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"FIRST IN THE HEART OF DETROIT SINCE 1933" NEW CENTER NEWS

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Ford Launches \$10 Million Program to Aid Detroit

A major program in Detroit to strengthen neighborhoods and provide support for education, summer jobs programs and other community needs has been launched by Ford and Ford Fund.

The \$10 million program, called Operation Brighter Future – Detroit, augments Ford Fund's ongoing community partnerships, as well as support for Southeast Michigan nonprofits for community development, cultural and many other programs.

The support has totaled approximately \$60 million during the past five years.

The centerpiece of the program is the new Ford Resource and Engagement Center, which will be opened at the Mexicantown Mercado building in Southwest Detroit.

Under the arrangement, the

building – which has been unused in recent years – will offer cultural and job training programs and other community services, including a Gleaners client choice food service center.

Ford Fund will provide funding to local nonprofits to implement these programs and also provide the resources to operate the facility for at least four years.

"The Mexicantown Community Development Corporation (MCDC) board of directors is proud to partner with Ford Motor Company Fund and the city of Detroit to provide comprehensive programming at the Mexicantown Mercado that aligns with its original purpose as a community resource," said Hector Hernandez, chairman emeritus of the MCDC board.

"Ford, the city and MCDC are

all committed to providing the highest-quality services to the Southwest Detroit community within the Mercado, and we envision exciting cultural programming on the soon-to-be-enhanced plaza space, complete with a new water fountain feature to extend this extraordinary exterior community plaza."

Ford also is announcing it will "adopt" the Patton Recreation Center in Southwest Detroit, which is presently designated as a senior center.

Ford will provide funding to add a wide variety of youth programming at the center, including arts, gymnastics, lacrosse, karate and swimming.

In addition, Ford will provide funding for the Brighter Future Summer Camp at Patton Recreation Center. The camp will offer

80 to 90 youth a meaningful and fun youth summer camp experience, say coordinators.

Ford Fund also will provide a limited number of scholarships for youth to attend Camp Brighter Future.

"The Operation Brighter Future – Detroit initiative supports Ford's work to build a better world," said Mark Fields, Ford's chief operating officer. "We are excited to contribute this \$10 million investment toward services and support that will empower families and strengthen the community."

Other initiatives in Operation Brighter Future – Detroit include:

- Donation to the Public Safety Foundation of two F-Series chassis, which will be turned into new ambulances for the city of Detroit.

- Support for Greening of Detroit and its projects to turn abandoned sites into parks.

- Funding for the Detroit Summer Youth Employment program that provides training and work experience for youth ages 14 to 21.

"This is very exciting news for the city and our residents," said Detroit Mayor Dave Bing. "I am extremely grateful for Ford Motor Company Fund's commitment to make such a generous investment in our neighborhoods."

"The Fund's emphasis on jobs, recreation centers, youth and educational opportunities is in line with my administration's plans to improve the quality of life for all of our citizens."

"We need partners like Ford Motor Company Fund to help us transform Detroit."



Ford C-MAX Hybrid

Ford C-MAX Hybrid Outsell Toyota Prius in November

The C-MAX Energi plug-in hybrid and C-MAX Hybrid combined sales have surpassed that of the Toyota Prius plug-in and the Prius v during November, the first full month both C-MAX hybrids were available.

The C-MAX has been named a finalist in the category of the North American International Auto Show Car of the Year Award.

A total of 4,848 C-MAX hybrids were sold in November compared with 4,456 Toyota Prius plug-in and Prius v hybrids. The C-MAX sales figures helped Ford achieve its best hybrid sales month ever in November with 6,985 delivered.

"The C-MAX hybrids are off to a great start and our dealers and customers, especially in California, cannot get enough of them early in the launch," said Dave Mondragon, Ford's general marketing manager.

Ford reported that its dealers in California say customer reaction to the C-MAX hybrids has been phenomenal.

"Because Ford has so perfectly hit the nail on the head with C-MAX hybrids, we have a tremendous number of former import buyers in the dealership every weekend who say they are ready to purchase a domestic vehicle," said Tim Paulus, owner and president of The Ford Store Morgan Hill, located just south of San

Jose in Northern California.

