

Creating a market for low carbon cars

LowCVP Seventh Annual Conference - Moving to a low carbon future
Wednesday 14th July



Joe Greenwell,
Chairman,
Ford of Britain

Feel the difference



Contents

- What influences the market for low carbon cars?
- Industry progress to date
- What vehicle manufacturers are doing today
- How Ford are approaching the low carbon marketplace
- UK industry initiatives that are making a real difference

Feel the difference



What influences the market for low carbon cars?

- fuel prices
- CO₂ regulation - current and future
- Government measures – incentives, fiscal stimulus (BiK, VED etc.)
- industry initiatives
- economic crisis - consumer is more focused than ever on cost of ownership
- advertising and marketing
- local measures - congestion charging (London and elsewhere)
- consumer concerns / NGO pressures

= increasing consumer demand for low carbon vehicles

Feel the difference



Industry Response

FordECONetic

Focus ECONetic 1.6 TDCi

Feel the difference

Efficiency **74.3 mpg** Performance Running Costs

To make motoring less expensive and reduce its impact on the environment, we've taken a whole new approach to the way our cars are designed and built. That's why the Focus ECONetic has been updated with a raft of pioneering technologies that include Ford Auto-Start-Stop and Smart Regenerative Charging.

The addition of these technologies means the Focus ECONetic has one of the lowest CO2 levels in its class, emitting just 99 g/km of CO2. So you'll enjoy very impressive savings on your running costs, outstanding economy and a more comfortable drive.

Find your Ford Dealer Download a brochure Request a test drive Keep me informed

NEW USED CORPORATE SALES FINANCE OWNERS

FIND A SHOWROOM BOOK A TEST DRIVE GET A BROCHURE SEARCH

CARS →

HYBRID
Cleaner, brighter thinking

LIVE BBC NEWS CHANNEL

Last Updated: Wednesday, 7 February 2007, 15:18 GMT

E-mail this to a friend Printable version

Car firms facing pollution curbs

The European Commission has proposed forcing carmakers to increase the fuel efficiency of new cars by 20%, by 2012.

It says it is planning legislation to ensure the average car emits no more than 130g of CO2 per kilometre, compared with 162g/km in 2005.

Transport produced 28% of the EU CO2 emissions in 2004

Prius
Explore the technology behind the remarkable Prius

The World's Most Advanced Technology

Rewarding Driving Ownership

The World's Most Advanced Technology

Rewarding Driving & Ownership

Full Hybrid Efficiency

Questions & Answers

Digital BMW Accessories Search OK The International BMW network BMW Owners BMW Insights BMW Driving Pleasure

to waste.

EfficientDynamics

BMW EfficientDynamics.
Efficiency - the new synonym for future. Why? Because the BMW EfficientDynamics concept is shaping the future of driving by reducing fuel consumption and emission levels without affecting driving pleasure. And in the latest BMW vehicles, the future has already arrived.

