



Drive green.

Ford Motor Company is pursuing multiple technologies and working with partners to find affordable solutions to create safer, more fuel-efficient, quality products that customers desire and value. While implementing near-, mid- and long-term plans, Ford is continuing to achieve efficiencies that quickly are leading to fuel economy improvements today.



PROOF POINTS

- Ford has accelerated efforts to bring more small, fuel efficient cars to North America, including the next-generation, European-designed Ford Fiesta and Ford Focus by 2010.
- Ford's newest generation of smaller-displacement turbocharged gas engines, EcoBoost™, will provide fuel savings of between 10 and 20 percent.



- By the end of 2012, 98 percent of Ford's North American transmissions will be advanced six-speed gearboxes for improved fuel economy.
- By 2012, half of Ford vehicles will be capable of running on alternative fuels.
- By 2020, Ford expects to achieve a 30 percent reduction in CO₂ emissions from Ford vehicles in the U.S. and Europe.
- Over the next decade, Ford is planning vehicle weight reductions ranging from 250 to 750 pounds, segment dependent, without compromising safety. Ford is examining the use of alternative, durable materials such as aluminum and magnesium to meet these goals.



MORE MPGS TODAY

Fuel Economy

With every new product, Ford expects to be the best, or among the best, for fuel economy. Today, Ford fuel economy leaders include:

- Ford Focus, with highway fuel economy of up to 35 mpg – better than the 2009 Nissan Versa SL.
- Ford Escape, with a new 2.5-liter four-cylinder engine and six-speed transmission delivering a best-in-class highway 28 mpg – ahead of Toyota RAV4 and Honda CR-V.
- Ford Escape Hybrid, delivering 34 mpg city and 31 mpg highway – the most fuel-efficient SUV available.
- Ford Flex, with highway fuel economy of 24 mpg – better than Honda Pilot and Hyundai Veracruz.
- Ford F-150 fuel economy has improved an average of 8 percent across the fleet and a new SFE package delivers unsurpassed 15 mpg city and 21 mpg highway.
- Lincoln Navigator delivers class-leading fuel economy of 20 mpg on the highway.





MORE MPGS TODAY

Hybrid Electric Systems

- With the Ford Escape Hybrid in its fifth production year, Ford will double its total hybrid volume and offerings in 2009 – and is looking to expand further going forward.

- The all-new 2010 Ford Fusion Hybrid and Mercury Milan Hybrid – with 39 mpg city fuel economy – is 6 mpg better than Toyota Camry Hybrid.



- Ford is the largest domestic producer of full hybrid vehicles in North America. Current models include the Ford Escape Hybrid, Fusion Hybrid, Mercury Mariner Hybrid and Milan Hybrid.

Ford EcoBoost Engine Technology

- Ford's new EcoBoost technology uses smaller-displacement gas engines, combined with fuel-saving direct injection technologies, to provide improved fuel efficiency without sacrificing performance.

- V-6 engines with EcoBoost will have the performance of a V-8 and the fuel economy of a smaller V-6 engine. The technology also allows a 4-cylinder engine to deliver significant fuel savings with performance better than many V-6 engines on the road today.



- EcoBoost technology debuts on the 2010 Ford Flex, Ford Taurus and Lincoln MKS.

- By the end of 2012, Ford will offer EcoBoost on more than 80 percent of its North American lineup.

The Ford EnviroSeat

- Ford is using soybeans to develop seat cushion and headrest foam and is researching how to incorporate natural fibers – from hemp to coconut – to reinforce plastic parts.



- While the 2008 Ford Mustang was the industry's first vehicle to have soy-based foam in its seats, there now are eight Ford vehicles with soy foam seats.

- The EnviroSeat features seating fabric and headrest bag made of a compostable-type plastic derived 100 percent from corn, side shield plastic material derived from sugar cane, and seating clips made from recycled water bottles.

BUILDING MOMENTUM FOR THE FUTURE

Alternative Fuels

- Ford's commitment to sustainability and reduced dependence on fossil fuels means the company will continue to deliver products capable of running on renewable fuels such as bio-diesel and ethanol.

- Ford has more than 5 million flexible fuel vehicles (FFV) on the road globally.



- Ford also supports the development of cellulosic bio-fuels, which, in the long-term, promise up to 90 percent reduction in greenhouse gas emissions.

Plug-in Hybrid Electric (PHEV)

- Ford delivered the first Ford Escape Plug-in Hybrids to its partner, Southern California Edison, in 2007 to explore the commercialization of plug-in hybrids and the business models that might make them viable.



- The partnership is designed to advance plug-in technology as well as an energy vision that connects transportation to the energy grid.

Hydrogen Power

- Ford began working on hydrogen technology in the early 1990s and introduced its first hydrogen fuel cell vehicle in 2001.



- Ford currently has a fleet of 30 hydrogen-powered Focus fuel cell vehicles on the road as part of a worldwide, seven-city program to conduct real-world testing of fuel cell technology, accumulating more than 800,000 miles since its inception.