The Ford Store Morgan Hill bought a 2013 Prius v and gives customers the chance to drive and compare it with a C-MAX. Paulus says not a single customer prefers the Prius v over the C-MAX hybrids.

"We really weren't sure if customers in Northern California would give C-MAX hybrids a shot because the region has traditionally been import-heavy," says Paulus.

"But they truly love the vehicle, so it's very exciting."

Ford stated dealers in Southern California report a good response, too.

"The amount of interest in C-MAX has been outstanding," says Dan Theroux, general manager of Los Angeles-based Airport Marina Ford.

"We are getting more and more questions about C-MAX every day – including from quite a few Prius owners."

The strong momentum now carries into 2013, as C-MAX Energi and C-MAX Hybrid will kick off the year as Official Cars of the 2013 International CES, the world's largest annual innovation event, scheduled Jan. 8-11 in Las Vegas.

The 2013 CES is made for the all-new line of C-MAX – fitting in among the newest TVs, tablets, cameras, sound systems and just about all things.

Ford SVT Raptor Ranks Near Top on Kids' Christmas Lists

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video game companies three years ago," said Mark Bentley, licensing manager, Ford Global Brand Licensing.

"Licensing executives from all the top brands immediately understood Raptor's potential and moved quickly to sign agreements with Ford Global Brand Licensing. They have not regretted that decision."

A wide range of toys from ride-ons to simulator games are available this holiday season:

- Mattel licenses Raptor for its Hot Wheels and Matchbox brands. Fisher-Price licenses the highly popular Raptor Power Wheels Ride-On. It is one of the most popular toys at Walmart.

- Electronic Arts' "Need for Speed" franchise showcases Raptor in its No. 1-selling racing video game, "Need for Speed Most Wanted."

- Microsoft Forza 4's top-selling racing simulator game counts Raptor as one of its most downloaded vehicles.

"Raptor products can be found in nearly every major distribution channel," said Bentley. "From toy retailers such as Toys R Us, Walmart and Target, to hobby stores such as Hobby Lobby, Michaels, smaller independent retailers, drug store chains and dollar stores, Raptor is everywhere."

Salvation Army Paints City of Detroit Red

The city of Detroit turned red to raise awareness of the final days metro Detroiters can donate to The Salvation Army's 2012 Red Kettle Campaign, which ends when red kettles leave storefronts across metro Detroit on Christmas Eve.

The second annual Paint the City Red celebration kicked off at 12:01 a.m., Dec. 17, when the GM Renaissance Center began glowing red. The Detroit skyline's most identifiable riverfront building will beam The Salvation Army's iconic red shield from its main electronic sign on the center's tallest tower through Christmas Day.

Raptor isn't limited to toy trucks, remote-controlled trucks and video games.

Replicas are now available in almost every imaginable form for kids to enjoy, including 3D puzzles and sketchbooks, said Bentley.

It is a global phenomenon li-

censed by companies in Canada, Germany, Japan, China and Brazil, he said, so children all over the world can enjoy the fun of Raptor.

"Although it is a very American truck, Raptor is truly global in its appeal and is sought by companies everywhere," he said.

RosieGirl Ready for a Home



Remember Rosie from the story of October 15? She's now ready for adoption. This sweet-as-pie girl has been with the Oakland Pet Adoption Center in Auburn Hills for almost 5 months now.

If you have a special heart and patience for a terrific dog and can adjust to her needs, you must come see her! She is a one-and-a-half-year-old female/spayed German Shorthaired Pointer. RosieGirl came into the shelter completely bald and skinny. She was wandering on a dirt road in the pouring rain.

All her hair has grown back except for around her face. She is currently on medication and continues to get treatment in trying to isolate her skin issues. It may be food allergies, or she may require a lifelong special diet.

RosieGirl is well worth it when you see how sweet she is! She loves life, always happy and easy-going! The folks at the Pet Adoption Center have yet to hear her bark, and she may not be at all vocal. Other dogs and cats do not seem to bother her unless she is trying to get them to play.

Deputy Mary Saple, pictured, has taken a personal interest in Rosie's recovery. Call the Oakland Pet Adoption Center at 391-4100.

Got News? Contact us at news@detroitautoscene.com