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**WHAT'S IMPORTANT****This page is about:**

- Model Lineup
- Full-Hybrid Powertrain Components
- Performance/Handling
- Exterior and Interior
- New Technology
- Safety and Packages

# 2010 Fusion Hybrid

## What's Important

**Overview****Key Messages****Fusion Hybrid**

- This section is designed to familiarize you with Fusion Hybrid-specific information and features new to Fusion and Fusion Hybrid. See the Fusion section for features shared by Fusion and Fusion Hybrid
- Fusion Hybrid is the most fuel-efficient midsize hybrid sedan in America<sup>(1)</sup>
- Fusion Hybrid is a full hybrid and is Ford's first hybrid car
- Fusion Hybrid is capable of driving up to 47 mph in Electric Mode
- New 2.5L Atkinson cycle I-4 engine is paired to an Electronically Controlled Continuously Variable Transmission (eCVT) and provides up to 191 net horsepower
- SmartGauge™ with EcoGuide is an LCD instrument cluster with four settings designed to help customers to maximize their driving experience

**Model Lineup**

- Fusion Hybrid — includes Fusion I-4 SEL equipment plus:
  - Driver-side knee airbag
  - Reverse Sensing System
  - Eco-responsible seat material
  - 6-disc, in-dash CD changer

**Full-Hybrid Powertrain Components**

- Vehicle System Controller (VSC)
- 2.5L Atkinson cycle I-4 engine
- 275-volt nickel-metal hydride (Ni-MH) battery pack
- Aisin Powersplit Electronically Controlled Continuously Variable Transmission (eCVT)
- 70-kilowatt electric traction motor
- Electric generator motor

**Performance/Handling**

- Regenerative braking system with ABS (Anti-Lock Braking System)

**Exterior**

- HYBRID with Road & Leaf badging on the rear decklid and lower front doors
- Unique 17" 15-spoke aluminum wheels
- Same all-new exterior styling as Fusion SEL

**Interior**

- SmartGauge with EcoGuide LCD instrument cluster
- 110-volt inverter (power point outlet)
- Standard eco-responsible cloth seats
- Fixed rear seat back
- Same all-new interior styling and features as Fusion

**New Technology**

- BLIS® (Blind Spot Information System) with Cross Traffic Alert
- SYNC® voice-activated communications and entertainment system now with Traffic, Directions and Information
- Easy Fuel™ capless fuel filler
- Voice-activated Navigation System with Hybrid Energy Flow display and SIRIUS Travel Link™
- Sony® surround sound system with 12 speakers and 390 watts of power
- Dual-zone Electronic Automatic Temperature Control
- Rearview Camera

**Safety**

- Driver-side knee airbag — a Ford first
- SOS Post Crash Alert System
- Standard AdvanceTrac®

**Packages**

- Driver's Vision Package
- Moon & Tune Package

**Key Competitors**

Fusion Hybrid is new for 2010, and while there are competitive hybrid models, it's important to understand Fusion Hybrid is a full hybrid. Be sure to communicate this advantage to the customer since some of the competition cannot make the same claim.

- **Chevrolet Malibu Hybrid** is a mild-hybrid offering
- **Honda Accord** no longer offers a hybrid model

- **Nissan Altima** is a full-hybrid model with a 2.5L I-4 engine, continuously variable transmission (CVT) 198 net hybrid horsepower and Toyota-based technology
- **Saturn AURA Hybrid** is a mild-hybrid offering
- **Toyota Camry Hybrid** is a full-hybrid model with a 2.4L I-4 engine, and 188 net hybrid horsepower

(1) Based on EPA-estimated 41 city/36 hwy. mpg. Actual mileage may vary. Midsize class per R. L. Polk.  
 NOTE: See the latest Dealer Ordering Guide for feature availability.

# 2010 Fusion Hybrid

## What's Important

WHAT'S IMPORTANT

This page is about:

Product Highlights

Fusion Hybrid

### Product Highlights

#### KEY FUSION HYBRID FEATURES

**41 city mpg — the most fuel-efficient hybrid midsize sedan<sup>(1)</sup>**

(pgs. 39–42, 44, 45, 60)

**275-volt nickel-metal hydride (Ni-MH) battery pack**

(pgs. 39, 41)

**Full hybrid with second-generation Ford Technology**

(pgs. 39, 40, 41)

**SmartGauge™ with EcoGuide LCD instrument cluster**

(pgs. 44–46, 48, 49, 57–59)



**2.5L Atkinson cycle I-4 engine**

(pgs. 39, 40)

**Electric generator motor**

(pgs. 39, 40)

**Regenerative braking system**

(pgs. 39, 41)

#### Performance/Handling

- Full-hybrid functionality
- No special fuel or need to plug in
- 2.5L Atkinson cycle 4-cylinder gasoline engine with 191 net horsepower
- Electronically Controlled Continuously Variable Transmission (eCVT)
- 70-kilowatt electric traction motor
- Electric generator motor
- 275-volt nickel-metal hydride (Ni-MH) battery pack
- Regenerative braking system with Anti-lock Braking System (ABS)
- Qualifies as an Advanced Technology-Partial Zero Emissions Vehicle (AT-PZEV) in states requiring California Emissions standards
- Fusion Hybrid meets Federal Tier 2 Bin 3 emissions standards
- 41 mpg city and 36 mpg highway<sup>(1)</sup>
- Extended range — over 700 miles between fill-ups in city driving<sup>(2)</sup>

#### Comfort/Convenience

- SmartGauge™ with EcoGuide LCD instrument cluster
- Voice-activated Navigation System with Hybrid Energy Flow display
- 110-volt inverter (power point outlet)
- BLIS® (Blind Spot Information System) with Cross Traffic Alert
- Rearview Camera
- Easy Fuel™ capless fuel filler
- SYNC® voice-activated communications and entertainment system
- Message Center

#### Design/Styling

- HYBRID Road & Leaf badging
- Hybrid-specific 17" 15-spoke aluminum wheel design
- Eco-responsible seat fabric and bio-foam seat padding

#### Safety/Security

- AdvanceTrac®
- Battery Pack Safety
- Driver's knee airbag

#### Quality/Reliability/Durability

- Hybrid-specific Emissions Warranty in California Emissions States
- 8-year/100,000-mile Unique Component Warranty
- Longer maintenance intervals, including a 12-month/10,000-mile oil change interval<sup>(3)</sup>

(1) Based on EPA-estimated 41 city/36 hwy. mpg. Actual mileage will vary. Midsize class per R. L. Polk.

(2) Based on a 17.5-gallon fuel tank and an EPA-estimated 41 mpg city. Actual mileage will vary.

(3) Under normal driving conditions.

**NOTE:** See the latest Dealer Ordering Guide for feature availability.

**MODEL LINEUP**

**This page is about:**

Hybrid

# 2010 Fusion Hybrid

## Model Lineup

**Model Lineup Pages**

The Model Lineup pages are based on the Dealer Ordering Guide and are designed to show key features/equipment on each model as well as the new Rapid Spec package content. Fusion Hybrid is available as one model, based on a Fusion SEL level of equipment.

**Hybrid — Standard model**



**Design/Styling**

- Badging — HYBRID with Road & Leaf
- Bumpers — body-color
- Door handles — body-color
- Glass — solar-tinted
- Exhaust — dual with chrome tips
- Fog lamps
- Grille — chrome tri-bar
- Headlamps — projector-beam, halogen
- Hood — power dome
- Mirror caps, exterior — body-color
- Taillamps — honeycomb pattern
- Wheels — 17" 15-spoke aluminum

**Performance/Handling**

- Battery — 275V sealed nickel-metal hydride
- Brakes — regenerative four-wheel disc with Anti-lock Braking System (ABS)
- Electric motor — permanent magnet
- Engine — Atkinson cycle 2.5L I-4
- Powertrain — front-wheel drive
- Steering — Electric Power-Assisted with Drift Control rack-and-pinion
- Suspension — 4-wheel independent
- Tires — P225/50RVR17 all-season
- Transmission — Aisin Powersplit Electronically Controlled Continuously Variable (eCVT)

**Comfort/Convenience**

- 110-volt inverter (auxiliary power point)
- Accessory delay
- Ambient interior lighting
- Audio — 6-disc in-dash CD/MP3 capability with 6 speakers
- Autolamp automatic on/off headlamps
- Auxiliary audio input jack
- Cabin particulate air filter
- Climate control — Dual-zone Electronic Automatic Temperature Control
- Console, center floor:
  - Cup holders (2)
  - Two-tiered storage with (2) removable bins

- Decklid release, remote
- Door locks — power
- Easy Fuel™ capless fuel filler
- Electrochromic auto-dimming rearview mirror with integrated microphone
- Floor mats — carpeted, color-keyed
- Instrument cluster — SmartGauge™ with EcoGuide configurable dual LCD Message Center with compass and trip computer
- Keyless Entry with integrated keyhead transmitters (2)
- Mirrors, exterior — power, heated with security approach lamps
- Power points — 12V (2)
- Rear-window defroster
- Reverse Sensing System
- Seating — eco-responsible cloth
  - 5-passenger seating
  - Driver — 8-way power
  - Map pockets on front seatbacks
  - Front-passenger — 6-way power, fold-flat
  - Rear — fixed seatback with center armrest and (2) cup holders
- SecuriCode™ Keyless Entry Keypad
- Shifter handle — leather-wrapped
- SIRIUS® Satellite Radio
- Steering wheel, leather-wrapped
  - Cruise and redundant audio controls
  - Tilt/telescopic
- Storage, instrument panel
  - Top-of-dash bin
  - Left-side slide-out bin
- Sun visors — dual illuminated vanity mirrors
- SYNC® voice-activated communications and entertainment system
- Trunk hooks (2)
- Windows — power, driver one-touch up/down
- Windshield wipers (front) — fixed interval, speed-sensitive

**Safety/Security**

- AdvanceTrac®
- Airbags
  - Dual front
  - Front-seat side
  - Side curtain
  - Driver-side knee
- Anti-lock Braking System (ABS)
- Battery Saver
- Belt-Minder®
- Child safety locks — rear door

