

F-150'S BOX SIDE STEP IS A MAJOR CUSTOMER BENEFIT, P. 12

FORD

February 4, 2008

TRUCK TECH

Chicago Auto Show features exclusive Ford technology for truck customers, Transit Connect and Edge Sport

MODEL TEAMS

A new way for Ford Volunteer Corps to help others, p. 4

CLEANING UP

Global emissions database supports Ford environmental efforts, p. 14



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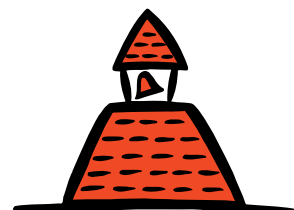
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Ford signs final agreements to sell ACH plant

Ford Motor Company, Automotive Components Holdings, LLC (ACH) and Neapco Drivelines LLC have signed definitive agreements for the sale of the ACH driveshaft business currently located in the ACH Monroe (Mich.) plant. The transfer of the business will begin this month and continue through the rest of the year. This announcement follows the recent UAW ratification of the collective bargaining agreement negotiated with Neapco. Approximately 300 salaried and hourly employees from the Monroe Plant and associated technical and support staffs are being offered positions at Neapco's new facility, located in Van Buren Township, Mich. "This is another sign of progress toward achievement of our ACH strategy and our pathway to profitability in North America in 2009," said Mark Fields, president, The Americas.



Bill Elliott to drive Ford Fusion

Three longtime Ford Motor Company icons are joining forces again in 2008. Motorcraft, a Ford Motor Company brand of automotive parts, will be the primary sponsor on the famed Wood Brothers No. 21 NASCAR Sprint Cup Ford Fusion for eight races, and an associate sponsor for all other 2008 NASCAR events. And the driver is scheduled to be Bill Elliott, who won the 1988 NASCAR title in a Ford Thunderbird. "Motorcraft has always been great to me," said Elliott. "It's a great brand, and they're a great bunch of people, and I'm just excited to be back in the Motorcraft program. My association with them began in the middle-to-late '80s, and they were on my car when we won a championship, so the opportunity to represent them again near the end of my career means a lot."



Bill Elliott will be racing a Ford Fusion during the 2008 NASCAR campaign.

Unique Shelby GT500KR auctioned for JDRF

A one-of-a-kind 2008 Ford Shelby GT500KR went on the block at the recent Barrett-Jackson auction in Scottsdale, Ariz. It is the only "King of the Road" model to feature a full glass roof. And when the gavel came down, U.S. \$550,000 was the winning bid, with proceeds going to the Juvenile Diabetes Research Foundation (JDRF). The 540-hp Shelby GT500KR sold at the auction featured the same full glass roof design being offered as an option on the 2009 V-6 Mustang and Mustang GT models. The glass roof provides a third roof option for customers and responds to their growing desire for more natural light. The glass is tinted, which reduces both infrared rays and vehicle cool-down time by 50 percent.



The only glass-roof 2008 Shelby GT500KR was auctioned for \$550,000 to raise money for JDRF.

Ford adds three vehicles to E85 lineup

For the 2009 model year, Ford is adding three more products to its E85 flexible fuel vehicle (FFV) lineup: The Ford Expedition and E-Series, along with the Lincoln Navigator. This is another example of Ford's aggressive plan to bring more products that customers want and need to market faster. The addition of the E-Series will mark two industry firsts. It will be the first FFV full-size van with a gross vehicle weight rating (GVWR) of more than 8,500 lbs.; it will also be the first full-size van to offer two V-8 engine alternatives with E85 capability – a 4.6-liter and a 5.4-liter. "These new flex-fuel offerings will provide a key benefit to customers who require or desire E85 capability in vehicles with the functional attributes that only a full-size van or large SUV can provide," said Gerald Koss, marketing manager, Ford Fleet.



The 2009 Ford E-Series will be the first full-size van to offer two E85-compatible V-8s.




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Americas leaders recap '07, look to do better in '08

BY ROBERT MUSIAL
FORD World

Hours after Ford's recent town hall meeting, during which Alan Mulally explained Ford Motor Company's 2007 financial results to employees, the company's Americas leadership team gathered to review last year's results and outline its goals for 2008.

The meeting, in a filled auditorium at Ford World Headquarters in Dearborn, Mich., was highlighted by a visit and remarks from UAW Vice President Bob King. A few months earlier, King helped the union bargain a transformational four-year contract with Ford that will reduce costs and provide greater flexibility.



"If we aggressively solve problems together with great dignity, I think we can all get Ford profitable in 2009."

— Bob King,
vice president, UAW

King said that "Ford's openness and transparency created a good atmosphere," which allowed both labor and management to bring about "great results" in 2007, from the new national contract to the company's solid improvements in vehicle quality.

"If we aggressively solve problems together with great dignity, I think we can all get Ford profitable in 2009. I really hope we can be a model of a company and a union working together," said King, to a standing ovation from Ford's North America leadership team.

Reviewing the fourth-quarter and year-end results, Mark Fields, president, The Americas, said the performance by the North American unit was "substantially better than plan."

"We are in the middle of a turnaround," said Fields. "We all know we're only going to win if we work together."

He said it is essential in 2008 for The Americas team to stabilize Ford's retail vehicle share, which was 12.8 percent last year.

Jim Farley, group vice president, Marketing and Communications, outlined in broad terms the steps Ford will be taking to improve share. They include six new product launches in 2008 that will put the company over the top of its goal to have a North America showroom that is filled with 70 percent new or significantly freshened vehicles, as well as a new Ford brand marketing campaign slated to begin in less than eight weeks.

"Our message for 2008 will be to tell people to drive our products – they will surprise you. And we will do that with a confident and honest tone," said Farley.

"We are in the middle of a turnaround. We all know we're only going to win if we work together."

— Mark Fields,
president, The Americas



Farley also said the company's upcoming launches of the all-new Ford Flex and Lincoln MKS, the Glass Roof Mustang, the Ford F-150, and the freshened Ford Fusion, Mercury Milan and Lincoln MKZ are critical.

"We have to get these right for 2008, but more importantly, for 2009," he said.

