



Ford Fusion Hybrid: Impressive Quality, Leading Hybrid Satisfaction

The Ford Fusion Hybrid is America's most fuel-efficient sedan and may be the highest-quality hybrid based on hundreds of millions of worry-free miles its owners have traveled. Ford's hybrid taxi fleet has logged more than 80 million miles in California alone during the past decade – more than quadruple the number of miles logged by Toyota's Prius lineup. Yet, among the nearly 43 million battery cells Ford has tested or seen put to work in customer vehicles, only five cell issues have been documented.

Class-leading hybrid lineup



Ford Fusion Hybrid

Fusion Hybrid achieves 41 mpg city – 10 mpg better than the Toyota Camry Hybrid – which has helped to attract 75 percent of customers from competitors, the highest conquest rate of any Ford vehicle.

How a hybrid works

A highly efficient, gasoline-powered engine is the main source of power for a hybrid electric vehicle. The battery stores and supplies power to the electric motor. The electric motor is the alternative source of power. The engine and battery operate at their most efficient points.

Battery technology today



Ford currently designs its hybrid electric vehicles with a high-voltage nickel-metal-hydride battery to aid propulsion. The gasoline engine and a regenerative braking system charge the battery during operation.

Battery technology in the future



Intensive battery research has laid the groundwork for taking the next step in battery durability. Ford is moving from the larger, heavier nickel-metal hydride batteries to lighter, more powerful lithium-ion batteries. Lithium-ion batteries help customers by saving weight and space and increasing capability to power the vehicle longer.

C-MAX Energi

In 2012, Ford will launch the C-MAX Energi, a plug-in hybrid vehicle powered by the lithium-ion battery. A plug-in hybrid electric vehicle provides maximum fuel efficiency by pairing a unique high-voltage battery and electric motor with a gasoline engine.

Coming soon



Electrification is an important part of Ford's overall product sustainability strategy, which includes five new electrified vehicles in North America by 2012 and in Europe by 2013.



WHAT ARE THE CHANCES?



**FORD
HYBRID
BATTERY
CELL
FAILURE:
8.5 MILLION TO 1**

						
WRITING A NEW YORK TIMES BESTSELLER: 220 TO 1	BEING STRUCK BY LIGHTNING: 10,000 TO 1	BECOMING A PROFESSIONAL ATHLETE: 22,000 TO 1	HAVING QUADRUPLETS NATURALLY: 577,000 TO 1	WINNING AN OLYMPIC MEDAL: 662,000 TO 1	BECOMING A MOVIE STAR: 1.5 MILLION TO 1	BEING STRUCK BY LIGHTNING TWICE: 9 MILLION TO 1

SOURCES: WALLETPOP.COM, THE BOOK OF ODDS