- Emergency trunk release — glow-in-the-dark
- Illuminated entry
- LATCH (Lower Anchors and Tethers for Children) System
- Perimeter anti-theft alarm system
- Personal Safety System™
- Safety belt pretensioners
- SecuriLock® passive anti-theft system
- SOS Post Crash Alert System
- Tire Pressure Monitoring System (TPMS)

**FUSION HYBRID RAPID SPEC**

**Rapid Spec**

**Option Group 500A**

- Includes Fusion Hybrid standard equipment

**Option Group 501A**

- Moon & Tune Package includes Sony® audio system with 12 speakers and moonroof
- Driver's Vision Package
  - BLIS® (Blind Spot Information System) with Cross Traffic Alert
  - Rearview Camera

**Option Group 502A**

- Moon & Tune Package includes Sony audio system with 12 speakers and moonroof
- Driver's Vision Package
  - BLIS (Blind Spot Information System) with Cross Traffic Alert
  - Rearview Camera
- Leather-trimmed seating with heated driver and front passenger seats
- Voice-activated Navigation System with Hybrid Energy Flow display and SIRIUS Travel Link™

**Freestanding Options**

**Comfort/Convenience**

- Leather-trimmed seating with heated driver and front passenger seats (501A)
- Premium floor mats, front and rear
- Voice-activated Navigation System with Hybrid Energy Flow display and SIRIUS Travel Link (501A)

**Design/Styling**

- White Platinum Metallic Tri-coat paint (501A and 502A)

**NOTE:** The above information is an excerpt to be used with pages 13 and 14 of the 6/15/09 Fusion Dealer Ordering Guide. For more information and the latest Dealer Ordering Guide go to [fmcdealer.com](http://fmcdealer.com).

# 2010 Fusion Hybrid

## Performance/Handling

### PERFORMANCE/HANDLING

#### This page is about:

- 2.5L Atkinson Cycle 4-cylinder Gasoline Engine
- 70-Kilowatt Electric Traction Motor
- Electric Generator Motor
- 275-volt Nickel-metal Hydride (Ni-MH) Battery Pack
- Regenerative Braking System
- Aisin Powersplit eCVT Transmission

## Overview

### Key Messages

#### Fusion Hybrid



- The content covered in this area is Fusion Hybrid-specific. For more information on the Performance/Handling features common to Fusion and Fusion Hybrid, see the Fusion section
- 2.5L I-4 Atkinson cycle 4-cylinder gasoline engine provides excellent power and an EPA-estimated 41 mpg in the city — making Fusion Hybrid the most fuel-efficient midsize hybrid sedan<sup>(1)</sup>
- Aisin Powersplit Electronically Controlled Continuously Variable Transmission (eCVT) provides seamless power delivery
- Fusion Hybrid qualifies as an Advanced Technology-Partial Zero Emissions Vehicle (AT-PZEV) in states requiring California Emissions standards and meets Tier 2 Bin 3 Federal emissions standards
- No need to “plug in” and requires 87-octane unleaded fuel

### Key Features

#### Hybrid Powertrain Operation

**2.5L Atkinson cycle 4-cylinder gasoline engine** includes four valves per cylinder and new intake-Variable Cam Timing (i-VCT). Engine seamlessly shuts off when not needed to reduce emissions and fuel consumption and restarts when power is needed.

**Vehicle System Controller (VSC)** continuously monitors and controls the powertrain components.

**70-kilowatt electric traction motor** drives the vehicle by itself or in conjunction with the gasoline engine. The electric traction motor can power the Fusion Hybrid alone up to 47 mph.

**Electric generator motor** starts the gasoline engine quickly and automatically when required and eliminates the need to “plug in” the vehicle.

**275-volt nickel-metal hydride (Ni-MH) battery pack** powers the electric traction motor as needed and stores regenerative braking energy. The battery pack is completely sealed and securely mounted in the trunk.

**Regenerative braking system** captures up to 94 percent of the energy that would otherwise be lost as heat during vehicle braking, generates electricity and recharges Fusion Hybrid’s battery pack.

**Aisin Powersplit Electronically Controlled Continuously Variable Transmission (eCVT)** combines power from the engine and electric motor to drive the wheels and eliminates the noticeable upshifts and downshifts of conventional transmissions, providing smoother operation.

**41 mpg** in the city provides a range of over 700 miles in real-world driving conditions.

#### Emissions

Fusion Hybrid is qualified as a **full hybrid** and meets the following government emissions standards:

- Federal Tier 2 Bin 3 emissions standards
- California Super Low Emissions Vehicle II (SULEV II)
- Advanced Technology-Partial Zero Emissions Vehicle (AT-PZEV) which is required in California, Connecticut, Maine, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont and Washington
  - Only vehicles classified as Zero Emissions Vehicles (ZEV) receive a higher Air Pollution Score on the EPA Green Vehicle Guide

**NOTE:** See page 43 to learn more about Fusion Hybrid emissions systems and ratings.



<sup>(1)</sup> Based on EPA-estimated 41 city/36 hwy. mpg. Actual mileage may vary. Midsize class per R. L. Polk.

**NOTE:** For additional information on Fusion Hybrid Performance/Handling features, refer to the Fusion section.

**PERFORMANCE/HANDLING****This page is about:**

- 2.5L Atkinson Cycle 4-cylinder Gasoline Engine
- Vehicle System Controller (VSC)
- Aisin Powersplit Electronically Controlled Continuously Variable Transmission (eCVT)
- 70-kilowatt Electric Traction Motor
- Electric Generator Motor

# 2010 Fusion Hybrid

## Performance/Handling

### Full-Hybrid Powertrain

#### 2.5L Atkinson Cycle 4-cylinder Gasoline Engine

- Net hybrid system horsepower is 191 @ 65 mph (combined output of the gasoline engine and electric traction motor)
- Torque output is 136 @ 2250 rpm
- Designed specifically to operate at peak fuel efficiency, delivering an EPA-estimated 41 mpg in the city
- Uses a "5-stroke" combustion process that is more efficient than a conventional 4-stroke gasoline engine
- 4-valve-per-cylinder design slightly delays intake valve closing, significantly increasing the gasoline engine's energy conversion efficiency, producing more mileage out of each gallon of gasoline
- Shuts off when it is not needed to significantly reduce both emissions and fuel consumption
- Intake-Variable Cam Timing (i-VCT) allows the camshafts to operate the intake valves at different times in the combustion cycle, based on speed and load. It adjusts the timing for maximum performance and efficiency
- Wide-band lambda sensor analyzes the air/fuel ratio and adjusts the fuel delivery to help minimize emissions
- Electronic Throttle Control, also known as "drive by wire," uses electronic sensors to operate the throttle. The accelerator pedal controls the throttle by means of a computer-controlled step motor in lieu of a conventional linkage from the pedal to the throttle
- Symmetric runner exhaust manifold for improved exhaust flow
- Quickly restarts, seamlessly and virtually undetectable to passengers, when the need for additional power is detected

#### Vehicle System Controller (VSC)

- Continuously monitors and controls the powertrain components
- Automatically switches between operating modes as needed, boosting performance and fuel economy while minimizing emissions
- Helps provide seamless transitions between gasoline and electric drive

#### Aisin Powersplit Electronically Controlled Continuously Variable Transmission (eCVT)

- Combines power from the engine and electric motor to drive the wheels
- Eliminates the noticeable upshifts and downshifts of conventional transmissions, providing smoother operation
- Signals the VSC to shut down the gasoline engine at low speeds and idle so the electric traction motor alone drives the vehicle
- Uses one planetary gear set for all the ratio changes, unlike other CVTs that use a steel link belt to provide continuous ratio changes

#### 70-kilowatt Electric Traction Motor

- 70-kilowatt electric traction motor drives the vehicle (by itself or with the gasoline engine)
  - Can power the vehicle alone up to 47 mph — almost double the performance of other hybrid vehicles
  - Using the electric traction motor during launch allows for a smaller gasoline engine and significantly reduces fuel consumption
  - Used as a generator to recover the vehicle energy during deceleration or braking to recharge the battery pack

#### Electric Generator Motor

- Starts the gasoline engine quickly and automatically when required
- Eliminates the need to "plug in" the vehicle

#### A CLOSER LOOK: Full-Hybrid Design

There are two basic types of hybrids on the market: mild hybrids and full hybrids such as Fusion Hybrid. The easiest way to tell what type you're looking at is to look at the EPA gasoline mileage. While a mild hybrid gets its best fuel economy on the highway, a full hybrid gets better mpg in the city. That's because a full hybrid can run exclusively on electric power at lower speeds commonly seen in city driving.

A full-hybrid system operates in five functional stages:

- Idling
- Regenerative Braking
- Electric Launch (electric-only operation)
- Electric Assist (gasoline/electric operation)
- Gasoline Engine Only operation

In contrast to a mild hybrid, a full hybrid provides these benefits:

- Allows the electric traction motor to power the vehicle in pure electric mode (mild hybrids only provide electric assist, not full electric launch)
- Incorporates full regenerative braking (mild hybrids only provide mild regenerative braking)
- Provides significantly better fuel economy, particularly in city driving because it drives entirely on electric power in some conditions

# 2010 Fusion Hybrid

## Performance/Handling

### PERFORMANCE/HANDLING

#### This page is about:

- 275-volt Nickel-metal Hydride (Ni-MH) Battery Pack
- Battery Recycling Program
- Regenerative Braking System
- Battery Safety
- Powertrain Performance

## Full-Hybrid Powertrain cont'd

### 275-volt Nickel-metal Hydride (Ni-MH) Battery Pack

- Powers the electric traction motor as needed
- Stores regenerative braking energy
- Does not need to be plugged in (recharged by the engine and regenerative braking)
- Driver can monitor battery state via the SmartGauge™ interactive LCD instrument panel display
- Encased in the trunk, just behind the rear seat
- Due to the location of the battery, Fusion Hybrid has a fixed rear seatback that can't be folded flat
- Battery pack weighs approximately 135 lbs.

