FIPS to help you Save gas

Metroland Newspapers Carguide Magazine

The U.S. Energy Information Administration reports that the U.S. uses about 150 billion gallons of gasoline annually.

If every driver practiced ecodriving techniques, which can result in an EPA-estimated 15 per cent benefit in fuel economy, more than 22 billion gallons of gas would be saved.

Eco-driving techniques show that motorists coached in ecodriving can significantly improve the fuel economy performance of their vehicles. Here are simple tips that any driver can use:

- 1. Slow down and watch speed - Drive 55 mph instead of 65 to save fuel. EPA estimates a 10 to 15 percent improvement in fuel economy by following this tip. Also, aim for a constant speed. Pumping the accelerator sends more fuel into the engine. Using cruise control whenever possible on the highway helps maintain speed and conserve fuel.
- 2. Accelerate and brake smoothly - Accelerating smoothly from a stop and braking softly conserves fuel. Fast starts, weaving in and out of traffic and hard braking wastes fuel and wears out some of the vehicle components, such as brakes and tires, more quickly. Maintain a safe distance between vehicles and anticipate traffic conditions to allow for more time to brake and accelerate gradually.

3. No idling - Today's engines don't need a warm-up. Start the car immediately and gently drive away. Don't leave your car idling. Prolonged idling increases emissions and wastes fuel. Turn the engine off in non-traffic situations, such as at bank and fast food drive-up windows, when idling more than 30 seconds.

4. Check your tires - Keep tires properly inflated to the recommended tire pressure. This alone can reduce the average amount of fuel use by three to four per cent. Under-inflated tires increase rolling resistance and reduce fuel economy. They also wear more rapidly. Check the vehicle's doorpost sticker for minimum cold tire inflation pressure.

This spring, keep your money. SECURITY DUE AT DOWN FIRST **PURCHASE** DEPOSIT DELIVERY PAYMENT FINANCING PAYMENT With ON-THE-ROAD PRICING, all you need to do is choose your vehicle and go.



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Only Ford lets you recycle your 2003 or older vehicle and get \$3,300 towards a new Ford.

This offer is in addition to incentives currently offered when combined with the \$300 available from the Retire Your Ride program, funded by the Government of Canada on qualifying vehicles of model year 1995 or older. Incentives range from \$1000 to \$3000. Visit ford.ca for details.

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Retire Your Ride

Program in effect from May 1, 2010 to June 30, 2010 (the "Program Period") To qualify for the Ford Recycle Your Ride Program rebate (the "Retire Your Ride Program rebate (the "Retire Your Ride Program rebate (the "Retire Your Ride Program". To qualify for the "Retire Your Ride Program". Your Ride Program", customer must turn in a 1995 model year or older vehicle that is in running condition (able to start and move) and has been properly registered and insured for the last 6 months (12 months in B.C.). If you qualify, Retire Your Ride will provide you with \$300 cash or a rebate on the purchase of a 2004 and newer vehicle. To qualify for the "Car Heaven Program", customer must turn in a 2003 model year or older vehicle that is in running condition and has been properly registered and insured for the last 6 months. If customer qualifies for either the "Retire Your Ride Program" or Summerhill Impact's "Car Heaven Program", Ford of Canada ("Ford") will provide an additional rebate, if customer purchases or leases an eligible new 2010 Ford or Lincoln vehicle, in the amount of \$1,000 (Focus, Fusion Mustang, Transit Connect, Ranger), \$2,000 (Taurus, Escape, Edge, Flex, Explorer, Sport Trac), or \$3,000 (Flso, F250-550, E-Series, Expedition, MKZ, MKS, MKX, MKT, Navigator) (each an "Eligible Vehicle"). To be eligible for the Rebate(s), Ford must receive the following from customer, within 30 days of delivery of new Ford/Lincoln: (1) signed Ford Recycle Your Ride are "Retire Your Ride" or "Car Heaven" or "Authorized Recycler Drop-Off Receipt". The Rebate will be paid directly customer in the form of a cheque. The Rebates are available to residents of Canada only and payable in time of factory order or delivery, but not both. The Rebates are raincheckable. The Rebates are not combinable with the previous Ford Recycle Your Ride incentives in effect from September 3, 2009 to March 1, 2010. The Rebates are not available on any vehicle receiving CPA, GPC, or Daily Rental Rebates and the Commercial Fleet Rebate Program (CFIP). The "Retire Your Ride Program" and Summerhill Impact's "Car Heaven" Program are not available to residents of Northwest Territories, Yukon Territory, or Nunavut; and, therefore, Ford Recycle Your Ride Rebates are also not available to residents of Northwest Territories, Yukon Territory, or Nunavut; and, therefore, Ford Recycle Your Ride Rebates are also not available to residents of Northwest Territories, Yukon Territory, or Nunavut; and, therefore, Ford Recycle Your Ride Rebates are also not available to residents of Northwest Territories, Yukon Territory, or Nunavut. Other provincially specific rewards may be available in association with the "Retire Your Ride" Program or SummerHill Impact's "Car Heaven" Program. For more information visit retireyourride.ca or carheaven.ca. Limited time offer, see dealer for details or call the Ford Customer Relationship Centre at 1-800-565-3673. © 2010 Ford Motor Company of Canada, Limited. All rights reserved

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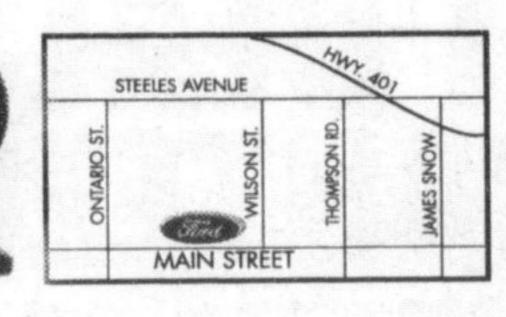


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