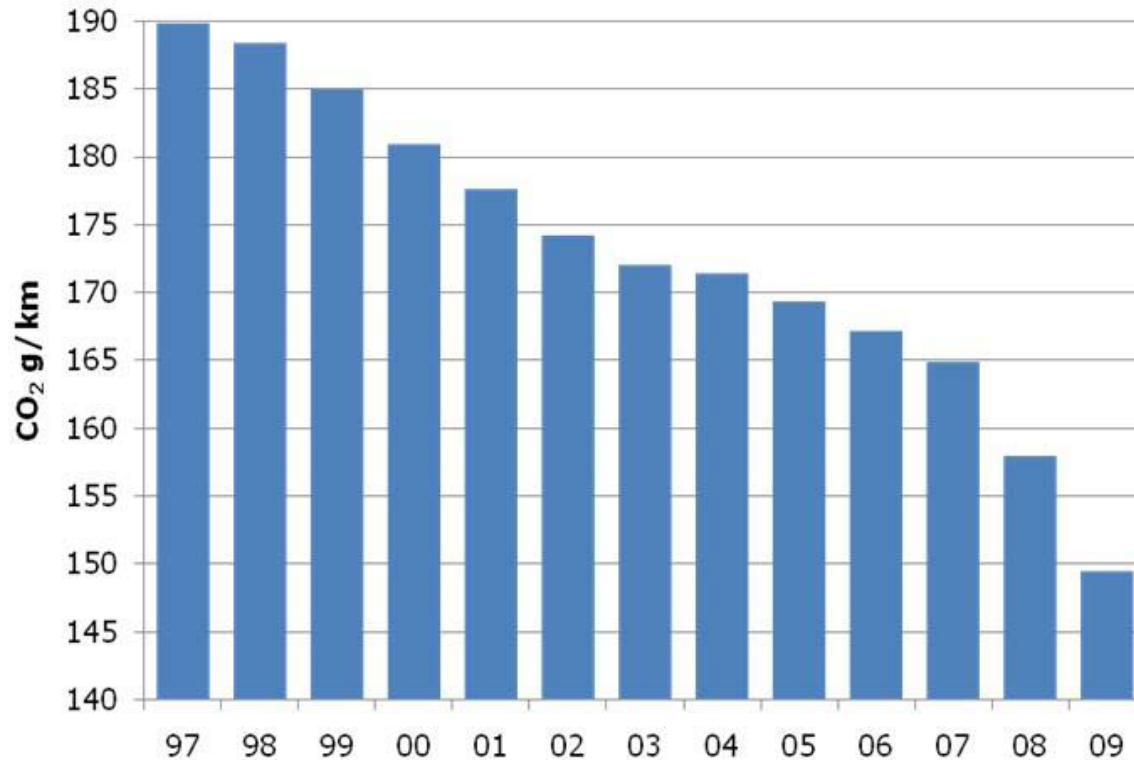
- Innovative technologies. BMW EfficientDynamics in detail and the BMW models in which it is implemented.
- Emission-free driving. Step one: hybridisation. Step two: BMW ClearEnergy.
- Driving pleasure film. How efficient can dynamics be? Find out here.

Feel the difference



The Industry has made significant progress to date

UK average new car CO₂ emissions (Source SMMT)

