

New App Gives Info to Ford Fleet Customers

Ford Motor Company's commercial customers now have a new shopping resource designed just for fleet owners and operators.

The Ford Fleet app for iPad – now available at the Apple iTunes App StoreSM – brings the full catalog of Ford and Lincoln vehicles to the tablet and, once downloaded, is accessible at any time without Wi-Fi or cellular connectivity.

The app resides in the iPad's

memory so no internet connection is needed, said Ford spokesman Ron Hall in an email.

"That said, it's not a 'shopping' app in the sense that you can click and order a vehicle," Hall wrote.

"It's designed for fleet managers to have access to every bit of vehicle spec and tech they need when researching new vehicles.

"Ultimately, the app can help

connect shoppers to the commercial sales team, but no direct ordering via the app."

The app was specifically designed with fleet customers in mind.

Users will find information about all Ford retail and commercial vehicles, including Transit Connect Taxi, Police Interceptor, trucks and vans, chassis and cut-aways – information not available via retail brochures or Ford's mobile website.

Crow to Sing at Preview

Organizers of the North American International Auto Show have announced that singer/songwriter Sheryl Crow will perform at the black tie Charity Preview gala Jan. 17 at Cobo Center in Detroit.

"We are absolutely thrilled to announce that Sheryl Crow will be our musical guest at Charity Preview," said NAIAS Chairman Bob Shuman. "Her performance will crown what is already one of Detroit's most spectacular

evenings, and the largest single-night fundraiser for children's charities in North America."

Beneficiaries of the NAIAS Charity Preview include the Boys and Girls Clubs of Southeastern Michigan, Boys Hope Girls Hope Detroit, Children's Center, Children's Hospital of Michigan Foundation, The Detroit Institute for Children, the Judson Center, March of Dimes Metro Detroit, Detroit PAL and the DADA Charitable Foundation Fund.



This picture of the Detroit Symphony Orchestra, with conductor Leonard Slatkin on the podium, was taken in the fall of 2012 as the orchestra got ready for its new season.

DSO Will Tour Florida, Thanks to GM Foundation Grant

The Detroit Symphony Orchestra (DSO) is taking a Florida tour this winter, as the result of a \$400,000 GM Foundation grant.

The orchestra, led by Music Director Leonard Slatkin, will perform with Van Cliburn International Piano Competition Gold Medalist Olga Kern and Grammy Award-winning violinist Hilary Hahn during a tour of Southern Florida Feb. 25 to March 4.

Slatkin and the orchestra also toured Florida in 2010 with acclaimed cellist Sol Gabetta, said the DSO's Gabrielle Poshadio.

"Touring, domestic or otherwise, is an imperative part of sharing this orchestra's art with a broad and diverse audience," said Slatkin. "Thanks to the generosity of the GM Foundation, the

DSO will be on the road for the third time in a year. We're really looking forward to seeing our friends in Florida again."

Over the last decade, the GM Foundation has donated more than \$84 million to support Detroit nonprofit organizations and cultural institutions, including nearly \$2 million to help the DSO bring its passionate performances to Detroit, and to New York's Carnegie Hall, where they performed in April 2013.

"The GM Foundation is committed to showcasing the best of Detroit to stakeholders across the country," said GM Foundation President Vivian Pickard. "The DSO is one of the city's finest jewels and this tour will build upon Detroit's national rep-

utation of having the finest musicians and live entertainment."

Performances will include Gould's Spirituals for Orchestra – in celebration of the composer's 100th birthday – Prokofiev's Piano Concerto No. 1 (featuring Olga Kern), Brahms' Violin Concerto (featuring Hilary Hahn), Brahms' Symphony No. 4, Tchaikovsky's

Symphony No. 5, Rachmaninoff's Rhapsody on a Theme by Paganini (featuring Olga Kern), and three pieces by Ravel: Mother Goose Suite, Pavane for a Dead Princess, and Bolero.

The tour is comprised of the following venues and dates:

- Kravis Center for the Performing Arts of West Palm

Beach on Feb. 25 and 26.

- Adrienne Arsht Center for the Performing Arts of Miami Feb. 28.
- Indian River Symphonic Association at Vero Beach Community Church on March 2.
- Sarasota Concert Association on March 3.
- Philharmonic Center for the Arts of Naples on March 4.

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