

The New

05 ESCAPE HYBRID



How does Escape's hybrid system work?



How is the Ford Escape Hybrid unique?

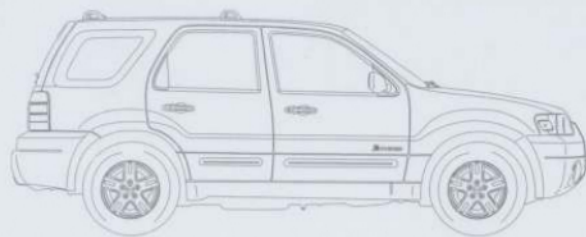


How is Escape Hybrid cleaner?



How good is Escape Hybrid's gas mileage?



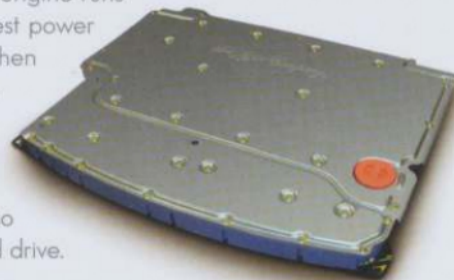


Introducing the new Escape Hybrid – the cleanest, most fuel-efficient SUV.

Now you can have all the benefits of the 2005 Ford Escape SUV – plus the advantages of a full hybrid system. You get Escape essentials like comfy seating for 5, lots of cargo space, and available 4-wheel drive, on top of cutting-edge hybrid features like incredible fuel efficiency, extended driving range and extremely low emissions.* The best part? Escape Hybrid's battery recharges as you drive. So there's no need to plug it in. Just fill 'er up – and hit the road.

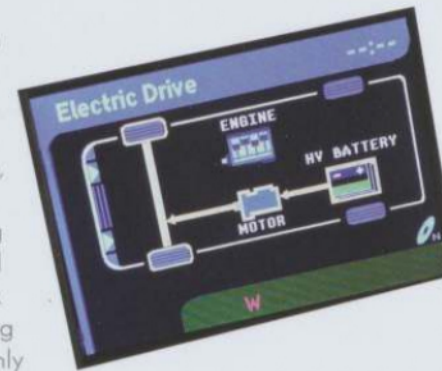
The hybrid system combines an electric motor with a gasoline engine to increase acceleration performance and fuel efficiency.

Escape Hybrid's 330-volt nickel-metal hydride battery pack (below) supplies power to the electric motor, while the 2.3L I-4 Atkinson cycle gasoline engine runs only as necessary. The system automatically chooses the best power method (gas, electric or both) for any driving situation. When you need extra power during acceleration, cruising, or to recharge the battery, the system will make sure it's there. When you don't, it will turn the gas engine off to save fuel. The battery is also recharged via a regenerative braking system that captures energy each time you brake, so you never have to plug it in. All you need to do is get in and drive.



Escape is the first "full" hybrid SUV.

There are 2 types of hybrid systems, mild and full. Both systems combine a gas engine and electric battery power for added acceleration and better fuel economy. However, only full hybrids, like Escape Hybrid, can drive on the gasoline engine, on electric battery power alone, or on both at the same time. In fact, Escape Hybrid can drive in pure electric mode up to 25 mph. During that time, it uses no gas and emits virtually no harmful pollutants. An easy way to recognize a full hybrid: look at the fuel economy numbers. Full hybrids get more mpg in the city, while mild hybrids, like conventional gas-only vehicles, get more mpg on the highway.



