

# INDUSTRYNEWS

FLR News – Issue No. 29

## Corvette Buyers Get To Build Own Engine

For enthusiasts who want to be personally involved in creating their Corvette, Chevrolet's new Corvette Engine Build Experience allows them to literally build the engine for their new car.



In what is believed to be the world's most hands-on super car program, customers who order a 2011 Corvette Z06 or ZR1 can choose an option to help assemble their cars' LS7 or LS9 engines at General Motors' Performance Build Center (PBC) in Wixom, Mich.

"Corvette owners are some of the most passionate - and most involved - enthusiasts in the industry," said Jim Campbell, U.S. vice president, Chevrolet marketing. "The Corvette Engine Build Experience offers customers an unprecedented opportunity to participate, hands on, in creating the car."

In addition to building their own engines, Corvette buyers can attend driving school in Arizona or Nevada, take delivery of their vehicles at the National Corvette Museum or watch their vehicles being built at the Corvette assembly plant in Bowling Green, Ky.

"In a way, this is a dream program for a Corvette customer. I would have jumped at the chance to build the 427 in my '67 'Vette, and that didn't have half of what goes into one of these modern precision engines," said Tom Stephens, GM vice chairman, Global Product Operations. "Today's LS7 and LS9 Corvette engines are pinnacle achievements in engineering, and to personally involve our customers in their final creation shows the depth of Chevrolet's commitment to make lasting connections with the customer."

The Engine Build Experience is an option with a suggested retail price of \$5,800. When a customer selects the PBC option for a 2011 Corvette Z06 or ZR1 and the dealer submits the order to Chevrolet, a special concierge contacts the customer to verify participation and help coordinate arrangements. While travel arrangements to and from Metro Detroit are the customer's responsibility, the Chevrolet concierge helps schedule the engine build; coordinates the customer's activities at the Performance Build Center; assists with booking local lodging and meals, and arranges local transportation.

At the PBC, the customer doesn't merely view the engine's assembly; he or she builds it under the supervision of and support from skilled technicians. When the engine is assembled, a personalized nameplate is added to the engine next to the builder's name. It is then sent to the Corvette assembly plant for installation in the customer's car.

The Corvette Engine Build Experience is possible because of the hand-assembly processes used at the 100,000-square-foot PBC. Technicians hand-build the Corvette Z06's LS7 7.0L engine, the Corvette

ZR1's 6.2L supercharged LS9 engine and a variation of the Corvette Grand Sport's LS3 6.2L engine. The PBC incorporates the best practices of low-volume niche manufacturers and the established quality and manufacturing standards at GM to ensure the highest-quality specialized engines.

Like all engines assembled at the PBC, Engine Build Experience engines are covered by Chevrolet's five year / 100,000-mile transferable powertrain warranty.

The Engine Build experience is the latest program Chevrolet offers for Corvette owners. Other programs include:

Corvette plant tour, where customers can follow their vehicle down the Bowling Green assembly line  
Corvette Museum delivery, where customers take delivery of their new Corvette at the National Corvette Museum in Bowling Green

Corvette ZR1 Driving School, which offers complimentary attendance at either Bob Bondurant's Corvette Driving School in Arizona, or Ron Fellows' Corvette Performance Driving School near Las Vegas.

"Simply put, no other sports car manufacturer can match the level of personal customer involvement that Corvette offers," Campbell said. "The Corvette Engine Build Experience takes this personal involvement to an unprecedented level."

For more information, see [facebook.com/corvette](https://facebook.com/corvette).

## Facebook Is Number One With Industry Companies

Obviously industry companies are interested in capitalizing on what is called social networking. No one wants to be left behind and not participate in the newest trends in marketing. Based on a survey conducted by Fast Lane Research in June 2010, 78% of industry manufacturers and WDs have a presence on FaceBook. Only 15% indicated that they do not have any type of social networking presence at all.

| Social Media/Networking Site | Percent Presence |
|------------------------------|------------------|
| Facebook                     | 78%              |
| YouTube                      | 45%              |
| Twitter                      | 45%              |
| Linkedin                     | 31%              |
| MySpace                      | 25%              |
| Plaxo                        | 3%               |

It is interesting that so many automotive performance parts and accessories companies would choose Facebook as their means to communicate and network with customers. Facebook has been growing at a phenomenal rate, but June 2010 saw a lull. After growing by 7.8 million new active U.S. users in May, Facebook growth stagnated in June, adding only 320,800 new users.

