



ECO-DRIVING TIPS

Helping drivers conserve fuel and protect the environment



Green

- 1. Watch your speed** – Aim for a constant speed. Pumping the accelerator sends more fuel into the engine. Using cruise control whenever possible on the highway helps maintain speeds and conserve fuel.
- 2. Accelerate and brake smoothly** – Accelerating smoothly from a stop and braking softly conserves fuel. Maintain a safe distance between vehicles and anticipate traffic conditions to allow for more time to brake and accelerate gradually.
- 3. No idling** – Today's engines don't need a warm-up. Start the car immediately and gently drive away. Don't leave your car idling. Turn the engine off in non-traffic situations, such as at a bank drive-up window, when idling more than 30 seconds.
- 4. Check your tires** – Keeping tires properly inflated can reduce the average amount of fuel use by 3 to 4 percent. Under-inflated tires increase rolling resistance and reduce fuel economy.
- 5. Be kind to your vehicle** – Proper engine tuneups keep vehicles running efficiently and keep the wheels aligned. Wheels that are fighting each other waste fuel. Replace air filters as recommended.
- 6. Travel light** – Avoid piling luggage on the roof rack. The added frontal area reduces aerodynamics and hurts fuel economy by up to 5 percent. Remove excess weight from the vehicle.
- 7. Minimize use of climate controls** – Use heating and air conditioning selectively to reduce the load on the engine. Using the A/C less when temperatures are above 80 degrees can save 10 to 15 percent of fuel.
- 8. Close windows at high speeds** – Don't drive with the windows open unless the vehicle is traveling under 50 mph. Driving with the windows open at highway speeds increases aerodynamic drag on the vehicle and lowers fuel economy.
- 9. Choose the right oil** – Use good quality oils with the viscosity grade recommended in the owner's guide. Ford recommends SAE 5W-20 oil for most cars and trucks to provide the best fuel economy.
- 10. Consolidate trips** – Plan ahead to consolidate trips. This helps drivers bypass congested routes and leads to less idling.



Ford vehicles like Focus Electric and the forthcoming Fusion Energi and C-MAX Energi – both plug-in hybrids – operate entirely or in-part on electricity alone, cutting the amount of gasoline needed. In fact, Focus Electric requires zero gasoline.



Fifty-six percent of 2011F-150 customers bought pickups with a fuel-saving V6, either the base 305-horsepower 3.7-liter or the award-winning 365-horsepower 3.5-liter EcoBoost®. These engines are EPA-certified at 23 mpg and 22 mpg highway, respectively, and deliver both leading fuel economy and capability.



Ford hybrid vehicles feature SmartGauge® with EcoGuide, which consists of two 4.3-inch full-color liquid crystal display (LCD) screens on either side of the analog speedometer that can be configured to show different levels of information, including fuel and battery power levels, and average and instant miles per gallon.