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IMPORTANT NEWS:

In honor of Baseball, Boating and Barbecues, North Brothers Ford will be closed on Saturdays beginning Memorial Day week-end through Labor Day week-end.

Quick Lane TIRE & AUTO CENTER

The Quick Lane at North Brothers in Westland will remain OPEN every Saturday 9AM thru 3PM

Ford Researchers Develop Technologies for an Aging Society

AACHEN, Germany, June 20, 2012 – Ford Motor Company is developing a raft of innovative technologies for an aging society; these include a virtual reality CAVE (Cave Automatic Virtual Environment) which enables engineers to assess the practicality of future interiors. Engineers have also developed a "third age suit" to simulate restricted movement and dexterity, and a seat that can monitor a driver's heart-rate and detect irregularities.

"We're not just a car company – we are also a 'lifestyle enabler,'" said Sheryl Connelly, manager, Global Trends and Futuring, Ford. "That involves making sure our customers are equipped with efficient and well-designed tools that allow them to live their lives the way they desire."

Founded in 1994, the Ford Research and Advanced Engineering Centre in Aachen, Germany, plays a crucial role in the development of Ford products around the globe. It collaborates with suppliers, institutions and universities worldwide to make sure each Ford model meets the demands and needs of an ever-changing population. This includes responding to and improving the health and wellbeing of Ford's customers.

The effectiveness and quality of vehicle interiors can now be tested long before any new prototype model is actually built. Engineers observe the ease of driver and passenger interaction in a virtual reality environment called CAVE (Cave Automatic Virtual Environment). User-testing gauges the emotional responses of virtual drivers and passengers to the virtual interior and this helps engineers to fine-tune the layout to ensure the comfort of future occupants. CAVE is used in conjunction with Ford's "third age suit" to improve understanding of the needs of some more mature drivers; however, virtual reality testing can bring real-life benefits for people of all ages, shapes and sizes; allowing engineers to create interiors which take into account customer needs at the very beginning of the production process.

"Third age suit"

Ford engineers have created a padded "third age suit", incorporating gloves and goggles, to better understand the difficulties faced by some older drivers; the suit may also be used to gain a better understanding of mobility challenges faced by people of any age.

More people die annually from cardiovascular disease than from any other cause1. Ford is developing a seat designed to detect cardiovascular problems and issue an advanced warning that may give the driver time to pull over.

The prototype seat employs electrocardiograph (ECG) technology to monitor the heart's electrical impulses and detect signs of irregularity that can provide an early warning that a driver should seek medical advice. The Ford ECG seat has six built-in sensors that can operate through the driver's clothing – as opposed to a traditional ECG machine where metal electrodes are attached to the skin. Ford aims to develop the system in conjunction with voice-activated in-car connectivity system SYNC. This could open up the possibility of the driver's mobile phone being used to send a message to medical centres to alert doctors, who can then analyse the data and advise patients on the next course of action.

Ford SYNC inducted into Computer History Museum

MOUNTAIN VIEW, Calif., June 18, 2012 – When people think of the Computer History Museum in Mountain View, Calif., names such as Microsoft, IBM, Cray, Apple and Google come to mind. Today, those technological luminaries are joined by Ford as curators add the SYNC® in-car communications and connectivity system to the museum's permanent collection.

"We are honored. SYNC has helped us move faster than what is usually assumed of an automaker, providing a new level of openness and access that has forever changed how we look at our business and respond to our customers," said Paul Mascarenas, chief technical officer and vice president, Ford Research and Innovation. "Ultimately, SYNC embodies what Ford is all about: going further to transform innovative ideas into products that are affordable, attainable and valuable to millions of people."

Said Alex Bochannek, curator and senior manager of the Computer History Museum: "As cars have transformed into mobile platforms for consumers' communication and entertainment needs, the intersection of automotive and computing developments is becoming an increasingly important area for the museum to consider.

"Ford Motor Company's collaboration with Microsoft on SYNC technology is an example of this changing landscape," he added. "The Computer History Museum is pleased to add a first-generation Ford SYNC module to its permanent collection in support of our continued efforts to document the effects of computing on society at large."

SYNC is the award-winning in-car connectivity system that provides voice control for mobile phones and digital music players connected via Bluetooth® or USB. Ford co-developed the system with Microsoft using the Windows Embedded Automotive platform. "When we first teamed up with Ford nearly a decade ago, we knew we wanted to develop a system that connected consumers' digital lifestyles to the vehicle they love today, and seamlessly for years to come – regardless of the device," said Kevin Dallas, general manager, Windows Embedded at Microsoft. "Having SYNC inducted into the Computer History Museum's collection is a testament to the system's groundbreaking innovation and to all of the hard work of our engineers, both in Dearborn and Redmond, to deliver a product that continues to meet consumers' evolving needs and exceed expectations."

SYNC debuted in the 2008 Focus, Ford's most affordable car offering at the time, as a $395 option.

Within two years, SYNC became available in every new Ford Motor Company product. By early 2012, more than 4 million SYNC-equipped vehicles were on the road. By 2015, that number is expected to grow to 9 million as Ford introduces the technology into

Off Beat News?

City worker s soap up stuck Raccoon; Critter Slips Away

A baby raccoon stuck head-first in a sewer grate is free thanks to the quick and slippery work of some city workers in suburban Detroit.

The Detroit Free Press reports Dearborn Heights Department of Public Works Director Bill Zimmer was in his front yard Wednesday when he noticed the critter. He called fellow Public Works employees for help. They used vegetable oil and dish soap to free the raccoon.

The critter was cleaned and released to the woods.

Famous Michiganians - Ipod Inventor, Tony Fadell

Anthony M. Fadell (born 1969) is a computer science engineer. He was known for being the Senior Vice President of the iPod Division at Apple Inc., having succeeded Jon Rubinstein in 2006. On November 4, 2008, Apple announced that Fadell would be stepping down as Senior Vice President but would remain with the company as an adviser to the former CEO, Steve Jobs. Fadell's wife Danielle Lambert, Vice President of Human Resources at Apple, would leave the company.[2] Fadell is an alumnus of Grosse Pointe South High School in Grosse Pointe Farms, Michigan. He graduated from the University of Michigan with a BS in Computer Engineering in 1991 and was a member of Psi Upsilon Fraternity.

He started doing work for Apple from February 2001 as a contractor designing the iPod and planning Apple's audio product strategy. In April 2001 he was hired by Apple to assemble and run its iPod & Special Projects group, where he has overseen the design and production of the iPod and iSight devices, following the direction of Jon Rubenstein. He was promoted to vice president of iPod engineering in 2004. On October 14, 2005, Apple announced that Fadell would replace the retiring Jon Rubinstein as Senior Vice President of the iPod Division on March 31, 2006. On November 3, 2008, *The Wall Street Journal* broke the story of Tony's departure from Apple.

In 2010, he founded Nest, a company which announced its first product, a learning thermostat, in October 2011.