get paid differently (as a full-time employee),” Meyer said.

Originally from the Chicago area, Meyer said he’s thrilled with the education and supplemental experiences he’s gained at Lawrence Tech and he already envisions a larger career in the Detroit auto industry beginning with his new job at Denso.

Then there was student

CONTINUED ON PAGE 3



PHOTO: GERALD SCOTT

LTU engineering student Patrick McNally with the Formula Hybrid SAE vehicle that will be running in a national student competition soon. The kart’s powertrain is similar to the Volt’s.

’11 Eyes On Panel Talks Up Design

The 8th annual Michelin Design Panel returns to the Automotive Press Association on Thursday, May 5.

Inspired by the 2012 Michelin Challenge Design theme, “City 2046: Art, Life and Ingenuity,” the panel will examine how changes in the global automotive market will influence vehicle design in North America.

By 2050, population experts predict there will be twice as many people living in urban areas as there are today, creating challenges and opportunities for designers to create shapes, forms, and design languages that could redefine North American vehicles.

This year’s panelists include Christopher Borroni-Bird from GM, Joel Piasowski from Ford, Joseph Dehner from Chrysler, and Larry Erickson from the College for Creative Studies. Jim Hall from 2953 Analytics will moderate the panel discussion, which will conclude with a Q&A session and lunch.

This function is usually very well attended.