

## Ford F-150's Eco-Boost Engine Earns High Grades in Global Quality Survey

DEARBORN – Customers are as happy with the new F-150's V6 EcoBoost engine as with their favorite V8.

Ford officials say that proves consumers will move in large numbers to smaller engines.

The F-150's EcoBoost engine and another fuel-saving technology – electric power assist steering – earned high ratings from customers in Ford's 2011 U.S. Global Quality Research System, or GQRS, helping to power the F-150 to some of the industry's strongest independent quality rankings in 2011.

The V6 EcoBoost-equipped F-150 is achieving customer quality ratings on par with F-150s equipped with the popular 5.0-liter V8 engine, according to data from GQRS, a quarterly survey conducted for Ford by RDA Group of Bloomfield Hills, Mich.

The data was gathered from surveys of more than 1,600 F-150 owners who purchased their trucks between September 2010 and May 2011.

"Ford F-150 customers are very discerning, so we are pleased they rate our new EcoBoost technology as highly as V8 engines that some thought truck customers would never give up," said Doug Scott, group marketing manager, F-Series trucks.

"We believe this is a good sign as we plan to roll out this innovative, powerful and fuel-saving technology to most of our lineup during the next few years."

Electric power-assisted steering, or EPAS – another Ford truck first – is also giving the F-150 a quality edge, with steering that adapts to changing road conditions and vehicle speed, allowing for more confident handling and improved fuel economy.

Internal customer data show these technologies have reduced warranty claims with 25 percent fewer complaints for vehicle vibration and 33 percent less reported issues with drifting and pulling. Ford officials say this means customers are happier with the new system than the reliable outgoing hydraulic-assisted steering system.

Ford's internal quality data mirror a strong performance by the F-150 in this year's J.D. Power and Associates' IQS and APEAL studies.

The initial quality study measures vehicle quality during the first 90 days of ownership, while the APEAL study

## Ford Deicing Wires Save Cold Hands on Frosty Mornings

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peratures tumble below freezing?

David Glidden, product support manager at Autoglass, advises: "We recommend always using a proper ice scraper or deicer, to avoid damaging the glass, to remove ice from car body glass. Also, we would encourage motorists to use a pump-operated deicer instead of an aerosol as it's better for the environment."

He adds: "We don't advise using hot water. There is a huge difference in the temperature of the hot water people use and the windscreen itself in freezing conditions."

"This thermal shock may cause severe damage to the windscreen. Glass is very hard, but it is not malleable so it doesn't permit rapid uneven expansion."

A poll by Autoglass last winter revealed that no less than 38 per cent of motorists questioned resorted to using their bare hands in vain attempts to clear ice off the windscreen.

Almost half (45 per cent) said they've used a credit card to chip it away, and 41 per cent admitted struggling to shift the cold stuff using just a glove.

More alarming is that a further 13 per cent of those polled confessed to pouring hot water over their windshields, risking serious damage to the glass, not to mention depositing pools of water on the ground, which can freeze and create a hazard.

measures owner satisfaction. The F-150 was the only full-size pickup to earn top awards in both J.D. Power studies.

"The F-150 is a symbol of how Ford is reinventing its lineup to lead the industry in fuel economy and quality," says Bennie Fowler, Ford Group vice president, Global Quality and New Model Launch.

"We have demonstrated with our EcoBoost engines that we can deliver new technology with great fuel economy improvements and leading quality."

Ford's gasoline turbocharged, direct-injection EcoBoost engine combines the performance of a V8 with the fuel efficiency of a V6 to help boost the truck to new heights. Ford officials say the F-150 with EcoBoost is showing there is a "replacement for displacement."

"This truck gives customers more with less – using advanced technology to deliver both power and efficiency," said Raj Sarkar, F-150 Marketing manager.

"The EcoBoost trucks are our most capable F-150s and the fact they also offer exceptional fuel efficiency means our customers don't have to compromise."

The Ford F-150's official 2011 EPA ratings certify that 4x2 models equipped with the 365-horsepower 3.5-liter EcoBoost twin-turbo engine and six-speed automatic transmission achieve 22 mpg on the

highway and 16 mpg in the city.

