



**Ford Global Auto Shows
NAIAS 2013
EcoBoost/Henry Ford Mobile Trivia
November 20, 2012**

GENERAL ECOBOOST

1.0L ECOBOOST ENGINE

Photo: 1.0L EcoBoost engine

Text: What is the horsepower rating of the new 1.0L EcoBoost engine?

1. What is the horsepower rating of Ford's newest and most innovative 1.0L EcoBoost engine?
 - A. 90 hp
 - B. 100 hp
 - C. 125 hp

Product Specialist follow-up:

While the 1.0-liter EcoBoost is Ford's first three-cylinder engine – and one of the smallest-displacement engines Ford has ever built – it is not short on power or refinement. Already on sale in Europe, this newest EcoBoost engine (packs up to 125 horsepower and) is loaded with technical innovations. It delivers impressive acceleration and is one of the smoothest and quietest engines in Ford's global EcoBoost lineup.

Photo: 1.0L EcoBoost engine with International Engine of the Year logo and Popular Mechanics Breakthrough Award logo

Text: Ford's new 1.0L EcoBoost engine received a "Breakthrough" award from which popular magazine?

2. Ford's new 1.0L EcoBoost engine recently was recently named International Engine of the Year and also received a "Breakthrough" award from which popular magazine?
 - A. Popular Science
 - B. Popular Mechanics
 - C. Popular Innovations

Product Specialist follow-up:

In addition to being named International Engine of the Year the 1.0-liter EcoBoost also received the "Breakthrough" award from Popular Mechanics magazine. Each year the magazine selects the 10 technology products that matter most. In addition to the newest member of Ford's global EcoBoost engine family, awards were also given to a new type of camera, a very affordable 3D printer and several other high-tech items



1.6L ECOBOOST ENGINE

Photo: 2013 Ford Escape with 1.6-liter EcoBoost® engine

Text: Which offers the most highway mpg with an automatic transmission?

3. Which is the most fuel efficient small SUV with an automatic transmission?

- A. 2013 Honda CR-V
- B. 2013 Ford Escape
- C. 2013 Toyota RAV4

Product Specialist follow-up:

2013 Ford Escape is the “Smarter way to get there” ... and also certified by the U.S. EPA as the most fuel efficient small SUV with an automatic. The Escape’s 1.6-liter EcoBoost® engine is certified at 33 mpg – 2 mpg better than the Honda CR-V and 5 mpg better than Toyota RAV4. Those looking for maximum power coupled with solid fuel efficiency can opt for the 2.0-liter EcoBoost with 30 mpg on the highway and 22 mpg in the city. The 2.0-liter EcoBoost delivers 240 horsepower and 270 lb.-ft. of torque. It is also rated at 3,500 pounds towing, which leads the pack for small, turbocharged SUVs.

Photo: 2013 Ford Fusion

Text: How many EcoBoost engine choices are available for the 2013 Ford Fusion?

4. How many EcoBoost engine choices are available for the 2013 Ford Fusion?

- A. One
- B. Two
- C. Three

Product Specialist follow-up:

Two EcoBoost choices are available. The 1.6-liter EcoBoost® I-4 and 2.0-liter EcoBoost I-4 are available for Fusion SE models. The 2.0-liter EcoBoost is standard for Fusion Titanium models. The 178 horsepower 1.6-liter EcoBoost mated to a six-speed SelectShift Automatic® transmission delivers 23 city mpg and 36 highway mpg. Mated to a six-speed manual transmission it delivers 25 city mpg and 37 highway mpg. The 240 horsepower 2.0-liter EcoBoost mated to six-speed automatic transmission featuring paddle shifters delivers 22 city mpg and 33 highway mpg. 2.0-liter EcoBoost variants now offered on Focus, Fusion, Flex, Explorer, Escape and Taurus.

