

**Ford's Blueprint for Sustainability and the Role of EcoBoost Engines**  
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The automotive industry is currently facing the challenge to significantly improve fuel economy and reduce CO<sub>2</sub> emissions driven by concerns over climate change and energy security leading to increasingly stringent regulations and increased customer demand. Ford has responded to this challenge with our Blueprint for Sustainability which lays out a systematically developed Technology Migration Strategy that is based on affordable solutions deployable in high volume and evolving over time to meet ever more demanding requirements. Through the near and mid term, the cornerstone of that strategy is the engine technology Ford has named EcoBoost based on its affordability/fuel economy value and resulting volume leverage potential. Ford has announced that by 2013, EcoBoost technology will be offered on 90% of our vehicle nameplates. Through the application of turbocharging and gasoline direct fuel injection to an advanced gasoline engine, EcoBoost offers a significant improvement in fuel economy via engine downsizing and a performance improvement via dynamic response. In this presentation, we will cover the fundamentals of EcoBoost benefits and look out to future technology developments as we continue to evolve and expand its capabilities while addressing the corresponding challenges of the downsize/boost pathway.