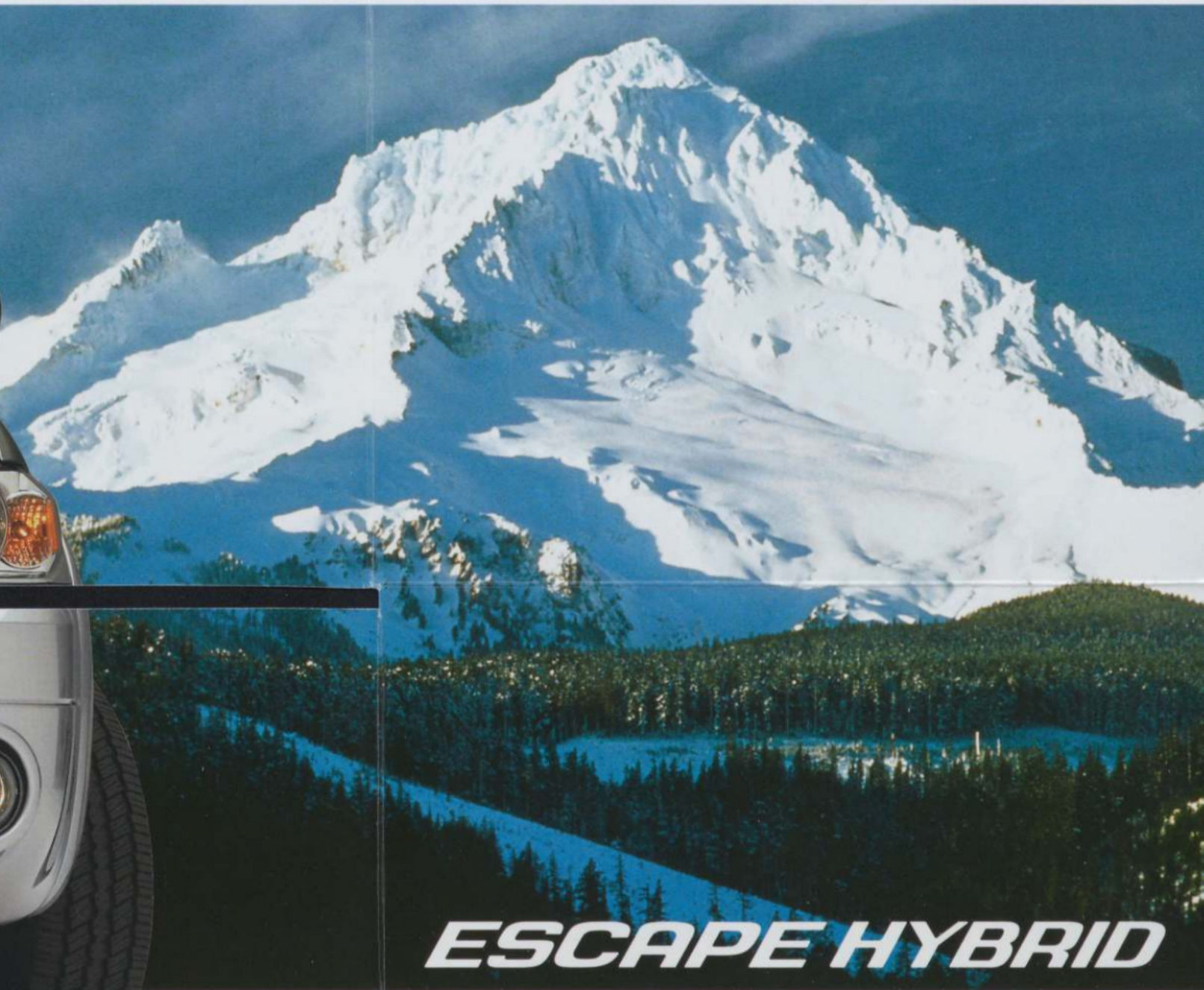
Reduced emissions and better fuel efficiency mean you can breathe easier.

Escape Hybrid will meet strict Super Ultra Low Emission Vehicle (SULEV) and Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) standards. It can help you contribute to a healthy environment by polluting less and consuming less of the earth's natural resources. On average, it's an amazing 99.4 percent cleaner than an unregulated vehicle.



Flip each page (one at a time) to reveal the answers to some commonly asked questions about the new 2005 Ford Escape Hybrid.

*Pending certification. Based on Ford preliminary data.



ESCAPE HYBRID

Want to learn more?



Visit fordvehicles.com/escapehybrid and see your local Ford Dealer.

Available for sale end of summer 2004.



Escape Hybrid is the best of both worlds: 100% SUV and 100% hybrid.

It has the great features you've come to expect from Ford Escape, the best-selling* small SUV: cargo-carrying versatility; towing capability; available 4-wheel drive; a spacious and comfortable interior; and, advanced safety and security features. Plus, you get the benefits of a full hybrid system: V6-like acceleration performance from an I-4, great fuel economy, and remarkably clean emissions.

*Based on 2003 small sport utility sales.

Of course it's fun to drive!

Escape Hybrid was designed specifically to deliver the zippy acceleration and powerful performance of the V6 engine in our best-selling Escape SUV, while maintaining the fuel efficiency of an I-4. Rest assured, when you punch the accelerator, you'll feel the power. Need serious all-weather capability? Available Intelligent 4-Wheel Drive can give it to you. And, of course, Escape Hybrid retains the nimble size and agile handling of the original – so bring on the curves.



Escape Hybrid is expected to achieve over 35 mpg in city driving.*

At that rate, you'll be able to drive 400-500 miles on one tank of gas. The system saves fuel by shutting off the gas engine and running in electric-only mode when you're stopped in traffic or idling at a light. So Escape Hybrid really thrives in "stop-and-go" driving situations. It uses only about half the gas of a standard V6 engine, delivering a 50-90% fuel economy improvement over the average SUV.

*FWD configuration. Ford preliminary estimates of EPA city cycle.



The new '05 Escape Hybrid is one way Ford is delivering on its promise to help create a better world. Find out more at fordvehicles.com/escapehybrid.