Total number of active U.S. users now stands at 125 million out of a total of 400 million world-wide. According to Inside Facebook Gold, which offers Facebook data and analysis, it is not unusual to see a saturated country like the U.S. take a breather after a growth spurt.

Facebook facts:

- 50% of its active users log on to Facebook in any given day
- Average users have 130 friends
- People spend over 500 billion minutes per month on Facebook
- The average user is connected to 60 pages, groups and events

- The average user creates 70 pieces of content each month
- More than 25 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) are shared each month.

Facebook is number one in social-networking websites and forums by a wide margin. YouTube is a distant second followed by MySpace.

**Note:** The Hitwise data featured is based on US market share of visits as defined by the IAB, which is the percentage of online traffic to the domain or category, from the Hitwise sample of 10 million US internet users. Hitwise measures more than 1 million unique websites on a daily basis, including sub-domains of larger websites. Hitwise categorizes websites into industries on the basis of subject matter and content, as well as market orientation and competitive context. The market share of visits percentage does not include traffic for all sub-domains of certain websites that could be reported on separately.

### Nearly three-quarters of companies recruit on social sites

Online job boards and third-party search firms may be losing out to social media when companies search for new employees, based on June 2010 research from recruiting platform Jobvite.

Nearly three-quarters of companies surveyed were using social networks for recruiting, and 58.1% said they had successfully hired a candidate found through a social network.

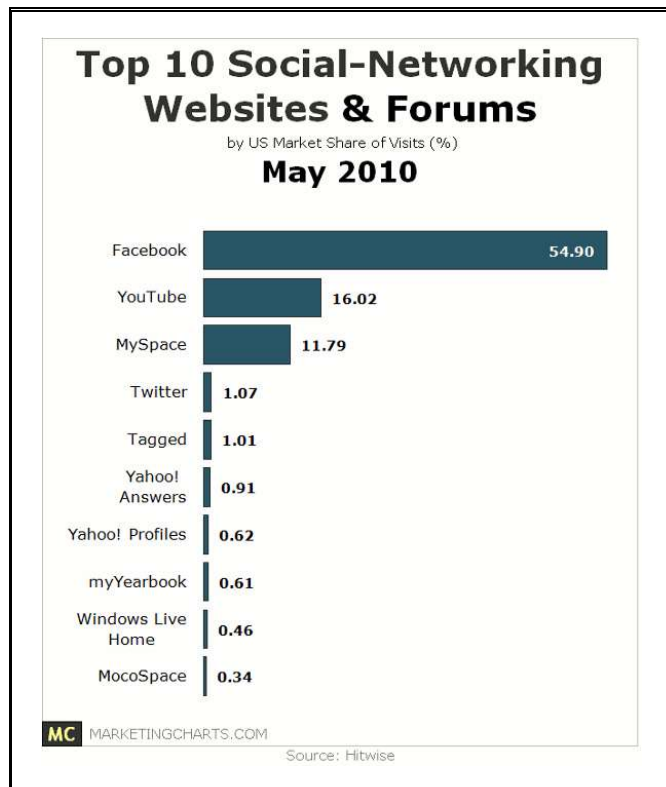
LinkedIn was the top social network looked to for hiring, used by nearly 80% of companies recruiting through social media. It also provided the most success, with about 90% of companies who had hired through a social network reporting they found the candidate on LinkedIn. While Facebook and Twitter were used for recruiting by about 55% and 45% of companies, respectively, they led to far fewer hires: 27.5% for Facebook and 14.2% for Twitter.

Success in this area is leading almost half of employers to increase recruiting program spending on social media. At the same time, more than a third of companies were lowering spending on job boards and search firms.

March 2010 data from online job board Monster.com painted a somewhat different picture: 42% of companies surveyed said social networks were useful for recruiting college students, while 82% said large, all-purpose online job boards such as Monster.com were useful.

That study also found that only about a quarter of companies were advertising entry-level positions on social sites.

"While the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent," said Dan Finnigan, president and CEO of Jobvite, in a statement. "Job boards launched a revolution in recruiting more than 15 years ago. And now, social networks are doing the same-but in a targeted way. Through social recruiting, companies are learning they can find the best talent efficiently, without making a major investment."



# Personalize Your Ford Fiesta: Accessories, Body Kits and Graphics

All-new 2011 Ford Fiesta owners can add their own personal touch with available Ford Custom Accessories and graphics. Accessory options include exterior or interior design items such as illuminated gear indicator shift knob and rear spoiler, even a kayak carrier to haul outdoor gear.