In addition, Ford will fine-tune the way it sells its cars and trucks in different regions across the U.S., he said, with local regions having even more flexibility to tailor marketing communications and incentives strategies to meet local needs.

Fields said other goals for 2008 include continuing to reduce operating costs; achieving capital spending, warranty spending and quality and customer satisfaction targets; accelerating global opportunities; improving employee morale; and continuing to restructure through the hourly buyouts that were also announced recently.

"The best thing we can give our people is clarity, so everyone knows what they need to do," Fields said.

The leadership team also took questions from the audience about topics ranging from when the new Verve small-car concept will be coming to market in North America (2010) to Ford's plans regarding salaried employee reductions. About the latter, Fields said that the company will achieve them largely through attrition, but will keep monitoring the environment and our progress to determine if something more is needed.

"Let's work together as one team and take pride in what we do and the products we build. We're going to make it to the top of the mountain," he said. ●



"Our message for 2008 will be to tell people to drive our products – they will surprise you."

— Jim Farley, group vice
president, Marketing and
Communications

MODEL Teams: helping Ford volunteers help others

BY MICHAEL COLLINS

FORD World

The Ford Volunteer Corps has created a new system for organizing the ever-growing number of Ford employees who contribute to public service projects in their local communities.

The new initiative, called MODEL Teams, not only makes it easier to volunteer, it also helps organize the individual efforts of Ford employees into one overall system and generates greater support for the nonprofit organizations they assist.

"It's a new delivery system for getting our volunteers into the community," said Janet Lawson, director, Ford Volunteer Corps. "It helps us show the breadth and depth of our efforts and it shows the big picture of Ford volunteerism."

Lawson says MODEL Teams is the logical next step in the evolution of the Ford Volunteer Corps.

The Volunteer Corps was created in 2005 by Ford Executive Chairman

Bill Ford when he saw the need for Ford volunteers to respond to that year's disastrous tsunami and then two state-side hurricanes. The Ford Volunteer Corps was a way to pull all of those efforts together.

An example of how the Ford Volunteer Corps has grown could be seen last fall during an event called the Global Week of Caring. Despite the change in the size of Ford's work force, throughout one week in September, the number of employees who volunteered for local public service projects jumped from 2,900 in 2006 to 14,000 in 2007.

To help local nonprofit organizations harness that kind of unprecedented corporate-volunteer support, the MODEL Teams initiative is organizing its various projects into theme-based seasons.

For instance, in February and March, when the school year is in full swing, the focus will be on children, with MODEL Teams concentrating on projects such as



Jim Vella, president, Ford Fund and Community Services, pitches in at a Habitat for Humanity project during the Global Week of Caring 2007.

Ford employees find family a new home

BY MICHAEL COLLINS

FORD World

A Detroit mom and her three young daughters recently received a present from a group of Ford workers that they will never forget.

Thanks to a group of employees at the Dearborn Truck Plant, Tomia January and her family were able to move out of a homeless shelter and into their own home just in time for Christmas.

It was a great example of the selflessness and caring shown by Ford employees all over the world, efforts that will be made even more effective thanks to the debut of the new MODEL Teams system.

"We moved in on Dec. 19 and, to me, that was Christmas day," said January. "You see this kind of story on TV, but never in a million years do you think it will ever happen to you."

January's odyssey began in early December when, without warning, she was evicted from the home she had been renting. The owner of the property said the house was being foreclosed and the family needed to move out within a matter of days.

With nowhere else to go, January and her three daughters, aged 12, 9 and 5, ended up in a public shelter in Detroit's inner city.

Their story caught the attention of Sheila Eskew, administrative assistant, Paint Department, Dearborn Truck, who also works with local public service organizations on a year-end adopt-a-family initiative. The goal of the program is to use the financial



Tomia January (C) and her family moved into a new home thanks to Dearborn Truck employees. Marcus Taylor, Angelita Wright, Sheila Eskew and Lonetta Ford were among the many that helped.

contributions and volunteer efforts of Ford employees to provide holiday gifts for disadvantaged families in the local community.

"I saw her name on a list of families, and I called and asked what she needed," said Eskew. "She said a house for her family."

Eskew learned that January's schedule included leaving the shelter early every Monday through Friday morning and catching three buses to get the kids to a school for gifted children. January then spends the day there working as a volunteer and completing a course that will lead to a full-time job as a parent liaison.

Eskew says after sharing the story with several coworkers, they all agreed to see if they could mobilize other Ford workers to help. One of their calls went to LaRon Brown, a research engineer who had started her Ford career at Dearborn Truck and then moved to the Research and Development Center several years later.



Ford volunteers give seniors a day out at the Detroit Zoo in the spring of 2007.

career fairs, reading in classrooms and other school-based efforts.

In May and June, projects will be centered on the environment, with Ford volunteers working on environmental cleanups, hands-on education programs and recycling efforts.

In August and September, through partnerships with Habitat for Humanity and other nonprofit organizations, MODEL Teams efforts will go toward building homes and schools, refurbishing parks, and sprucing up community centers.

In her spare time, Brown buys and renovates homes in the Detroit neighborhood where she grew up and converts them into rental properties. In a city plagued with suburban flight, high unemployment and abandoned houses, she sees her efforts as a way of helping to save a community she loves.

"If I can fix those places up and help keep up the property values, it's a way of giving back and contributing to the city," Brown said.

Before renting one of her properties, Brown always likes to meet the people who will be living there. After talking to January's social worker, she drove to the shelter. From that meeting, she decided she had learned everything she needed to know.

"When I found out she had children who are straight-A students and she stays with them at school all day, those were all the references I needed," she said. But the story doesn't end with January being able to rent a home at a greatly reduced rate.

While the final arrangements were being made, Crystal Woodruff, quality analyst, Paint Department, Dearborn Truck, was sending out e-mails to the entire facility asking for donations of furniture.

Finally, on a cold Saturday morning, Woodruff picked up the January family and brought them to their new home. When they arrived, they found a houseful of donated furniture including a washer and dryer. A group of Dearborn Truck employees was also there, cleaning and getting the place ready to move in.

