



2013 FORD C-MAX HYBRID

The 2013 Ford C-MAX Hybrid headlines Ford's transformed lineup, one-third of which will feature a model with 40 mpg or more in 2012, building on the company's commitment to give fuel-efficiency-minded customers the Power of Choice.



NEW AND NOTABLE

- C-MAX Hybrid is targeted to achieve better fuel economy than Toyota Prius v
- C-MAX Hybrid features an advanced lithium-ion (li-ion) battery that is 25 to 30 percent smaller and 50 percent lighter than nickel-metal-hydride (NiMH) batteries used in first-generation hybrid vehicles

- SmartGauge® with EcoGuide provides real-time information to help drivers get the most from the C-MAX Hybrid by using graphics and technology to show if they are driving in the most efficient manner

DRIVING DYNAMICS

C-MAX Hybrid offers impressive performance. Active park assist, for example, uses an ultrasonic-based sensing system to help locate a suitable parallel parking space, calculate the trajectory, steer and position the vehicle. The driver need only operate the pedals to properly park in less than 26 seconds.

C-MAX also combines technology called Curve Control to automatically slow the vehicle when it's cornering too fast and a feature called Torque Vectoring Control to accelerate through a turn when necessary. AdvanceTrac® with Roll Stability Control™ and electric power-assisted steering (EPAS) also are standard.

HANDS-FREE LIFTGATE

Hands-free liftgate allows quick and easy access to the cargo area without ever needing to fumble for keys. Used in combination with a sensor, a simple kicking motion under the rear bumper opens the trunk.



VITAL STATS

Assembly location: Michigan Assembly Plant, Wayne, Mich.

STANDARD FEATURES

- Seven airbags, including driver's knee airbag
- Push-button start
- Rear view camera
- Active park assist
- Front and rear parking sensors
- SYNC® with MyFord Touch® offers multiple ways – including voice – for customers to manage and control their phone, navigation, climate and entertainment functions



CUSTOMIZED FEATURES

In the C-MAX Hybrid, the li-ion battery pack is recharged when the gasoline engine is in operation.

But it doesn't stop there. The regenerative braking system recaptures more than 95 percent of the braking energy normally lost and uses that power to help charge the battery.

For more information on the 2013 Ford C-MAX Hybrid and other Ford Motor Company products and news, go to media.ford.com