# Fiesta Returns to Japan

compact is back in Japan despite failing a decade ago in a market dominated by Toyota and other powerful local brands that specialize in small cars.

Japan Ford President Toshio Morita, unveiling the 2.29 million yen (\$22,900) model Jan. 9, declined comment on trade barrier and currency manipulation allegations being voiced by Ford headquarters in Dearborn.

The complaint is that Toyota Motor Corp. and other Japanese manufacturers get an unfair advantage in selling their products in the U.S. while U.S. makers are denied equal access in Japan.

Japanese automakers say they are competing fairly, but are relieved the dollar is strengthening month in Tokyo.

TOKYO (AP) - Ford's Fiesta as a result of aggressive Bank of Japan policies designed to weaken the yen.

Ford has struggled in Japan and stopped selling the Fiesta after selling just 2,800 of them from 2004 through 2007. Its one of Ford's top-selling models, with more than 720,000 sold worldwide a year. Last year, Ford sold 3.500 vehicles in Japan, about half of them Explorer sport-utility vehicles. Even that number is a triumph for Ford, which has managed to increase Japan sales every year for the last four years.

GM has also said it is trying to beef up its business in Japan, although it barely sells 1,000 vehicles a year here. It showed off a new Cadillac and Corvette last

### Chrysler's Drive for the Kids Program Nets Schools \$5,000 Awards Each

Five middle and elementary schools will each receive an award of \$5,000 from Chrysler brand through its Drive for the Kids program.

The award is granted by Chrysler for exceeding the expectation for test drive participation during each school's fundraiser.

Since 1993, when Drive for the Kids was first introduced, the Chrysler brand and its dealers have worked with parents and educators in communities across the nation, contributing millions of dollars to local schools to be put directly toward student needs.

From playgrounds and field trips to reading programs and new computers, the Chrysler brand is proud of this tradition of community involvement, said Chrysler spokesperson Diane Morgan.

The five schools are:

- California Region: Pinon Mesa Middle School, Phelan, Calif.;
- Central: Westwoods Elemen-
- tary School, Traverse City, Mich.; Northeast: Twin Towers Mid-
- dle School, Middletown, N.Y.; • Southeast: Algood Elemen-
- tary School, Cookeville, Tenn.; • Southwest: Valley Springs Elementary School, Valley Springs,

"The Chrysler brand's Drive for the Kids program continues to work toward enriching the educational foundation of our schools across America," said Al Gardner, Chrysler Brand president and CEO.

"Awarding an additional amount of \$5,000 to each of the "Awarding five schools that exceeded expectations at their local Drive for the Kids fundraiser is our way of thanking the school representatives and active parents, in addition to local dealerships, who all worked together to organize the fundraiser within their local communities.'

Through Drive for the Kids, participating schools received a contribution from the Chrysler brand on behalf of each person who took a brief test drive in a Chrysler Town & Country minivan, as well as additional Chrysler brand vehicles available for test drive on the day of the fundraiser.

The vehicles were made available by local dealerships. Each school can use its donation for anything it needs, said Mor-

In 2013, the Chrysler brand completed more than 300 Drive for the Kids events across the country.

For more information, visit www.drive4kids.com.





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