Fiesta customers can order a body-side tattoo, or choose from one of 18 available graphics to put their own mark on their Fiesta.

Ford Motor Company is giving Fiesta customers even more reasons to love their new car with an assortment of personalized options such as custom accessories, body kits, a Fiesta tattoo and graphics.

Ford Custom Accessories offers a number of the items an owner would need to put a creative touch on their Fiesta, or give the car even more functionality. If an owner is looking to light up the interior, there are several choices. An illuminated gear indicator shift knob comes with a digital gear display, while illuminated door sill plates add special effects with an LED Fiesta logo.

There's even an interior light kit that includes one LED-generated light in the cup holder area and a light bar in the footwells. Owners can set a mood with their choice of seven colors.



"Fiesta has one of the most diverse and extensive factory-orderable offerings of any of our vehicles," said Richard Anderson, planning manager, Ford Vehicle Personalization. "We're pleased by the take-rates on early Fiesta orders, which are about twice as high as we've seen on any other vehicle line."

The accessories ordered the most include items such as:

- Interior protection package, which comes with all-weather floor mats and a rear cargo area protector
- Exterior protection package, which includes splash guards and a rear bumper protector
- Illuminated interior accessory package, with illuminated front door sill plates and shift knob

A rear roof spoiler (exclusive to the hatchback) is a chiseled add-on that matches Fiesta colors. For the Fiesta to look like it's ready to take to the track, there's a four-piece, race-inspired body kit comes with a sculpted front air dam, side skirts and a rear valance.

For outdoor enthusiasts, there's a kayak carrier, a bike carrier and a roof rack to help transport gear. An armrest with a generous storage bin is also available, and it folds up between the seats for convenience.

Accessories are available at local Ford dealers, or online at [www.fordaccessories.com](http://www.fordaccessories.com).

For the first time in North America, Ford is offering a unique body-side tattoo graphic for Fiesta. Available in black or silver, the tattoo spells out Fiesta on the side panel. It's made of heavy-duty, weather-resistant vinyl and is precision-cut to fit the curves of the car.

Another option features Ford Custom Graphics by Original Wraps, which lets customers choose the size and design of body-side graphics from a portfolio of images. More than 18 designs are available in several different colors, and include a cityscape, bubbles, flames and even ninja blades. Check out the graphics at [www.fordfiestagraphics.com](http://www.fordfiestagraphics.com).

Source: Ford Motor Company

## GM Sales Increase 36 Percent In June

Sixth straight month that GM's four brand's sales increased by more than 20 percent

- Calendar-year-to-date sales for GM's four brands are up 32 percent
- GM full-size pickup sales increase 27 percent; up 12 percent year-to-date
- GM crossover sales are up 81 percent year-to-date

June sales for Chevrolet, Buick, GMC and Cadillac increased by a combined 36 percent to 194,828 units in the United States. This is the sixth straight month in which sales for GM's brands increased year-over-year by more than 20 percent. Year-to-date sales for the four brands also have risen 32 percent to 1,069,577 units - an increase of 258,368 units compared to last year.

The resurgence in large pickup truck sales was a key factor behind June's results, according to Don Johnson, vice president, U.S. Sales Operations. Combined sales of the Chevrolet Silverado, Chevrolet Avalanche, and GMC Sierra were up 27 percent for the month, compared to June 2009 and are up 12 percent year-to-date.

"As companies continue to invest in their businesses, we expect this segment to continue to recover," said Johnson. "We think the release of some pent up demand in the pickup market is an indication that a fundamental part of the U.S. economy is gradually strengthening."

Chevrolet and GMC dealers reported 16,093 deliveries of the Chevrolet Equinox and GMC Terrain - a 208 percent improvement from June 2009. For the year, sales of these vehicles are up almost 193 percent, to 94,105 sales through June.

Mid-size crossovers Chevrolet Traverse, Buick Enclave and GMC Acadia continued to show improvement. During June, their combined sales increased 39 percent. Year-to-date, they are up 28 percent.

The Cadillac SRX luxury crossover maintained its impressive run with an increase of 462 percent during the month. Year-to-date, SRX sales are up 488 percent.

Month-end dealer inventory in the U.S. stood at about 438,000 units, which is about 30,000 higher compared to May 2010, and about 144,000 lower than June 2009.



