

# Ford Motor Company celebrates milestone

Ford Motor Company recently celebrated a manufacturing milestone for its fuel-saving EcoBoost engines: Two million have been produced globally since the 2009 launch of the engine line.



Growing customer demand for EcoBoost-powered vehicles in Ford's major markets worldwide is driving engine production, with output now averaging more than 100,000 engines per month, up from 65,000 in 2012.

"Ford EcoBoost delivers great performance with lower fuel bills, a recipe which is proving incredibly popular with consumers around the world," said Joe Bakaj, vice president, Powertrain Engineering, Ford. "EcoBoost engines are attracting new customers to the Ford brand every day, and our plants are working hard to keep up with demand."

A Ford Escape (known as Kuga in South Africa) powered by the two millionth production EcoBoost - a 2.0-litre unit - rolled off the line at Ford's Louisville, US, assembly line.

EcoBoost technology combines smaller overall size with turbocharging, direct injection and variable valve timing to bring customers outstanding performance and fuel economy. Ford EcoBoost engines deliver up to 15% better fuel economy than larger displacement petrol engines.

Ford's global EcoBoost engine family now includes the 1.0-litre three-cylinder; the 1.5-litre, 1.6-litre and 2.0-litre four-cylinder engines; and the powerful and efficient 3.5-litre V6. EcoBoost will be offered on nearly 80 per cent of the company's global nameplates by the end of 2013.

## European expansion

In Europe, exceptional demand for the 1.0-litre EcoBoost engine - International Engine of the Year 2012 and 2013 - is fuelling a doubling of production capacity at the Cologne, Germany, engine plant to more than 1,000 engines a day.

Already available on five European nameplates, the 1.0-litre engine will be fitted to 11 models by 2014. The three-cylinder unit is being chosen by a growing share of customers during 2013, accounting for 43% of B-MAX sales, 32% for Focus, 26% for Fiesta; and 24% for C-MAX and Grand C-MAX sales.

EcoBoost powertrains also are driving high demand for the Fiesta ST (1.6-litre EcoBoost) and Focus ST (2.0-litre EcoBoost), while 18% of customers for the Kuga are selecting the 1.6-litre EcoBoost option in a segment which traditionally favours diesel engines. Nearly 40% more European customers are familiar with EcoBoost technology today compared to 2011, internal Ford data shows.

The Cologne plant also has begun production of the 1.0-litre EcoBoost for the North American market. The new 2014 Ford Fiesta - on sale later in 2013 - will be the first vehicle available in the United States with the 1.0-litre engine, and is expected to be certified most fuel-efficient non-hybrid car available in the United States.

## **Popularity, demand rising in North America**

In North America, internal Ford data shows that the EcoBoost engine is now the most recognised fuel-efficient engine among consumers. In addition, consumers are nearly 50% more likely to consider purchasing a Ford vehicle if they are aware of EcoBoost than those who are not familiar with the engine.

The popularity of EcoBoost in North America is reflected in high take rates on key models:

- 90% of Ford Escape models are equipped with EcoBoost engines
- 50% of Fusion customers select one of three available EcoBoost models
- 42% of F-150 trucks are purchased with the 3.5-litre EcoBoost

This year, EcoBoost will be available on more than 90% of North American nameplates, rising to 95% by 2015.

To meet demand for the award-winning 2.0-litre EcoBoost engine, Ford is investing nearly US\$200 million to build the engine at its Cleveland, Ohio, engine plant, with production starting in 2014.

## **Growth in Asia Pacific**

In Asia Pacific, sales of EcoBoost vehicles are up 202% year-over-year in 2013, including a 189% rise in China. Ford plans to offer the fuel-efficient engine in 20 vehicles in the region by mid-decade, a five-fold increase from 2012.

95% of Kuga buyers in Asia Pacific are choosing the 1.6-litre or 2.0-litre EcoBoost engines, while 90% of Edge owners and 62% of Mondeo buyers are opting for the efficient engines.

Ford will soon begin production of the 1.0-litre EcoBoost at the US\$500 million Changan Ford engine plant in Chongqing, China, which opened in June this year.

South Africa got its first taste of EcoBoost technology when the Focus ST was introduced in the last quarter of 2012 while the 1.0-litre EcoBoost unit was introduced in January of this year.

EcoBoost is offered in South Africa in the Fiesta, Fiesta ST, Focus ST, EcoSport and Kuga. To date nearly 5,300 EcoBoost engines have been sold in South Africa with demand continuing to grow.