



Drive green.

Ford is committed to reducing the environmental impact of its vehicles. That's why the company has a strategic road map that focuses on the most cost-effective technology to improve CO₂ emissions and significantly improve fuel economy while maintaining customer priorities.

Ford EcoBoost Engine Technology

A major part of Ford's near-term environmental plan is the new EcoBoost engine. Ford will equip half a million Ford vehicles with this technology annually in North America within the next five years.

The EcoBoost family of 4-cylinder and 6-cylinder engines uses gasoline turbocharged direct-injection technology to deliver up to 20 percent better fuel economy, up to 15 percent fewer CO₂ emissions and superior driving performance versus larger displacement engines.

Ford will introduce EcoBoost on the Lincoln MKS in 2009 with the Ford Flex and other vehicles to follow shortly. The 3.5-liter EcoBoost V-6 featured in the Lincoln MKS will produce an estimated 340 horsepower and 340 lb.-ft. of torque, which is more power and torque than much larger V-8 engines.



Fuel-Efficient Transmissions

Ford is rolling out a new generation of fuel-saving transmissions, which deliver the fuel economy of a manual with the convenience of an automatic. These new transmissions include greater use of 6-speeds to replace less-efficient 4- and 5-speed gearboxes. The 6-speed transmission in the new 2009 Ford F-150 will deliver a fuel economy increase of about 1 mile per gallon.



Hybrid Electric Vehicles

Ford is now in its fifth year producing the world's most fuel-efficient SUV – the Escape Hybrid. The company has three hybrids on the road: the Escape, Mercury Mariner Hybrid and Mazda Tribute Hybrid. Two new hybrid sedans – the Ford Fusion Hybrid and Mercury Milan Hybrid – will go into production later in 2008.

Moving forward, Ford plans to deploy different levels of hybridization with either diesel or gasoline engines – depending on the market and vehicle type.



Plug-in Hybrid Electric (PHEV)

Ford has recently teamed up with the independent, nonprofit organization Electric Power Research Institute (EPRI) to develop and evaluate Ford Escape plug-in hybrid electric vehicles (PHEVs), studying how they would fit into the nation's electric grid and help accelerate the introduction of the eco-friendly vehicles.

This new partnership works in conjunction with Ford's existing project with Southern California Edison (SCE). In December 2007, Ford delivered the first of 20 Ford Escape Plug-in Hybrids to SCE to explore the commercialization of plug-in hybrids and the business models that might make them viable. The relationship

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

For the environment, PHEVs represent a promising electric-drive technology that can lower fuel costs, reduce greenhouse gas emissions and play a role in the national objective of attaining energy security.



The Ford Fusion Hydrogen 999

The Ford Fusion Hydrogen 999 is the world's first and only production vehicle-based hydrogen fuel-cell race car. It was built in collaboration with Ballard Power Systems, Roush and Ohio State University. Ford made history with the Fusion 999 in August 2007 by setting a land speed record for a production-based fuel-cell powered car of 207.279 mph at the Bonneville Salt Flats in Wendover, Utah.

Go to <http://media.ford.com> for news releases and high-resolution photographs. For more information please contact Alan Hall at 313-594-3744 or Kristen Kinley at 313-337-2786



Weight Reduction

Reducing overall vehicle weight is a critical part of Ford's Sustainability plan. The weight of the new 2009 Ford F-150 has been reduced an average of 100 pounds versus the outgoing model thanks to the use of high-strength and ultra high-strength steel and other weight-saving measures.

Over the next decade, plans call for vehicle weight reductions ranging from as much as 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.

In 2003, Ford introduced a magnesium inner door reinforcement that meets all crash and static requirements. Current vehicles such as the Ford Expedition, Ford F-150 and Lincoln Navigator have been fitted with a magnesium upper radiator support bolster that saves in excess of 12 pounds.

Ford is currently working on a liftgate that combines a light-weight die cast magnesium inner panel with two stamped aluminum outer panels. Set for a 2010 application, this panel represents a weight savings of more than 20 pounds.

These weight savings, in turn, allow for the use of smaller displacement engines, lighter weight suspensions and chassis components.

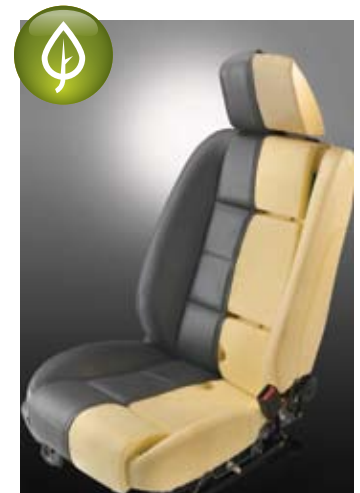
The Ford EnviroSeat

In addition to making more fuel-efficient vehicles, Ford is turning to more environmentally friendly materials to build vehicles. Ford is already using soybeans to develop seat cushion foam and is researching how to incorporate natural fibers – from hemp to coconut – to reinforce plastic parts. In fact, the 2008 Ford Mustang became the industry's first vehicle to have seats made with a 5 percent soy-based foam instead of the standard 100 percent petroleum-based foam.

Beyond soy foam, Ford is looking at other sustainable alternatives to conventional seat components. The EnviroSeat prototype, developed with partner LEAR, has several key components derived from renewable resources that represent significant reductions in CO₂ emissions when compared to traditional petroleum-based plastics. Features of the EnviroSeat include:

- Soy-based foam used for the cushions in the seat and headrest.
- Seating fabric and headrest bag made of polylactide, a compostable type of plastic that is 100 percent derived from corn.
- Side shield plastic material derived from sugar cane.
- Seating clips made from recycled water bottles.

If these materials were used in place of petroleum-based plastics, CO₂ emissions would be reduced by approximately 100 kg per vehicle.



Alternative Fuels

Globally, Ford already has more than 5 million flexible fuel vehicles (FFVs) on the road. In model year 2009, products such as the Ford Expedition, Lincoln Navigator and E-Series full-size van will join the FFV lineup, all capable of running on any mixture of gas and ethanol, with up to 85 percent ethanol by volume.

The Ford E-Series will be the first 8,500 lb.+ full-size van to provide E85 capability, and the first full-size van to offer two V-8 engine alternatives with E85 capability – a 4.6-liter and a 5.4-liter engine.

Ford also continues to support the development of cellulosic biofuels, which, in the long-term, promise up to 90 percent reduction in greenhouse gas emissions.

In the U.S., Ford has pledged to make half of its production capable of running on alternative fuels by 2012, provided the necessary fuel and infrastructure are in place.