Cadillac SRX

| GM U.S. Deliveries for June 2010 by Model |      |       |
|---|------|-------|
|   | June | % Chg |
|   |      |       |

|                        | 2010           | 2009           | Volume      |
|------------------------|----------------|----------------|-------------|
| Enclave                | 4,561          | 3,771          | 20.9        |
| LaCrosse               | 5,376          | 1,964          | 173.7       |
| Lucerne                | 2,875          | 2,843          | 1.1         |
| Rainier                | 0              | 1              | ***.*       |
| Regal                  | 321            | 0              | ***.*       |
| Rendezvous             | 0              | 8              | ***.*       |
| Terraza                | 0              | 14             | ***.*       |
| <b>Buick Total</b>     | <b>13,133</b>  | <b>8,601</b>   | <b>52.7</b> |
| CTS                    | 4,193          | 3,193          | 31.3        |
| DTS                    | 1,591          | 1,627          | -2.2        |
| Escalade               | 1,008          | 1,043          | -3.4        |
| Escalade ESV           | 607            | 431            | 40.8        |
| Escalade EXT           | 147            | 184            | -20.1       |
| SRX                    | 3,804          | 677            | 461.9       |
| STS                    | 409            | 1,220          | -66.5       |
| XLR                    | 29             | 98             | -70.4       |
| <b>Cadillac Total</b>  | <b>11,788</b>  | <b>8,473</b>   | <b>39.1</b> |
| Avalanche              | 1,968          | 1,329          | 48.1        |
| Aveo                   | 5,728          | 2,217          | 158.4       |
| Camaro                 | 7,540          | 9,320          | -19.1       |
| Chevy C/T Series       | 1              | 18             | -94.4       |
| Chevy W Series         | 28             | 58             | -51.7       |
| Cobalt                 | 10,141         | 6,847          | 48.1        |
| Colorado               | 1,885          | 2,909          | -35.2       |
| Corvette               | 1,405          | 1,396          | 0.6         |
| Equinox                | 11,490         | 4,108          | 179.7       |
| Express                | 6,535          | 5,758          | 13.5        |
| HHR                    | 6,004          | 6,193          | -3.1        |
| Impala                 | 14,451         | 14,931         | -3.2        |
| Kodiak 4/5 Series      | 254            | 558            | -54.5       |
| Kodiak 6/7/8 Series    | 73             | 267            | -72.7       |
| Malibu                 | 20,720         | 11,466         | 80.7        |
| Monte Carlo            | 0              |                | **.*        |
| Silverado-C/K Pickup   | 30,994         | 24,766         | 25.1        |
| Suburban (Chevy)       | 3,911          | 1,958          | 99.7        |
| Tahoe                  | 6,809          | 4,114          | 65.5        |
| TrailBlazer            | 51             | 1,004          | -94.9       |
| Traverse               | 11,371         | 7,289          | 56.0        |
| Uplander               | 22             | 203            | -89.2       |
| <b>Chevrolet Total</b> | <b>141,381</b> | <b>106,712</b> | <b>32.5</b> |
| Acadia                 | 5,862          | 4,634          | 26.5        |
| Canyon                 | 576            | 768            | -25.0       |

|                      |               |               |             |
|----------------------|---------------|---------------|-------------|
| Envoy                | 15            | 714           | -97.9       |
| GMC C/T Series       | 3             | 72            | -95.8       |
| GMC W Series         | 27            | 115           | -76.5       |
| Savana               | 1,249         | 721           | 73.2        |
| Sierra               | 11,441        | 9,014         | 26.9        |
| Terrain              | 4,603         | 1             | ***.*       |
| Topkick 4/5 Series   | 153           | 385           | -60.3       |
| Topkick 6/7/8 Series | 125           | 313           | -60.1       |
| Yukon                | 2,210         | 1,832         | 20.6        |
| Yukon XL             | 2,262         | 1,099         | 105.8       |
| <b>GMC Total</b>     | <b>28,526</b> | <b>19,668</b> | <b>45.0</b> |
| New GM Total         | 194,828       | 143,454       | 35.8        |