"There was a group of us that worked really hard on this project and we achieved something we will remember for the rest of our lives," said Woodruff. "The look on that woman's face is something I'll never forget. Not only did she deserve that house, she appreciated it." ●

And in November and December, as the holidays approach, the theme will be giving and sharing. Projects will include decorating senior residences, delivering meals to shut-ins, food collections, clothing drives and serving meals at soup kitchens.

MODEL Teams will also channel much of its employee power into special days each season called Accelerated Action Days. Getting as many volunteers as possible out into the community on those Accelerated Action Days will not only help nonprofit partners, but also create media interest.

"We anticipate thousands of volunteers across America forming hundreds of projects during this one special day each season," said Lawson. "The Ford Volunteer Corps is unique among the automakers and other major corporations, and the Accelerated Action Days are a great way to tell our story."


And because not every community undertaking can fall into the time frame of a certain season or a specific day, the MODEL Teams project has made room for those endeavors, as well. To become a MODEL Teams member or to suggest community projects that need MODEL Teams support, log on to www.volunteer.ford.com. ●

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*Add \$150 for June and August departures. Add \$300 for July departures. Plan now for the best departure dates May through September.

Canadian Rockies, 14 Days – Departs June, July, August, 2008: There's more than just the Canadian Rockies on this 'cool' vacation. You'll spend a week in the Canadian Rockies and another week in the American Northwest. Start in Sioux Falls for a scenic three-day drive to Calgary, Alberta. Visit Fargo and Bismarck, North Dakota; Saskatchewan and the Royal Canadian Mounted Police Academy. Canadian Rockies sightseeing includes: Calgary; Lake Louise; Banff National Park; Bow Falls; Cascade Gardens; a SnoCoach ride over the Columbia Ice Fields; Kananaskis Country; Waterton Lakes National Park and more! There's also Custer's battlefield at the Little Big Horn; Black Hills National Forest; Deadwood; Mt. Rushmore, Badlands National Park; and more! **Prices from \$1148***.

National Parks Tour of the Golden West, 15-Days: Depart Saturdays in July or August 2008. Start in Salt Lake City and visit six national parks: Yosemite, Sequoia, Zion, Bryce Canyon, Arches, and Canyonlands National Parks. You'll also visit Fresno, CA; Reno; Carson City; Pyramid Lake; Virginia City; Lake Tahoe; and Las Vegas, Nevada; a city tour of Salt Lake City including Mormon Square; The Beehive House; Great Salt Lake; Kennecott Copper Mine; and more! **Prices from \$1048***.

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ON THE JOB

Ford Work Solutions to help keep America working efficiently

BY MIKE THOMAS

FORD World

On the heels of enthusiastic reviews from the Detroit auto show for the consistent innovation and smart design of its 2009 F-Series pickups, Ford Motor Company is taking its trucks on the road to Chicago this week, where it will show even more ways Ford is helping to keep America working.

Expect to be hearing a lot about Ford Work Solutions, an optional new suite of productivity resources that will be particularly valuable for contractors and people in skilled trades.

Ford Work Solutions is bound to claim a starring role at the Chicago Auto Show, which is open to the public Feb. 8-17 and on Feb. 6 for media previews.

The applications include an in-dash computer with Internet access, technology to tag tools with RFID (radio frequency identification) chips, a system to track truck locations and vehicle diagnostics, and a unique cable lock to secure items in a truck bed. Ford Work Solutions will be available on 2009 F-Series trucks and E-Series vans later this year, with the European-bred Transit Connect (see story, page 11) added when the new van debuts in the U.S. in 2009.

"Ford's F-Series and E-Series are so successful because the vehicles are developed with customers' needs in mind," said Paul Anderson, cross-vehicle marketing manager, Ford Division, who has responsibility for marketing Ford Work Solutions. "Our F-Series trucks have led the industry because we listen to our customers and understand their needs. As a result, our trucks have unique features like Tailgate Step and trailer sway control. But the competition is only getting stronger."

"To differentiate our products, we must continue to innovate."

— Bill Frykman, business development manager, Ford Work Solutions

"To differentiate our products, we must continue to innovate," adds Bill Frykman, business development manager, Ford Work Solutions. "Our core F-Series customers are contractors and skilled tradespeople. So, we started by going into the field and doing research with our customers to discover their 'pain points' in their professional lives. These are the kinds of problems people face that are not related to the vehicle."

For example, one major "pain point" for any contractor is either losing tools or showing up at a job site without the right ones.

"Something like not having a \$2 screwdriver may sound minor, but if it's needed to finish the job, the contractor has to take time out and go find one – or go buy one," Frykman said. "And leaving tools behind at a job site causes further lost productivity and increased tool-replacement costs. In our research, we found customers will buy

multiple copies of the same tool because they didn't have it when they needed it. Buying a new copy was the best solution to get them back on the job."

To the rescue is Ford Work Solutions' Tool Link by DeWalt. Tools can be tagged using the same RFID technology used by many stores and companies to track inventory. Two antennas in the bed of the truck scan the tools in the truck

then both tell the customer what tools are loaded on the truck and which ones are missing – all before the contractor heads for the job. Tools can also be organized according to job in a way that's similar to how songs can be organized into a playlist on an MP3 player.

Information from DeWalt's Tool Link software application is displayed on Ford Work Solutions' in-dash computer, which runs Microsoft's Auto operating system.

"We call it a computer, but actually we think of it as a portal to customers' business or office computer," Frykman said.

Chicago Auto Show on page 10

SMART TOOLS FOR

FORD WORK SOLUTIONS

CHANGING THE GAME

A large part of the reason that the F-Series has been the nation's top-selling pickup for the past 31 years is Ford's dedication to meeting the needs of its customers, including the many contractors and skilled tradespeople who rely on the F-150 for their jobs.

Ford Work Solutions is a prime example of this commitment. This comprehensive suite of software and hardware components is designed specifically to improve productivity for contractors/tradespeople, and it's backed by reliable Ford partners such as Sprint, Garmin, Magneti Marelli, DeWalt and Master Lock.

With the system in place, customers can access their home office computers via the Internet, create and print documents at the work site, and keep track of their tools more effectively, while fleet customers can also better manage their vehicles.

