

Safety Board Urges Government to Require Collision Prevention

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made piecemeal recommendations to the National Highway Traffic Safety Administration that it set performance standards for some of the technologies or require manufacturers include them in some vehicles.

But this is the first time the board is telling regulators and automakers that this new generation of technologies should be required on all vehicles, safety advocates said.

“What they are recommending is a safety system for cars where you have a multitude of things that cooperate together to dramatically improve safety in a vehicle,” said Clarence Ditlow, executive director of the Center for Auto Safety, a consumer advocacy group.

The recommendation got a chilly reception from automakers, which said it could drive up the cost of a new car.

Systems that warn drivers of an impending collision but don't automatically brake cost about \$1,000 to \$3,000 per vehicle depending on the features, accord-

ing to government estimates cited by the Alliance of Automobile Manufacturers.

Systems that both warn the driver of an impending collision and apply the brakes if the driver doesn't act first, cost about \$3,500, the alliance said.

“Automakers see great promise from their driver-assist technologies, and we are urging consumers to check them out, but the choice to purchase one or more belongs to consumers,” said Gloria Bergquist, vice president of the alliance.

“In this still-fragile economy, maintaining affordability of new vehicles remains a concern,” she said. “Today, the average price of a new vehicle is \$30,000, more than half the median income in the U.S.”

If the safety technologies were standard on all vehicles, their cost per vehicle would come down, safety advocates said.

“Some of this technology can be done for literally just a few dollars,” said NTSB board member Robert Sumwalt. “I don't think we're talking about adding

thousands of dollars to a car.”

That's because many of the safety features rely on the same electronic sensors and computers.

“While it sounds like a lot of items, basically you are taking advantage of the sophisticated electronics in all modern automobiles,” Ditlow said. “Why limit major safety improvements to a few primarily luxury models? The entire public deserves them.”

This year's most-wanted list also includes a recommendation that states and regulators ban nonessential use of cellphones and other distracting portable electronic devices by operators across all modes of transportation – cars and trucks, planes, trains and vessels.

The board said it has investigated numerous accidents and incidents in which operators

were so engrossed in their devices that they lost awareness of their situation, causing the accident to occur.

As part of the recommendation, the board urged device manufacturers to perfect technology that disables cellphones and other devices when they are within reach of an operator while the car, truck, plane, train or vessel is in operation.

Ford Fund Pledging \$1 Million to Red Cross

Ford Motor Company Fund is pledging \$1 million to the American Red Cross for workplace development training for veterans, military members and their families, as well as to disaster relief through the Red Cross Disaster Responder program.

In this two-year commitment, Ford's longstanding support of the American Red Cross is being expanded with 200 Blue Oval Scholarships for nurse assistant training in the Red Cross Service to the Armed Forces program.

These scholarships will enable veterans, or those soon to leave military service, and their families to receive training for careers in the health field in five cities: Detroit; Atlanta; Washington, D.C.; Nashville, Tenn.; and Louisville, Ky. All are cities in Ford's Operation Goodwill program.

The Red Cross nurse assistant training program equips trainees to achieve state-level certification as nurse assistants and obtain sustainable and competitive employment. The program provides job development and work readiness resources as well as help for graduates to find employment.

“Ford's support allows us to extend our nurse assistant training program in five areas of the country and helps us serve a larger number of service members and their families,” said Lynn Crabb, senior director of Policy and Programs, Red Cross Service to the Armed Forces.

“Recent government data

show unemployment among post-9/11 veterans is at 9.7 percent,” said Jim Vella, president, Ford Motor Company Fund and Community Services.

“This expansion of our Red Cross partnership provides deserving veterans and their family members the chance to build new careers in the nursing field, which is a win-win-win for them, the Red Cross and our communities.”

This support builds on \$50,000 in Ford grants in the past two

years for the Southeastern Michigan region health care career training program and disaster services programs.

As part of this partnership, Ford also is joining the Red Cross Disaster Responder program and pledges donations on an ongoing basis in advance of major disasters, which helps the Red Cross ensure an immediate response to meet the needs of those affected by disasters of all sizes, at no cost and regardless of income.

GM Foundation Float Will Be in Thanksgiving Parade

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ly the United Way “Network of Excellence,” created by the GM Foundation's \$27.1 million commitment to seven Detroit-area high schools and administered in conjunction with United Way for Southeastern Michigan.

The goal of the effort is to raise graduation rates by 30 percent over five years while supporting the leaders and innovators of tomorrow.

Representatives from the “Network of Excellence” high schools participated in the float unveiling, and members of the East Detroit Marching Band accompanied the float on its maiden journey along Atwater Street.

“This float is GM Foundation demonstrating its commitment to the youth and families of our community,” said Michael J. Brennan, United Way for Southeastern Michigan president and CEO.

“We are delighted by the forward-looking view of the work we are doing now to transform high schools throughout the tri-county region.”

The float offers a futuristic scene with two students leaving high school and embarking on their futures. Arriving at a crossroads, the students find themselves presented with educational roads to take: Science Way, Math Lane, Engineering Road and Technology Drive. Each road provides examples of the opportunities that await them as STEM majors.

The float is 17 feet tall and 60 feet long. An animated robot controls the action on board and features a pneumatically powered head and mouth that move. The float also incorporates hydrogen and electric charging stations.

“We are delighted that the GM Foundation has chosen such an inspiring theme for their new float,” said Tony Michaels, president and CEO, The Parade Company.

“We are certain that parade-goers will be entertained by both its theme and the intricate design.”

The 86th America's Thanksgiving Parade, one of the country's oldest parades, is produced by The Parade Company. The parade will step off at Woodward Avenue and Mack on Thanksgiving Day and will end at Woodward Avenue and Congress in downtown Detroit.

Congressman John Dingell and his wife, Debbie Dingell will

serve as co-grand marshalls.

Since its inception in 1976, the GM Foundation has donated hundreds of millions of dollars to American charities, educational organizations and to disaster relief efforts worldwide.

The GM Foundation focuses on supporting Education, Health and Human Services, Environment and Energy and Community Development initiatives, mainly in the communities where GM operates.

Funding of the GM Foundation comes solely from GM. The last contribution to the GM Foundation was made in 2001. For more information, visit www.gm.com/gmfoundation.

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