### Battery Recycling Program

- Nickel-metal hydride batteries are environmentally responsible and recyclable
- This recyclability will become increasingly important as larger numbers of hybrids enter the market
- When scrapping a Fusion Hybrid, the dealer responsible for disposal can follow the instructions on the main label located on the top of the battery



### Regenerative Braking System

- Captures energy otherwise lost as heat during vehicle braking, recovers nearly 94 percent of the brake energy and recharges the battery pack
- Eliminates the need to “plug in” and recharge the battery
- Helps improve fuel economy because driving on battery power uses no gasoline
- Simulator brake actuation system delivers excellent pedal feel

### Battery Safety

The hybrid battery pack is completely sealed and securely encased in the trunk, right behind the rear seat. Consumers should not be concerned about any problems with high voltage or electrolyte contamination, even in an accident. (Consumers should not tamper with the battery or the high voltage system.)

- **Two inertia switches** — will shut off the battery pack and the fuel supply in an accident
- **Battery disconnect** — disables the battery pack any time the key is turned off or the 12-volt (underhood) battery is disconnected
- **Repairs to the hybrid system** should only be performed by a Ford certified technician

### Powertrain Performance

- 191 net hybrid system horsepower (combined output of both the gasoline engine and electric traction motor)
- Over 95 percent improvement in fuel economy over conventional Fusion in city driving<sup>(1)</sup>
- Can travel over 700 miles on a single tank of gasoline in real-world city driving<sup>(2)</sup>

### A CLOSER LOOK: Ford-exclusive Technology

While it's true Ford and Toyota offer full-hybrid vehicles, that's where the similarity ends. Ford engineers developed proprietary hybrid technology with the launch of the Escape Hybrid — the first domestic manufacturer full-hybrid SUV. Ford took that technology, and went a step further with the launch of the Fusion Hybrid. There are simply no shared full-hybrid parts with Toyota. Ford is a leader in technology and that's why Fusion Hybrid offers maximum performance, maximum fuel economy and minimum emissions.

(1) Based on EPA-estimated 41 mpg city for Fusion Hybrid and 23 mpg city for Fusion “S” with automatic transmission.

(2) Based on a 17.5-gallon fuel tank and EPA-estimated 41 mpg city. Actual mileage may vary.

**PERFORMANCE/HANDLING****This page is about:**

- Starting the Vehicle
- Driving the Vehicle
- Unique Operating Characteristics
- Electric Power-Assisted Steering (EPAS) with Drift Control
- Flat/Neutral Tow
- Fusion Hybrid Fuel Economy

# 2010 Fusion Hybrid

## Performance/Handling

### The Driving Experience

Understanding how Fusion Hybrid works makes it easier to explain what customers should expect when they drive it.

#### Starting the Vehicle

- Engine may start and run when you first turn the ignition key to the start position, depending on battery state of charge or interior temperature
- Engine may shut off shortly after starting — this is normal and the vehicle should not be restarted
- The Ready Indicator Light illuminates when Fusion Hybrid is ready to drive — even if the gasoline engine is not running

#### **PRESENTATION TIP: Ready Indicator Light**

When conducting a test-drive with a Fusion Hybrid, be sure to take the customer through the starting procedure and highlight the Ready Indicator Light. What's the Ready Indicator Light? It's the green vehicle symbol with the arrow, located at the bottom right of the instrument cluster. This indicator illuminates when Fusion Hybrid is ready to drive — either by electric or gasoline power. It's important for the customer to know that the gasoline engine may not always start when the key is turned to the Start position, especially if the vehicle is fully charged when started and outside temperatures are warm. The engine will start if battery charge is low, or if temperatures indicate the windshield requires defrosting or the interior requires heat. Is the Ready Indicator Light green? Then the Fusion Hybrid is ready to hit the road.

#### Driving the Vehicle

- **Engine start-up**
  - Engine starts automatically as you accelerate — sometimes immediately; at other times, the engine will delay starting up until reaching 47 mph
  - Engine start-up will occur if battery recharge is required or acceleration exceeds electric motor capability
  - If the battery is very cold or very hot, the engine may engage sooner than under normal operating conditions — this is normal
- **eCVT operation**
  - There is no shifting like a traditional vehicle — drivers may detect slight transitions between the operating modes of the hybrid system, but no actual shifting occurs
- **Stopping the vehicle**
  - Engine may shut off as you come to a stop — this is normal and helps conserve fuel
  - Do not attempt to restart the vehicle

#### Unique Operating Characteristics

- The high-voltage battery is cooled by cabin air drawn from vent holes in the front of the rear seat cushions. Avoid placing objects at the vent holes which block air flow to the high-voltage battery
- The high-voltage battery is located between the rear passenger seat and the trunk. Due to this location, the rear seatback for Fusion Hybrid does not have the ability to be lowered to allow pass-through between the trunk and the rear of the passenger compartment. Do not attempt to lower the rear seatback
- Engine speed in the Fusion Hybrid is not directly tied to vehicle speed. Under certain conditions, the engine speed may appear to be much higher than a conventional vehicle. This is normal and is caused by the engine speed being controlled to maximize fuel economy

#### Electric Power-Assisted Steering (EPAS) with Drift Control

- EPAS is a sophisticated electric speed-sensitive steering assist system
  - Offers light, responsive steering around town and parking
  - At higher speeds, EPAS delivers less steering assist for more confident control
- EPAS replaces the hydraulic gear system that pulled power (and efficiency) from the engine via a belt
- Helps improve fuel economy and eliminate hydraulic noises common with hydraulic systems

#### Drift Control

- An automatic system that uses EPAS to help continuously correct for road irregularities and improve overall steering feel
- System is continually “learning” and adapting to steering conditions and compensates for changes that can cause the vehicle to pull left or right
  - Assists the steering effort to help the driver maintain a straighter path
  - Helps driver avoid unwanted lane changes (or drift)
- Reduces steering effort required when driving on crowned roads or in heavy side winds

#### Flat/Neutral Tow

- Also known as flat-towing or four-wheel-down towing and refers to towing a vehicle with all four of its wheels on the ground — for example, when a vehicle is being towed behind a motorhome
- Fusion Hybrid offers neutral tow capability

#### Fusion Hybrid Fuel Economy

FWD	City/Hwy. (mpg)
2.5L Hybrid	41/36 <sup>(1)</sup>

(1) EPA-estimated fuel economy. Actual mileage may vary.

# 2010 Fusion Hybrid

## Performance/Handling

### PERFORMANCE/HANDLING

This page is about:

- Emissions Ratings —
- California Air Resources Board (CARB) —
- CARB and EPA Emissions Ratings Compared —
- CARB Ratings —
- EPA Bins and Tiers Ratings —

## Emissions

### Emissions Ratings

Fusion Hybrid meets the following government emissions standards:

- California SULEV II (Super Ultra Low Emissions Vehicle II) and Federal Tier 2 Bin 3 standards measure tailpipe emissions
- AT-PZEV (Advanced Technology-Partial Zero Emissions Vehicle) standards (required in California, Connecticut, Maine, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont and Washington) measure total emissions from the vehicle and control emissions beyond the exhaust emission standard
  - Tailpipe emissions must meet SULEV II standards
  - Zero evaporative emissions from the vehicle's fuel system
  - Extended emissions system warranty coverage (Oregon, Pennsylvania and Washington do not require extended warranty, except for the extended battery warranty in Oregon)
- Fusion Hybrid qualifies for federal as well as state and local tax incentives, which help offset the acquisition cost. Customers should consult their financial advisor for details

### California Air Resources Board (CARB)

- CARB was established prior to EPA setting federal standards. CARB's current emission program is designed to help California deal with its unique smog problems
- These standards have been adopted by other States (California Emissions States), including Connecticut, Maine, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont and Washington, although they're still distinguished as CARB emissions rating or EPA emissions ratings (Oregon, Pennsylvania and Washington do not require extended warranty except for the extended battery warranty in Oregon)

### CARB and EPA Emissions Ratings Compared

- The primary difference between the CARB and EPA exhaust emissions standards is the way the classifications are identified
- California uses the Low Emissions Vehicle grading system
- EPA has chosen to categorize emissions standards into a "Tier and Bin" system
- Some exhaust emissions for EPA Federal standards emit less smog-forming emissions than the CARB standards
- All vehicles sold by an automaker must meet a U.S. EPA Federal fleet average of Tier 2 Bin 5. Each California Emissions State must meet a different fleet average

### CARB Ratings

Rating	Description
ZEV	Zero Emissions Vehicle — prohibits any tailpipe emissions
PZEV	Partial-Zero Emissions Vehicle — complies with the SULEV II standard, has zero fuel system evaporative emissions and a 15-year/150,000-mile warranty on emissions-related equipment (AT-PZEV provides additional 10-year/150,000-mile warranty on the hybrid battery)
SULEV II	Super Ultra Low Emissions Vehicle — tighter than ULEV, roughly equivalent to Tier 2 Bin 2
ULEV II	Ultra Low Emissions Vehicle — slightly above Fleet average hydrocarbon emissions requirements, nearly 50% lower than those of a LEV II
LEV II	Low Emissions Vehicle — least stringent of the California LEV standards

### EPA Bins and Tiers Ratings

Tier Number	Bin Number	Description
2	1	The cleanest Tier 2 standard, equivalent to a ZEV
2	4 – 2	Progressively cleaner standards
2	5	Average of Tier 2 standards — NOx emissions of all vehicles sold by an automaker must average to this Bin 5 NOx level when these standards are fully phased-in for the 2009 model year, equivalent to LEV II
2	8 – 6	Progressively cleaner standards

## PERFORMANCE/HANDLING

## This page is about:

- Maximizing Fuel Economy
- Observing Gauges
- Smart Gauge™ Instrumentation

# 2010 Fusion Hybrid

## Performance/Handling

### Maximizing Fuel Economy

#### Observing Gauges

As with any vehicle, fuel economy and performance are most influenced by driving habits. The interactive SmartGauge™ with EcoGuide LCD instrument panel in Fusion Hybrid has four different display settings — Inform, Enlighten, Engage and Empower — designed to aid the driver in maximizing fuel economy. In addition, the EcoGuide includes “Efficiency Leaves” and History Graph settings. Helping customers understand how the gauges deliver information will ensure they get the most performance out of a Fusion Hybrid. Here are some tips to share with customers.