With Ford Work Solutions, the company is fundamentally changing what customers expect in their trucks.



A MOBILE OFFICE

The in-dash computer was designed for durability, letting customers bring the mobile office to life in the truck.

Documents & Spreadsheets

The Ford Work Solutions computer is powered by Microsoft and lets customers create spreadsheets, update bid forms and backup valuable data.

Voice-activated Navigation

Using the award-winning Garmin navigation system, customers can

just tell the system where they want to go and get turn-by-turn directions for the most direct route.

Web Access/Voice-Activated Phone

Bluetooth compatibility and wireless broadband connectivity mean customers can easily stay in touch with the office.

Wireless Printer Interface

Customers can print hard-copy contracts, work orders and even invoices right from their trucks. (Printer not included.)



Chicago Auto Show *continued from page 7*

"For example, through a wireless broadband connection from Sprint, customers can use Ford's in-dash unit to remotely access their office computer or the Internet. We're bringing the concept of a mobile office to life in the truck."

Computer applications loaded on the unit include one for word processing and another for working with spreadsheets. The contractor could develop an invoice in the truck when the job is finished and then use an available printer to create hard copies.

And instead of having to carry binders of specifications and diagrams on the road, the contractor can access the latest material directly from a manufacturer's site on the Web. The system also includes a full Garmin navigation system. And since it's mounted into the dash, it scores over laptops in being more secure and less susceptible to damage.

Another part of Ford Work Solutions is the Crew Chief telematics function, targeted at fleet customers. It gives them the ability to track their vehicles and obtain real-time diagnostic information.

"This kind of telemetry has been available as an aftermarket product, but we're bringing it in-factory," Frykman said. "To give one example of its usefulness, a customer was able to cut his fuel expenditures by 25 percent just by tracking his trucks' idling times and taking corrective action."

Chicago Auto Show Fast Facts

- Open to public: Feb. 8-16, from 10 a.m.-10 p.m., and Feb. 17, from 10 a.m.-8 p.m.
- Admission: Adults, U.S. \$10; seniors 62+, \$5; children 7-12, \$5; children under 6, free with paying adult.
- Special Days: Feb. 12 is Women's Day, with half off admission for women and special women-oriented programs on the purchase/lease of cars and vehicle maintenance; Feb. 13 and 15, show patrons who donate three cans of food get half off admission.
- Location: The show is held at McCormick Place, at Lake Shore Drive and 23rd Street, in Chicago and is easily reached by car or public transportation; scooter and wheelchair rentals are available by calling 1-888-441-7575.
- More coverage: Visit <http://autoshow.ford.com>.

To help customers secure tools and materials in the pickup box, Ford partnered with Master Lock to develop a cable lock with an 8-foot retractable cable that's also part of Ford Work Solutions. Mounted in the box of the pickup near the D-pillar, the cable can secure a large number of items and protect them from theft. "In our research, we heard stories about expensive tools being stolen from the truck while the contractor was in a home improvement store or watching his children's baseball game at the end of the day," Frykman said.

"The components of Ford Work Solutions are not traditional Ford-branded parts, but were developed

by our external partners at our direction," Frykman added. "By working with the leaders in their respective fields, we can bring their credibility to the Ford Work Solutions platform. Plus, they helped us bring Ford Work Solutions to market in a very speedy fashion. The Ford Work Solutions strategy was approved last June. Now we're introducing it in February of 2008."

Along with Sprint, Microsoft, Garmin and Master Lock, Ford Work Solutions partners also include DeWalt for Tool Link and Magneti Marelli for the computer.

"It's an impressive ecosystem of brands," Anderson said. "It allows Ford to remain an innovator and leader in providing productivity solutions to our customers." ●

Edge Sport debuts

Also being introduced at the Chicago Auto Show is the Edge Sport, designed to appeal to the growing customer interest in vehicle personalization.

The Sport makes the Ford Edge the first vehicle in its segment to offer a factory-customized model, providing a boost to what was already the top seller in its segment in 2007.

Edge Sport stands on available 22-inch polished aluminum wheels – the first of this size offered on a crossover – or standard 20-inch premium painted wheels with Sport-branded black center hubs. Low-profile tires complete the look, giving Edge Sport an aggressive stance.

The eight-piece Edge Sport body kit includes a unique front air dam, side skirts, lower door caps and a rear skirt, all finished in body color, instead of the dark lower on other Edge models.



The Edge Sport shows off Ford's ability to 'factory customize' vehicles for more customer appeal.

The front air dam features integrated fog lamps and a lower grille insert.

Details, like custom Sport badging, polished dual exhaust tips emerging from openings in the rear skirt and "foundry gray" smoked headlamp and taillamp lenses add to its purposeful look.

Edge Sport will be available in Sport Blue, Ebony, Brilliant Silver and Redfire. Inside, dark gray leather seats feature unique suede-feel patterned inserts in a combination of light and dark gray, with contrasting stitching for premium appeal.

"While custom-made to appeal to customers, Edge Sport is smart business," said Mark Fields, president, The Americas.

"The aftermarket industry has grown to a \$40 billion annual business, and crossovers are the fastest-growing vehicle segment in the U.S. We want customers who crave something special to know that Ford can 'customize' their Edge – right at the factory." ●

Transit Connect comes to America

BY MIKE THOMAS

FORD World

Ford will introduce Transit Connect, its European-bred award-winning commercial van, to the North American public Feb. 8-17 at the Chicago Auto Show, held at the city's expansive McCormick Place.

Ford Transit Connect, Ford of Europe's (FoE) best-selling van built for small businesses, is the most explicit example of how the company is beginning to design, engineer and manufacture global vehicle platforms.

"The Transit Connect will be the same vehicle in Europe, the Americas and Asia, but tailored to meet the needs of each market. In many ways it is a glimpse into Ford's future," said Shelly Smith, marketing manager, E-Series and Transit Connect.

On display in Chicago is the current 2008 model sold in Europe.

The Transit Connect has proven to be a winner for FoE, hitting a sales record in 2007. Along with the Transit, the Transit Connect earned the prestigious International Van of the Year award from an independent panel of leading commercial vehicle journalists representing 19 European countries.

