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Jeep Display Will Always Have Paris After the Show

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of skyscrapers and interact with the screen placed on the wall in the background. Here, emotional videos will feature the unique personality of each Jeep model.

A dedicated area of the stand will host the merchandising corner where visitors will be able to buy the exclusive accessories and apparel of the Jeep brand lifestyle collection.

Lastly, visitors will be introduced to the products of FGA Capital, a finance company specializing in servicing the automotive segment.

Dearborn, Four Other Cities Witness Debut of '13 Fusion

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Ford is in the process of determining its mileage but officials expect it to reach 100 mpg in equivalent energy output.

Lew Echlin, marketing manager, global cars and crossovers for Ford, said the Ford Fusion was designed with the idea of being the leader in mid-size cars. He noted that the number one reason people leave the Toyota Camry and the Honda Accord is they want something different, and the Fusion was built with that in mind.

The Fusion is being launched with a 47-day "random acts of Fusion" promotion. The idea is to introduce the new Fusion to the public, get the word out on what it can do, how it offers the power of choice and gives buyers the most advanced technology in the mid-size car segment.

Echlin later said Ford hopes to leverage economies of scale with its powertrains from the Fusion. The technology developed for that car will be used in other Ford platforms.

He cited the upcoming C-Max. While it has been around for a while in Europe, it's a new platform in North America. The C-Max in North America will offer a hybrid and plug-in option. The C-Max platform is replacing the Escape.

Echlin added that technology like the stop/start package, normally associated with electric vehicles, is now being applied to the automatic transmission internal combustion engines. The package is intended to save drivers between 6 and 10 percent in fuel consumption during city driving.

This technology has proven popular in Europe with manual transmissions, but Ford is introducing it to the North American market for automatic transmis-

Technologies Can Help Enhance Abilities of Older Drivers

HARTFORD, Conn. – Smart headlights, emergency response systems and reverse monitoring features rank highest in car technologies that benefit mature drivers, according to The Hartford and MIT AgeLab's Top Technologies for Mature Drivers Research.

"Since drivers over the age of 50 are more likely than any other age group to purchase the types of vehicles that contain modern technologies, we set out to identify the top 10 features that mature drivers should consider," said Jodi Olshevski, gerontologist at The Hartford.

"While older drivers as a group are relatively safe, these technologies can help to enhance their abilities and promote safe driving for a lifetime."

Building upon more than a decade of research on older driver safety, The Hartford and MIT AgeLab worked with a panel of leading experts in driving, aging and technology to conduct an in-depth study that involved the review of 25 new technologies and identification of the top 10 that can benefit mature drivers.

The features that rank the highest include:

1. Smart headlights: adjust the range and intensity of light based on the distance of traffic and to reduce glare and improve night vision

2. Emergency response systems: offer quick assistance to drivers in the case of a medical emergency or collision, often allowing emergency personnel to get to the scene more quickly

3. Reverse monitoring systems: warn of objects to the rear of the vehicle to help drivers judge distances and back up safely, and helps drivers with re-

duced flexibility

4. Blind spot warning systems: warn drivers of objects in blind spots, especially while changing lanes and parking, and helps those with limited range of motion

5. Lane departure warning: monitors the vehicle's position and warns the driver if the vehicle deviates outside the lane, helping drivers stay in their lane

6. Vehicle stability control: helps to automatically bring the vehicle back in the intended line of travel, particularly in situations where the driver underestimates the angle of a curve or experiences weather effects, and reduces the likelihood of a crash

7. Assistive parking systems: enable vehicles to park on their own or indicates distance to objects, reducing driver stress, making parking easier, and increasing the places that a driver can park

8. Voice-activated systems: allow drivers to access features by voice command so they can keep focused on the road

9. Crash mitigation systems: detect when the vehicle may be in danger of a collision and can help to minimize injuries to passengers

GM Raises Bar on Customer and Quality

CONTINUED FROM PAGE 1

mation will allow us to deliver exceptional customer care and to make further improvements in our future vehicle programs."

According to GM officials, GM has achieved significant improvements in product quality over the last five years, reflected by a nearly 50 percent reduction in warranty claims and related cost.

GM said a number of new quality initiatives are designed to exceed customer expectations. This customer focus, GM claims, will help make the company a consistent top performer in third-party studies, surveys and consumer purchase references in less than one full product cycle.

GM officials say the company's product quality initiatives focus on vehicle excellence, initial



MIT Age Lab has its "Top Ten" technologies that impact mature drivers.

10. Drowsy driver alerts: monitor the degree to which a driver may be inattentive while on the road and helps alert drivers to the driving task.

"Technological advancements in the automotive industry are happening at a rapid rate," said Joseph F. Coughlin, PhD, Director, MIT AgeLab.

"As more and more of these features are incorporated into vehicles, we believe that it's important for drivers to be knowledgeable of and use those tech-

nologies that can enhance safe driving capacity, comfort, and confidence."

With the aging of the Baby Boomers, all of this is not inconsequential as the Boomers are predicted to want to drive into their age 80s and 90s, all to support their lifelong go-go lifestyles. But the longer the Boomers drive – and the longer they take prescription drugs – the more complicated the consequences become for driving safely over time.

quality and long-term reliability and durability, including:

- Getting customer input early enough in the vehicle design and development to be incorporated in production

- Scientific approaches to translate customer input and feedback into technical requirements in Human Vehicle Integration (HVI) and drivability

- Execution of migration plan for all GM stamping, powertrain and assembly plants and their products to operate at "industry benchmark" levels of quality

- Expansion of Strategic Sourcing to increase collaboration with the best suppliers in the industry on complex components, affecting up to 60 systems across seven vehicle architectures and 20 powertrains

- Flawless launch execution

through validating new vehicle engineering and manufacturing earlier in the development process, resulting in fewer late changes, lower cost and higher launch quality

- Use of the latest engineering tools and validation processes to achieve the highest levels of long-term reliability and durability possible

"Our employees and dealers are driving the transformation of GM into a customer-centric and customer-driven company," said GM North America President Mark Reuss.

"No single effort in Customer Experience and Product Quality alone will move us to where we want to take the company, but the collective power of these changes will make the difference."

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