Improving Fuel Economy Step by Step

MECHANICAL IMPROVEMENT

The dual dry-clutch PowerShift six-speed automatic transmission can help reduce fuel consumption by up to **10 percent** compared with traditional automatic four-speed transmissions.

AERODYNAMICS REFINEMENT

The 2012 Ford Focus was designed to cut drag by up to **7.8 percent** to help reduce fuel consumption and CO_2 emissions, a key contributor to it achieving an EPA-certified **40 mpg.**

ENERGY MANAGEMENT

Electric power-assisted steering can improve fuel efficiency up to **4 percent** because it uses an electric motor instead of an engine-driven hydraulic gear.

SYSTEM OPTIMIZATION

Select Ford engines use twin independent variable camshaft timing to optimize intake variable cam timing, which results in **4.5 percent** improved fuel economy.

WEIGHT REDUCTION

Over the next decade, Ford is planning vehicle weight reductions from 250 to 750 pounds per vehicle. Weight reduction combined with powertrain rematching can improve fuel economy by as much as **7 percent.**

ELECTRIFICATION

Ford is producing **five full electric** or **hybrid vehicles** in the compact, midsize and light commercial segments for the North American market by 2012 and European markets by 2013. The goal is to improve fuel economy and lower CO_2 emissions affordably for customers around the world.

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Drive green.