#### SmartGauge™ Instrumentation

##### Instantaneous Fuel Economy Gauge

- Included in the Enlighten, Engage and Empower settings
- Located just to the right of the fuel level gauge
- Once the vehicle is moving, provides immediate fuel economy performance from 0 to 60 mpg



##### High-voltage Battery Information Gauge

- First gauge to the left of the speedometer and is included in all instrument panel settings
- Indicates level of energy stored in the high-voltage battery
- Level of information increases, depending on instrument panel setting
  - Enlighten, Engage and Empower settings add an arrow to the gauge to indicate whether the battery is charging or discharging energy
  - Engage and Empower settings add a circular icon to the gauge to indicate when the regenerative braking system is charging the high-voltage battery



##### Tachometer/EV Mode Gauge

- Included in the Enlighten setting
- Gauge will alternate between tachometer and EV Mode, depending on the operation of the vehicle
- When the engine is running, a tachometer appears
- When operating as an electric vehicle, the green EV icon will illuminate at the bottom of the tachometer
- The more a customer keeps the EV icon illuminated, the higher the fuel efficiency



#### Split Power Gauge

- Included in the Engage setting
- Indicates power being supplied by Fusion's two sources — the high-voltage battery and the gasoline engine
- When operating as an electric vehicle, the green EV icon will illuminate
- The more a customer keeps the EV icon illuminated, the higher the fuel efficiency



#### Vehicle Power Gauge

- Included in the Empower setting
- Gauge operates once transmission is placed in Drive
- Indicates the power being demanded by the driver and the EV Mode/gasoline engine operation threshold
- Designed to show the driver how close the current driving habits are to moving the vehicle from EV Mode to gasoline engine operation
- When the gauge reads in the red PWR area, the gasoline engine is operating
- When operating as an electric vehicle, the EV icon is illuminated
- The more a customer keeps the EV icon illuminated, the higher the fuel efficiency



#### Accessory Power Gauge

- Included in the Empower setting
- Indicates the electrical power demands from the accessory systems
- Accessories such as air conditioning, head lamps and audio systems use power but do not contribute to propelling the vehicle
- The lower the reading on this gauge, the less the battery pack is being drained



# 2010 Fusion Hybrid

## Performance/Handling

### PERFORMANCE/HANDLING

#### This page is about:

- Customer Expectations
- EcoGuide Settings
- Climate Controls
- Additional Tips

## Maximizing Fuel Economy cont'd

### Customer Expectations

Some factors that may impact Fusion Hybrid's fuel economy:

- Published fuel economy figures are EPA estimates
- Real-world fuel economy is dependent on several factors:
  - Driving style (rate of acceleration) — slow, steady acceleration/deceleration will provide better fuel economy than quick starts and stops or excessive speeds
  - Amount of stop-and-go driving
  - Extra weight in the vehicle
  - Decreasing vehicle aerodynamics by adding roof racks, flags, etc.
- To get the best fuel economy, customers should try to extend the length of time the vehicle runs in electric mode

### EcoGuide Settings

#### "Efficiency Leaves"

- Located at the right of the cluster, indicates short-term driving efficiency and is included in all instrument cluster settings
- The more leaves and vines shown in the display, the more efficiently the vehicle is being driven
- "Efficiency Leaves" display is also impacted by the use of brakes and accessories, environmental conditions and the use of the accelerator



### History Graph

- Can be shown in the LCD display in place of the "Efficiency Leaves" display and is located to the far right of the cluster
- Indicates average fuel economy in programmable 10-, 20- or 60-minute intervals
- Information is updated every 1, 2 or 6 minutes, depending on interval setting



### Climate Controls

- The air conditioning (A/C) compressor in Fusion Hybrid is driven by an electric motor — not by an engine-driven accessory belt
- Having an electric motor allows the air conditioning to be operated without requiring the gasoline engine to run — helping improve fuel economy
- Operating the A/C will not directly affect vehicle performance; however, it will drain the accessory power

### Additional Tips

- Properly maintain the vehicle through regularly scheduled maintenance
- Keep tires properly inflated
- More information is included in the Owner's Guide and in the Quick Reference Guide in the glove compartment. Be familiar with this information and be sure to share it with your customer
- See pages 48 and 49 for more information and functionality of the SmartGauge™ with EcoGuide instrument cluster

## COMFORT/CONVENIENCE

## This page is about:

- Class-exclusive BLIS® (Blind Spot Information System) with Cross Traffic Alert
- Rearview Camera
- Industry-exclusive Easy Fuel™ Capless Fuel Filler
- SmartGauge™ with EcoGuide LCD Instrument Cluster
- 110-volt Inverter (Power Point Outlet)

# 2010 Fusion Hybrid

## Comfort/Convenience

### Overview

#### Key Messages

##### Fusion Hybrid



- The content covered in this area is Fusion Hybrid-specific or new to the Fusion platform. For more information on the Comfort/Convenience features common to Fusion and Fusion Hybrid, see the Fusion section
- BLIS® (Blind Spot Information System) with Cross Traffic Alert warns drivers of vehicles approaching the “blind zone”
- Industry-exclusive Easy Fuel™ capless fuel filler
- Voice-activated Navigation System with Hybrid Energy Flow display, SIRIUS Travel Link™ and 10 GB Music Jukebox
- 110-volt inverter (power point outlet)
- Rearview Camera

#### Key Features

##### Driver Assistance

**Class-exclusive<sup>(1)</sup> BLIS (Blind Spot Information System) with Cross Traffic Alert** functions while driving and warns the driver of vehicles entering their “blind zone” by illuminating an indicator located in the exterior mirrors. Cross Traffic Alert operates while the vehicle is in Reverse to warn the driver of an approaching vehicle, as when backing out of a parking space.

**Rearview Camera** provides added driver convenience when backing up and is especially useful when parallel parking. The decklid-mounted camera image is displayed in the interior rearview mirror or on the Navigation System screen if equipped.

##### Exterior

**Industry-exclusive Easy Fuel capless fuel filler** eliminates the need for a fuel filler cap and helps make fill-ups easier — no more hassle of fumbling with a fuel filler cap.



##### Interior

**SmartGauge™ with EcoGuide LCD instrument cluster** includes four programmable settings — Inform, Enlighten, Engage and Empower — that can be customized to customer preferences to help the driver maximize the efficiency and performance of Fusion Hybrid. EcoGuide can be programmed to show an “Efficiency Leaves” display or History Graph display. The instrument cluster also includes a Message Center.

**110-volt Inverter (power point outlet)** is located on the rear face of the front console for convenience and is designed to power laptops, mobile phones, etc., with a household-style outlet.



**Voice-activated Navigation System with Hybrid Energy Flow display** and SIRIUS Travel Link™ includes a 10 GB Music Jukebox and an easy-to-use 8" LCD touch screen.

- Hybrid Energy Flow display is a graphical representation of how power is being transferred or how energy is being stored in the hybrid system
- SIRIUS Travel Link provides traffic and weather updates, fuel prices, sports updates and movie listings<sup>(2)</sup>

(1) Class is midsize sedans.

(2) Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service available in the 48 contiguous states and Washington, D.C. SIRIUS Travel Link is a trademark of SIRIUS XM Radio, Inc.

**NOTE:** For additional information on Fusion Hybrid Comfort/Convenience features, refer to the Fusion section.

# 2010 Fusion Hybrid

## Comfort/Convenience

### COMFORT/CONVENIENCE

#### This page is about:

- Class-exclusive BLIS® (Blind Spot Information System) with Cross Traffic Alert
- Rearview Camera
- Industry-exclusive Easy Fuel™ Capless Fuel Filler

## Driver Assistance

### Class-exclusive<sup>(1)</sup> BLIS® (Blind Spot Information System) with Cross Traffic Alert

#### BLIS

- Alerts the driver if another vehicle enters the “blind zone” by utilizing two radar sensors located behind each rear wheel and concealed by the rear fascia
- Blind zone extends from the rearview mirrors rearward to approximately 10 feet behind the rear bumper
- Each exterior rearview mirror is equipped with an amber indicator light
- Mirror indicator illuminates when a vehicle in an adjacent lane enters the blind zone from behind
- System will not be activated by an overtaken/passed vehicle unless that vehicle remains in the zone for more than 3 seconds
- System is automatically engaged when the vehicle is placed in Drive and is not designed to detect pedestrians or cyclists
- System can be turned off through the Message Center but defaults to “on” when the vehicle is restarted
- If either of the radar sensors are blocked (wet snow, mud, etc. on the bumper fascia), the blind spot alert indicators will illuminate and the Message Center will display:  
– CLEAN RADAR – SEE MANUAL



### Cross Traffic Alert

- Warns the driver of approaching vehicles when slowly backing out of a parking spot
- Mirror indicator illuminates and sounds a series of tones if an oncoming vehicle is detected
- Depending on the direction in which an approaching vehicle is detected, the Message Center will display:
  - VEHICLE COMING FROM LEFT
  - VEHICLE COMING FROM RIGHT
  - Automatically engages when vehicle is placed in Reverse to detect moving objects within an approximate 65-foot range from either the left or right side of the vehicle. Not designed to detect pedestrians or cyclists
- If a radar sensor becomes blocked by mud, wet snow, etc., an alert indicator will illuminate and the Message Center will display:
  - CLEAN RADAR – SEE MANUAL
- Detects approaching vehicles up to 3 car widths from the rear of the vehicle
- Utilizes the same radar sensors as the Blind Spot Information System

### Rearview Camera

- Provides added driver convenience when backing up and is especially useful when parallel parking
- System automatically engages when the vehicle is placed in Reverse
- Includes a camera located in the decklid above the license plate
- Video is shown on the Navigation System screen (if equipped) with an image providing vehicle centerline, rear bumper orientation and green, yellow and red trajectory lines to relate an object's proximity to the rear of the vehicle
- Video is shown in the rearview mirror for models not equipped with the Navigation System

### Industry-exclusive Easy Fuel™ Capless Fuel Filler

- Fill-ups are easier and quicker since there is no need for a fuel filler cap
- A standard-size unleaded fuel nozzle inserts directly into the filler neck, opening a spring-loaded door to the tank
- No more dirty hands since there is no cap to fumble with — and a rubber seal on the fuel filler door helps keep dirt from entering the Easy Fuel system

## Exterior

- Helps reduce fuel tank evaporative emissions by eliminating the potential for customers to drive with a missing or improperly installed gas cap
- An emergency funnel is included and is *required* to properly open the Easy Fuel system to accept fuel from a gas can or other secondary refueling device. The funnel is stored near the spare tire jack. See the vehicle Owner's Guide for more information
- For additional security, there's a locking fuel filler plug available from Ford Accessories

#### PRESENTATION TIP: Easy Fuel Capless Fuel Filler

Be sure to fully understand the functionality of the Easy Fuel capless fuel filler and present the benefits during a demonstration drive and at delivery. Show the customer how it's different than a traditional system, including the fuel door seal. In addition, be sure to show the customer where the emergency funnel is located in the vehicle — it is stored near the spare tire jack — since the funnel is required for the customer to add fuel from a portable container.

