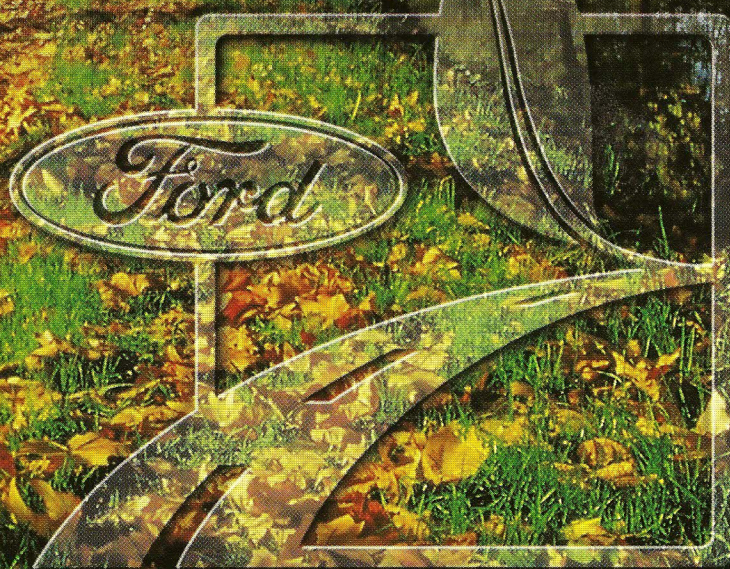


Fueling the Future with Ford



The Electric Way



Fueling the future with Ford

The Electric Way

"At Ford Motor Company, we're committed to offering you the right vehicles with the right fuels at the right time and, as you can see, we're living up to it."

- Alex Trotman, Chairman of the Board,
Ford Motor Company

Choosing the right vehicle for your fleet is a big decision. If you're like most fleet managers, you make that decision carefully, weighing all the facts in light of how they serve the particular needs of your company, and at what cost.

Ford vehicles, designed with fleet needs in mind, are popular with fleet managers across the United States and Canada because they offer exceptional performance,

reliability and value. Our offering of alternative fuel vehicles (AFVs) is no exception.

With more than 30 years experience, Ford Motor Company has sold more AFVs since 1990 than all other Original Equipment Manufacturers (OEMs) combined. No other OEM offers you more alternatives in alternative fuels: propane, natural gas, methanol, ethanol, and electricity.

Flexibility. Economy. Quality. Reliability. When you buy a Ford AFV, you get it all. It's all part of Ford's promise to offer you the right vehicles with the right fuels at the right time.

Ford Ranger & Electric Power Offer Clear Value

If you're considering the alternative fuel option, the electric-powered Ford Ranger may be the right choice for you. Here's why:

- 1. Flexibility.** You can comply with federal government mandates, including EPA and Clean Air Act regulations. The Ranger EV is a Zero Emission Vehicle (ZEV), which is ideal for the environment. As such, Ranger EV can be of crucial importance to your corporate and fleet vehicle strategies.
- 2. "Ford Tough" & Ford Warranted.** Within its driving range, your Ranger EV can do virtually anything its gasoline-powered counterpart can do. It's a rugged, full-function pickup. Ranger is covered by the same Ford limited warranty as the gasoline-powered Ranger. (The lead acid battery pack is covered by a separate 2-year warranty).*
- 3. Superb Quality.** Ranger EV is a Ford OEM vehicle, so Ford Quality is reflected in Ranger's dynamic engineering, design, fit and finish. Ranger EV is the product of rigorous durability testing and the unique, Ford Tough truck heritage.
- 4. Ford Is The AFV Sales Leader.** It makes sense to rely on the experience and leadership of the company that has sold more alternative fuel vehicles since 1990 than all other OEMs combined.

* See your dealer for copies of the limited warranties





Fast Facts

How widespread are electric-powered road vehicles? Who uses them?

Electric-powered vehicles are just now beginning to establish themselves in North America, yet it would surprise many to learn that they have been in existence since the early days of the automobile. In fact, Henry Ford and Thomas Edison worked together on EVs as far back as 1899. Today, prime customers for EVs are utilities and other companies that promote electrical power, and any business or agency that has low-mileage, closed-loop applications.

Which everyday applications are presently suitable for electric vehicles?

Some suitable applications include:

- Airport Security
- Airport Shuttles
- General Security
- Postal Services
- Warehouses
- Internal mail delivery
- Schools & Universities
- Convention Centers
- Parking Enforcement
- Utility meter reading
- Campgrounds / Recreation Parks
- Local transportation for employees between complexes or sites

Is electricity an expensive fuel?

Actual cost of electricity is no more than, and usually less than, gasoline. Local utility rates will, of course, vary. Some utilities offer lower off-peak rates for overnight charging savings.