The Transit Connect weighs just over 4,900 pounds and has a payload of 1,600 pounds, giving it a GVWR (gross vehicle weight rating, the maximum allowable weight of the vehicle plus its load) of 6,500 pounds. At this size, the Transit Connect is smaller than the E-Series vans. Ford is targeting consumers with a need for passenger capacity and low-weight, high-volume cargo capacity.

The front-drive van will come with a four-cylinder engine and five-passenger seating and will compete with the Dodge Sprinter in the American market. The Transit Connect has full safety equipment, including side air bags and anti-lock brakes.



This Ford Transit Connect was modified to serve as a catering delivery vehicle.

"Ford's new vehicle is so versatile it is a perfect fit for almost any small-business requirement," Smith said. "This includes services such as catering, flower delivery and small express, parcel or dry cleaning delivery, as well as home service or light construction work, including cable, alarm, theater systems, appliance repairs and much more."

To illustrate the Transit Connect's possibilities, Ford is showing several customized versions of the 2008 model at the Chicago show, each version demonstrated by a local business.

From ABC, an automobile customizing company in Chicago, comes a modification illustrating a delivery model variation. ABC's Transit Connect includes slide-out drawers holding up to 400 pounds with the option to add more shelving and a welded wire safety partition. Demonstrating the concept will be Chicago's My Chef Catering.

For service vehicles, Chicago truck customizing company Dejana T&E produced a Transit Connect with an exterior-mounted ladder rack and interior cargo mat, cargo partition, shelving module and a hand truck. Premiere Systems, a home IT service, illustrates the van's capabilities for services.

In addition, modifier Adrian Steele created a parcel delivery van by adding adjustable and removable shelving, a full-length partition and a collapsible hand cart. Schaefer's Wine Delivery will show off the Transit Connect's delivery strengths.

Finally, another version was created to demonstrate Transit Connect's versatility for personal use. Ford designers scaled it back from three rows of seats to two and added features like a sun roof, custom aluminum wheels, upgraded stereo and ambient lighting.

The exterior shows a music theme graphic and racks while the interior has been customized with racks and shelving designed to hold band instruments, demonstrated by jazz/blues group Eddie "King of the Road" Shaw & The Wolf Gang.

"Ford is known as an innovator in the truck and commercial vehicle markets and the Transit Connect is the latest example of the company's determination to continue innovating," Smith said. "When you look at the Transit Connect and the new Ford Work Solutions both being introduced in Chicago, it's clear that Ford knows what its commercial customers want and need."



Many kinds of service companies will find Transit Connect meets their needs.

Ford is a step ahead in full-size truck convenience

BY JOHN FOSSEN
FORD World

Mike VanBelle broke into a smile when he learned what *Dallas Morning News* auto writer Terry Box said about the new Box Side Step on the redesigned 2009 Ford F-150.

"That step is brilliant. I don't know who came up with that thing, but for much of the world that is going to make owning one of those trucks – or at least using it – a lot easier," said Box.

VanBelle is the Ford Body Exterior engineer who led development of the new feature, which has received many glowing reviews for allowing easier access to the F-150 pickup box. Operation is simple. Push a button on the front edge of the step to deploy it. Push again on the step to lock it in place. Development wasn't so simple, however.

The project began about three years ago when customer feedback indicated concerns about accessing the pickup box on the current F-150. One possible solution was to lower the box height on the 2009 model, but that would decrease the amount of cargo space. Instead, VanBelle was assigned to come up with deployable side steps – one in front of each rear wheel – that would provide easier access to the box while preserving its cargo capability. The steps had to retract when not in use and blend with the overall design of the truck.

After several months of trying to adapt an aftermarket step to do the job, the 28-year-old Detroit native realized that he would have to start from scratch. Ford chose to work with Canada-based Multimatic because of the supplier's expertise with hinges, which VanBelle determined would be a key component of the step.

Furthermore, Multimatic produces the popular integrated Tailgate Step that was first introduced on the Ford F-Series Super Duty and expanded to the 2009 F-150.

The biggest hurdle was attaching the side step to the underbody.

"If you look behind the sheet metal, there is nothing there. It's open space between the outer sheet metal and the frame," noted VanBelle. "We spent several months figuring out how to develop a cost-effective structure that would attach the step to the frame and hold up to 500 pounds."

Another difficulty was attaching the structure so as not to interfere with nearby wiring, suspension components, parking brake cables and other items. The solution was two large, thick brackets.

Testing was next. Environmental factors proved to be another significant challenge. The step is attached where there is little



Box Side Step on the 2009 Ford F-150

protection from substances picked up by the tires and flung into that area.

"We were able to resolve all of those concerns in a number of ways," said VanBelle. "For example, some parts were redesigned to act as shields for other parts. We also used special coatings and materials to better protect against corrosion."

It was during testing that the Box Side Step was exposed to Ford employees outside of VanBelle's small group. Compliments started flowing.

"Most people thought it was a great idea and made a lot of sense. Women liked it because they generally have a shorter stature. Men liked it because it gave them better access to the box," VanBelle explained.

Positive feedback continued when a group of Ford dealers was shown the new F-150 in December and when the truck debuted Jan. 13 at the North American International Auto Show.

