

USCAR Wins \$6M Grant for Stronger Steel

The United States Automotive Materials Partnership (USAMP), in collaboration with the Auto/Steel Partnership, received a competitively-solicited award for \$6 million from the U.S. Department of Energy for its "Integrated Computational Materials Engineering Approach to Development of Lightweight, Third Generation Advanced High-Strength Steels" project.

The USAMP, a subsidiary of the United States Council for Automotive Research (USCAR), is a collaborative organization comprised of Chrysler, Ford and GM. They are working together in cooperation with the A/SP (Auto/Steel Partnership) to demonstrate the applicability of Integrated Computational Materials Engineering for the development and deployment of high-strength steels. The project is expected to take four years and will begin this spring.

"Advanced high-strength steels have demonstrated significant potential for increased vehicle light-weighting," said Lou Hector Jr., GM technical fellow and USAMP's technical program leader on the project. "Since our existing infrastructure is built around conventional steels, it is critical to devel-

op advanced steel grades that can be formed utilizing this very same infrastructure, thus reducing major overhauls of the manufacturing process."

The third-generation advanced high-strength steels (3GAHSS) project is meant to create a product that is strong, ductile and uses existing conventional steel infrastructures in the manufacturing process to help reduce production costs.

"The U.S. automakers are committed to developing and using materials in ways that reduce costs, enhance fuel economy and deliver uncompromised safety," said Steve Zimmer, executive director of USCAR.

Phase I of the project will focus on model development and model-level validation. This phase will integrate results from existing computational and experimental methodologies, spanning numerous length scales, to develop a suite of models to predict the properties of 3GAHSS.

Phase II will focus on integration and design. Modeling based manufacturing processes and performance simulation models for 3GAHSS will be used to simu-

late forming and performance of structural components and of an automotive assembly consisting of at least four reduced-weight 3GAHSS structural motor compartment elements.

USCAR was founded in 1992 and just celebrated its 20th year of existence. It is the collaborative automotive technology organization for Chrysler, Ford and GM. The goal is to strengthen the technology base of the domestic auto industry through cooperative research and development.

The Auto/Steel Partnership is a consortium of Steel Market Development Institute's Automotive Applications Council and Ford, Chrysler and GM. The partnership combines the resources of the steel and auto industries to pursue research to make cars safer, more fuel efficient and easier to manufacture.

Ford Hits Sales Stride in China

Ford China sales grew steadily, as year-to-date sales rose 46 percent to 105,209 wholesales sold compared with 71,954 during the same period last year.

February sales increased seven percent, with 43,642 wholesale vehicles sold.

Strong February numbers were led by continued consumer demand for the Ford Focus. Focus sales nearly doubled in February, with 24,734 wholesales sold.

February marked several product milestones for Ford China. After the introduction of the all-new Kuga, Ford launched the Focus ST, the first Ford performance car to come to China, and announced the pre-sale price for the sleek all-new Fiesta.

Ford will continue to expand its China portfolio in the coming weeks, bringing to market the EcoSport, a compact urban SUV, as well as the Explorer.

By 2015, Ford and its partners will introduce a total of 15 new vehicles to the Chinese market.

Ford's passenger car joint venture Changan Ford Automobile saw sales rise 39 percent in February with 29,389 wholesales sold.

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Wounded Soldier Readies to Move Into his 'Mortgage Free Home'

Art Van Furniture donated the furnishings for the new home of Michigan war veteran Sergeant Davin Dumar. Kid Rock and his foundation partnered with Pulte Homes, as part of Operation FINALLY HOME, to present the new mortgage-free 2,600 square foot property to Sgt. Dumar and his wife Dana.

The Dumars were scheduled to move into the Macomb home Feb. 1. Deployed to Afghanistan in 2011 with the Army's 1-25th SBC, Sgt. Dumar was struck by an IED during an engagement with enemy forces. Dumar's left leg was amputated as a result of the injury he sustained.

"On behalf of the 2,700 associates of Art Van Furniture, we want to personally thank Sgt. Dumar for his service to our country," said Chairman and Founder Art Van Elslander. "His sacrifice

has not gone unnoticed by our community. It's an honor for us to help welcome this soldier home."

A longtime supporter of U.S. troops, Kid Rock, through his Kid Rock Foundation, partnered with 'Operation FINALLY HOME's founder Dan Wallrath to include Michigan veterans as part of the project.

The singer, a Michigan native, has performed benefit concerts across the globe in support of the country's armed forces. Pulte Homes, based in Bloomfield Hills, donated the construction costs for the home.

In addition, The Somerset Collection retailers donated bedding and housewares, and Meijer is helping with groceries and other household items. Paul's TV inside Art Van also helped with a donation.

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