Photo: 2013 Ford Focus ST

Text: Which car delivers best-in-class fuel economy with a manual transmission

5. Which car delivers best-in-class fuel economy with a sporty, fun-to-drive manual transmission?

- A. 2013 Ford Focus ST
- B. 2013 Volkswagen GTI
- C. 2013 MazdaSpeed3

Product Specialist follow-up:

A highly efficient new 2.0-liter EcoBoost® engine helps the 154-mph Ford Focus ST achieve 32 mpg highway and 23 mpg city. In fact the six-speed manual-only Focus ST bests manual-equipped Volkswagen GTI and MazdaSpeed3 in fuel economy ratings. In fact, the 2013 Volkswagen GTI 4-door Autobahn is rated at 31 mpg highway and 21 mpg city ... and the MazdaSpeed3 Touring 5-door is rated at only 25 mpg highway and 18 mpg city. That’s huge 7 mpg highway and 5 mpg city advantage for the high-performance, highly fuel-efficient 2013 Ford Focus ST.

2.0L ECOBOOST ENGINE



Photo: 2013 Ford Edge

Text: Which sport utility offers up to 30 mpg highway?

6. Which sport utility offers up to 30 mpg highway?

- A. 2013 Nissan Murano
- B. 2013 Ford Edge
- C. 2013 Toyota Venza

Product Specialist follow-up:

The Ford Edge front-wheel drive (FWD) crossover with EcoBoost® 2.0-liter four-cylinder engine is certified by the EPA to deliver 30 mpg highway ... and besting all SUVs its size or larger. That 30 mpg highway beats Toyota Murano by 6 mpg and Toyota Venza by 4 mpg. The 240 horsepower 2.0L EcoBoost® I-4 turbocharged, direct-injection engine also out-muscles their larger V6 engines with 270 lb.-ft. of torque. The only competitive utilities offering higher highway fuel economy than Edge with EcoBoost are a few smaller-size vehicles such as the Ford Escape Hybrid.

3.5L ECOBOOST ENGINE

Photo: Ford Police Interceptor 3.5L EcoBoost V6

Text: Which police sedan offers the most V6 horsepower and torque?

7. Which police sedan offers the most V6 horsepower and torque?

- A. Ford Police Interceptor 3.5L EcoBoost V6
- B. Chevrolet Caprice PPV 3.6L V6
- C. Dodge Charger 3.6L V6

Product Specialist follow-up:

The EcoBoost® 3.5-liter V6 in the all-wheel-drive Police Interceptor sedan is rated at 365 horsepower at 350 lb.-ft. of torque across a wide 1,500-5,000 rpm range. That's 64 more horsepower and 85 more lb.-ft. peak torque than Caprice PPV ... and 73 more horsepower and 90 more lb.-ft. peak torque than Charger. Both are rear-wheel drive sedans with 3.6-liter V6 engines. Bad guys can run from the Ford Police Interceptor with the 3.5L EcoBoost V6 ... but they won't get far! In recent Los Angeles Sheriff's Department testing, the EcoBoost Police Interceptor beat all competitive police cars from General Motors and Chrysler in 0-60 mph acceleration tests.



3.5L ECOBOOST TRUCK ENGINE

Photo: 2013 Ford F-150 with 3.5-liter EcoBoost truck engine

Text: Which truck offers an unbeatable combination of torque, capability and fuel economy?

8. Which truck offers an unbeatable combination of torque, capability and fuel economy?

- A. Ford F-150
- B. Chevy Silverado 1500
- C. Ram 1500

Product Specialist follow-up:

F-150's available 3.5-liter EcoBoost truck engine offers an unbeatable combination of torque, capability and fuel economy. The 3.5-liter EcoBoost truck engine produces a best-in-class 420 lb.-ft. of torque, impressive 365 horsepower, best-in-class maximum towing capability at 11,300 lbs and up to 3,100 lbs. of payload capacity. F-150 4 x 2 models with the 3.5-liter EcoBoost truck engine also have an EPA rating of 16 city/22 hwy using regular unleaded fuel.

*Based on torque, max. towing and payload and EPA-estimated 16 city/22 hwy mpg, 4x2. Class is Full-Size Pickups under 8,500 lbs. GVWR, Non-Hybrid vs. 2012/2013 competitors.

