



L I N C O L N

Lincoln SmartGauge with EcoGuide: Taking Drivers to the Next Level of Engagement

SmartGauge™ with EcoGuide is a unique instrument cluster designed to give hybrid owners a more connected driving experience by coaching them to further maximize the fuel efficiency of their hybrid vehicle.



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 2011 Lincoln MKZ Hybrid, projected to be the most fuel-efficient luxury sedan in America, the unique 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.