

INTERACTIVE TECHNOLOGY TO IMPROVE FUEL ECONOMY

The SmartGauge™ with EcoGuide instrument cluster coaches hybrid owners on ways to further maximize fuel efficiency.



SmartGauge with EcoGuide features full-color LCD screens that can be configured to show different levels of information. Lincoln takes the technology to a new level of engagement. On the Lincoln MKZ Hybrid - the most fuel-efficient luxury sedan in America - the instrument cluster creates a visual reward for the driver's efforts to operate the car in a fuel-efficient manner on a long-term, day-to-day basis.

MULTILAYERED APPROACH

SmartGauge with EcoGuide offers four data screen options; the information available includes the following levels:

- > **Inform:** Fuel level and battery charge status
- > **Enlighten:** Adds electric vehicle mode indicator and tachometer
- > **Engage:** Adds engine output power and battery output power
- > **Empower:** Adds power to wheels, engine pull-up threshold and accessory power consumption

MULTIPLE LEVELS OF INFORMATION



Instantaneous Fuel Efficiency

MPG gauge offers instantaneous feedback as to how efficiently the customer is driving, allowing the driver to modulate acceleration for optimal fuel economy.

Short-Term Fuel Efficiency

Efficiency leaves indicate short-term fuel efficiency. The more efficient the driver is, the more lush and beautiful the leaves and vines become. Leaves come and go, depending on the driver's use of fuel-efficient techniques.

Long-Term Fuel Efficiency

Flowers blossom as the driver maintains fuel-efficient driving habits over time. Flowers are difficult to earn, but unlike the leaves, are lasting rewards. Each subsequent flower becomes more challenging to achieve, encouraging consistent, fuel-efficient driving. By the time the driver earns all five full flowers, he or she could save almost 200 gallons of gas, two tons of CO₂ and \$730 compared to a regular gasoline-powered midsize luxury sedan.

Figures are based on 9,900 miles, Lincoln MKZ Hybrid's EPA-estimated 39 combined city/highway mpg versus competitors' 22 combined mpg, and average cost of a gallon of gas per www.fueleconomy.gov. Actual mileage may vary