

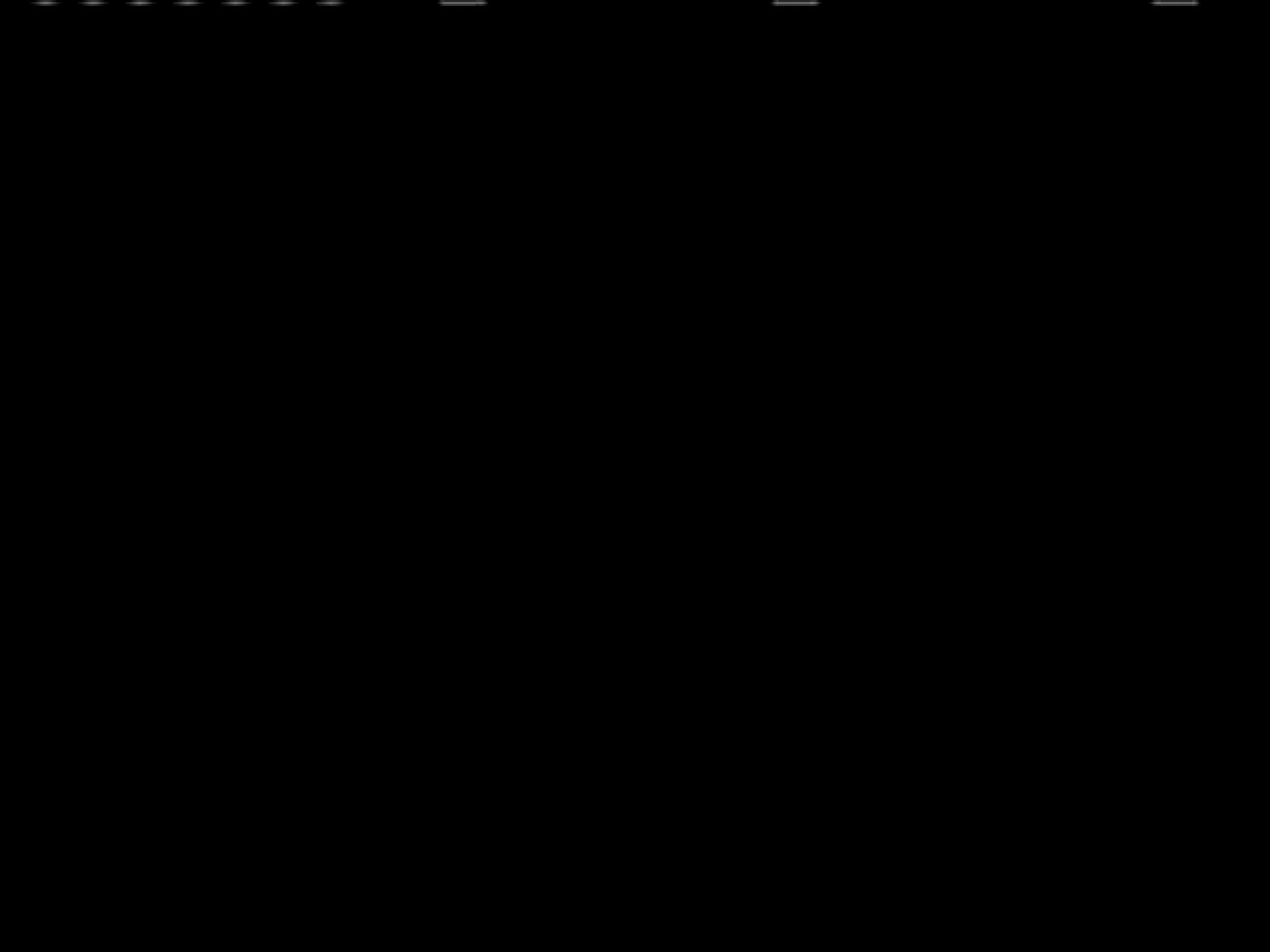


**GovEnergy**  
*Manufacturer's Session*  
*August 5, 2008*

**Tony Gratson**

*Government Sales Manager*

*Ford Motor Company*





Drive one.