HENRY FORD TRIVIA

Photo: Photo of Henry Ford

Text: "Anyone who stops _____ is old, whether at twenty or eighty. Anyone who keeps _____ stays young." *Henry Ford*

9. Complete the following quote

"Anyone who stops _____ is old, whether at twenty or eighty. Anyone who keeps _____ stays young." *Henry Ford*

- A. Running
- B. Bathing
- C. Learning

Product Specialist follow-up:

The correct answer is "Learning." History tells us that Henry enjoyed a childhood typical of the rural nineteenth century, spending days in a one-room school and doing farm chores. At an early age, he showed a dislike for farm work but a keen interest in learning, especially about mechanical things. At sixteen, against the wishes of his father, Henry Ford left the farm for Detroit, where he found work as a mechanic's apprentice



Photo: Photo of Henry Ford

Text: Henry Ford once worked for what company, founded by what other famous American?

10. In 1891, Henry Ford once worked for what company, founded by what other famous American?

- A. Edison Illuminating Company
- B. Walt Disney Company
- C. Apple

Product Specialist follow-up:

In 1891, Ford became an engineer with the Edison Illuminating Company in Detroit. This event was a conscious decision on Ford's part to dedicate his life to industrial pursuits. His promotion to Chief Engineer in 1893 gave him enough time and money to devote attention to his personal experiments on internal combustion engine. In 1896, Henry Ford and Thomas Edison meet and formed a personal friendship that would last for years. Near the end of his life, when asked about his relationship with Henry Ford, Edison said, "I can only say that in the fullest meaning of the term, he is my friend."

Photo: Photo of Henry Ford

Text: "I will build a motor car for _____. " Henry Ford

11. Complete the following quote:

"I will build a motor car for _____. " Henry Ford

- A. Peanuts
- B. The fun of it
- C. The great multitude

Product Specialist follow-up:

Henry Ford said "I will build a motor car for the great multitude." When he said it, the automobile was as much a status symbol as it was a way of transportation. Cars were painstakingly built by hand and only the wealthy could afford them. Henry Ford tackled the problem by combining precision manufacturing, standardized and interchangeable parts, a division of labor, and, in 1913, a continuous moving assembly line. By late 1913, Ford improved the speed of chassis assembly from 12 hours and eight minutes to one hour and 33 minutes. By 1914, the assembly process for the Model T had been so streamlined it took only 93 minutes to assemble a car.



Photo: Photo of 1908 Model T

Text: "You can have a Model T Ford in any color, so long as it's _____." *Henry Ford*

12. Complete the following quote:

"You can have a Model T Ford in any color, so long as it's _____." *Henry Ford*

- A. White
- B. Black
- C. Blue

Product Specialist follow-up:

No one really knows if Henry Ford ever said that the buying public could have a Model T Ford "in any color, so long as it's black," but it is commonly attributed to him. And while it might be true for the model years after 1913, earlier cars were available in green, red, blue and grey. In fact, during the first year of production, Model T Fords were not available in black. Ford engineering documents suggest that the color black was chosen because it was cheap and it was durable. In 1926 other colors were once again offered.

Photo: Photo of 1919 Model T

Text: What important innovation was introduced on the 1919 Model T?

13. What important innovation was introduced on the 1919 Model T?

- A. Headlamps
- B. Windshield Wipers
- C. Electric Starter

Product Specialist follow-up:

The electric starter was first introduced on the 1919 Model T Ford. It meant owners no longer had to crank the engine to start it. These starters also worked as generators once the engine was running, a concept that is now being revived in hybrid vehicles. By 1920, most manufacturers included self-starters. The first vehicle headlamps were officially introduced during the 1880s and were based on acetylene and oil, similar to the old gaslamps. The first mechanical windshield wipers had to be operated by hand! Either the driver or a passenger had to work a crank to make the wipers go back and forth. Automatic windshield wipers were introduced in 1921.