



2010 Ford Fusion SmartGauge with EcoGuide Coaches Drivers to Maximum Fuel Efficiency

Ford collaborated with IDEO and Smart Design, two world leaders in helping consumers connect with technology, in developing SmartGauge™ with EcoGuide, a unique instrument cluster that gives hybrid owners a more-connected driving experience by coaching them further maximize the fuel efficiency of the 2010 Ford Fusion and Mercury Milan hybrids. SmartGauge with EcoGuide's features full-color liquid crystal display (LCD) screens on either side of the analog speedometer that can be configured to show different levels of information, including fuel and battery power levels, average and instant miles-per-gallon as well as growing leaves and vines that track and reward the driver's efficiency.

Extensive customer research was done to ensure the instrument cluster is as driver-friendly as possible. Prototype testing was done in Ford's Virtual Text Track Experiment (VIRTTEX) simulator, allowing drivers to safely interact with the technology as engineers gathered data and results. The design of SmartGauge with EcoGuide aids drivers in making informed decisions without being distracting or overwhelming.



Multi-layered approach

SmartGauge with EcoGuide offers four data screen options and the information displayed are:

- **Inform:** fuel level and battery charge status
- **Enlighten:** adds electric vehicle mode indicator and tachometer
- **Engage:** adds engine output power and battery output power
- **Empower:** adds power to wheels, engine pull-up threshold and accessory power consumption

'Growing' more efficient

Long-term fuel efficiency can be displayed in two ways – either as a traditional chart or using an innovative display that shows “growing leaves” and vines on the right side of the cluster. The more efficient a customer is, the more lush and beautiful the leaves and vines, creating a visual reward for the driver's efforts.

Four Ford Motor Company hybrids

The Ford Fusion and Mercury Milan hybrids join the already successful Ford Escape and Mercury Mariner hybrids. With the addition of the two new hybrid sedans, Ford will be the largest domestic producer of full hybrid vehicles in North America.

The Fusion and Milan hybrids are expected to achieve class-leading fuel economy, better than Camry hybrid; and can operate in electric mode at speeds of up to 47 mph with a range of more than 700 miles of city driving on a single tank of gas; a smaller, lighter high-volt battery has greater charge capacity and range than the previous generation battery.