

# PULL OVER AND CHECK THIS OUT

On October 18, in Cleveland, Ford kicked off a 10-city tour to bring fuel-saving driving tips to communities nationwide, partnering with local police departments to challenge consumers to drive more efficiently. The Ford Hybrid Patrol tour will be touring the country informing people about hybrid technology and giving out valuable fuel economy tips. The tour came to metro Phoenix on November 15 and wrapped up on December 10 in Miami.

In most cities, including Phoenix, Ford teamed up with the local police department and give its officers a fuel economy clinic. The officers also participated in a 5-mile challenge, with the officer who received the best MPG nationwide winning a Mercury Mariner Hybrid for their department. Ford brought along a Fuel Economy engineer to answer all hybrid-related questions. The purpose of the tour was to dispel any myths about hybrids and to give people tips on how to get better fuel economy in their vehicles.

The Ford Hybrid Patrol program included both education and competition on fuel economy techniques. Local police officers—who often have high fuel-consumption rates themselves—patrolled the streets that day in new Mercury Mariner Hybrids. Joined by Ford's hybrid and fuel economy experts, their mission was to catch local drivers "in the act" of demonstrating fuel-saving practices with their vehicles, hybrid or otherwise.

At the sight of flashing lights and the sound of police sirens, the average driver's heart begins to race. But being stopped by a specially marked Hybrid Patrol vehicle was good news. Officers—along with Ford hybrid engineers—looked for drivers who avoid quick accelerations and decelerations, and travel at posted speeds, actions that help reduce fuel consumption. The "citation" issued was a BP gas card worth \$25, along with fuel-saving driving tips. Carpooling, driving a hybrid vehicle or displaying eco-friendly bumper stickers could also earn motorists a gas card.

A fuel-economy clinic also took place for the police officials in each community and included a "best-mileage competition" among officers. The officer earning the best fuel economy from each city had his department entered into a random drawing to win a 2006 Mercury Mariner Hybrid for their department. Officer Saladin Sudberry from the Cleveland Division of Police qualified his police force by earning 53.9 mpg. Cleveland, in turn, was randomly selected as the winner of the drawing. They received the keys to their new premium hybrid SUV on opening day of the 2006 Greater Cleveland International Auto Show. The vehicle will be used in their investigative transportation unit where hybrid benefits are most needed.

Ford also is donating \$2,500 to each local Police Athletic League to fund programs to keep children off the streets and out of trouble. ■



## HYBRIDS, SUSTAINABILITY AND ALT FUELS

Communities included in the Ford Hybrid Patrol effort included:

Cleveland .....	October 18
Chicago .....	October 20
Washington DC.....	October 24
Boston.....	October 27
New York .....	November 1
Dallas .....	November 10
Phoenix .....	November 15
Los Angeles .....	November 17
San Francisco.....	November 22
Miami.....	December 1

On November 10, the first of 81 Escape Hybrid taxis hit the streets of New York City. Ford's hybrid and fuel-cell vehicles—as well as its Sustainability Lab in Dearborn—appeared in a Fox Network one-hour documentary about global warming that aired on November 13. Ford and VeraSun Energy Corporation announced a joint initiative in October, to promote ethanol infrastructure in up to three markets. The project will convert gasoline fuel pumps at current retail locations to E85 fuel, a key step toward development of more efficient, clean and renewable biofuels that can provide energy security as well as environmental benefits. The federal government has recently approved incentives to increase the use of ethanol in the United States.

"Hybrids are going to be hugely important to the company in the next 10 to 20 years, and I don't think it's inconceivable that every vehicle at some point will have some type of hybrid technology in it," said Nancy Gioia, head of Ford's Hybrid Vehicle Programs. "The work we're doing in hydrogen fuel cell, internal combustion engines, diesel and advance gas are all going to be part of the solution to getting away from fossil fuel-based transportation."

Programs such as the Hybrid Patrol are part of Ford's ongoing effort to reduce gasoline consumption. To that end, Ford has developed MyDrive, an interactive fuel economy game at [mercuryvehicles.com](http://mercuryvehicles.com), to help motorists save money at the pump. The company recently announced plans to offer hybrids on half its vehicle lineup—or 250,000 hybrids annually—by 2010. ■