### June (Calendar Year-to-Date)

|                       | January - June |               | %Chg        |
|-----------------------|----------------|---------------|-------------|
|                       | 2010           | 2009          | Volume      |
| Enclave               | 26,247         | 20,876        | 25.7        |
| LaCrosse              | 30,409         | 9,942         | 205.9       |
| Lucerne               | 12,905         | 16,359        | -21.1       |
| Rainier               | 0              | 4             | ***.*       |
| Regal                 | 471            | 0             | ***.*       |
| Rendezvous            | 0              | 9             | ***.*       |
| Terraza               | 0              | 33            | ***.*       |
| <b>Buick Total</b>    | <b>70,032</b>  | <b>47,223</b> | <b>48.3</b> |
| CTS                   | 19,085         | 20,559        | -7.2        |
| DTS                   | 9,014          | 8,110         | 11.1        |
| Escalade              | 7,514          | 7,549         | -0.5        |
| Escalade ESV          | 3,388          | 2,880         | 17.6        |
| Escalade EXT          | 813            | 1,256         | -35.3       |
| SRX                   | 22,655         | 3,855         | 487.7       |
| STS                   | 2,145          | 3,914         | -45.2       |
| XLR                   | 171            | 460           | -62.8       |
| <b>Cadillac Total</b> | <b>64,785</b>  | <b>48,583</b> | <b>33.3</b> |
| Avalanche             | 9,427          | 7,130         | 32.2        |
| Aveo                  | 20,477         | 11,886        | 72.3        |
| Camaro                | 46,378         | 15,397        | 201.2       |
| Chevy C/T Series      | 8              | 31            | -74.2       |
| Chevy W Series        | 192            | 383           | -49.9       |
| Cobalt                | 77,394         | 51,676        | 49.8        |
| Colorado              | 11,661         | 16,908        | -31.0       |
| Corvette              | 6,355          | 7,498         | -15.2       |
| Equinox               | 66,990         | 25,151        | 166.4       |
| Express               | 28,259         | 26,604        | 6.2         |
| HHR                   | 38,076         | 30,724        | 23.9        |

|                        |                  |                |             |
|------------------------|------------------|----------------|-------------|
| Impala                 | 89,491           | 78,687         | 13.7        |
| Kodiak 4/5 Series      | 1,045            | 2,181          | -52.1       |
| Kodiak 6/7/8 Series    | 192              | 719            | -73.3       |
| Malibu                 | 108,317          | 75,829         | 42.8        |
| Monte Carlo            | 0                | 6              | *** *       |
| Silverado-C/K Pickup   | 166,782          | 149,949        | 11.2        |
| Suburban (Chevy)       | 22,157           | 14,721         | 50.5        |
| Tahoe                  | 36,690           | 32,215         | 13.9        |
| TrailBlazer            | 205              | 7,142          | -97.1       |
| Traverse               | 52,271           | 40,679         | 28.5        |
| Uplander               | 76               | 1,416          | -94.6       |
| <b>Chevrolet Total</b> | <b>782,443</b>   | <b>596,932</b> | <b>31.1</b> |
| Acadia                 | 35,324           | 27,360         | 29.1        |
| Canyon                 | 3,567            | 5,197          | -31.4       |
| Envoy                  |                  | 3,645          | -98.0       |
| GMC C/T Series         | 52               | 242            | -78.5       |
| GMC W Series           | 272              | 778            | -65.0       |
| Savana                 | 6,639            | 7,514          | -11.6       |
| Sierra                 | 55,608           | 50,067         | 11.1        |
| Terrain                | 27,115           | 3              | *** *       |
| Topkick 4/5 Series     | 816              | 1,399          | -41.7       |
| Topkick 6/7/8 Series   | 343              | 1,105          | -69.0       |
| Yukon                  | 11,761           | 14,353         | -18.1       |
| Yukon XL               | 10,748           | 6,808          | 57.9        |
| <b>GMC Total</b>       | <b>152,317</b>   | <b>118,471</b> | <b>28.6</b> |
| <b>New GM Total</b>    | <b>1,069,577</b> | <b>811,209</b> | <b>31.8</b> |

Year-to-date the big winners for the New GM are

- Cadillac SRX +487.7%
- Buick LaCrosse +205.9%
- Chevy Camaro +201.2%
- Chevy Equinox +166.4%

Even though all the top models for GM are larger vehicles two small cars are doing well also. The Chevy Aveo is up 72.3% over last year, and the Chevy Cobalt is up 49.8%.

Source: General Motors and Fast Lane Research

## Chassis Cabs Get V10 Gas Engine & TorqShift

A class-exclusive 6.8-liter V10 gasoline engine and heavy-duty six-speed TorqShift™ automatic transmission form the powertrain of Ford's 2012 Class 6 and Class 7 chassis cabs.