(1) Class is midsize sedans.

**COMFORT/CONVENIENCE****This page is about:**

SmartGauge™ with EcoGuide LCD Instrument Cluster

# 2010 Fusion Hybrid

## Comfort/Convenience

### SmartGauge™ with EcoGuide LCD Instrument Cluster

The configurable hybrid instrument panel is a Ford first with a dual-screen LCD design allowing the customer to tailor Fusion Hybrid's vehicle information to their needs with four SmartGauge settings and an EcoGuide that includes a Message Center.

#### SmartGauge Settings

##### Inform Instrument Cluster Setting

- Most basic instrument panel layout
- Includes speedometer, fuel gauge, high-voltage battery information gauge and the Message Center



##### Enlighten Instrument Cluster Setting

- Includes all of the information of the Inform cluster setting
- Adds instantaneous fuel economy and tachometer/EV Mode gauges
- High-voltage battery information gauge adds up and down arrows to indicate if the battery is being charged or discharged based on vehicle usage



##### Engage Instrument Cluster Setting

- Includes all of the information of the Enlighten cluster setting
- The next step in hybrid vehicle information to help educate the driver about Fusion Hybrid's vehicle performance
- High-voltage battery information gauge adds a circular icon to the gauge to indicate when energy is being captured by the regenerative braking system
- A Split Power gauge replaces the tachometer/EV Mode gauge
- An engine coolant indicator light is added to the engine temperature gauge
  - When the indicator is white, the hybrid system is not warm enough to operate in EV Mode
  - When the indicator is green, the hybrid system is warm enough to operate in EV Mode



# 2010 Fusion Hybrid

## Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

SmartGauge™ with EcoGuide  
LCD Instrument Cluster cont'd

Fusion Hybrid

## SmartGauge™ with EcoGuide LCD Instrument Cluster cont'd

### Empower Instrument Cluster Setting

- The most information-rich display of all the modes, this setting best helps the driver monitor the fuel economy effects of their driving habits
- Vehicle Power gauge replaces the Split Power gauge
- Adds an Accessory Power gauge that tracks the amount of power drain from the vehicle accessories



### PRESENTATION TIP: SmartGauge™ with EcoGuide Cluster Welcome Screen

The configurable LCD instrument cluster features a Welcome Screen that's triggered when the driver's door is opened. This is a great demonstration drive kickoff, or interactive showroom display, for the Fusion Hybrid's SmartGauge with EcoGuide cluster instrument panel. Familiarize yourself with the Demo Mode and be prepared to show off this great feature. Demo Mode can be disabled in the Message Center and will automatically shut off after 1,000 miles of driving. One more thing — be sure to keep the vehicle battery charged because the display will draw plenty of customer attention in the showroom.

### EcoGuide

#### "Efficiency Leaves"

- Available with all SmartGauge instrument cluster settings
- Located at the right of the cluster, indicate short-term driving efficiency
- Includes a Distance To Empty readout
- The more leaves and vines shown in the display, the more efficiently the vehicle is being driven
- "Efficiency Leaves" display is also impacted by the use of brakes and accessories, environmental conditions and the use of the accelerator
- Can be programmed in place of History Graph or turned off



### History Graph

- Available with all SmartGauge instrument cluster settings
- Can be shown in the LCD display in place of the "Efficiency Leaves" or turned off
- Indicates average fuel economy in programmable 10-, 20- or 60-minute intervals
- Information is updated every 1, 2 or 6 minutes, depending on interval set by the driver



### Trip Summary

- The instrument cluster displays a Trip Summary screen when the ignition is switched to the OFF position
- Information shown from the most recent drive includes:
  - Distance
  - Fuel economy
  - Fuel used
  - Trip efficiency (shown in the "Efficiency Leaves" display)
- Long-term fuel economy is also displayed, showing vehicle fuel economy since the last customer reset

**COMFORT/CONVENIENCE****This page is about:**

- 110-volt Inverter
- Message Center
- Voice-activated Navigation System with Hybrid Energy Flow Display

# 2010 Fusion Hybrid

## Comfort/Convenience

### Interior Features

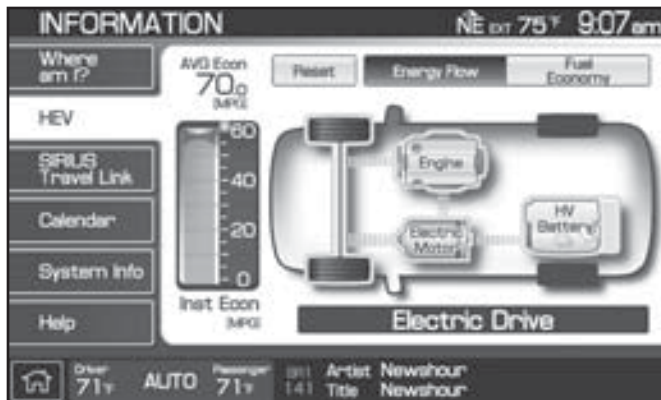
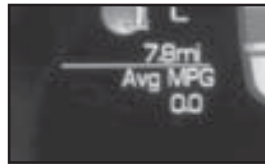
#### 110-volt Inverter (Power Point Outlet)

- Designed to power laptops, mobile phones, etc., with a household-style outlet
- Provides power while the ignition is in the Run position and the power point indicator is green
- Located in the flow-through front console
- Includes "plug and turn" engagement feature and a cover for safety
- Overload protected



#### Message Center

- A setup menu to access and customize the instrument panel display settings
- Provides access to vehicle settings such as Autolamp, BLIS® with Cross Traffic Alert, Oil Life Monitor and Reverse Sensing System
- Includes a Tutorial function giving an intuitive lesson on the technology-packed capabilities of the interactive SmartGauge™ with EcoGuide LCD instrument panel



#### Voice-activated Navigation System with Hybrid Energy Flow Display

The Fusion Hybrid voice-activated Navigation System includes all the same functionality as the Fusion system with SIRIUS Travel Link™, 10 GB Music Jukebox and large 8" LCD screen. Fusion Hybrid's Navigation System also includes a unique Hybrid Energy Flow display designed to provide operational information about the Fusion Hybrid drive system.

#### Energy Flow Screen

Represents how the hybrid system power is being transferred or how the battery is being recharged. Key information includes:

- An engine icon that illuminates when the internal combustion engine is running
- How much engine power is being delivered
- Generator status, indicating how much energy the engine is providing the high-voltage electric system — or how much energy the engine is drawing from the high-voltage electric system
- High-voltage battery icon indicates the charge status with a "fill level." The icon also illuminates when power is transferred to and from the battery
- Battery power line represents how much power is being provided to accelerate the vehicle (discharging) or how power the engine is sending to the battery (charging)
- Electric motor icon indicates when the electric motor is ready to be driven
- Motor power line represents how much power is being transferred between the wheels and the electric motor
- There are five Energy Flow screen modes to indicate which Hybrid Mode system is active
  - Hybrid Drive Mode where the vehicle is powered by both the electric motor and gasoline engine
  - Charging High-Voltage Battery Mode where power is being stored in the high-voltage battery
  - Idle Charging Mode where power is being generated to recharge the high-voltage battery
  - Idle Mode where the vehicle is either at rest or is sharing very little power between hybrid drive system components
  - Electric Drive Mode where the vehicle is being driven exclusively by the electric motor

#### Fuel Economy Screen

The fuel economy screen helps drivers to see, in a graphical format, how their driving habits are influencing the vehicle fuel economy with key data.

- Displays instantaneous fuel economy in a vertical bar at the left of the screen, as long as the vehicle is moving
- Overall average fuel economy is displayed in the upper-left-hand corner of the screen
- One-minute average graph is updated every 60 seconds with the fuel economy achieved in the previous minute of driving with each new minute of data is added to the left side of the graph
  - Stores up to 15 minutes of driving history
  - Graph resets every time the key is turned to the Run position

# 2010 Fusion Hybrid

## Design/Styling

### DESIGN/STYLING

#### This page is about:

- Hybrid-specific Badges
- Hybrid-specific 17" Aluminum Wheel
- Exterior Colors
- Eco-responsible Cloth Seating Fabric
- Bio-foam Seat Padding

## Overview

### Key Messages

#### Fusion Hybrid



- The content covered in this area is Fusion Hybrid-specific. For more information on the Design/Styling features common to Fusion and Fusion Hybrid, see the Fusion section
- Fusion and Fusion Hybrid share the same new bold exterior design with an athletic stance and aggressive look
- Fusion Hybrid includes new eco-responsible cloth seating fabric and bio-foam seat padding

### Key Features

#### Exterior

**Hybrid-specific badges** with Road & Leaf image on the front doors and decklid.



**Hybrid-specific 17" aluminum wheel** distinguishes Fusion Hybrid with a 15-spoke design.

#### Exterior colors:

- Atlantis Green Metallic
- Brilliant Silver Metallic
- Light Ice Blue Metallic
- Sterling Grey Metallic
- Tuxedo Black Metallic
- White Platinum Metallic Tri-coat

**NOTE:** See page 56 for availability.



#### Interior

**Eco-responsible cloth seating fabric** is attractive and durable, and is made from 85 percent postindustrial materials, utilizing plastic and polyester fibers that would normally end up in landfills as waste.