Drive quality.



Drive green.



Drive safe.



Drive smart.



Drive green.



Drive one.

# Questions For You

- 1. What is your agency's environmental objective?**
  - If alternative fuels are the focus..... Is it to meet regulatory requirements or to modify your existing fuel policy?
  - If emissions compliance is the focus..... Are you impacted by CA emissions or is your objective a reduction in Greenhouse Gas (CO2)?
  - Is it to promote an environmental image?
- 2. How does your vehicle fleet play a role in achieving your agency's objective?**



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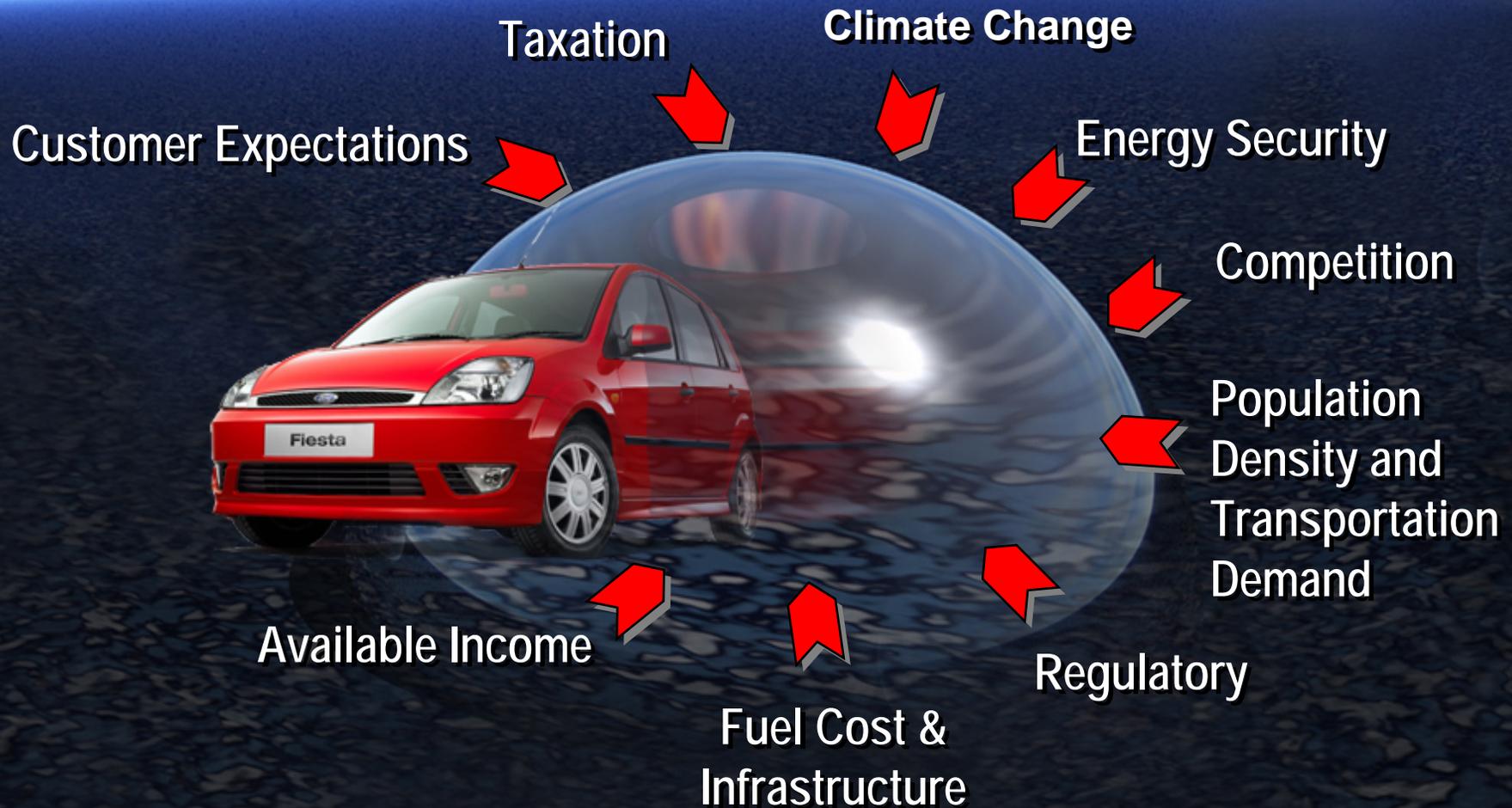
# Sustainability Matrix

