Living Green

While price is always important to consumers, buyers are also increasingly considering their ethical, political and environmental beliefs when it comes to making purchase decisions. Ford recognizes the global challenges of today and tomorrow and is committed to offering customers a choice of affordable, environmentally friendly vehicles and technologies.

Power of choice

Ford has been perfecting electric vehicle technology for more than a decade. In fact, Ford was the first to introduce a hybrid SUV. Today, Ford is creating the future of electric vehicles with its development of hybrids, plug-in hybrids and all-electric vehicles, offering electrification for every lifestyle.


Ford Fusion Hybrid


Ford C-MAX Energi


Ford Focus Electric

Hybrid

A hybrid vehicle has a gasoline engine and electric motor. At low speeds and for short distances, Ford hybrids run exclusively on electricity. At higher speeds or when more power is needed, the gasoline engine kicks in. Ford hybrids feature a regenerative braking system that enables them to capture braking energy and store it for later use.

Plug-in Hybrid

The plug-in hybrid electric vehicle provides maximum fuel efficiency by pairing a unique high-voltage battery and electric motor with a gasoline engine. This means the gasoline engine does not have to run all the time. The plug-in capability allows customers to charge the battery and extend the distance this vehicle can travel in all-electric mode. The plug-in hybrid electric vehicle also features a regenerative braking system.

All-electric vehicle

Instead of a gasoline engine, the Ford all-electric vehicle will have an electric motor and high-voltage lithium-ion battery. It will run purely on electricity and is targeted to go up to 100 miles on a single charge. Because it runs on electricity, the vehicle does not emit any emissions. The all-electric vehicle also will feature a regenerative braking system.

Reduce, reuse and recycle

Old clothes turn up in plenty of places – including your car. Ford uses cotton from recycled blue jeans in the 2012 Focus as part of the carpet backing and sound absorption material. In addition to blue jeans, Ford uses post-industrial yarns made into seat fabrics and post-consumer nylon carpeting made into resin for cylinder head covers. The use of environmentally friendly materials is part of the company's commitment to "reduce, reuse and recycle."

Working efficiently

- Today, Ford has 12 vehicles with best-in-class fuel economy and four models with at least 40 mpg – claims no other full-line automaker can match. The four with at least 40 mpg are Ford Fiesta with SFE package (40 mpg highway), Ford Focus SFE (40 mpg highway) and Ford Fusion Hybrid and Lincoln MKZ Hybrid (41 mpg city)
- The Ford EcoBoost™ engine offers more power with less. Think of it this way: An EcoBoost six-cylinder engine can deliver the power of a V8. A four-cylinder EcoBoost produces like a V6. Bottom line – EcoBoost gives you more power with less trips to the gas pump
- A 500-kilowatt solar power generation system at Michigan Assembly Plant helps power production of Ford's new Focus and Focus Electric. That's enough to power about 100 average homes for a year

DID YOU KNOW?

- Today's engines don't need a warm-up. Start the car immediately and gently drive away. Don't leave your car idling. Prolonged idling increases emissions and wastes fuel
- Don't drive with the windows open unless your speed is under 50 mph. Driving with the windows open at highway speeds increases aerodynamic drag on the vehicle and lowers fuel economy