Blueprint for Sustainability
Sustainable Solutions for Every Consumer

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Defining Sustainability

**Economic**
Sustainable long-term profitability and stakeholder loyalty consistent with corporate financial goals and long-term viability.

**Environmental Preservation**
Maintaining a neutral or beneficial environmental footprint. Examples:
- Improving fuel economy and emissions of vehicles.
- Recycled/Renewable/Reused/Recyclable Materials.
- Renewable Energy in Operations
- Zero Waste (to landfills)

**Social**
Respect and contribute to the communities around the world. Model the highest standards of corporate ethics and integrity.
Global Market Drivers

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

Customer Expectations

Taxation

Climate Change

Energy Security

Competition

Population Density and Transportation Demand

Available Income

Fuel Cost & Infrastructure

Regulatory

Different needs drive different solutions. No Single Solution Fits All.
U.S. CO2 Emissions Sources (2005)

Vehicles are one, but not the only source

Electricity, 42%
Transportation, 33%
Industrial, 15%
Commercial, 4%
Residential, 6%

Passenger cars and light-duty trucks contribute about 20% of U.S. and ~11% of global CO2 emissions

Includes trains, planes, ships and other modes of transportation.
Energy Independence and Security Act

**Significant mileage increase:**
35mpg fleet average by 2020
(40% increase in mileage standards)

**CO2 decrease:**
Increase in fuel economy will result in
30% reduction of greenhouse gas emissions
Everybody’s Concern: Gas Prices, Energy Security and Reduced CO2

‘09 Mercury Mariner: New engine / new 6-speed transmission = improved driving performance and EPA-estimated fuel economy improvements of 1 mpg in both city and high driving.

Ford Focus: MPG meets MP3
Fuel Economy in the mid 30’s

Ford Escape Hybrid
34 city mpg 30 hwy mpg
Ford’s Path to Sustainability

Near Term
Begin migration to advanced technology

Advanced Gasoline Engines

Mid Term
Full implementation of known technology

Modern Clean Diesel
Hybrid Electric Vehicles

Long Term
Volume roll-out of hybrid electric technologies and alternative energy sources

Fuel Cells
EcoBoost: A high-volume, affordable solution for our customers

Direct Injection + Turbocharging + Engine Downsizing = CO2 emissions

Fuel Economy

Performance
Consumer Perspective

Payback of Incremental Purchase Price through Fuel Economy Savings

Assumptions:
15,000 miles / year
Gas: $4.12 / gal.
Diesel: $4.32 /gal.
Ford’s Path to Sustainability

Near Term
- Begin migration to advanced technology

Mid Term
- Full implementation of known technology
  - Modern Clean Diesel
  - Hybrid Electric Vehicles
  - Weight Reduction

Long Term
- Volume roll-out of hybrid electric technologies and alternative energy sources
  - Fuel Cells
  - Hydrogen Powered Engines
Advanced technologies

Plug-In Hybrids

Biofuels

Hydrogen Fuel Cells
Sustainability Solutions

Wind Power

Fumes to Fuel

Wet Paint Process

Responsible Use of Resources:
Energy and Water Usage Reduced

Rouge Living Roof

Human Rights
Blueprint for Sustainability

- What our customers want
- What our society requires
- What our business demands