| What you ask for      | Clean Air   | Global Warming/<br>Sustainability  | Energy<br>Independence  | Fuel Economy  |
|-----------------------|---|--|---|---|
| <i>What It Means</i>  | <i>Tailpipe Emissions<br/>of NMOG/HC.<br/>Low EVAP of HC</i>                        | <i>Reduction of fossil fuels &amp;<br/>reducing CO2 to a<br/>sustainable level using<br/>renewable fuels</i> | <i>Conservation &amp;<br/>reduction of<br/>petroleum based<br/>fuels</i>              | <i>Increased mileage<br/>capability / gallon<br/>gas</i>                              |
| Ethanol Operation     |   |                            |    |   |
| PZEV Emissions        |    |  |   |   |
| ICE Gas<br>Technology |    |                            |    |    |
| Diesel Operation      |   |                          |  |  |
| Hybrid Operation      |  |                          |  |  |



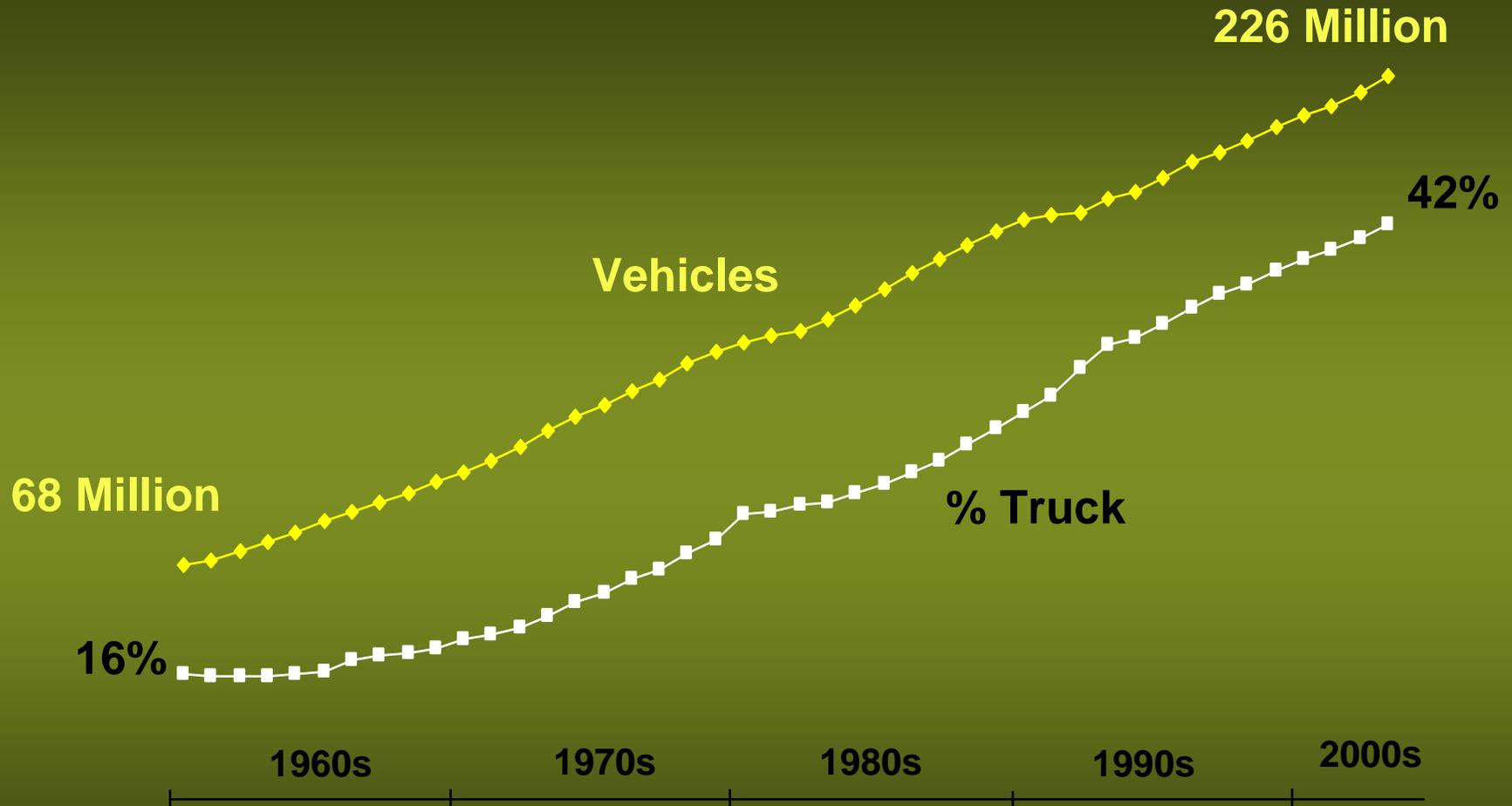
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# Global Market Drivers