**Bio-foam seat padding** is utilized in all Fusion and Fusion Hybrid seats. Production of bio-foam emits less carbon dioxide into the atmosphere and requires less energy to make compared to petroleum-based foam.



**NOTE:** For additional information on Fusion Hybrid Design/Styling features, refer to the Fusion section.

**SAFETY/SECURITY****This page is about:**

- Battery Pack Safety
- Driver's Knee Airbag

# 2010 Fusion Hybrid

## Safety/Security

### Overview

#### Key Messages

##### Fusion Hybrid



- The content covered in this area is intended to be Fusion Hybrid-specific. For more information on the Safety/Security features common to Fusion and Fusion Hybrid, see the Fusion section
- All safety features are standard
- AdvanceTrac® is standard and automatically enhances vehicle control in wet or slippery conditions
- Seven standard airbags with the Personal Safety System™, side curtain, front-seat side airbags and Ford-first driver-side knee airbag

#### Key Features

##### Battery Pack Safety

- The 275-volt nickel-metal hydride (Ni-MH) battery pack is completely sealed and encased and should not be a cause for alarm for consumers, even in an accident (although consumers should not tamper with the battery or high-voltage system)
- In an accident, two inertia switches will shut off the battery pack and the fuel
- The battery pack is also disconnected any time the key is turned off or the 12-volt (underhood) battery is disconnected
- Repairs to the hybrid system should only be performed by a Ford certified technician (routine maintenance such as oil changes or tire rotations is not affected by the hybrid system)

##### Driver's Knee Airbag

- Knee airbag is located under the instrument panel
- The system works along with the driver's front airbag to help reduce injury to the legs
- When the driver's airbag deploys in a collision, the knee airbag deploys from under the instrument panel
- As with front and side airbags, it is important to be properly seated and restrained to help reduce the risk of death or serious injury



**NOTE:** The features shown here are specific to Fusion Hybrid. For additional information on Fusion Hybrid Safety and Security features, refer to the Fusion section.

# 2010 Fusion Hybrid

## Quality/Reliability/Durability

QUALITY/RELIABILITY/DURABILITY

This page is about:

Hybrid-Specific Maintenance —  
Hybrid-Specific Warranties —

Fusion Hybrid

## Overview

### Key Messages

#### Fusion Hybrid



- The content covered in this area is Fusion Hybrid-specific. For more information on the Quality/Reliability/Durability features common to Fusion and Fusion Hybrid, see the Fusion section
- Fusion and Fusion Hybrid are built on the same platform, so all non-hybrid components have the same proven track record of quality and reliability Fusion with a gasoline engine offers
- Fusion Hybrid was subjected to a grueling testing regimen as a taxi to help ensure high levels of Quality, Reliability and Durability (QRD)
- Fusion Hybrid was designed, engineered and produced to keep operating costs exceptionally low
- Easy maintenance with a well-designed engine bay, 12-month/10,000-mile oil change interval and 90,000-mile spark plug maintenance interval<sup>(1)</sup>

### Key Features

#### Hybrid-Specific Maintenance

**Shared components** between Fusion and Fusion Hybrid help keep maintenance costs in check.

**Regenerative braking system** increases brake pad life.

**12-month/10,000-mile oil change interval** helps reduce the cost of ownership and produces less waste oil to be recycled into the environment.<sup>(1)</sup>

**Normal maintenance** for items such as oil changes and tire rotations does not affect the hybrid operating system.<sup>(1)</sup>

**Fewer moving parts** within the Electronically Controlled Continuously Variable Transmission (eCVT) help improve durability and reliability.



#### Hybrid-Specific Warranties

**8-year/80,000-mile emissions coverage** for the catalytic converter, electronic engine control unit and onboard emissions diagnostic device under the Federal Emissions Defect and Performance Warranties. Some California Emissions States require a 15-year/150,000-mile extended warranty for emissions system components. (Oregon, Pennsylvania and Washington do not require extended warranty coverage, except for the extended battery warranty in Oregon)

**High-voltage battery coverage** is for 10 years or 150,000 miles (whichever occurs first) if the vehicle is certified for sale in California and registered in California, Connecticut, Maine, Massachusetts, New Jersey, New Mexico, New York, Oregon, Rhode Island or Vermont.

**Unique Component Warranty** provides 8 years and 100,000 miles (whichever occurs first) of coverage for the high-voltage battery, eCVT transmission and the AC/DC converter. In addition, the high-voltage battery connector, fan assembly, thermister probe, hybrid battery pack sensor module (HBPSM) and the battery energy control module (BECM) are covered.

(1) Under normal driving conditions.

**NOTE:** For additional information on Fusion Hybrid Quality/Reliability/Durability features, refer to the Fusion section.

**QUALITY/RELIABILITY/DURABILITY****This page is about:**

- Maintenance Requirements
- Emissions and Unique Component Warranties

# 2010 Fusion Hybrid

## Quality/Reliability/Durability

### Maintenance Requirements

Any new technology will cause customers to ask about reliability and maintenance costs. Fusion Hybrid was designed, engineered and produced to keep operating costs exceptionally low.

Some points to express to your customers:

- Components shared by Fusion Hybrid and conventional Fusion have the same maintenance costs. Oil and filter changes, brake pads, wiper blades or servicing the air conditioning will cost the same for both models
- Fusion Hybrid's regenerative braking system increases brake pad life while it recharges the battery pack because the hydraulically assisted friction brake components are relieved of part of the burden of slowing the vehicle, so there is less wear and tear on the brake pads<sup>(1)</sup>
- Fusion Hybrid maintenance intervals are projected to be longer than conventional Fusion's.<sup>(1)</sup> For example, because the gasoline engine has less idle time, its recommended oil/filter change interval is every 12 months or 10,000 miles — this reduces the cost of ownership and aids the environment (less waste oil will be generated)

- While repairs to the hybrid system should only be performed by a Ford certified technician, routine maintenance procedures such as oil changes or tire rotations do not affect the hybrid system
- Cost-effective operation can be traced to a distinct characteristic of its driving cycle:
  - The engine is off at stops and at other times when it is not needed
  - This distinct operational mode contributes to a reduced rate of engine oil degradation<sup>(1)</sup>
- Compared to the "duty cycle" of a conventional vehicle, Fusion Hybrid's duty cycle is less severe because the engine spends almost no time idling at stops;<sup>(1)</sup> sustained idling is particularly destructive to the detergent and anticorrosive properties of engine oils
- Since the Electronically Controlled Continuously Variable Transmission (eCVT) has very few moving parts, reliability is expected to be very high

### Emissions and Unique Component Warranties

- Emissions
  - Under the Federal Emissions Defect and Performance Warranties, Ford provides coverage for a specified list of parts for 3 years or 36,000 miles (whichever occurs first). Ford also provides coverage, including labor and diagnosis, for 8 years or 80,000 miles for the catalytic converter, electronic engine control unit and related onboard emissions diagnostic device, including the Battery Energy Control Module
  - Under the California Emissions Defect and Performance Warranties for AT-PZEV vehicles, Ford provides coverage for a specified list of parts for 15 years or 150,000 miles (whichever occurs first). The high-voltage battery is covered for 10 years or 150,000 miles (whichever occurs first). This warranty is applicable if the vehicle is certified for sale in California **and** registered in California, Connecticut, Maine, Massachusetts, New Jersey, New Mexico, New York, Rhode Island or Vermont. A vehicle certified for sale in California and registered in Oregon qualifies only for the high-voltage battery coverage. All other components receive a standard California warranty coverage (short-term warranty for 3 years or 50,000 miles, whichever occurs first; or long-term warranty of 7 years or 70,000 miles, whichever occurs first)
- Under the Unique Component Warranty, Ford provides coverage for 8 years or 100,000 miles (whichever occurs first) for the high-voltage battery (Federal hybrid battery warranty), eCVT and the DC/DC converter



#### A Closer Look: Tax Incentives

Purchasing a Fusion Hybrid may qualify your customer for special tax incentives. Available through the Energy Policy Act, you can learn about these incentives at [www.irs.gov](http://www.irs.gov) or [www.fueleconomy.gov](http://www.fueleconomy.gov).

(1) Driving habits vary — maintenance intervals based on normal driving conditions.

# 2010 Fusion Hybrid

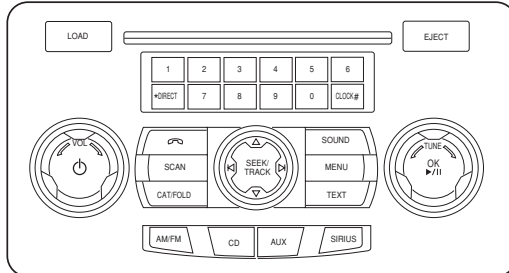
## Audio/Navigation/Entertainment

### AUDIO/NAVIGATION/ENTERTAINMENT

This page is about:

6-disc In-dash CD/MP3 Capability  
Voice-activated Navigation System with Hybrid Energy Flow Display and SIRIUS Travel Link™

### 6-disc In-dash CD/MP3 Capability



- 6-disc in-dash CD player
- 80 watts
- 6 speakers
- **Speed Compensated Volume (SCV)**
  - Compensates for changing ambient noise levels by adjusting the volume of the radio according to the vehicle's speed signal
  - Allows a choice of 7 volume adjustment levels and is adjustable through the menu
- **Compression** allows the audio dynamic range to be compressed so quieter music is boosted and louder music is lowered to compensate for ambient noise level when enabled during CD mode
- **Repeat** will play the selected track continuously until Repeat is deactivated when enabled during CD mode
- **Shuffle** plays CD tracks in random order
- **Folder/track mode** allows the audio system to play and seek through disc tracks with or without folder option (available with MP3 discs only)
- **RBDS (Radio Broadcast Data System) function** allows the following:
  - Radio station call letters appear on radio display
  - Type of music format appears on radio display
  - Search for type of music format
  - Traffic information broadcasts
  - Only for FM radio stations supporting RBDS capability

### Voice-activated Navigation System with Hybrid Energy Flow Display and SIRIUS Travel Link™

- Includes all of the same performance and functionality of the Fusion voice-activated Navigation System and a unique Hybrid Energy Flow display
- **Unique Hybrid Energy Flow** displays:
  - Hybrid Drive Mode
  - Electric Drive Mode
  - Charging HV Battery Mode
  - Idle Charging Mode
  - Idle Mode
- Select Navigation System functions include
  - Single-disc version of the 390-watt Sony® surround sound audio system
  - Voice activation recognizes certain voice commands to operate the system hands-free
  - 8" LCD touch screen operates navigation and audio functions
  - Integrated climate control functions
  - Traffic and weather information, fuel pricing, sports updates and movie listings provided by SIRIUS Travel Link. See Fusion Audio/Navigation page 27 for more information
  - Music Jukebox capability allows for storage and access to around 2,400 songs
  - Park and Play mode allows DVDs to play while vehicle is in Park

**NOTE:** SYNC Traffic, Directions and Information services are replaced by the vehicle's Navigation System and SIRIUS Travel Link™ functionality in vehicles equipped with the combination of SYNC® and the Voice-activated Navigation System.



