



Ford ECONetic Technology

Ford ECONetic Technology brings together a range of vehicle features and technologies to deliver improved fuel economy, reduced emissions and overall lower cost-of-ownership – without compromise on great design or driving dynamics.



- **Half of all Ford cars sold in Europe** in Q4 2012 (some 30 plus models), will carry the ECONetic Technology badge showing they are the leaders or among the very best in terms of fuel economy in their segments
- In 2013, this will rise to over two-thirds of all Ford models
- The expansion of ECONetic Technology part of Ford's overall sustainability strategy, helping support the target of **CO₂ emission reductions** in its new vehicles of 30 per cent between 2006 and 2020

The ECONetic Technology range also will include future electrified Ford models, the Ford Focus Electric coming to Europe 2012, the C-MAX Hybrid and C-MAX Energi plug-in hybrid both coming to market in 2013.

ECONetic from A to Z

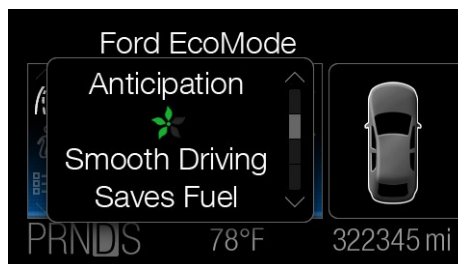


Eco Mode

The system monitors a driver's behaviour and provides clear feedback about their eco-driving performance, along with simple tips about how to save more fuel. A flower graphic in the instrument cluster display allows drivers to track their progress in the three key areas of gear shifting, anticipation and speed. Fuel savings of around 10 per cent are possible.

Auto-Start-Stop

Auto-Start-Stop automatically shuts down the engine when the vehicle is stationary and in neutral gear and restarts the engine when the driver wants to move off, saving the fuel usually wasted while the vehicle is stationary. The system can reduce fuel consumption and CO₂ emissions by up to 10 per cent in an urban environment.



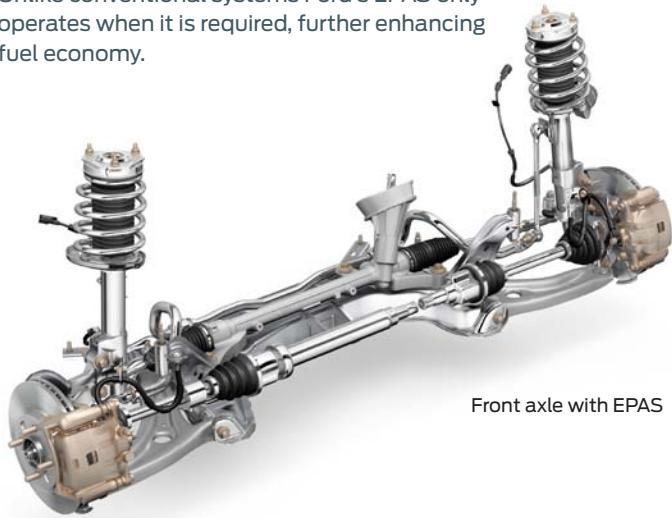
Active Grille Shutter

An electronically controlled grille opens automatically depending on engine condition and driving speed, to improve air flow efficiency and lower fuel consumption. Additionally, the Active Grille Shutter helps the engine to warm up more quickly in cold weather.



Electric Power Assisted Steering (EPAS)

EPAS offers, lighter steering in parking situations and firmer steering at higher speeds for assured control. Unlike conventional systems Ford's EPAS only operates when it is required, further enhancing fuel economy.



Front axle with EPAS

Duratorq TDCI engines

Ford's diesel engines use the latest advanced technology to deliver performance with outstanding fuel efficiency and lower CO₂ emissions. The Focus EConetic Technology for example is offered with a smooth and responsive 105PS 1.6 Duratorq TDCI diesel engine, yet still offers CO₂ emissions of only 88g/km.



EcoBoost engines

EcoBoost is Ford's family of direct injection, turbocharged petrol engines. They provide the performance of a larger engine with the fuel economy and CO₂-emission benefits of a smaller engine. In short, more power, less fuel.

Ford Powershift

This is a state-of-the-art six-speed automatic dual-clutch transmission, that cleverly selects the next appropriate gear with no disruption to the flow of power. This optimises efficiency and fuel consumption, but there is also a sport mode that allows drivers to switch gears at the flick of the gearshift for more dynamic performance.

Gear shift indicator

The system monitors driving, taking into account road gradient, vehicle load and your individual driving style, to identify the most suitable and fuel efficient gear change point, indicated by a light in the instrument panel.

Lean NO_x adsorbing technology

Fitted to the diesel engine, a special catalytic convertor called a NO_x trap helps reduce CO₂ emissions by facilitating a leaner combustion process using a higher proportion of air to fuel.

Low friction engine and transmission oils

Lower friction engine and transmission oils mean less friction and more efficient the engine or transmission processes. Efficiencies here mean improved fuel consumption.

Low rolling resistance tyres

These minimize wasted energy as a tyre rolls, because the required effort needed for them to roll is decreased. This helps improve fuel efficiency, yet offers comparable performance and durability to conventional tyres.

Low tension FEAD

Improved front end accessory drive (FEAD), the part of the engine that drives the oil pump, alternator and air conditioning compressor. Use of a lower tension drive belt reduces friction in entire system and further helps improve fuel economy.

Smart Regenerative Charging

Smart Regenerative Charging captures 'free' electrical energy when drivers brake, which is then fed back into the vehicle battery. This maintains efficient battery charge levels which reduces overall fuel use. An advanced battery management system continually monitors the charging status so regenerative charging adds to the battery in the most optimal way.

Thermal management systems

TMS helps the engine to reach maximum operating efficiency in minimum time, increasing fuel efficiency and lowering emissions. *

Vehicle aerodynamics

Specially developed undershields improve air flow under the car body which helps improve fuel economy. Models also use lowered suspension and aerodynamic wheel covers to further improve efficiency.

* All fuel consumption and CO₂ emissions figures in g/km are from officially approved tests in accordance with EC Directive 93/116/EC. Fuel economy figures quoted are based on the European Fuel Economy Directive EU 80/1268/EEC and will differ from fuel economy drive cycle results in other regions of the world.

EConetic undershield (below) in comparison to standard undershield (right)