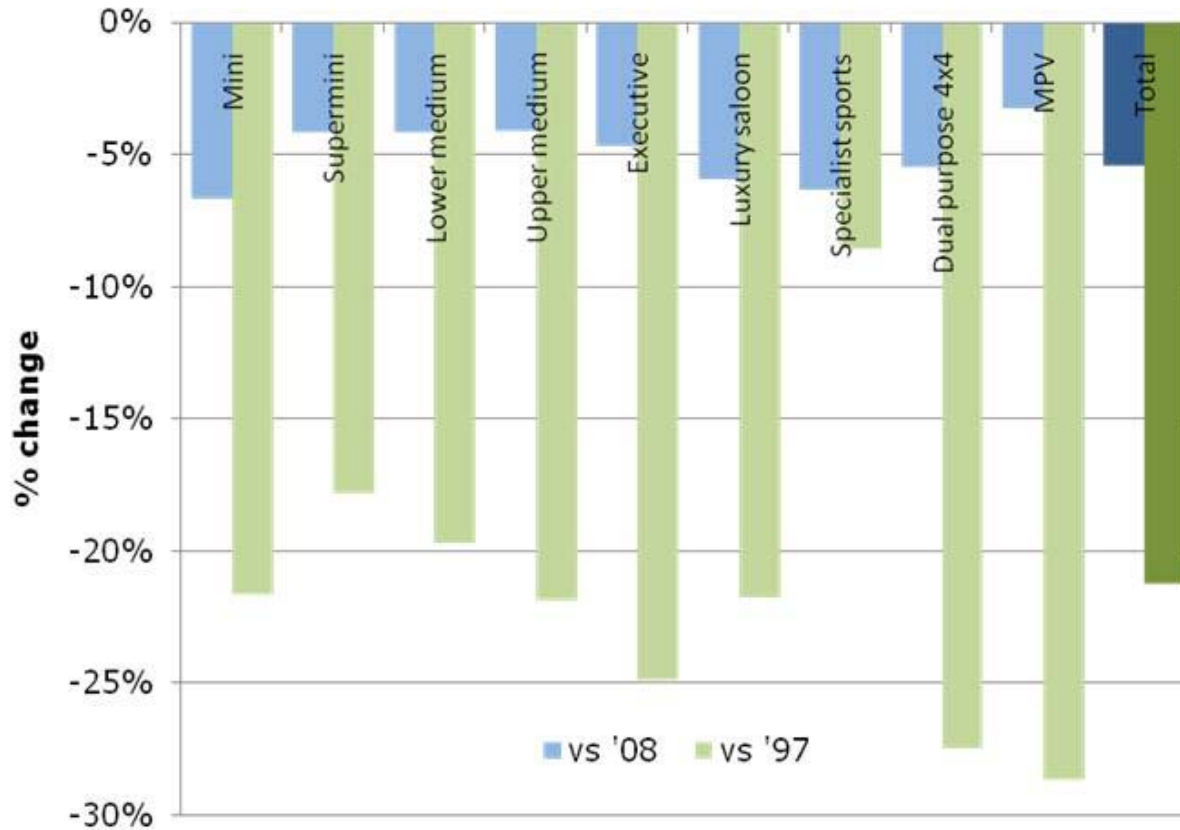


- Continuous improvement, to new low of 149.5g/km
- 2009 average 5.4% lower than previous year and 21.2% better than 1997

Feel the difference



CO2 emissions reductions across segments



➤ All segments have seen substantial improvements

Feel the difference



What is the industry doing today?



Feel the difference



Maintaining the momentum / driving further progress

Clean diesel engines

- Down-sizing and advanced turbo charging technology offers perhaps 10-20% more improvement

Direct injection gasoline engines

- DI downsized gasoline engines can achieve close to today's diesel levels of economy at a substantial cost advantage

Automated transmissions

- Driver advantages including around 5% over manual transmissions

Hybrid powertrain

- Offer significant opportunities for CO₂ reductions particularly in a city / urban environment