#### For More Audio Information

- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle Owner's Guide

**WHEEL/COLOR AND TRIM**

**This page is about:**

- 17" 15-spoke Aluminum Wheel
- Color and Trim Availability
- Interior Trim

# 2010 Fusion Hybrid

## Wheel/Color and Trim

### Wheel



17" 15-spoke Aluminum Wheel

### Color and Trim Availability

Paint Name	Order Code	Hybrid	
		Cloth/Leather	
		Med. Lt. Stone	Charcoal Black
		TL/FL	TW/FW
Atlantis Green Metallic	UL	■	■
Brilliant Silver Metallic	UI	■	■
Light Ice Blue Metallic	LS	■	■
Sterling Grey Metallic	UJ	■	■
Tuxedo Black Metallic	UH	■	■
White Platinum Tri-coat Metallic <sup>(1)</sup>	UG	■	■

(1) Extra-cost option.

### Interior Trim

Model	Style/Material	Interior Description
Hybrid	Cloth	Eco-responsible Cloth Front Bucket Seats with Fixed (non-folding) Rear Seat (5-Passenger)
Hybrid	Leather	Leather-trimmed Front Heated Bucket Seats with Fixed (non-folding) Rear Seat and accent seat stitching (5-Passenger)

**NOTE:** See the 2010 Color & Upholstery Selections Guide or the Specifications section on eSourceBook for illustrations of the available seating choices.

# 2010 Fusion Hybrid

## Instrument Cluster

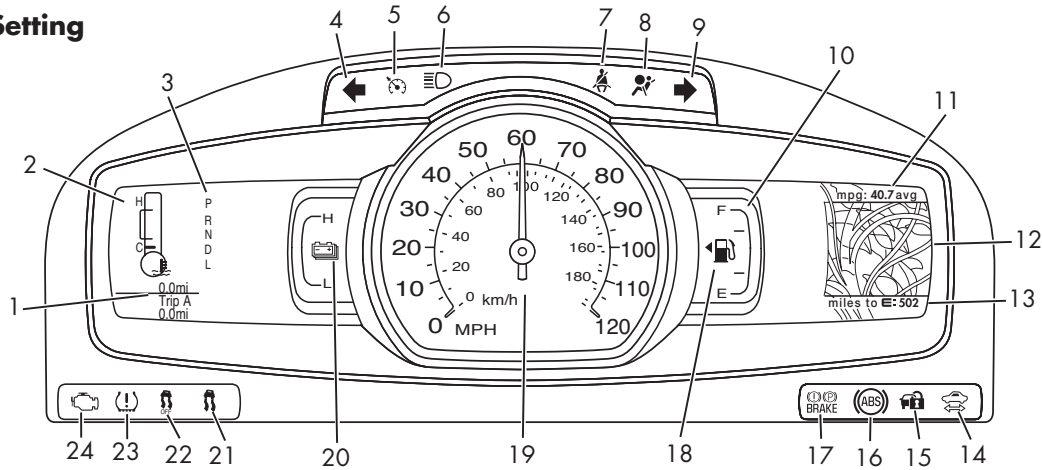
### INSTRUMENT CLUSTER

This page is about:

Inform Setting Instrument Cluster

### Instrument Cluster

#### INFORM Setting



- |   |  |  |
|---|--|--|
| 1. Message Center                           | 10. Fuel gauge   | 18. Fuel filler door location indicator                  |
| 2. Engine coolant temperature gauge         | 11. Average fuel economy                                       | 19. Speedometer  |
| 3. Transmission gear indicator              | 12. "Efficiency Leaves"/History Graph                          | 20. High-voltage battery information gauge               |
| 4. Left turn signal indicator               | 13. Distance to empty  | 21. AdvanceTrac®/Traction Control active indicator light |
| 5. Cruise control active indicator          | 14. Ready indicator light                                      | 22. AdvanceTrac/Traction Control off indicator light     |
| 6. High-beam indicator                      | 15. Anti-theft system active indicator                         | 23. Low tire pressure warning light                      |
| 7. Fasten safety belt warning light         | 16. Anti-lock Braking System readiness indicator/warning light | 24. Check engine warning light                           |
| 8. Airbag readiness indicator/warning light | 17. Brake system warning light/parking brake indicator         |  |
| 9. Right turn signal indicator              |  |  |

## INSTRUMENT CLUSTER

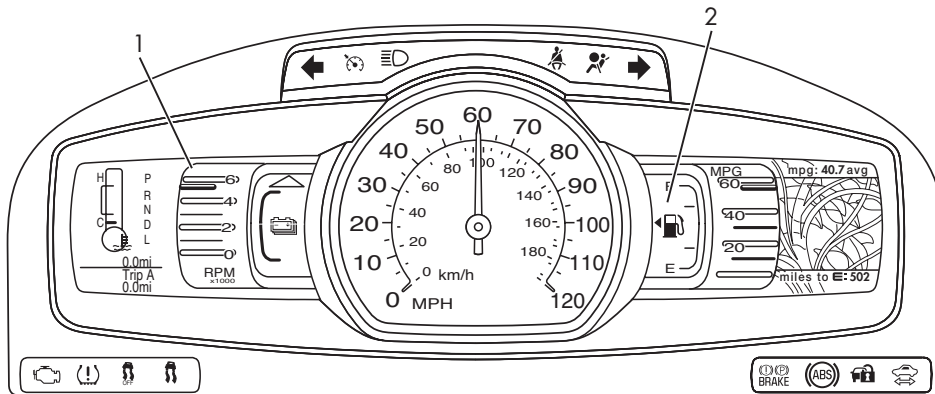
This page is about:

- Enlighten Setting Instrument Cluster
- Engage Setting Instrument Cluster

# 2010 Fusion Hybrid Instrument Cluster

## Instrument Cluster cont'd

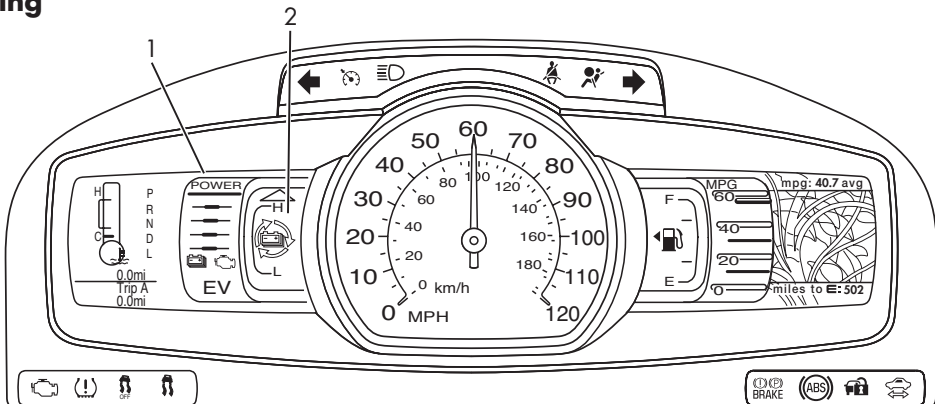
### ENLIGHTEN Setting



ADDS:

1. Tachometer
2. Instantaneous fuel economy gauge

### ENGAGE Setting



ADDS:

1. Split Power gauge
2. Regenerative braking active indicator

# 2010 Fusion Hybrid

## Instrument Cluster

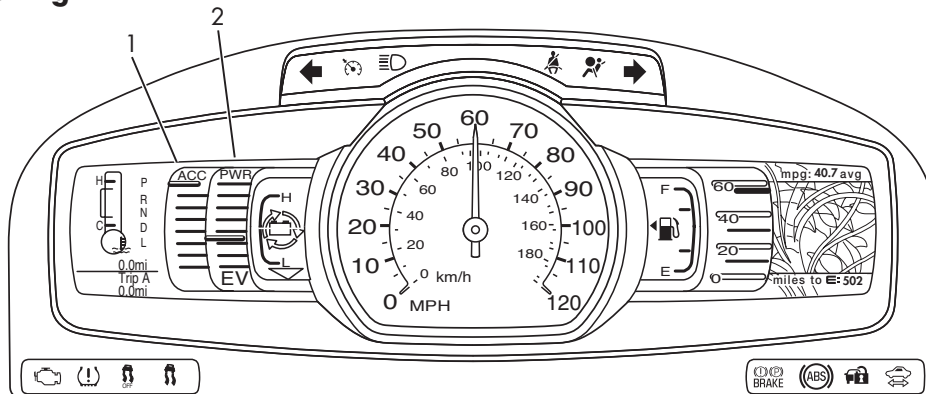
**INSTRUMENT CLUSTER**

**This page is about:**

Empower Setting Instrument Cluster

### Instrument Cluster cont'd

#### EMPOWER Setting

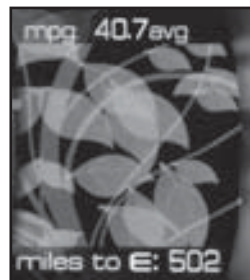


ADDS:

