

Ford Fiesta

Product Sustainability Index (PSI) Fact Sheet

Ford is taking a leading role in the automotive industry by using PSI as a basis for permanent evaluation and improved sustainability performance for all new generations of Ford vehicles. The new Ford Fiesta is the fifth Ford model designed according to PSI principles. This fact sheet provides an overview on the Fiesta's performance in all three sustainability areas: Environmental, social and economic performance.



With the Product Sustainability Index (PSI), Ford of Europe introduced a groundbreaking approach to how the vision of sustainability can be made a reality for product development. From the earliest stages in a new vehicle's development, Ford's PSI tracks eight product attributes identified as key sustainability elements of a vehicle.

When the new PSI approach was launched with the development and market introduction of Ford's new S-MAX and Galaxy models

in 2006, an independent, external study evaluated Ford's PSI as a positive step which aims to provide a full sustainability assessment and as being compliant with ISO 14040, the international Life Cycle Assessment standard.

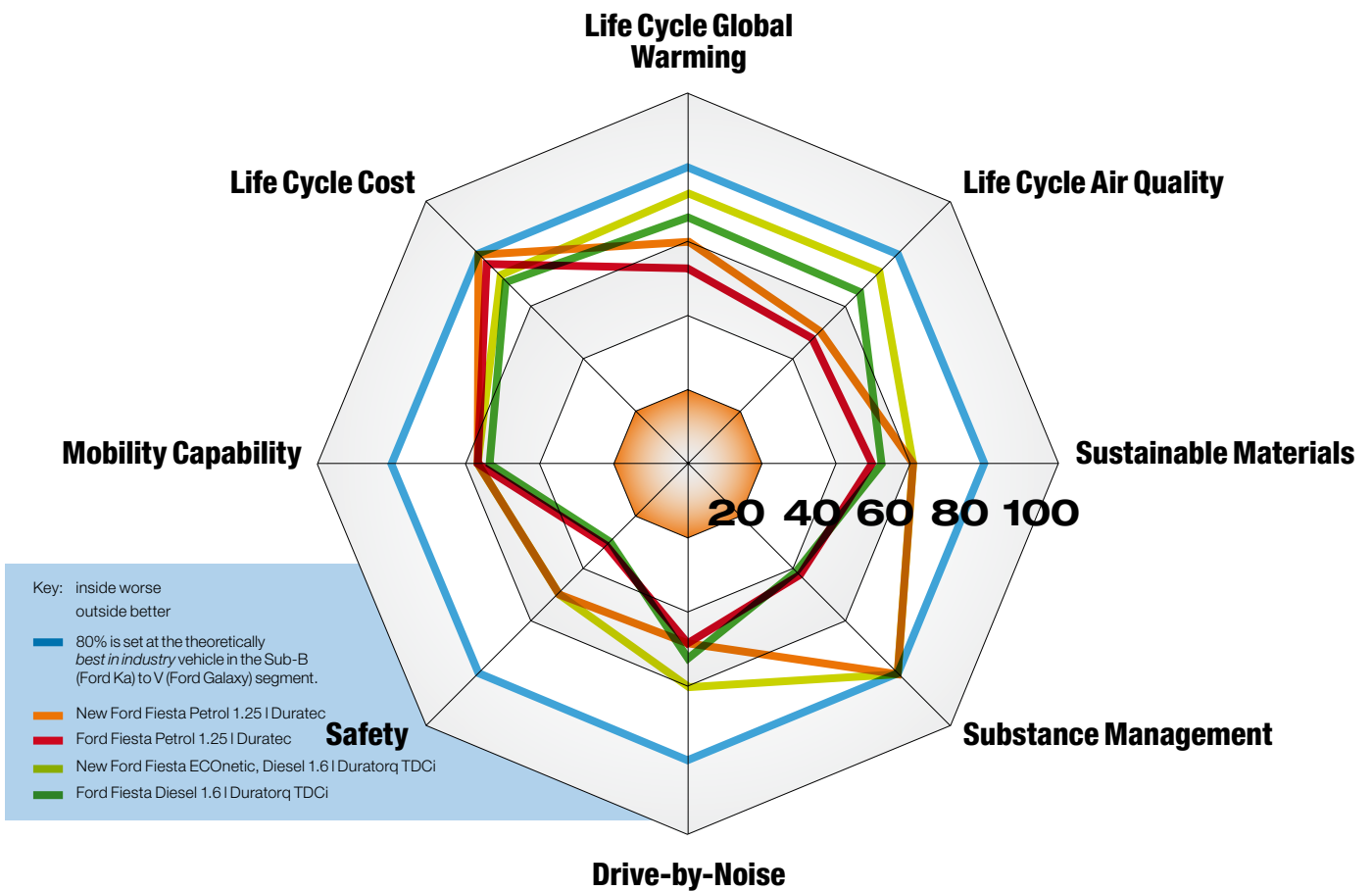
All future Ford of Europe vehicles will also be developed with PSI in mind.


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PSI Fact Sheet

Feel the difference



Ford Fiesta PSI Performance Data



Indicator	Method	New Ford Fiesta ECOnetic, Diesel 1.6 l Duratorq TDCi	New Ford Fiesta Petrol 1.25 l Duratec
Life Cycle Global Warming	CO ₂ and other climate change gases looking at all emissions from raw material extraction to material / part / vehicle production, driving period (150,000 km; incl. air conditioning) and final recycling/ recovery (i.e. full vehicle life cycle, cradle-to-cradle)	21 tonnes CO ₂	30 tonnes CO ₂
Life Cycle Air Quality	Summer smog related emissions – cradle-to-cradle (see above)	22 kg Ethene	32 kg Ethene
Sustainable Materials	Use of recycled and natural materials	8.5% of non-metals	9% of non-metals
Substance Management	Allergy-tested interior, management of substances along the supply chain etc.	TÜV tested interior and pollen filter efficiency 	
Drive-by-Noise	dB(A)	69 dB(A)	72 dB(A)
Safety	Complex method, structural stability and pedestrian safety; active safety elements incl. Euro NCAP stars	Euro NCAP adult occupant rating ★★★★★ Electronic stability control available for all versions	
Mobility Capability	Mobility service (including seats, luggage)	295 l luggage compartment, 7.5 m ² shadow area	
Life Cycle Cost*	Price + three years of fuel, maintenance, insurance, tax – residual value.	approx €13000	approx €11000

* No guarantee that the costs reflect market conditions (in particular dependent on assumed differences in residual value and running cost).

Full PSI reference report (example S-MAX and Galaxy) available on www.ford.com/go/sustainability

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