

## **Would You Go Electric? New Ford Web Site Gives Consumers the ABC's of Electrified Vehicle**

DEARBORN, Mich., /PRNewswire/ -- A new Ford Web site offers video, text and diagrams to help consumers understand differences in the technologies of electrified vehicles.

Electrification is an important piece of Ford's overall sustainability strategy designed to deliver affordable fuel economy options for consumers. Over the next two years, Ford will introduce the Transit Connect Electric, a small commercial van (2010), the Ford Focus Electric passenger car (2011), two next generation lithium ion battery powered hybrids (2012) and a plug-in hybrid (2012).

What's the difference between a BEV and a PHEV? Or why is an HEV considered an electrified vehicle? As electrification options are increasing for consumers, many are looking for information to understand how the new technologies work. To help provide jargon-free answers to electric vehicle questions, Ford has launched a new web site, <http://www.fordvehicles.com/technology/electric/> [1].

The site offers the basic information consumers need to understand electrified vehicle and technology choices. The site is part of Ford's efforts to educate consumers about the range of electrified vehicles and help potential buyers determine which electrified option might best suit their specific driving habits and needs.

Consumers who visit the site will be able to review videos, text and cutaway diagrams that illustrate the differences between hybrid, plug-in hybrid and pure battery electric vehicles like the Ford Fusion Hybrid, Ford Focus Electric and planned Ford plug-in vehicles.

The site does not offer opinions on which vehicle technology is better. Rather, it provides clear explanations about how gasoline, hybrid, plug-in hybrid and battery electric vehicles work to help consumers decide which vehicle could be the best option for them. Electrification is one aspect of Ford's overall product sustainability strategy that includes a range of fuel-efficient and alternative-fuel technologies designed to offer consumers a portfolio of vehicle choices.

"We know consumers are excited about the variety of electrified vehicles coming to market over the next two years, but we have heard many of them say they don't truly understand the differences between these options," said Nancy Gioia, director of global electrification for Ford. "Educating consumers on electrified vehicle options will be crucial to satisfying their needs as they decide whether to buy a hybrid, plug-in hybrid or pure battery electric car."

The site explains the differences in each type of vehicle, and details the technology

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Published on Wireless Design & Development (<http://www.wirelessdesignmag.com>)

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that makes them possible, including battery chemistry, charge ports and regenerative braking.

"We want our customers to be informed and educated," said Gioia. "Most of our customers are used to traditional gasoline engines powering their cars, so this technology is new to them. This site gives them the tools to learn about our electrified vehicles with resources they are most comfortable with - text, graphical fact sheets, videos or a combination of the materials."

The web site also provides a list of Ford vehicles available with hybrid technology today, including the Ford Fusion Hybrid, which set the standard for fuel economy in midsize sedans with 41 mpg city. Over the next two years, Ford will deliver at least five new electrified vehicles. The Ford Transit Connect Electric small commercial van arrives in late 2010, the Ford Focus Electric will be introduced in late 2011, followed by two next-generation lithium-ion battery-powered hybrid electric vehicles and a plug-in hybrid electric vehicle in North America in 2012.

### **Source URL (retrieved on 04/20/2014 - 12:16pm):**

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### **Links:**

[1] <http://www.fordvehicles.com/technology/electric/>