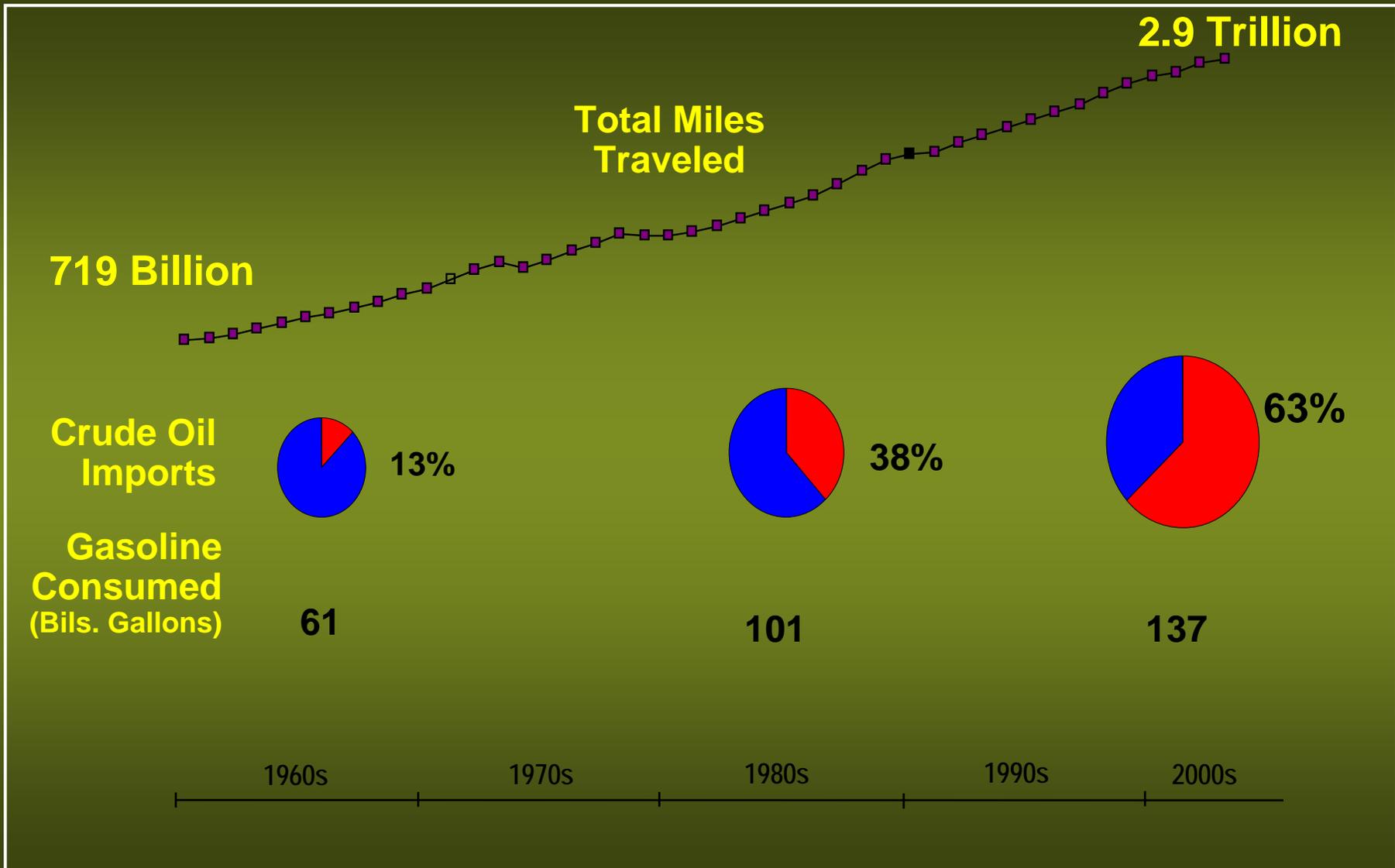


Different needs drive different solutions. No Single Solution Fits All.

# Consumption Influenced by Vehicle Population and Mix



# Consumption Influenced by Vehicle Miles Traveled



# Sustainable Mobility

“Improved sustainable performance is not just a requirement, but a tremendous business opportunity.”

- *Bill Ford*



Our vision for the 21<sup>st</sup> century is to provide SUSTAINABLE transportation that is affordable in every sense of the word:

