

2012 Fusion Hybrid Overview

Fuel Economy Leadership Just the Start for 2012 Ford Fusion Hybrid

- The 2012 Ford Fusion Hybrid is rated at best-in-class 41 mpg city and 36 mpg highway
- The 2012 Ford Fusion Hybrid is based on the Fusion SEL series, which means it has a wealth of customer-focused technology, including SYNC®, as standard
- The 2012 Ford Fusion Hybrid is capable of driving up to 47 mph in electric mode

The 2012 Ford Fusion Hybrid, backed by more than 200 patents, leads the pack in city fuel economy and customer payback.

The Fusion Hybrid uses a powertrain system that combines the best attributes of the gasoline engine and electric battery-driven motors to deliver an optimal experience for the customer in terms of driving performance and fuel economy, which is best-in-class 41 mpg city and 36 mpg highway.

The 41 mpg city rating is 10 mpg better than the Toyota Camry Hybrid.

The propulsion system transitions between gas and electric power efficiently and seamlessly. Ford Fusion Hybrid can operate up to 47 mph in pure electric mode, approximately twice as fast as some competitors. Plus, the city driving range on a single tank of gas is more than 700 miles.

The 2.5-liter Atkinson-Cycle Hybrid four-cylinder powertrain combines with the electric motor to generate a 191 net horsepower rating, delivering responsive power.

This leading-edge technology is paying off for customers. Edmunds.com lists the Ford Fusion Hybrid as a class leader for best monthly fuel cost in the publication's annual best and worst monthly fuel cost estimates analysis.

"The 2012 Fusion Hybrid offers a combination of best-in-class city fuel economy and technology the competition can't match," said Jonathan Richards, Ford Fusion Hybrid marketing manager. "While other competitors left the market, the Ford Fusion Hybrid proves it's the smart choice for customers interested in what this type of vehicle has to offer."

Quality

The 2012 Ford Fusion Hybrid builds on the company's 10 years of experience with hybrid technologies. The 2012 Ford Fusion Hybrid is a second-generation full hybrid system, with battery technology that provides 20 percent more power than the first-generation system. To achieve outstanding fuel economy, Ford's Powersplit technology system uses two motors and a continuously variable transmission that uses the most efficient points of the engine.

By doing this, the energy flow between the battery and the engine is optimized to drive the wheels and achieve a high fuel efficiency for all operation modes.

Additional ways in which Ford hybrids achieve fuel economy improvements include:

- Modifying components like inverters, to increase efficiency of electric components to more than 90 percent
- An electric compressor is used for climate control systems, to optimize energy use
- Ford Fusion Hybrid has an added boost converter on the battery, which instantaneously provides power when needed – for acceleration – but doesn't carry this power in the battery at all times, improving overall fuel efficiency

Green

The eco-friendly story of the 2012 Ford Fusion Hybrid isn't limited to the powertrain. Earth-friendly seating fabric in the Fusion Hybrid is made from 85 percent post-industrial materials – polyester fibers that would otherwise have ended up in landfills.

When the brakes are applied in a conventional vehicle, kinetic energy is lost to heat due to friction. During braking in the Fusion Hybrid, the regenerative braking system captures 94 percent of this energy that is normally lost and sends it back to the battery pack to be stored for later use. Not only is regenerative braking efficient, but it helps minimize wear on the brake pads, lowering the cost of maintenance.

Safe

The 2012 Ford Fusion offers a suite of innovative safety technologies and, like the 2011 Fusion, is expected to earn a Top Safety Pick rating from the Insurance Institute for Highway Safety (for models built after February 2011).

To earn a Top Safety Pick, a vehicle must receive a rating of “good” in offset frontal-, side- and rear-impact crash tests and roof strength evaluations, as well as offer electronic stability control. AdvanceTrac® electronic stability control is standard on every Fusion.

Smart

Ford offers drivers a way to be connected to the hybrid driving experience thanks to SmartGauge™ with EcoGuide, a unique instrument cluster execution that helps coach owners to optimize performance of their hybrid.

SmartGauge with EcoGuide features two high-resolution, full-color 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. EcoGuide uses a multilayered approach to coach the driver to maximum fuel efficiency.

A tutorial mode built into the display helps the driver learn about the instrument cluster and the Hybrid in a whimsical way that does not overpower. Technical enthusiasts love the detailed gauges that will help them learn to become more efficient in their driving. Everyday drivers love the system's efficiency leaves, a feature that “grows” leaves and vines on-screen to reward customers for efficient driving.

Drivers can choose one of four data screens to display the desired level of information during their drive. These include:

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

All levels can show instant fuel economy, fuel economy history, odometer, engine coolant temperature, the gear the car is in, and trip data (trip fuel economy, time-elapsed fuel economy and miles to empty). The engine coolant temperature indicator turns green when engine conditions are warm enough to allow engine pull-down.

Production location

The 2012 Ford Fusion Hybrid is built at Hermosillo (Mexico) Stamping and Assembly Plant.