With this addition, Ford will be the only manufacturer to offer a gas-powered vehicle in every truck class from 1-7, giving customers a lower-cost option in each segment.



Orders for the new gas-powered chassis cab will open in the fourth quarter of 2011

Ford Motor Company's class-exclusive truck offerings will extend to medium-duty chassis cabs with the arrival of the 6.8-liter V10 gas engine in 2012. With this addition, Ford will be only manufacturer to offer a gas-powered vehicle in Class 1-7, offering a lower-cost option in each segment.

This proven three-valve, single-overhead-camshaft engine is rated at 457 lb.-ft. of torque at 3,250 rpm and 362 horsepower at 4,750 rpm. Gross vehicle weight ratings for Class 6 and Class 7 medium-duty trucks range from 20,500 to 30,000 pounds for this engine application.

"No other manufacturer offers this wide of a range of options and solutions for truck customers," said Len Deluca, director, Commercial Truck Sales and Marketing. "The availability of a gas engine in this medium-duty segment will be welcome news to many businesses and municipalities."

The V10 will be mated to the heavy-duty six-speed TorqShift automatic transmission. This Ford-designed and Ford-manufactured transmission was designed to manage the significantly increased torque - 735 lb.-ft. - produced by the new 6.7-liter Power Stroke V8 turbocharged diesel engine for the 2011 Ford F-Series Super Duty. The same basic transmission also is mated to the new gasoline engine for Super Duty.

For added strength, the transmission employs a unique powder-metal carrier in the compound planetary gearset. The carrier consists of four pressed powder-metal components sinter-brazed together to form a rigid, power-dense structure. The sinter-brazed gearset enables more torque capacity and greater engine speed capability.

Also included are Live Drive PTO (power takeoff) and double overdrive gears, which aid highway fuel economy. The Live Drive PTO features an output linked directly to the engine crankshaft providing "live" PTO operation any time the engine is running, regardless of vehicle speed. It provides the capability to power PTO-driven accessories such as dump bodies, sprayer pumps, generators, salt spreaders and snowplows with maximum flexibility.

Alternative fuel options also available

The V10 features three valves per cylinder - two intake valves and one exhaust valve. This arrangement allows the engine to breathe almost as well as high-performance four-valve designs, but without the additional weight and complexity.

The short/long intake runner design features long runners for lower engine rpm operation to speed up airflow and provide maximum torque, while the short runner design is used at higher engine rpm to provide unrestricted high-velocity air intake for efficient cylinder filling and maximum power.

An alternative fuels engine prep package will be available as well. The conversion option, which will become available this fall on F-450 and F-550 Super Duty chassis cab trucks that use the 6.8-liter V10, enables the use of efficient, clean-burning compressed natural gas (CNG) or propane (LPG, or liquefied petroleum gas).

The engine comes with hardened exhaust valves and valve seats for improved wear resistance and durability for gaseous fuel systems.

CNG and LPG are increasingly popular choices for fleet operators looking to cut fuel cost and reduce greenhouse gas emissions. According to the EPA, CNG is less expensive and burns cleaner than gasoline, resulting in reduced CO<sub>2</sub> emissions. Propane also burns cleaner than gasoline.

"Having alternative fuel options is extremely important as fleets and municipalities seek greener options," Deluca said. "Overall lower emissions of greenhouse gases compared to gasoline, and lower fuel/operating costs for their fleet are very appealing."

The 2012 F-Series medium-duty chassis cab gasoline powertrain will be available for order in the fourth

quarter of 2011.

SOURCE Ford Motor Company

## Industry Press Releases July 12 2010

### PROLONG FAST FUEL DIESEL FUEL TREATMENT IMPROVES ENGINE PERFORMANCE

POMONA, Calif. - Prolong(r) Super Lubricants offers its Fast Fuel(tm) Diesel Fuel Treatment to improve mileage and performance in diesel engines.

Prolong's Diesel Fuel Treatment is formulated with premium detergents that clean injectors and the entire fuel system by removing gum, deposits and sludge build-up, to deliver better fuel economy and decrease the amount of black smoke. The formula meets Cummins L-10 diesel fuel additive specifications for injector cleanliness and Cummins N-14 diesel fuel additive specifications for corrosion protection with low and high sulfur levels.

In addition, the product helps maintain diesel emission compliance and protect against corrosion and premature pump and injector wear. To use, pour Diesel Fuel Treatment into the vehicle's fuel tank before fill-up. One 12 oz. bottle treats 16-20 gallons of fuel.

