

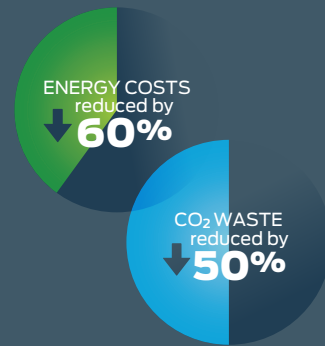
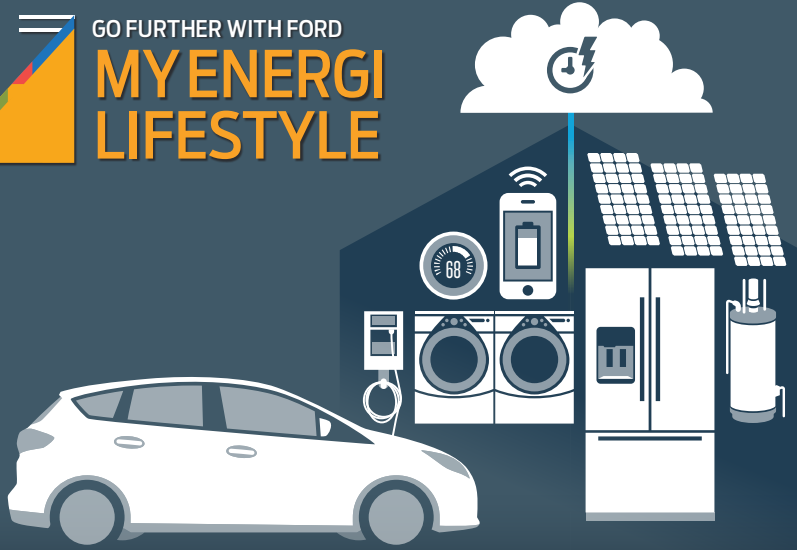
GO FURTHER WITH FORD

MY ENERGI LIFESTYLE

Ford launched a strategic collaboration called MyEnergi Lifestyle to demonstrate how a typical American family can significantly reduce their electricity bills and CO₂ footprint by integrating smart home appliances and other products with a plug-in vehicle such as Ford C-MAX Energi to achieve an energy-efficient lifestyle.

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WORKING TOGETHER...

The Ford-led collaboration is comprised of leaders in the home appliance, renewable energy and power management industries including Eaton, SunPower and Whirlpool. Additional featured companies include semiconductor provider Infineon and Nest Labs, with its latest learning thermostat represented in the research and implementation phase of the collaboration.

TO PREDICT THE FUTURE TODAY...

Ford and its business associates worked with researchers from Georgia Institute of Technology to create a computer model that calculates the electricity used by a typical single family in their home for one year and the associated savings with moving to an energy-efficient lifestyle.

THAT STARTS NOW...

Ford and KB Home announced in April that products from MyEnergi Lifestyle will be featured in the homebuilder's ZeroHouse 2.0 in San Marcos, California, as well as other markets where KB Home's net-zero energy homes are built.

FOR A BETTER TOMORROW.

The computer model predicts a 60 percent reduction in energy costs and savings of more than 9,000 kilograms of CO₂ (55 percent reduction) from a single home when changes from MyEnergi Lifestyle products are incorporated; if every home in the United States were to implement these energy-saving technologies, it would be the equivalent of taking all homes in California, New York and Texas off the power grid. That's 32 million homes.

DID YOU KNOW?

As Americans' thirst for energy grows, recent advancements in technology make this the ideal time to demonstrate the benefits of optimizing a typical family's energy footprint. Along with 729 gallons of gasoline and 122,000 cubic feet of natural gas, the average home in America uses more than 11,000 kilowatt-hours of electricity a year; in 1930, the figure was 500 kilowatt-hours. That's an increase of 2,100 percent