

## Foose-Designed Ford SEMA Trucks to Benefit Kid Charities

Two of the biggest names in the automotive world are teaming up again – this time to build two trucks that will benefit a good cause and to create new, limited edition WD-40 Smart Straw cans that feature some of Chip Foose's classic vehicle designs.

"This year, we're upping the ante and building two vehicles – one that pays tribute to WD-40 Company's history and one that celebrates some of its newer specialty products that help auto pros like me get the job done right," said aftermarket auto designer Foose.

"With the help of some great aftermarket partners and a lot of WD-40 brand products, we'll be able to build two vehicles that honor

those who work hard every day."

The first Foose-inspired project vehicle is a 1953 Ford F-100 Pickup that commemorates the 60th anniversary of WD-40 Multi-Use Product and looks similar to the truck used to deliver the first case of the product in the early 1950s when the company was called Rocket Chemical Company.

With updated drive train, suspension, wheels, tires and paint, the finished WD-40/SEMA Cares Foose 1953 Ford F-100 will be introduced at the 2012 SEMA Show and make stops at key West Coast auto shows and events before being auctioned for charity at the Barrett-Jackson Collector Car Auction in Scottsdale, Ariz.

Proceeds from the auctioned

vehicle will benefit two SEMA Cares charities – Childhelp, an organization that provides services to abused and neglected children, and The Victory Junction Gang Camp, which provides life-changing camping experiences to special needs and chronically ill children.

The second vehicle in this year's build program is a custom 2012 Ford F-350 Super Duty work truck that will include Foose-inspired custom front and rear wheel flares, side rockers and front chin spoiler, among other upgrades. The WD-40 Specialist™/SEMA Cares Foose Ford F-350 represents the new WD-40 Specialist line of products, which help skilled trade professionals get their specific jobs

done with ease.

Following its debut at the 2012 SEMA Show inside the WD-40 Company booth, this vehicle will be on the road for 16 months making special appearances, and then auctioned to help fund the SEMA Cares scholarship program.

"After raising a combined \$400,000 for SEMA Cares with our last three project vehicle builds, we expect these trucks to turn a lot of heads and continue to help a great cause," said Tim Lesmeister, vice president of marketing for WD-40 Company.

"Working with Chip, who's an expert in his trade and has been using our products his whole life, is a great fit and we look forward to showcasing more of his designs on



1953 Ford F-150 WD-40



2012 Ford F-350 WD-40

some limited edition cars this fall." The partnership with Foose is part of a marketing campaign designed to educate auto fans.



Chrysler let the Special Olympics use its Chelsea Proving Grounds for athletic activities.

## Chrysler Test Track Hosts Special Olympics

CHELSEA, Mich. – For the second consecutive year, Chrysler Group LLC hosted the Special Olympics Michigan 2012 State Cycling Finals at its Chelsea Proving Grounds earlier this month.

More than 170 Special Olympics Michigan athletes, supported by a cast of coaches, Chrysler Group volunteers, family and friends, arrived early in the morning last week to prepare for 15 individual and team events for bicycles and tricycles.

"We're excited about opening our home to Special Olympics Michigan's State Cycling Finals again this year," said Bob Jordan, head of Chrysler's Chelsea and Arizona Proving Grounds.

"We are honored to have the opportunity to give back to the community by supporting some of the state's most talented athletes as they compete with their family and friends cheering them on."

For 44 years, the Special Olympics has provided children and adults with intellectual disabilities the opportunity to train and compete in a variety of year-round sports competitions. Cycling is one of a nearly dozen state-level competitions held annually for Special

Olympics Michigan athletes.

"The 2012 State Cycling Finals showcase the hard work, training and success of children and adults with intellectual disabilities from all around Michigan," said Lois Arnold, president & CEO, Special Olympics Michigan.

"Cycling is a growing sport for

us, and our athletes enjoy using the wonderful Chelsea Proving Grounds. We appreciate the relationship with Chrysler Group and their dedication to our athletes."

The Special Olympics Michigan organizes more than 440 annual local and regional competitions. SOM is located in Midland.

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## Cadillac Option Can Slam on Brakes Automatically to Prevent Collision

DETROIT – Three new Cadillac models, including the ATS sport sedan, have a new advanced safety system that can automatically stop the vehicle in low-speed conditions to help avoid crashes.

Cadillac's Front and Rear Automatic Braking acts like a "virtual bumper," slamming on the brakes as a last resort to help drivers in heavy traffic or even in parking lots and driveways where the driver might fail to see another vehicle or object in his path.

Automatic Front and Rear Braking is part of the new optional Driver Assist Package on the 2013 ATS sport sedan, XTS luxury sedan and SRX crossover.

Relying on a network of sophisticated sensors and advanced electronics, the system can help drivers avoid crashes in low-speed conditions and reduce impact speed under higher speed circumstances.

"Radars, vision, and ultrasonic sensors in the vehicle are constantly analyzing data and working together to determine if a crash may be imminent," said Charles Green, the driver per-



Front and rear braking.

formance specialist responsible for the development of the Driver Assist Package technologies.

"Based on these calculations, the vehicle can automatically brake to avoid a crash or reduce impact speed, and if necessary, can apply the vehicle's maximum braking capability."

If the driver fails to respond to other alerts, such as the Safety Alert Seat vibrations, and a potential collision is imminent, the automatic braking is designed to apply the brakes and stop the vehicle.

The driver may override any automatic braking action taken by the vehicle.

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