Prolong Super Lubricants, a brand of GoldenWest Lubricants, Inc., produces a wide range of chemicals and car care products, including engine, fuel and transmission additives; chassis and wheel lubricants; rust, vinyl and leather protectants; and waxes. Its Anti-Friction Metal Treatment(tm) (AFMT) advanced technology treats and modifies the surface of metal to reduce metal wear, heat and friction. For more information, visit <http://www.prolong.com>, or contact Prolong at 1937 Mount Vernon Ave., Pomona, Calif., 91768; phone: 800.540.LUBE (5823); fax: 800.966.LUBE (5823).



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### TSMC Announces Automotive Qualified 0.25-Micron One-Time-Programmable IP

HSINCHU, Taiwan, R.O.C., June 30 /PRNewswire-FirstCall/ -- Taiwan Semiconductor Manufacturing Company, Ltd. (TWSE: 2330, NYSE: TSM) today announced that its 0.25-micron One-Time-Programmable (OTP) IP now meets Automotive Electronics Council (AEC) standard AEC-Q100 specification.

The IP is fully compatible with TSMC Bipolar-CMOS- DMOS (BCD), mixed signal/analog and standard CMOS logic processes and does not require additional processing steps, making it an ideal System-on-Chip (SoC) choice for automotive power management and analog applications.

TSMC's 0.25-micron OTP IP passes AEC-Q100 grade 1 product qualification specifications, features fully tested at multi-probe electrical testability and supports the automotive industry's stringent 10-year data retention requirement in 125 degrees Celsius operating temperatures. It is designed to operate at single 5 volt supply voltage for read operations after programming at 7.5 volt.

Based on bit-cell structure licensed from eMemory Technology Inc., the OTP IP is supported by TSMC customization and failure analysis. Characterization and test methodologies documentation are available to meet the stringent automotive reliability requirement.

"This 0.25-micron automotive One-Time-Programmable IP introduction adds to TSMC's technology selection that also includes AEC-Q100 qualified 0.25-micron and 0.18-micron embedded flash IPs for MCU applications," Said Kuotung Cheng, director of automotive program at TSMC. "It addresses the growing demand for analog trimming, calibration configuration, encryptions keys, and in-field customizations."

For more information, please contact TSMC account management representatives.

#### About TSMC

TSMC is the world's largest dedicated semiconductor foundry, providing the industry's leading process technology and the foundry's largest portfolio of process-proven libraries, IPs, design tools and reference flows. The Company's managed capacity in 2009 totaled 9.96 million (8-inch equivalent) wafers, including capacity from two advanced 12-inch GIGAFABs(TM), four eight-inch fabs, one six-inch fab, as well as TSMC's wholly owned subsidiaries, WaferTech and TSMC China, and its joint venture fab, SSMC. TSMC is the first foundry to provide 40nm production capabilities. Its corporate headquarters are in Hsinchu, Taiwan. For more information about TSMC please visit <http://www.tsmc.com/>.

Source: TSMC

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## BedSlide SR-10 to Appear on MOJO Outdoors TV and Travel Circuit

Medford, OR (July 12, 2010) BedSlide, the perfect solution to easy, safe and convenient cargo retrieval, has landed a choice opportunity to promote its SR-10 with the popular MOJO Outdoors TV show.



MOJO TV Show is a year long (52 weeks) program that airs on the PURSUIT Channel, Wild TV, and numerous cable networks totaling nearly 30 million households. The MOJO team also tours the country seeking film hunts with a fully wrapped bus and pickup truck. Their presence is often requested at events such as Cabelas and Bass Pro store openings.

"We carry a large quantity of MOJO filming gear in our truck," explained Terry Denmon, President & CEO of MOJO Outdoors. "We really needed some way to organize and access it. When we spotted the BedSlide products, a light bulb went on and I

immediately contacted the company."

"The MOJO pickup will give us great retail exposure," commented David McInturf, VP of Bedslide. "As soon as we realized what they wanted to do, we sent one of our very popular SR-10 units out immediately."

BedSlide has recently upgraded both of its primary products, the SR 10 and the Contractor Grade Pro. The entire BedSlide line is available in the USA, Canada, the UK and New Zealand. Whether you operate a fleet of trucks or vans, are a professional contractor, sportsman, or a busy mom, you are invited to "Get to it" with BedSlide. SEMA booth 32139

BedSlide products are Proudly Made in the USA. [www.bedslide.com](http://www.bedslide.com) or call 1-888-807-0099.