1. Accessory Power gauge
2. Vehicle Power gauge

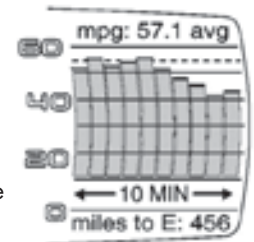
#### "Efficiency Leaves"

- Located at the right of the cluster, indicates short-term driving efficiency and is included in all instrument cluster settings
- The more leaves and vines shown in the display, the more efficiently the vehicle is being driven
- Efficiency display is also impacted by the use of brakes and accessories, environmental conditions as well as the use of the accelerator
- Can be turned off



#### History Graph

- Can be shown in the LCD display in place of the "Efficiency Leaves" and is located to the far right of the cluster
- Indicates average fuel economy in programmable 10-, 20- or 60-minute intervals
- Information is updated every 1, 2 or 6 minutes, depending on interval setting



## KEY PRODUCT SPECIFICATIONS

# 2010 Fusion Hybrid

## Key Product Specifications<sup>(1)</sup>

Model	4-Door
Wheelbase	107.4
Length	190.6
Height	56.9
Width	80.1
Track (Front/Rear)	61.7/61.3
Curb Weight (approx. lbs.)	3720

### Front/Rear Seating

Seating Capacity	5
Head Room (Front/Rear)	38.7/37.8
Shoulder Room (Front/Rear)	57.4/56.5
Hip Room (Front/Rear)	54.0/53.3
Leg Room (Front/Rear)	42.3/36.7

### Passenger/Luggage/Fuel Capacity

Passenger Volume (cu. ft.)	99.8
Luggage Capacity (cu. ft.)	11.8
Total Interior Volume (cu. ft.)	111.6
Fuel Tank Capacity (gal.)	17.5

### Engine

Layout	Front engine, front drive
Engine Type	Duratec® 25 - 21.5L DOHC Atkinson cycle I-4
Displacement (liters/cu. in.)	2.5 (152)
Horsepower @ rpm	156 @ 6000 191 net horsepower (when combined with electric motor)
Torque (lb.-ft.) @ rpm	136 @ 2250
Compression Ratio	12.3:1
Bore & Stroke	3.5 x 3.94
Fuel System	Sequential multi-port fuel injection
Fuel Requirement	87 octane (minimum)
Electric Motor	Permanent magnet AC synchronous motor
Horsepower @ rpm	106 horsepower @ 6500
Voltage	275 volts maximum
Exhaust System	Single with catalytic converter

### EPA-estimated Fuel Economy

City/Highway mpg	41/36
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### Transmission

Type	Electronically Controlled Continuously Variable Transmission (eCVT)
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### Front Suspension

Type	Independent Short- and Long-Arm (SLA) with double lower ball joints
Springs	Helical coil
Shock Absorbers	Gas-pressurized hydraulic
Stabilizer Bar Diameter	24mm

### Rear Suspension

Type	Independent multi-link
Springs	Coil
Shock Absorbers	Gas-pressurized hydraulic
Stabilizer Bar Diameter	16mm

### Steering

Type	Power rack-and-pinion with electric variable assist
Overall Ratio	16.0:1
Turning Diameter	37.7
Curb-to-Curb (ft.)	

### Brakes

Standard	Four-wheel disc with Anti-lock Braking System (ABS) and integrated regenerative braking
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### Trailer Towing

Fusion Hybrid is not recommended for trailer towing

### Flat/Neutral Towing

Emergency Towing	It is recommended that Fusion Hybrid be towed with a front-wheel lift or with flatbed equipment.
Recreational Towing	Fusion Hybrid may be flat-towed (four-wheel-down towing) behind another vehicle, such as an RV. The maximum speed limit while towing Fusion Hybrid is 70 mph. Be sure to remind your customers that the vehicle must be placed in Neutral with the parking brake released before flat-towing. Front-wheel dollies or a flatbed trailer may also be used for recreational towing.

(1) Dimensions are in inches unless otherwise specified.

# 2010 Fusion Hybrid

## Custom Accessories From the "Wow Factory"

FORD CUSTOM ACCESSORIES

This page is about:

Available Custom Accessories  
Selling Ford Custom Accessories



NOTE: Gasoline model shown.

Fusion Hybrid

### The Following Ford Custom Accessories Are Available for the 2010 Fusion Hybrid:

#### Appearance

- Body Kits
- Chrome Door Handles
- Vinyl Stripe Kits

#### Wheels

- 18" Chrome Wheel Kit
- Wheel Locks

#### Electronics

- Dual DVD Headrests
- Garmin® nüvi® Portable Navigation Systems
- Keyless Entry Keypad
- Remote Start Systems
- Smart Alert™ GPS Tracking & Recovery Systems
- Vehicle Security System
- Wiper Shaker

#### Exterior

- Moonroof Deflectors
- Side Window Deflectors
- Splash Guards – Flat (2 pieces)
- Styled Hood Deflector

#### Interior

- Ash Cup/Coin Holder
- Cargo Area Protector
- Cargo Net
- Cargo Organizer
- Electrochromic Rearview Mirrors
- Floor Mats – All-Weather Vinyl
- Illuminated Door Sill Plates
- Interior Lighting Kit
- Katzkin® Leather-Trimmed Seating
- Soft-Sided Cargo Organizers – Folding
- Soft-Sided Cooler Bag

#### Selling Ford Custom Accessories

- Offer Custom Accessories to every customer
- Most new vehicle owners want to personalize their ride
- Add Custom Accessories into the deal for just a few dollars more
- Use the online "Accessorizer" to show customers how their vehicle will look
- Use your dealership's Accessories Storefront to boost awareness and sales
- Only you can offer Custom Accessories covered by the Ford New Vehicle Limited Warranty

custom  
accessories 

fordaccessories.com



July 2009

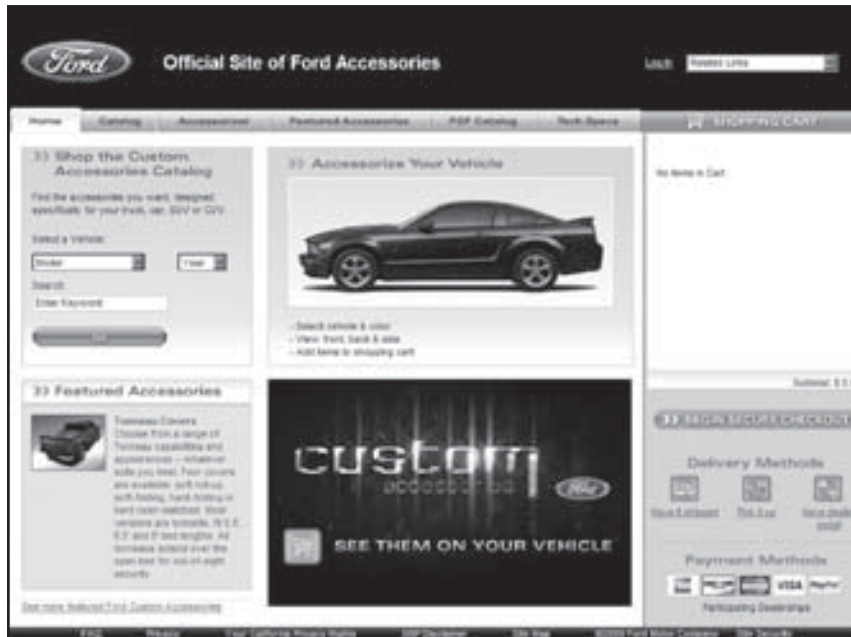
esourcebook.dealerconnection.com

**This page is about:**

- Custom Accessories e-Commerce Program Enrollment
- Selling Ford Custom Accessories Online

# 2010 Fusion Hybrid

## Custom Accessories e-Commerce



**Sell Custom Accessories 24/7 – Day and Night!**

Once enrolled, the Accessories e-Commerce Web site allows dealers to accept and process customer orders via the Internet.

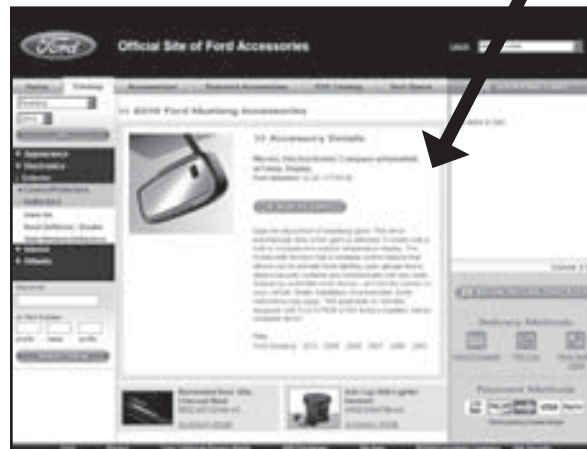
**CREATE CUSTOM PRICING, EVEN INCLUDE INSTALLATION!**

**e-Commerce Web Site Features**

- Accepts customer accessory orders via the Internet
- Offers customers full range of payment options including PayPal™, Visa®, MasterCard®, AMEX®, Discover® and Genuine Credit Card
- Allows dealers to set their own pricing for parts and labor or use Suggested Retail Pricing
- Allows customers to schedule an accessory installation at dealer via Genuine eService
- FedEx® shipping options to the customer’s home or business, automatically billed to your FedEx account

**Enroll Today**

- Complete enrollment details are posted at the Accessories B2B Web site accessed from **FMCDDealer.com**
- <http://accessories.dealerconnection.com/GfaWeb/contentMgmt.do>
- Go to: Reference Library/eCommerce Website Tools



**Great Site, Great Features**

- A fully functional site allowing customers to shop, select and purchase online.
- Allows enrolled dealers the ability to customize their accessory pricing, including installation.
- Allows customers the ability to schedule an accessory installation at the dealership via Genuine eService.
- Offers customers a full range of payment options including PayPal, credit card, Genuine Credit Card.
- Allows customers to select delivery options.

