

Ford Eco-Driving meets Natural Gas

Change gears quickly, move smarter

Clever Mix: Natural Gas + Eco-Driving

	Economical Advantage	Environmental Benefits
Natural Gas	min. 50 % cost reduction	<ul style="list-style-type: none"> ■ some 25% less CO₂ ■ up to 80% less other emissions ■ less engine noise
Eco-Driving	some 25 % cost reduction	<ul style="list-style-type: none"> ■ some 25% less CO₂ ■ up to 50% less other emissions ■ less engine noise
Natural Gas + Eco-Driving	combined effect: up to 2/3 reduced fuel expenses	combined effect: <ul style="list-style-type: none"> ■ approx 43% less CO₂ per kilometer driven ■ up to 90% less other emissions ■ significantly less engine noise

Editor

Ford-Werke Aktiengesellschaft, Köln
Ford of Germany, Cologne

Contact

Ford-Werke AG,
Henry-Ford-Str. 1, D-50725 Cologne/Germany

- Isfried Hennen, Public Affairs Germany
Tel.: +49 221 901-7512, Fax: +49 221 901-2984
e-Mail: ihennen1@ford.com
- Dr. Wolfgang Hennig, Eco-Driving Program-
Management
Tel.: +49 221 903-3751, Fax: +49 221 903-2760
e-Mail: whennig1@ford.com

Internet

- www.ford-eco-driving.de
- www.erdgasfahrzeuge.de
- www.greener-driving.net

printed: 5/2004



„Green driving behaviour is one important step towards sustainable mobility.“



Besser ankommen



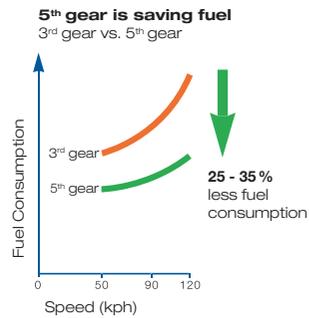
Natural Gas: the Clever Fuel

Natural Gas (compressed form = "CNG") is a "clean" and low-cost fuel. Using natural gas has distinct advantages: compared to gasoline, the energy equivalent of CNG is in Germany some 50% cheaper. Besides "driving at half cost", CNG also benefits the environment: per kilometer driven, 25% less CO₂ is released - compared to gasoline or diesel fuel.

Due to its bi-fuel propulsion system, Ford CNG vehicles combine economical and ecological benefits in a convincing manner. Bi-fuel means that two separate tanks can be fuelled with gasoline or CNG. When one of these fuels runs out, the system automatically switches to the other.

Ford Eco-Driving: Moving Smarter

The economic driving style "Eco-Driving" delivers more kilometers from the same amount of fuel, no matter if it's gasoline, diesel or CNG. On average, fuel savings compared to "common way" of driving are 25%, proven by some 7,000 people who have already been trained in Eco-Driving techniques.



Eco-Driving: the Clever Driving Style

- saves money
- helps the environment
- makes you safer and more relaxed
- even increases fun to drive

Natural Gas: Better by Nature

In Germany, driving on natural gas is only half as expensive as fuelling gasoline and approx. one third cheaper than running on diesel. This cost benefit results from German tax incentives for natural gas until end of year 2020.

Besides low running costs, CNG offers further financial advantages in terms of vehicle tax and insurance rates. Some insurance companies offer lower rates and local energy / gas suppliers subsidize CNG vehicles.

Benefits for the Environment

Economic advantages of natural gas vehicles are accompanied by ecological benefits. Natural gas means "cleaner motoring" causing some 25% less CO₂ vs. gasoline or diesel. Furthermore, smog-forming emissions are reduced by up to 80% - particularly important for (summer) air quality in cities.

Bi-fuel Propulsion System

Ford CNG vehicles are bi-fuelled, which means that you can either drive with CNG or gasoline. Whenever the CNG tank is empty, driving is continued by automatically switching to gasoline.

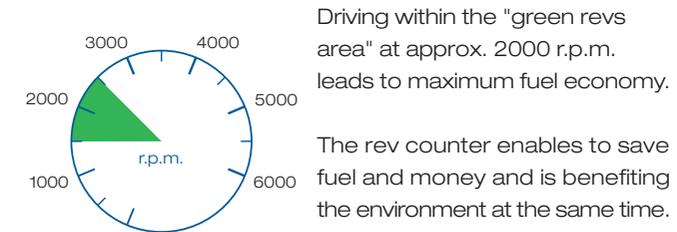
On-board Safety

Natural gas is not only a low-cost and "green" alternative to gasoline or diesel, but also a safe one. The gas tank is designed and tested to resist the heaviest impacts with optimum crash performance.

25% Higher Output - Check it out:

"Top 3" Eco-Driving Tips

1. Low revs / high gear
Change gears quickly, move smarter: Low revs mean riding in high gear to improve fuel economy and delivering more kilometers out of your fuel tank.
2. Vehicle's momentum
Let it roll, save fuel: Your vehicle needs less fuel, if you make use of its momentum (rolling without accelerating).
3. Expanded scope of action
Anticipate traffic, drive smartly: Keeping safe distance and carefully watching traffic, driving becomes more fluent and fuel-efficient. As there is more time for decisions and less pressure, you will feel safer and more relaxed.



Gear shifting guide:

- 30+ kph (20+ mph) → 3rd gear
- 40+ kph (25+ mph) → 4th gear
- 50+ kph (30+ mph) → 5th gear