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## **Creative Material Technologies Responds to Tough Times; Offers Low Cost, Green Breakthrough in the Spray-on Bed Liner Industry**

Palmer, MA - (July 12, 2010) Creative Material Technologies, Ltd (CMT) is highly aware of the depleted working capital in the spray on bed liner industry. In the past, high volume minimum orders, franchising buy-in costs, and specialized equipment often created a reduced profit scenario for the installer and certainly poses even more financial stress in today's market.



"The automotive aftermarket we have known has experienced a fundamental, non-cyclical change,

even if the industry has yet to come to terms with it," commented John C. Becker IV, President and chemist at CMT. "With unemployment numbers persistently at historically high levels and small business capitalization in short supply, the spray on bed liner industry needs to be installer success driven, not supplier profit driven."

Indeed, installers that are locked into a supplier business model that worked in the last century will find it difficult to survive in the new economic reality. In response to this insight, CMT has reformulated its proprietary materials to simultaneously reduce per unit costs, reduce capitalization requirements, and increase application options while continuing its commitment to protect the installer, their workers and the environment. Utilizing CMT's GREEN products makes it a win-win business.

CMT's multiple breakthroughs in the economics for this part of the automotive aftermarket industry now make it possible to install a short and long bed polyurethane hybrid liner without sacrificing "the farm," profitability, quality, safety or health.

Using the Liner Solution Spray On Bed Liner means no minimum orders and a lower per unit cost achieved through a breakthrough in the chemistry which allows "stop 'n go" capabilities with the same static mixer, thus saving even more money on the accessories.

CMT has also developed a way to minimize overspray, saving spray time and labor, clean up time and labor, and saving money on wasted product which needlessly reduces the profitability of every spray on bed liner job.

With more than 30 patents between them, CMT's R&D personnel have over 70 years of coating formulation and over 22 years specializing in formulating 100% solids, eco-friendly, coating systems in the Polyurea based coatings industry. CMT's technologies enable some market leaders to do what others

consider "impossible" and empowering those on the leading edge to make money where their competition cannot.

With a multitude of coating formulations designed specifically to address the unique requirements of different applications, CMT is able to assist customers in solving real world problems with high-performance product solutions for the homeowner, professional installer, OEM and aftermarket customers.

CMT is the creator of LinerSolution™ and CrystaLiner™, the "Original Clear Bed Liner™" For all product information call 888-477-6839 or visit [www.linersolution.com](http://www.linersolution.com)

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## **Stock-Appearing Performance Nitrided Rocker Arms Now Available from Elgin® PRO-STOCK®**

Elgin, IL...Elgin Industries has introduced a line of premium performance rocker arms featuring an advanced case-hardened surface that matches the strength of ceramic parts at a fraction of the price.



New Elgin PRO-STOCK Nitro™ rocker arms look just like stock replacement components but feature a nitrided, case-hardened metallurgy that is significantly more resistant to wear. These exclusive rocker arms are ideally suited to applications with high valve spring pressure and which are raced in classes/series requiring stock-appearing parts.

"The Elgin PRO-STOCK brand is known for innovative, high-quality performance components that help engine builders and enthusiasts build great engines on a workable budget," said Rick Simko, national sales and marketing manager, Elgin Industries. "Our Nitro rockers eliminate any advantage racers might have with more expensive ceramic

parts."

The Elgin line of PRO-STOCK Nitro rockers includes:

### Elgin Part # Application

- R-840-N SB Chevrolet (1.5 Ratio, 3/8 Stud, Long)
- R-840SPN SB Chevrolet (1.6 Ratio, 3/8 Stud, Long)
- R-1840N SB Chevrolet (1.5 Ratio, 7/16 Stud, Long)
- R-868N BB Chevrolet (1.72 Ratio, 7/16 Stud, Long)

For more information, please contact your Elgin PRO-STOCK supplier, visit [www.elginind.com](http://www.elginind.com) or call 1-800-323-6764.

Elgin Industries is a Tier One supplier of original equipment engine and chassis components as well as a premier manufacturer of performance parts for virtually any high-output engine. The company operates an advanced manufacturing and headquarters facility in Elgin, Ill. Elgin has earned dozens of quality awards and has received its certificate of registration for the ISO/TS 16949:2002 Quality Management System.

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