*Socially, Environmentally, & Economically*



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# Sustainability



Reduced Fuel Consumption  
Reduced Emissions  
Healthier Environment



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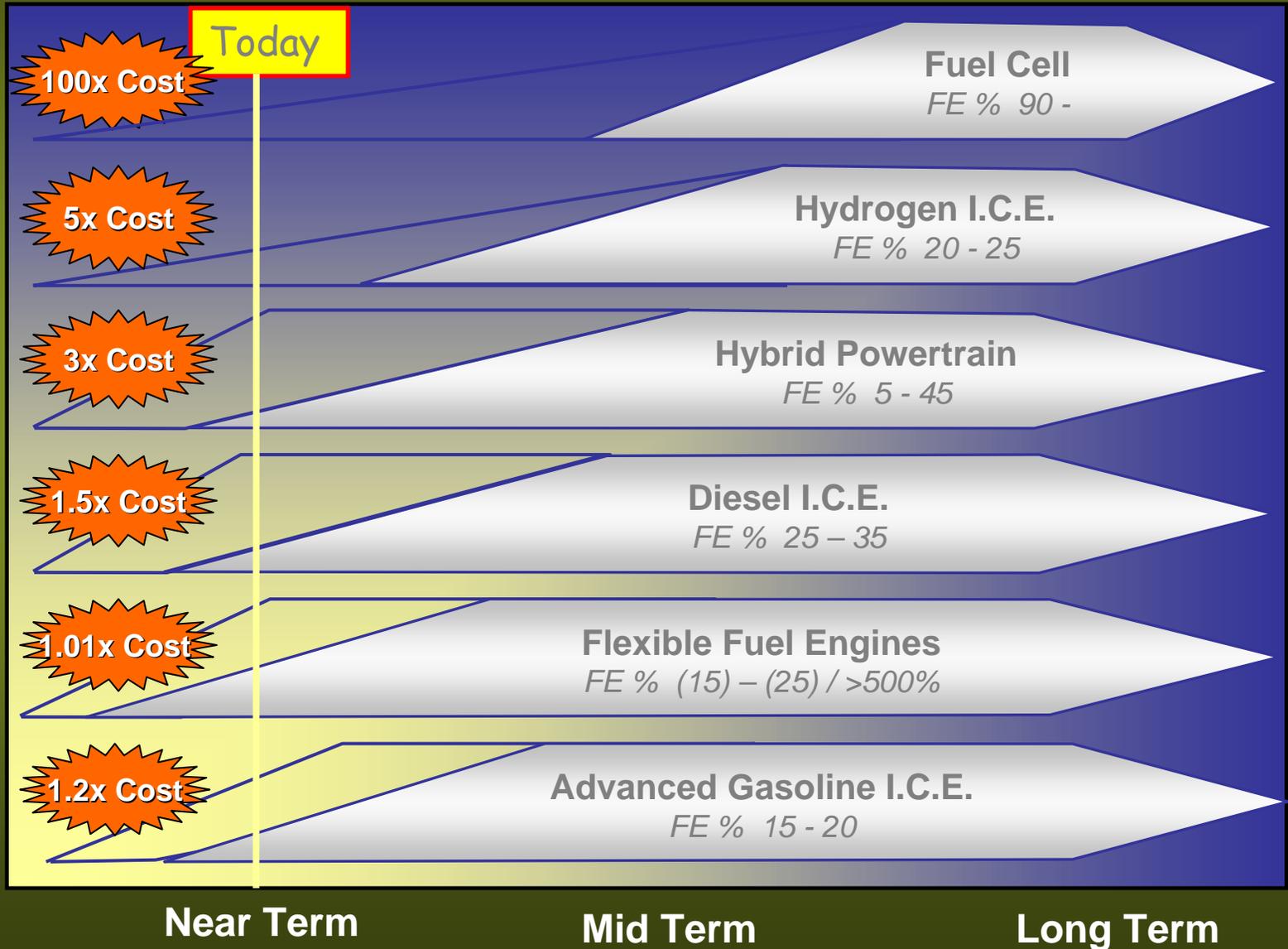
# Leveraging Technologies Options

- Advanced Internal Combustion
- E-85 Capable Engines
- Clean Diesel Engines
- Hybrid Technologies
- Plug-In Capabilities
- Fuel Cell Engines



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# Powertrain Technology Timeline



# EcoBoost Engine Technology



## MORE WITH LESS

Better fuel economy? Up to 20%. And more power. Simple fact: Even with advanced technologies, the majority of vehicles worldwide will be gasoline powered. That's millions. Ford's new gas-turbo direct-injection engines can help. Here's how Ford's **EcoBoost** does more with less:



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# EcoBoost Engine Technology

- 20% better fuel economy
- 15% lower emissions
- Technology works in all drive cycles
  - City and Highway
- Power and performance for towing and hauling
  - Large displacement performance and power
  - Smaller displacement fuel economy



 **ECOBOOST**

The EcoBoost logo features a stylized green leaf icon to the left of the word "ECOBOOST" in a bold, blue, metallic, sans-serif font.

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**Drive green.**

Expanded line of E-85 flex fuel and  
hybrid vehicles



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# E-85 Availability Expanded



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# A New Family of Hybrids



Drive one.

# Hybrid E-85



Drive one.

# Plug-In Hybrid



Drive one.

# Hydrogen ICE



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# Hydrogen Fuel Cell



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# Hydrogen Fuel Cell



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# HySeries



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# Recyclable Soy-Based Foam Seats



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# Earth-Friendly Seat Fabric



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# Industry's First Eco-Friendly Paint



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