At the same time, the engine produces a class-leading 420 lb.-ft. of torque, helping enable best-in-class maximum towing of 11,300 pounds and maximum payload of 3,060 pounds.

Ford total truck sales were 9.1 percent higher year-to-date through October than a year ago, with 651,837 trucks sold, representing their highest sales since 2007.

Ford F-Series sales totaled 54,410 and 52,511 in September and October, respectively.

The F-Series is America's number one selling nameplate, totaling 468,899 vehicles through October of this year. This included new monthly records for the EcoBoost-equipped F-150s, with nearly 13,000 trucks sold to retail customers, representing more than 40 percent of all F-150 retail sales.

The EcoBoost is so popular with truck buyers that the F-150 is on track to sell 100,000 of the engines in less than a year. Third-party accolades for EcoBoost continue to roll in with the Texas Auto Writers Association (TAWA) naming the 2012 F-150 the "Truck of Texas" and the 2012 F-150 Platinum EcoBoost the "Luxury Pickup of Texas."

Ford officials say that electric power-assisted steering, or EPAS, enables Pull-Drift Compensation technology, which constantly measures the dri-



The V6 EcoBoost engine is proving to be a popular option for Ford F-150 pickup truck buyers.

ver's steering input, adapts to changing road conditions and helps compensate for slight directional shifts caused by factors such as crowned road surfaces or steady crosswinds.

The system's Active Nibble Compensation feature helps reduce vibrations that transfer through the steering wheel.

Ford officials say the system has been carefully tuned with sophisticated speed mapping to deliver accurate responses at high speed while remaining light and manageable in parking maneuvers.

EPAS steering also improves fuel economy by up to 2 percent, compared with conventional hydraulic steering systems, because EPAS only requires power during steering maneuvers instead of constant



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engine power to drive the hydraulic pump.

That also means there's no hydraulic fluid to be disposed

of during maintenance, creating less hazardous waste and resulting in a cost saving for owners.

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The first official electronic edition will debut December 5 at *USAutoScene.net* as a weekly edition. *USAutoScene.net* will continue to provide coverage of news and events for our readers in the Dearborn area. It will also respectfully continue to cover Ford and the Big Three automakers of metro Detroit.

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### News of the Big 3 Automakers in Metro-Detroit

#### Port Authority and Auto Industry

12-05-11  
John Jamian testified before a state maritime industry panel assembled at Oakland University last week and his testimony offered an insightful history of the Detroit/Wayne County Port Authority, which he runs.  
Jamian is executive director of the Port Authority and it's no surprise that the organization has its larger history in the Detroit auto industry – the city and county's modern maritime and port organization dates back to the late-1970s and Henry Ford II, then chairman of Ford Motor Co.  
According to Jamian, port authorities were legislatively enabled by the State of Michigan through Public Act 639 of 1978, since called PA 639.  
A combination of cities and/or counties can enable a port authority in Michigan, which resulted in the City of

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#### A Lesson on Distracted Driving

12-05-11  
Edsel Ford High School students in Dearborn got an early jump on National Teen Driver Safety Week, which was the week of Oct. 16-22.  
EFHS students were among the first in the nation to experience the S4SD program, which stands for Strive for a Safer Drive.  
In fact, Michigan counties with the most teen crashes and serious injuries, including Wayne, Oakland and Macomb, are being invited to apply for this new teen-focused traffic safety initiative.  
S4SD empowers teens to develop peer-to-peer traffic safety campaigns at their respective high schools and provides the opportunity for the schools to win a hands-on driving experience.  
Participants in the new program include the Ford Motor

STORY AND PHOTOS BY GERALD SCOTT SCROLL RIGHT TO CONTINUE

#### Putting More Comfort into Seats

12-05-11  
Part of standing out in today's competitive car market is doing the little things right.  
"These days cars are made so well by manufacturers, the only way to differentiate yourself is through fuel economy, comfort and aesthetics," said Michael Kolich, Ford seat comfort engineer.  
And seats, which aren't glamorous or even much thought about by consumers, are a great way to stand out and offer buyers the comfort they are demanding in today's automobile.

Done

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