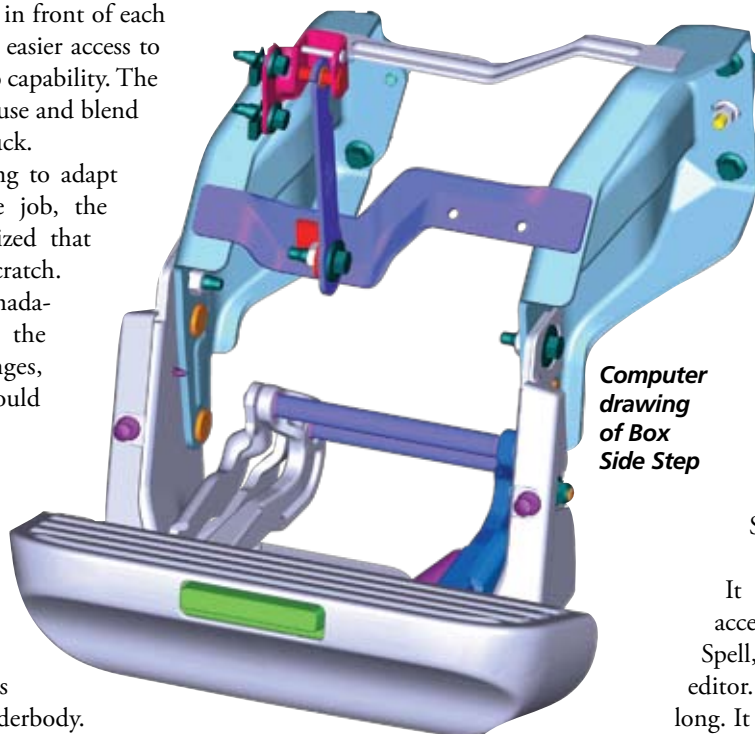
"I like the retractable side step.

It makes a lot of difference for accessing the pickup box," said Tim Spell, *Houston Chronicle* automotive editor. "The box has been neglected too long. It should be the star of the show for a pickup truck. But Ford has really been innovative in that regard with the Box Side

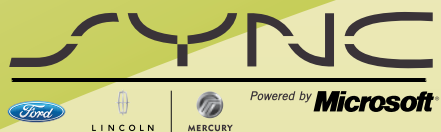
Step, Tailgate Step and Stowable Bed Extender."

VanBelle credits Ford pickup box and frame engineers and his teammates at Multimatic for helping to make the Box Side Step a reality.

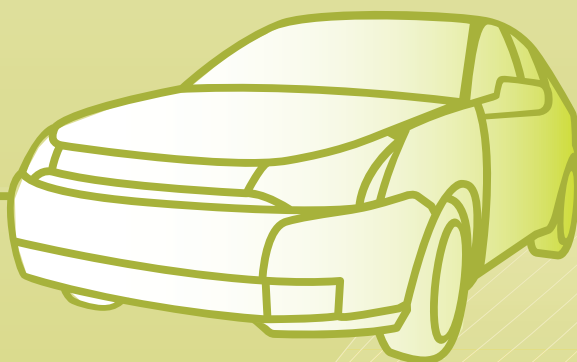
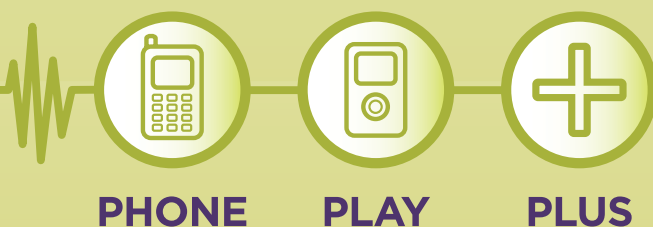
"Everybody worked well together, and we just kept at it," said VanBelle. "It is very gratifying to know the team was able to give F-150 customers a feature they are really going to appreciate and one that will help further establish F-Series as the leader in full-size pickups." ●



Computer drawing of Box Side Step



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New database helps Ford's environmental efforts worldwide

BY REBECCA KAVANAGH

FORD World

Global interest in how corporate operations affect the environment has been steadily growing. But Ford Motor Company has been ahead of the trend, with a longstanding commitment to reduce its environmental impact. Now, Ford has launched an industry-leading database that will help the company track its efforts around the world.

The Global Emissions Manager (GEM) was rolled out to all Ford manufacturing plants worldwide last year to ensure a consistent approach to measuring and monitoring environmental data. GEM helps the company meet its objectives in regards to reducing water consumption, energy usage, CO₂ emissions and the amount of waste it sends to landfills. Just as important, GEM serves as a library of all applicable environmental regulatory requirements at the local, national and international levels, preserving information critical to plant operations regardless of personnel changes.

"It is a massive task to measure and track our environmental footprint across 70 manufacturing sites in 17 countries," says Larry Merritt, manager, Global Environmental Policy in Ford's Environmental Quality Office. "Ford has collected information for years using many different databases. But this is the first time we've had a system that allows us to consolidate all of our environmental data and regulatory requirements in one place."

Merritt says that Ford is the only auto manufacturer to combine data with requirements in this way: "Other companies might have



Luis Lara (R), manager, Environmental Quality Office in Latin America, received an award for serving as a prime example in Mexican industry's effort to track and reduce emissions.

one system for tracking waste and another for environmental regulations, but GEM puts it all together for us globally."

Fundamental to GEM's value is its user-friendly functionality. Plant management can create customized dashboards with automatically refreshed details about how a facility is performing. The information can then be used to prepare reports that, when combined, help senior management see how the team as a whole is doing. In fact, environmental reports created using GEM are rolled up the chain straight to President and CEO Alan Mulally's weekly business-plan review meetings.

"One of the key issues with this new database is that, for the first time, we're approaching sustainability objectives consistently worldwide," Merritt says. "All Ford manufacturing facilities are using the same system to track the same environmental metrics, resulting in a solid sustainability strategy for our operations."

In related news, Ford Motor Company recently was honored by the Mexican government for voluntary participation in its national CO₂ reporting program. (It also was recently used as a model for a similar initiative in the Philippines.)

In 2005, Ford was the first company in any industry to submit a report to Mexico's Secretariat of Environment and Natural Resources. The government was so satisfied with the format that it distributed Ford's report as a model for all other companies to use in subsequent years. In addition, this past November, Ford's Luis Lara, manager, Environmental Quality Office in Latin America, received an award for serving as a prime example in Mexican industry's effort to track and reduce emissions.

"Although CO₂ reporting is an emerging issue in many parts of the world, Ford is taking a leadership position by becoming the first to report our emissions voluntarily," Merritt says. "Designed with flexibility, the GEM database allows us to support future environmental reporting efforts anywhere in the world."

Be your own Global Emissions Manager

Just as the company is tracking and reducing its own carbon footprint, Ford employees can do so on a personal level. For example:

- Include a note on your e-mails that says, "Save paper: Think before you print."
- Print on both sides.
- Turn off computers at night.
- Drink from reusable coffee mugs and water bottles.
- Use compact fluorescent light bulbs at home.
- Take your own bags to the grocery store.
- Recycle, recycle, recycle!