"The trucks are environmentally friendly and the range of 50 miles should be no problem because most trips in the park or Redwood City are short ones."

- Robert Radcliffe, Vehicles & Equipment Manager, County of San Mateo

What range does an electric-powered vehicle have?

The Ranger EV has a driving range of about 50 miles (80 km) between charges. EVs are designed with features that take advantage of every opportunity to save energy and/or recharge batteries. For example, no energy is consumed when EVs are "idling," unlike gasoline-powered vehicles.

How safe are electric-powered vehicles?

Electric-powered vehicles have the same high level of safety as conventional gasoline-powered vehicles. That safety extends to the electrical charging apparatus. A

number of EVs, including Ranger, use a conductive charging system (metal-to-metal transfer of electricity), while others use an inductive charging system (magnetic field transfer of electricity).

Choosing Electric Power Is Remarkably Simple

- Virtually any home or business site can be quickly adapted into an electric power charging facility. In addition, public charging networks are emerging in California and other U.S. sites.
- The Ranger EV is available from a growing Ford EV Certified Dealer network
- Servicing and parts are as close as your nearest Ford EV Certified dealership
- Ford Ranger EVs are OEM vehicles that feature the Ford new vehicle limited warranty.* Only the unique EV battery has a separate 2-year warranty.*
- The Ranger EV has been:
 - durability tested
 - crash tested
 - emission certified
- There are many state and local incentives that encourage the purchase or lease of electric vehicles

*See your dealer for copies of the limited warranties

For more information about Electric Transportation, contact:

USA:

- | | |
|---|---|
| • Electric Transportation Coalition (202) 508-5995 | • Electric Power Research Institute (415) 855-2984 |
| • The Electric Vehicle Association of the Americas (408) 253-5262 | • National Alternative Fuels Hotline (800) 423-1DOE |
| • Edison Electric Institute (202) 508-5000 | • National Association of Fleet Administrators (908) 494-8100 |
| | • Ford Website www.fleet.ford.com |

Canada:

- | | |
|---|---|
| • Electrical Vehicle Association of Canada (613) 723-3127 | • Ford Website www.ford.ca |
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For your nearest Ford EV Dealer, and for complete information on Ford AFVs, call toll-free 1-800-ALT-FUEL



How To Order

Electric Vehicles

Electric vehicles will be sold and serviced by EV Certified Ford dealers throughout the U.S. as local markets develop. For a list of participating dealers, please call 1-800-ALT-FUEL.

Electric vehicles will be available in Canada in the 1999 model year.

Flexible Fuel Vehicles

U.S. Flexible Fuel Vehicles, like the Taurus FFV, can be ordered from any U.S. Ford dealership. Both methanol and ethanol configurations are available nationwide. Vehicles meeting California emissions standards are also available.

Canada FFVs are available in methanol and ethanol configurations. All Ford of Canada dealers can order and service both configurations.

Details on incentives and requirements are available by calling 1-800-ALT-FUEL.

Propane Vehicles

During model year 1998, propane vehicles will be sold through participating dealers in the U.S. and Canada. Dealers currently participating in the Gaseous Fuel Program (see below) may sell and service propane trucks. Additionally, dealers may sign up for a Propane-Only program. For a list of participating dealers, please call 1-800-ALT-FUEL and specify that you are inquiring about propane dealers. If your preferred dealership is not a participant in the propane fuel program, have it call 1-800-ALT-FUEL for a sign-up packet.

Please make sure your order specifies tank configurations as listed in the Propane brochure (Item number I34419, available from 1-800-ALT-FUEL). Details on incentives and requirements are available by calling 1-800-ALT-FUEL.

Gaseous Fuel Vehicles - Natural Gas & Propane

More than 250 dealers in the U.S. and Canada currently participate in the Gaseous Fuel Vehicle Program and may sell and service natural gas and propane vehicles. Servicing natural gas vehicles requires special tools and training. If your preferred dealership is not participating, have it call 1-800-ALT-FUEL for a sign-up packet.

Dealers participating in this program are also eligible to sell and service propane vehicles. If your preferred dealership is not participating in this program, it may request a sign-up packet for either the Gaseous Fuel Program or the Propane-Only Program (see propane vehicle program above) from 1-800-ALT-FUEL.

Please make sure your order specifies tank configurations as listed in the Natural Gas brochure (Item number I34422, available from 1-800-ALT-FUEL). Details on incentives and requirements are available by calling 1-800-ALT-FUEL.

Following publication of this document, changes in standard equipment or options, or product delays, may have occurred which would not be included here. Ford reserves the right to change product specifications at any time without incurring obligations. Throughout this brochure, some equipment shown may be optional.



100% Recyclable. A Renewable Resource.
Printed on recyclable stock with vegetable inks.