Electric and Plug in electric

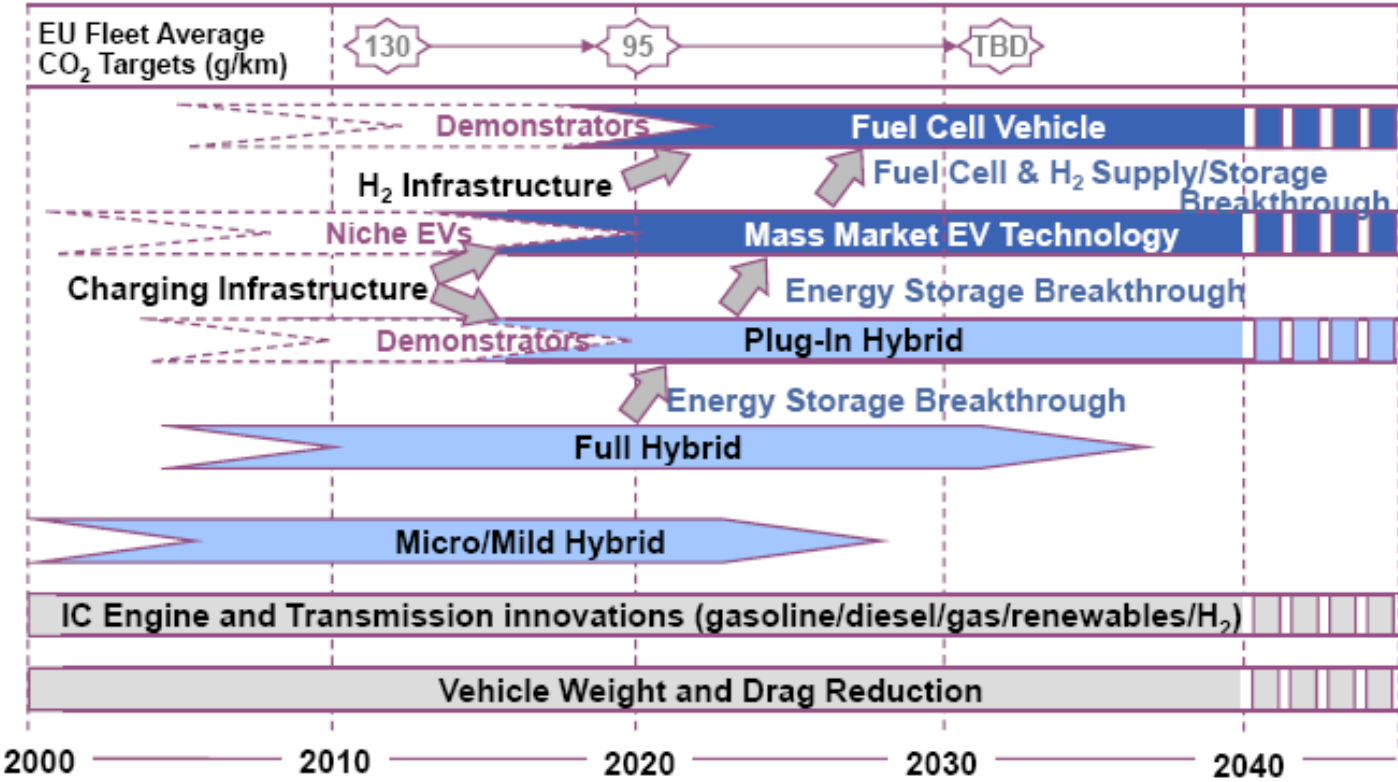
- First volume applications likely to be in cities. Costs and range remain a limitation

Feel the difference



Maintaining the momentum / driving further progress

NAIGT Technology Road Map (Source: NAIGT)



Feel the difference



Ford in Britain investment story



Feel the difference



Ford – low carbon product portfolio



Feel the difference



Consumer awareness – driving the market for low carbon cars

FordECONetic

Feel the difference

Fiesta ECONetic
1.6 TDCi

[Tell me more](#)

Efficiency | **Performance** | **Running Costs**

76.3 mpg

The Fiesta ECONetic delivers an extraordinary 76.3 mpg (combined cycle) and with improved fuel consumption comes lower CO2 emissions of just 98 g/km. As a result, with Fiesta ECONetic you won't have to pay any road tax whatsoever. So while you're helping the environment, you'll be helping your bank balance too.

To see how ECONetic thinking has significantly improved fuel consumption, simply explore the hotspots. And if you'd like to discover Fiesta ECONetic in more detail, [visit the Ford website.](#)