Ford has partnered with carbon offset provider TerraPass to offer the Greener Miles program, which allows consumers to purchase an offset for the amount of CO₂ produced in one year of driving. TerraPass uses these dollars to fund clean energy and efficiency projects such as U.S. wind farms.

Visit www.terrapass.com/ford to calculate your vehicle's emissions and neutralize their effect on the environment. Then head over to Ford's Driving Skills for Life Web site (www.drivingskillsforlife.com) to pick up eco-driving tips on proper tire inflation, idling and braking.



FoE's Birgit Behrendt was named 'Woman of the Year' by *Automotive News Europe*.

Operations, and Purchasing in Europe and the United States, before assuming her current post as vice president of Purchasing for FoE.

"I was pleasantly surprised to receive the award," she said. "But I don't regard this as a reward for me personally. It is an honor for the entire Purchasing organization. My hope is that the recognition says that even outside the company there is an awareness of how hard we are working to improve supplier relationships." Behrendt will receive the award formally on May 19 at the *Automotive News Europe* Congress in Turin, Italy. She says she hopes the honor will serve as an inspiration to others. "Hopefully, it will attract more women to come forward and either choose a career with an automotive company or see that there should be more of us," she said.

Ford of Europe's Behrendt is 'Woman of the Year'

Birgit Behrendt, vice president, Purchasing, Ford of Europe (FoE), has been named *Automotive News Europe's* 2007 Woman of the Year. "Every year we honor an outstanding woman in the European auto business for her contributions to the industry and her contributions to the company she works for," said Arjen Bongard, editor, *Automotive News Europe*. "Birgit Behrendt has improved relations between FoE and the supplier community, and she has played a key role in making FoE profitable."

Behrendt, a native of Germany, joined FoE straight out of high school in 1978. After a commercial apprenticeship, she worked for a short time as an administrative assistant. It was not long before her efforts led her to a variety of supervisory and managerial positions with Material Planning & Logistics, Powertrain



A guitar made from a Focus clutch will help provide music in a new Ford ad campaign in the U.K.

New Ford ad campaign hits the right notes

Ford's latest advertising campaign will focus on the music when it's aired in the U.K. starting Feb. 4. In a clever feat of musical ingenuity, an orchestra playing instruments created entirely from car parts performs the soundtrack to the new Ford Focus television commercial. Hollywood film composer Craig Richey and New York sound designer Bill Milbrodt turned 21 parts from the new Ford Focus into musical instruments and arranged them to be played by an orchestra. Milbrodt's team took apart a Ford Focus five-door hatchback that had, literally, just come off the production line. By the time the orchestra had been assembled for the photo shoot, Milbrodt's team had constructed 31 instruments. Each has a name that instantly identified its origins, such as the Transmission Case Cello-Dulcimer, Clutch Guitar, Rear Suspension Spike Fiddle, Hatchback Kick Drum, Handheld Gear Tambourine and Door Harp.



Updated models of the Axela (MAZDA3) are now on sale in Japan.

Refined Mazda Axela launches in Japan

Mazda Motor Corporation has released updated versions of the Mazda Axela (MAZDA3) sports compact in Japan, including the four-door Axela, five-door Axela Sport and MAZDASPEED Axela. Plus, two new special-edition versions of the Axela Sport, the 23HS and 20HS, which come outfitted with equipment to enhance their sporty pedigree, are also now on sale in Japan. Exterior design modifications such as chrome door handles and expanded use of black molding on the rear bumper enliven the Axela's appearance, while interior quality has also been enhanced with the addition of piano-key black parts on the center panel, power window switch bezels and other areas, along with chrome parts for some levers and buttons. Reduced cabin noise and higher comfort levels have been achieved through the increased use of sound absorbent materials.



The Ford S-MAX was named Mini-MPV of the Year by *BusinessCar* magazine.

Ford Mondeo, MPVs earn *BusinessCar* awards

The popular Ford Mondeo has now been recognized by yet another trusted industry publication – *BusinessCar*. At the publication's recent 2008 awards event, the Mondeo took home top honors as Business Car of the Year, as well as Upper Medium Car of the Year and Estate Car of the Year. In addition, the Ford S-MAX was named Mini-MPV of the Year and the Galaxy was recognized as MPV of the Year. The awards are voted for by the readers of *BusinessCar* magazine, Web site and e-mail newsletters, the people using the vehicles on a daily basis, and assessing their real-world virtues. *BusinessCar* editor in chief Tristan Young said: "Ford's huge success in the 2008 *BusinessCar* Awards illustrates the brand's progress in producing attractive and desirable cars that still make good business sense."



Volvo Ocean Race confirms stopovers

Kochi, in the Indian state of Kerala, is confirmed as the host of the second stopover of the Volvo Ocean Race in December 2008. The Indian stopover will come at the end of the second leg of the race from Cape Town, South Africa. Kochi will be the first of three new ports in Asia at which the race is stopping. In addition, it was recently announced that Stockholm, Sweden, would be the final stopover in the race before the competition finishes up in St. Petersburg, Russia, in July 2009. The 2008-09 Volvo Ocean Race will be the 10th running of this seafaring marathon. Starting from Alicante in Spain on Oct. 4, 2008, sailors will cover some 39,000 nautical miles, stopping at around 11 ports and taking nine months to finish what is considered the world's premier yacht race for professional racing crews.

FEBRUARY

4-March
14**The 2nd Annual 20 Minute Treadmill Challenge (Dearborn, Mich.)**

The Dearborn UAW/Ford Fitness Center and Ford Runners Club want to encourage a new year of good health by bringing you the 20 Minute Treadmill Challenge. This program is open to both walkers and runners. Walkers are expected to maintain treadmill speeds above 3 mph; runners are expected to maintain treadmill speeds between 5-10 mph. The challenge starts Monday, Feb. 4. If you would like to participate, please sign up at the Dearborn Fitness Center. If you would like more information or if you do not work in the Dearborn area and would like to participate, please contact Ford Runners Club President Jeff Roggenbuck (JROGGENB@ford.com).

