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Chad Muncy with his new 2013 Volt, which he leased for \$200 a month.

54.5 MPG Set in Stone by EPA Last Week

WASHINGTON, D.C. – The Detroit auto industry welcomed the EPA / DOT announcement last week that 54.5 mpg really would be the federal target for car / light truck mileage by 2025.

Sounds far away, but it's closer than Detroit thinks, perhaps.

The target figure has been kicked around for a couple of years, but last week the Environmental Protection Agency and the Department of Transportation effectively put the target figure into stone, so to say.

"These new standards matter for the city of Detroit," said Simone Lightfoot, Climate Equity and Sustainability Manager at the Detroit Branch NAACP. "Not only are plants like Jefferson North adding back jobs to build new cleaner cars and trucks, but more fuel efficient vehicles mean less pollution, improved health for families and savings at the gas pump."

"It's a great example of how federal public policy can directly improve the economic and environmental challenges facing our urban centers. It's a great example of how federal public policy can directly improve the economic and environmental challenges facing our urban centers."

Added Lisa Wozniak, Executive Director of the Michigan League of Conservative Voters, "This is a major step towards reducing the carbon pollution that causes climate change."

"We're cutting U.S. oil imports by one-third and saving three million barrels of oil per day. So instead of sending money to the Mideast, we can invest in clean technology and Michigan jobs here in the Midwest."

The new standards announced by the federal government, building on bi-partisan backing for improved fuel economy and reduced emissions, were crafted with support from 13 automakers, automotive suppliers, state and federal regulators, the UAW and various environmental groups.

In preparation for them, automakers and suppliers have invested in technology needed to produce cleaner, more fuel-efficient vehicles. Overall, the U.S. auto industry has added 236,000 jobs since the industry hit its low point in June of 2009, the era that

both General Motors and Chrysler declared their corporate bankruptcies.

"Automakers are looking for solutions that provide better fuel economy and reduce emissions while maintaining performance," said Erika Nielsen, Director of Marketing at BorgWarner in

Auburn Hills.

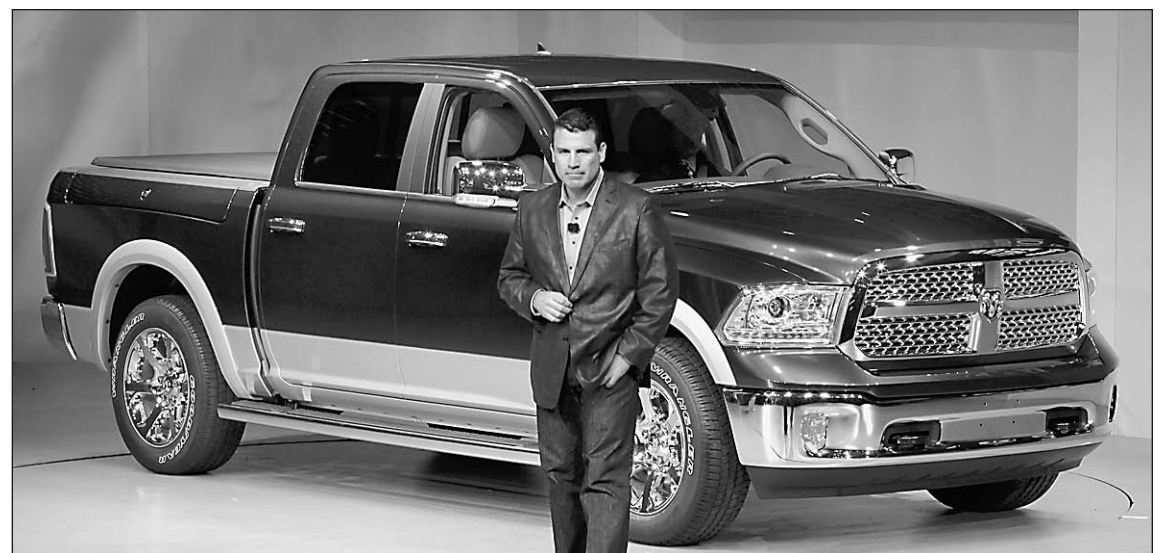
"That means new opportunities for our company because our turbochargers, variable cam timing, dual clutch transmission modules and other powertrain technologies can help provide cleaner vehicles while maintaining or improving performance."

Chrysler Foresees 2013 Ram Pickup as a Hit at \$23,585

AUBURN HILLS – Chrysler has announced pricing for 2013 on the Ram 1500 truck and it is backing up the vehicle's value with plenty of statistics and information about what the truck is delivering to customers.

Well, Chrysler says, it is delivering best-in-class fuel economy of 18 mpg city and 25 mpg highway with a truckload of pioneering, fuel-saving systems including a more fuel-efficient and more powerful 3.6-liter V6 engine and first-in-segment technologies: eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension.

Ram last week also confirmed pricing for the 2013 Ram 1500. Manufacturer's Suggested Retail Prices will average just over 1 percent higher than 2012 prices. Starting price for the 2013 Ram 1500 will be \$23,585, including



Fred Diaz, President and CEO of the Ram Truck Brand and Chrysler de Mexico.

\$995 destination charge.

"The new 2013 Ram 1500 is the most capable, best-looking half-ton pickup in the world and delivers best-in-class fuel efficiency,

new technology and new features while upgrading the interior and exterior," said Fred Diaz, president and CEO of Ram Truck Brand and Chrysler de Mexico –

Chrysler Group LLC.

"We changed every area of the truck – from a newly designed

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Ford Survey Says Drivers Want More Technology, Such as Blind Spot Aid, Self-Parking, Voice-Activated Calling

by Jim Stickford

Ford Motor Co. recently showed off the upcoming Ford Focus 2013, complete with driver-assisted technology the company says meets important consumer interests in driver safety.

At a special showing Aug. 28 in Ford's Dearborn Product Development Center, William Mann, senior vice president and managing director of the market research firm Penn Schoen Berland, said that in order to find out what consumers cared about when it came to driving technology, his firm – commissioned by Ford – surveyed 2,506 adults over the age of 18.

What the survey revealed was that drivers, when being candid about their driving habits, admitted to doing other activities, such as making phone calls or eating, while driving. Drivers also said they wanted technology that will help them be a safer driver.

For example, Mann said, about three-quarters of those surveyed admitted to eating while driving. About 55 percent admitted to speeding, 53 percent admitted to talking on a cell phone and 37 percent admitted to driving while probably being too tired to drive.

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Randy Visintainer, Ford Research and Advanced Engineering.