Fiesta ECONetic Focus ECONetic Transit ECONetic

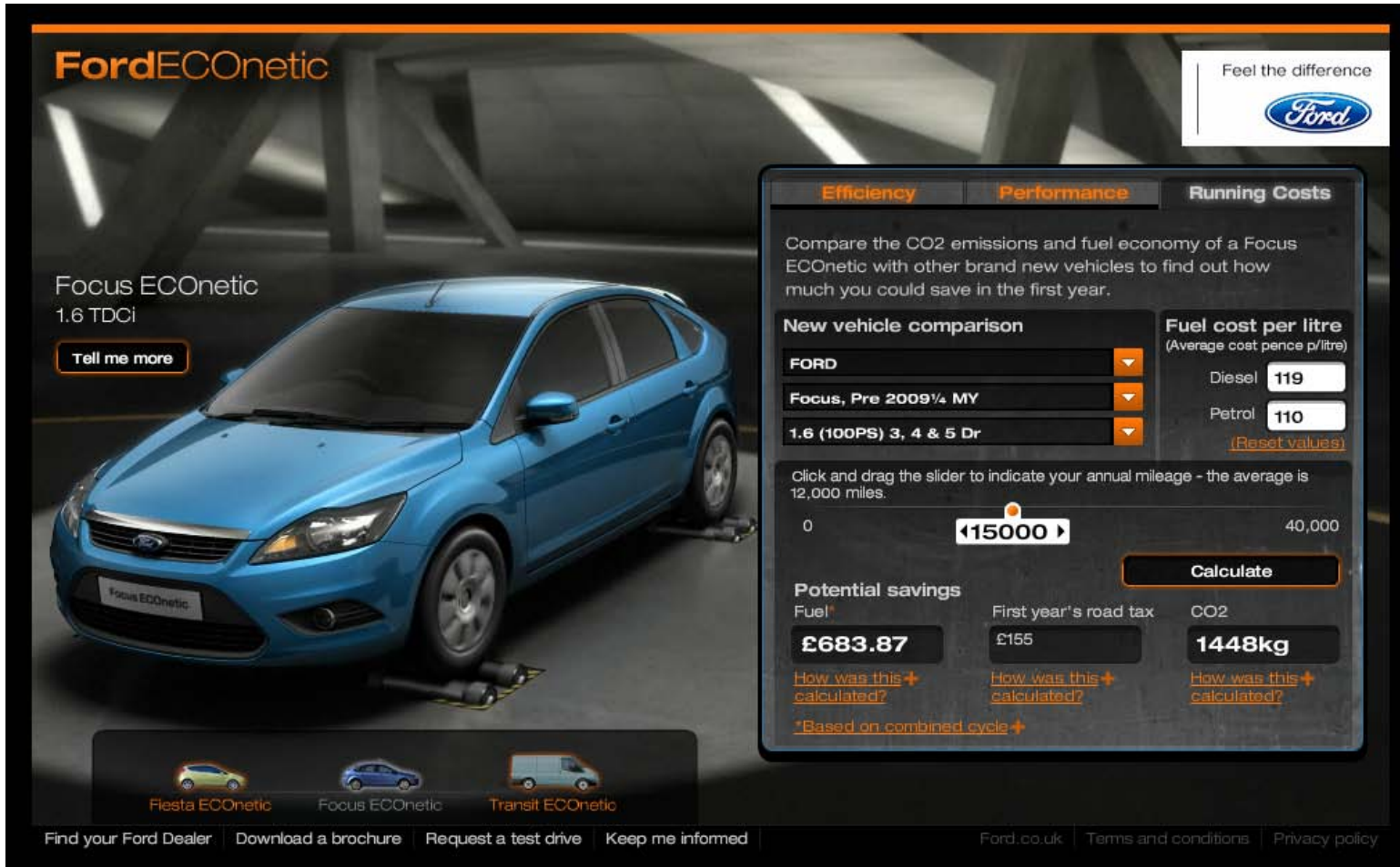
[Find your Ford Dealer](#) | [Download a brochure](#) | [Request a test drive](#) | [Keep me informed](#)

[Ford.co.uk](#) | [Terms and conditions](#) | [Privacy policy](#)

Feel the difference



Consumer awareness – innovative communication



FordECONetic

Focus ECONetic
1.6 TDCi

Tell me more

Feel the difference

Efficiency Performance Running Costs

Compare the CO2 emissions and fuel economy of a Focus ECONetic with other brand new vehicles to find out how much you could save in the first year.

New vehicle comparison	Fuel cost per litre (Average cost pence p/litre)
FORD	Diesel 119
Focus, Pre 2009¼ MY	Petrol 110
1.6 (100PS) 3, 4 & 5 Dr	(Reset values)

Click and drag the slider to indicate your annual mileage - the average is 12,000 miles.

