

# Akerson Supports Creation Of Energy Diversity Plans

GM CEO Dan Akerson, in a speech in Houston on March 6, said the United States is on the cusp of achieving long-term energy security because of the rise of fuel-efficient vehicles, more energy-efficient homes and factories, and the revolution in domestic oil and gas production. He added that the time is now for a consumer-driven national energy policy.

"CERAWeek" is sponsored by IHS, a company that provides industry data, technical documents, custom software applications, and consulting services in many different areas, including energy.

The company holds an annual conference at the Hilton Americas Hotel in Houston. Daily programs usually revolve around the topics of oil, natural gas, electric power, renewables, and technology.

Speaking at this year's IHS CERA Week energy conference, Akerson said GM is developing the industry's most technologically diverse range of fuel-efficient cars, trucks and crossovers to meet new fuel economy standards. These include clean diesel, battery-powered electric vehicles, extended-range electric vehicles, natural gas and a host of fuel-saving technologies such as light electrification, cylinder deactivation and turbo direct injection.

Akerson said GM is committed to saving 12 billion gallons of fuel over the life of the vehicles it builds between 2011 and 2017, the equivalent of averting the need for 675 million barrels of oil – a figure nearly equal to U.S. oil imports from the Persian Gulf in 2011.

Mass fuel use reduction through the use of advanced materials, such as carbon fiber and magnesium, and investments in nano steels and resistance spot

welding for aluminum structures, holds great promise, Akerson said.

"A good rule of thumb is that a 10-percent reduction in curb weight will reduce fuel consumption by about 6.5 percent," Akerson said. "Our target is to reduce weight by up to 15 percent" by 2016.

He added that GM also is doing its part on the energy and environmental fronts, efforts that were recognized Tuesday with the Environmental Protection Agency awarding the company its 2013 ENERGY STAR Partner of the Year "Sustained Excellence" award.

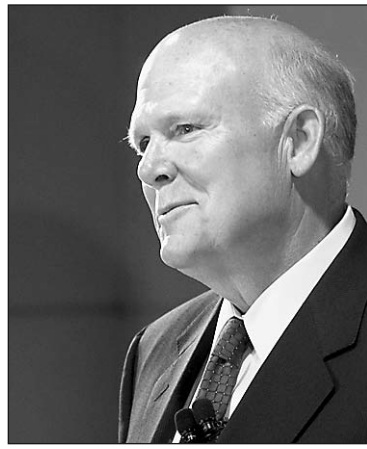
From 2005 to 2010, GM reduced its energy intensity per vehicle produced by 28 percent with a goal of achieving a 20-percent reduction per vehicle in its global CO2 footprint by 2020, Akerson said.

GM leads the automotive industry in landfill-free facilities; its goal is to have 125 landfill-free facilities by 2025, up from 105 today. On average, more than 97 percent of waste material at landfill-free manufacturing facilities is recycled or reused.

The balance is sent to waste-to-energy facilities. All of GM's facilities combined – including landfill-free plants and all others – recycle or reuse 90 percent of their waste, Akerson said.

These activities generated about \$1 billion in annual revenue, and in 2011 alone, 2.5 million metric tons of waste from landfills – the equivalent of 38 million garbage bags – were eliminated.

"Everywhere you look there are opportunities to seize the energy high ground," Akerson said. "Indeed, our leaders have been presented with an historic opportunity to create a national en-



Dan Akerson

ergy policy from a position of strength and abundance."

The pillars of such a plan must include:

Energy diversity to avoid dependence on any one fuel or energy source. Continued development of all forms of domestic energy, including renewables, is required.

Energy efficiency should remain a core component to allow the impact of prosperity and population growth.

And the U.S. should continue to make meaningful, long-term investments in nascent technologies to drive CO2 emissions even lower, Akerson said.

Akerson called on President Obama to immediately appoint a Blue Ribbon Commission to develop a 30-year policy framework for energy security with progress reviews every five years. To truly understand and make these changes sustainable, he said the presidential commission needs to include a broad cross-section of energy producers and energy consumers.

And the commission, Akerson said, should have a straightforward charge – develop a plan to improve our standard of living by extending the duration of the natural gas and tight oil "dividend" for as long as possible.

# Consumers to Promote Fiesta in Social Media

Building on the social engagement program that launched the Ford Fiesta in the U.S. in 2009, Ford now plans to introduce its new 2014 Fiesta through an innovative ad campaign created entirely by consumers.

To tell the new car's story, Ford announced that it is seeking 100 social influencers, who – through a mix of paid media, social media and experiential events – will convey the unique personality and attributes of the new 2014 Ford Fiesta in an entirely different way. Ford made the announcement at the Social Media Week convention in New York.

"Fiesta was designed to reflect the individuality of the customer, so we feel the marketing efforts should give the reins to the people who will be driving it," says Jim Farley, Ford Motor Company executive vice president of Global Marketing, Sales and Service and Lincoln.

"We have a fuel-efficient, tech-savvy and stylish car that doesn't sacrifice on performance – it truly has its own personality. That personality will come through in the stories and experiences of real people."

Ford will partner with nationally prominent television, entertainment and sports events including TV's "American Idol" and X Games, legendary music festival Bonnaroo, and other media and entertainment hubs where agents will be at the center of the action.

Iain Lanivich, group creative director at Campbell Ewald, said Ford has been playing in the "social media game" for a while. Ford Social Media Director Scott Monty, who has a lot of social media experience, makes it easy for the advertising agency to sell an idea like this campaign to a company.

"I don't want to call this a gimmick," Lanivich said. "They're trying new things. The sales of the Fiesta have dipped a little. This is not new. Doritos has been showing commercials at the Super Bowl that came from social media. Ford's playing in the same space, and back in 2009 they used social media for the Fiesta."

Lanivich said the campaign will create public interest and it appears to him that the company will be taking images from the public. The ad agency still has to write copy.

The difficult part will be having people review all the footage to pick which shots will be used. That is expected take a lot of time. He also noted that it appears to him that Ford is looking for people with large numbers of followers on Twitter and Facebook.

"They want agents who have 'reach' on the Internet," Lanivich said.

In the press announcement, Ford stated that the Fiesta attracts more millennials than any Ford vehicle, and that "means telling its story in a way that is different from other models. Unlike other campaigns, Ford will use content created only by selected influencers – 'agents' – then reveal it through multiple media channels and partners."

Social Media Week provides an ideal backdrop for Fiesta Movement: A Social Remix. This worldwide event is designed to explore the social, cultural and economic impact of social media.

Since its inception five years ago, the event has become a major forum for some of the biggest, most significant news in the world of social media.

# Delphi Shows Off Tech in Europe

Automakers showed several vehicles that featured Delphi technology designed to keep passengers safe and connected while respecting the environment at the recent Geneva Auto Show.

At the Opel stand, the company unveiled the Zafira Tourer Biturbo, which features Delphi's radar-based adaptive cruise control (ACC) with collision mitigation system. The ACC system constantly monitors the distance to the vehicle ahead allowing the system to automatically adjust the vehicle speed to help main-

tain a safe distance from the vehicle in front. If the driver does not react to the warnings, the system automatically applies the brakes to avoid or considerably reduce the effects of the collision.

Delphi's collision mitigation system (CMS) will be available on the new V60.

CMS is the world's first driver assistance sensor system that automatically activates a vehicle's full braking power to avoid or considerably reduce the effects of a collision with pedestrians and vehicles.



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