

Brake Released Engine On Vehicle Moves

- Can improve fuel efficiency by about 3.5 percent as compared to a vehicle without the technology; predominantly city drivers may see greater savings
- Engine restarts quickly when driver wants to move
- System is smooth, quiet and seamless
- No additional maintenance is required
- A switch allows the system to be deactivated instantaneously



Auto **START-STOP** Technology



The Auto Start-Stop system has been designed to work with conventional gasoline-powered vehicles with automatic transmissions. It can help save fuel, reduce emissions and will be offered in the U.S. first on the 2013 Fusion for only \$295.



Voltage
Quality Module



12V Enhanced
AGM Battery



12V Enhanced
Starter Motor



EcoBoost®
Base Engine



Transmission
ePump



Brake On Vehicle Stopped Engine Off

- When the car stops, the engine stops
- Vehicle emits zero tailpipe emissions when stopped
- Cabin remains warm or cool even when the engine is off



P R N D



START.



STOP.



REPEAT.



SAVE.



Technology is smooth, quiet and seamless, and it requires no changes to the driver's behavior.

Vehicle launch is quick and smooth.

Auto Start-Stop icon illuminates to indicate system status.



Automatically shuts down the engine when vehicle is at a stop, consuming no gasoline and emitting no exhaust gases.

Interior temperature is ensured before engine shut down and then automatically maintained.



Notable fuel savings through repeatedly turning off engine when not needed.

The technology conserves fuel and reduces tailpipe emissions to zero while the vehicle is stationary and the engine is stopped.

Works with other technologies, such as Hill Start Assist, which helps prevent roll-back on grades when the engine is off.



Start-Stop can help save fuel. Drivers who regularly experience idle conditions, may realize fuel savings as high as 10 percent dependent on drive cycle.

This fuel-saving technology will be an option offered in the U.S. first on the 2013 Ford Fusion for only \$295.



Go Further. Get the power of choice.

2013 Fusion will offer customers the power of choice with a broad selection of fuel-efficient powertrains in the midsize car segment – two EcoBoost®-powered gasoline engines, a normally aspirated four-cylinder engine, a hybrid and a plug-in hybrid.

- 2013 Fusion available 1.6-liter EcoBoost® with optional Auto Start-Stop: Coming in late 2012
- 2013 Fusion Hybrid: Coming in fall 2012
- 2013 Fusion Energi plug-in hybrid: Coming in early 2013