4-March
31**Special Tire Discounts for Employees**

Ford Customer Service Division is proud to offer Ford employees a special first quarter discount on the most popular tires Ford and Lincoln Mercury dealers sell. You get a great deal on tires during the winter when you need all the grip you can get. This discount is in addition to any other offer or rebate available at the dealership. It's easy to take advantage of the offer: 1. Call Tire Program Headquarters at 1-888-353-3251 to receive your employee approval code. 2. Take that code to your participating local Ford or Lincoln Mercury dealership and buy your tires by March 31, 2008. You will receive 20 percent off the MSRP of Goodyear premium tires (Assurance ComforTred, Assurance TripleTred, Eagle ResponsEdge, Eagle F1 All Season, Fortera TripleTred, Fortera Silent Armor and Wrangler Silent Armor) and 15 percent off the MSRP of all Michelin/BFGoodrich/Uniroyal, Continental/General and Yokohama tires. (Employee must receive approval code from

Tire HQ by calling 1-888-353-3251 before purchasing tires. Not valid on prior purchases.)

10 **F.A.S.T. Masters Swim Meet (Brighton, Mich.)**

The Ford Athletic Swim and Triathlon (F.A.S.T.) club will be hosting its 20th annual masters swim meet. New members are welcome to compete and swim against people their own age. Set a state or national record in this rare 50-meter indoor pool event. Go to www.swimfasttrifast.com for more information or e-mail FASTSWIMMEET@yahoo.com.

13 **Retirement Planning and Investing Seminar (Dearborn, Mich.)**

The Ford Motor Company Real Estate and Investment Club presents seminar that will provide information about strategies for managing your 401(k) and IRAs, maximizing investment returns with less risk, real estate vs. stock market investing, current investment opportunities and risks, outlook for the real estate market and a financial markets forecast. These sessions are open to all club members, Ford Motor Company employees and retirees, and the general public. Seating is limited. Advanced reservations are required. To reserve seating, call toll-free 1-866-444-6246 or visit www.mainstaycapital.com to register online. The event will be held from 5:30 p.m.-7 p.m. at the M-TEC Auditorium at Henry Ford College.

15 **Old Ford Political Action Committee Annual Winter Outing (Rogers City, Mich.)**

The Old Ford Political Action Committee (OFPAC) formed in 1999 with a membership of Ford Motor Company retirees who once worked in the Dearborn area. The present retiree group is composed of former Finance, Engineering, Product Development, HR and Purchasing employees. OFPAC members are

traveling to Rogers City for the annual winter trip on Feb. 15. For additional information, contact Elmer Herschelman at ELMER.HERSCHELMAN@etas.com or call 734-997-9393, ext. 3028.

MARCH

24 **Frostbite Open Charity Golf Event (Plymouth, Mich.)**

Woodhaven Stamping Plant Frostbite Open Charity Golf event has earned over U.S. \$280,000 for the center over the last ten years. More than 2,800 golfers have participated in this event, averaging 300 plus golfers each year. The Frostbite has become one of the largest single-day, single-start golf outings in southeastern Michigan. This year's event will be held at Fox Hills Golf & Country Club. For more information go to www.frostbiteopen.com.



autobeat
daily

For the latest industry news,
employees should visit AutoBeat
Daily via FCN Online at
www.fcn.ford.com.

2008 Auto Show Lineup

February

- 4-10 Philadelphia Int'l. Auto Show, Philadelphia, Pa.
www.phillyautoshow.com
- 4-10 Buffalo Auto Show, Buffalo, N.Y.
www.buffaloautoshow.com
- 7-10 Baltimore Int'l. Auto Show, Baltimore, Md.
www.motortrendautoshow.com/baltimore
- 8-17 Chicago Int'l Auto Show, Chicago, Ill.
www.chicagoautoshow.com
- 8-10 Iowa-Illinois Regional Auto Show, Davenport, Iowa
www.motortrendautoshow.com/quadcities/
- 15-17 Spokane New Car Show, Spokane, Wash.
www.spokaneautoshow.com
- 23-March 2 Cleveland Auto Show, Cleveland, Ohio
www.clevelandautoshow.com
- 23-March 2 Greater Milwaukee Auto Show, Milwaukee, Wis.
www.motortrendautoshow.com/milwaukee

March

- 5-9 Greater Kansas City Int'l. Auto Show, Kansas City, Kan. www.kansascityautoshow.com
- 6-9 Oklahoma City Int'l. Auto Show, Oklahoma City, Okla.
www.okautoshow.org
- 6-9 First Hawaiian Auto Show, Honolulu, Hawaii
www.motortrendautoshow.com/honolulu



**American
Red Cross**

An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs. The Red Cross is not a government agency; it relies on donations of time, money and blood to do its work.

For information on upcoming blood drives, to volunteer or to donate:

- Log onto www.givelife.org (Enter sponsor code = ford13) to sign up for a Ford sponsored blood drive
- Calling 1-800 GIVE LIFE or www.givelife.org (enter zip code) to donate at a Red Cross Donor Center (www.semredcross.org for locations)
- Volunteering for the Red Cross (www.redcross.org/services/volunteer)
- Financial donations (www.redcross.org/donate)

EDITOR'S NOTE



Please send information on your local upcoming Ford-related events to FWinfo@ford.com

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² This data represents information provided by Ford Motor Company Insurance Services program customers who became new auto insurance policyholders and reported annual savings with Ameriprise Auto & Home Insurance between 1/1/06 and 5/31/07. Individual savings and experience may vary based upon a variety of factors including but not limited to driving experience and type of vehicle insured. Discounts and savings vary by state and apply to certain coverages.

³ Program and benefits subject to state availability and apply to covered repairs performed by participating dealerships or repair shops. Where available, the specific features, credits and discounts may vary. Applicants are individually underwritten, and some individuals may not qualify. Certain limitations apply.

⁴ A.M. Best, the leading independent rater of insurers in the country, has rated the companies within the Ameriprise Auto & Home Insurance group "A" (Excellent) for financial strength, stability and soundness of operating performance.