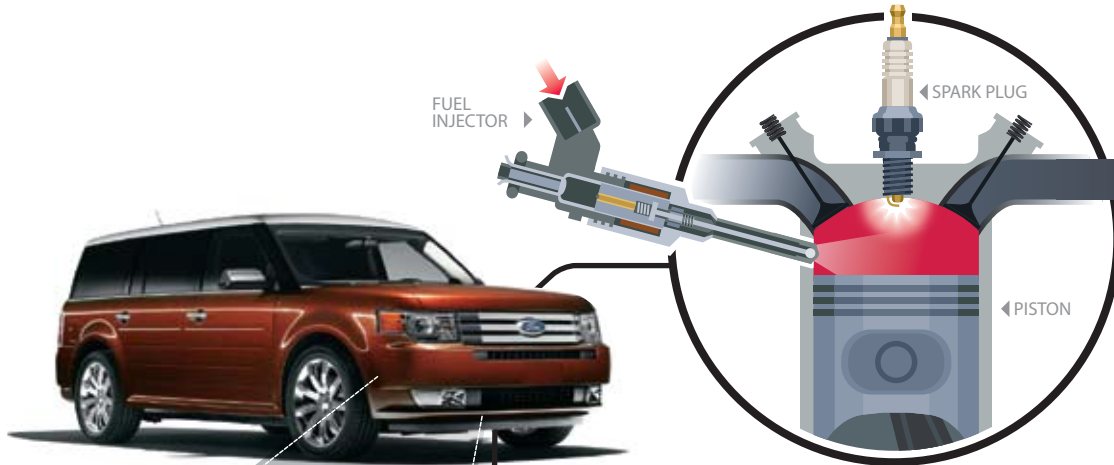




MORE WITH LESS

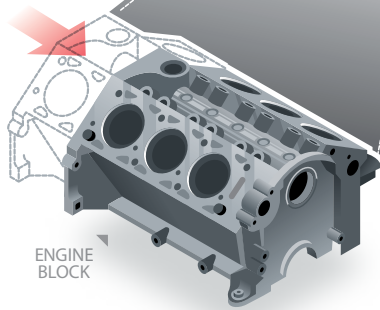
Better fuel economy? Up to 20%. And more power. Simple fact: Even with advanced technologies, the majority of vehicles worldwide will be gasoline powered. That's millions. Ford's new gas-turbo direct-injection engines can help. Here's how Ford's EcoBoost does more with less:



DI for Gas?

DIRECT INJECTION

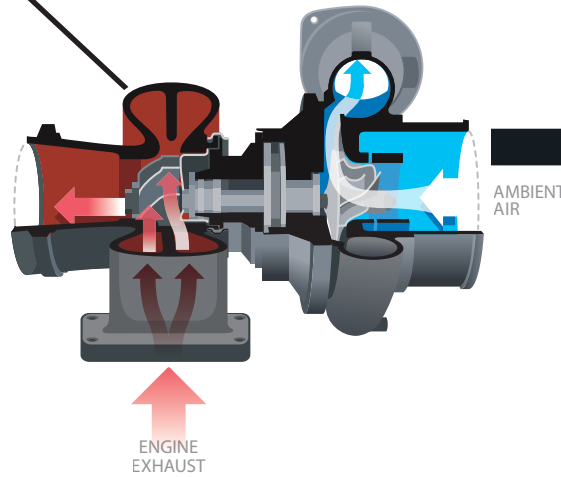
Highly pressurized fuel is injected directly into the combustion chamber of each cylinder rather than traditional mixing with the incoming air in the inlet port. Advantages include: more precise delivery of fuel for lower emissions, improved volumetric efficiency and avoidance of knock for better performance and fuel efficiency.



$$6 = 8, 4 = 6$$

SMALLER ENGINE BLOCK

With both factors in the equation, the EcoBoost 6-cylinder engine can produce like an 8; a 4, like a 6. In addition, our 6-speed transmission (available on Ford Edge, and first-in-class for Fusion, Taurus and Taurus X) offers smoother acceleration and better economy. Go farther. Use less.



Turbo: Power for the People

TURBOCHARGING

Energy from the engine's exhaust, that would otherwise be wasted, is utilized to rotate a turbine wheel. The turbine is coupled to a compressor which pressurizes the incoming air, significantly increasing the output per liter of the engine. The traditional disadvantages of "boosting," turbo lag and knock, are mitigated by the synergy with direct injection.

Fatter Wallet

With EcoBoost's more efficient use of fuel, drivers will experience less trips to the gas pump, while not having to sacrifice performance in order to make the world a better place for all.