0 **115000** 40,000

Calculate

Potential savings	First year's road tax	CO2
Fuel* £683.87	£155	1448kg
How was this calculated?	How was this calculated?	How was this calculated?

*Based on combined cycle

Fiesta ECONetic Focus ECONetic Transit ECONetic

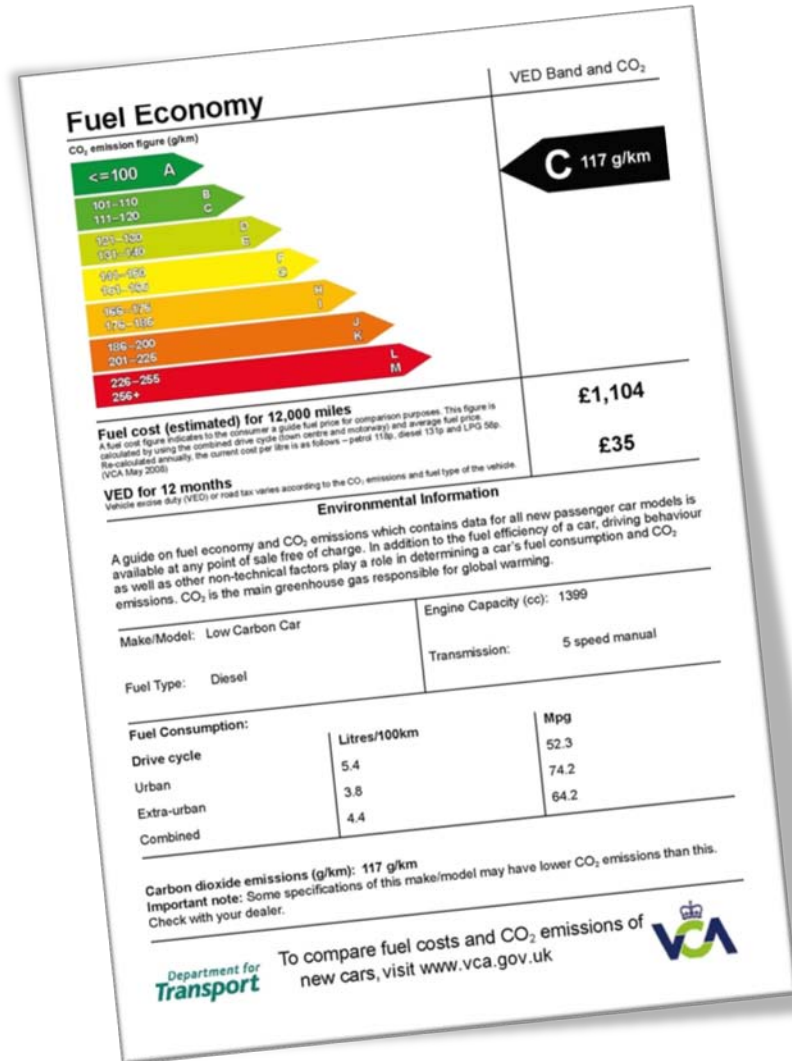
Find your Ford Dealer | Download a brochure | Request a test drive | Keep me informed

Ford.co.uk | Terms and conditions | Privacy policy

Feel the difference



Consumer awareness – the market for low carbon cars is here and accelerating



Feel the difference



In conclusion

- How to create the market?
- Focus on environmental messaging – yes. But also cost of ownership advantages
- Better clarity and transparency – clear, consistent messaging
- Industry must be credible and Government consistent
- Innovative ways to engage with the customer – websites, interactive tools
- Above all - great products that deliver ‘all the customer needs’ - that are affordable

Feel the difference



New exciting *low carbon* Ford products



Feel the difference



END

Feel the difference

