

Ford Kuga

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 Kuga is the fourth Ford model designed according to PSI. This fact sheet provides an overview on the Kuga'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 operational 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

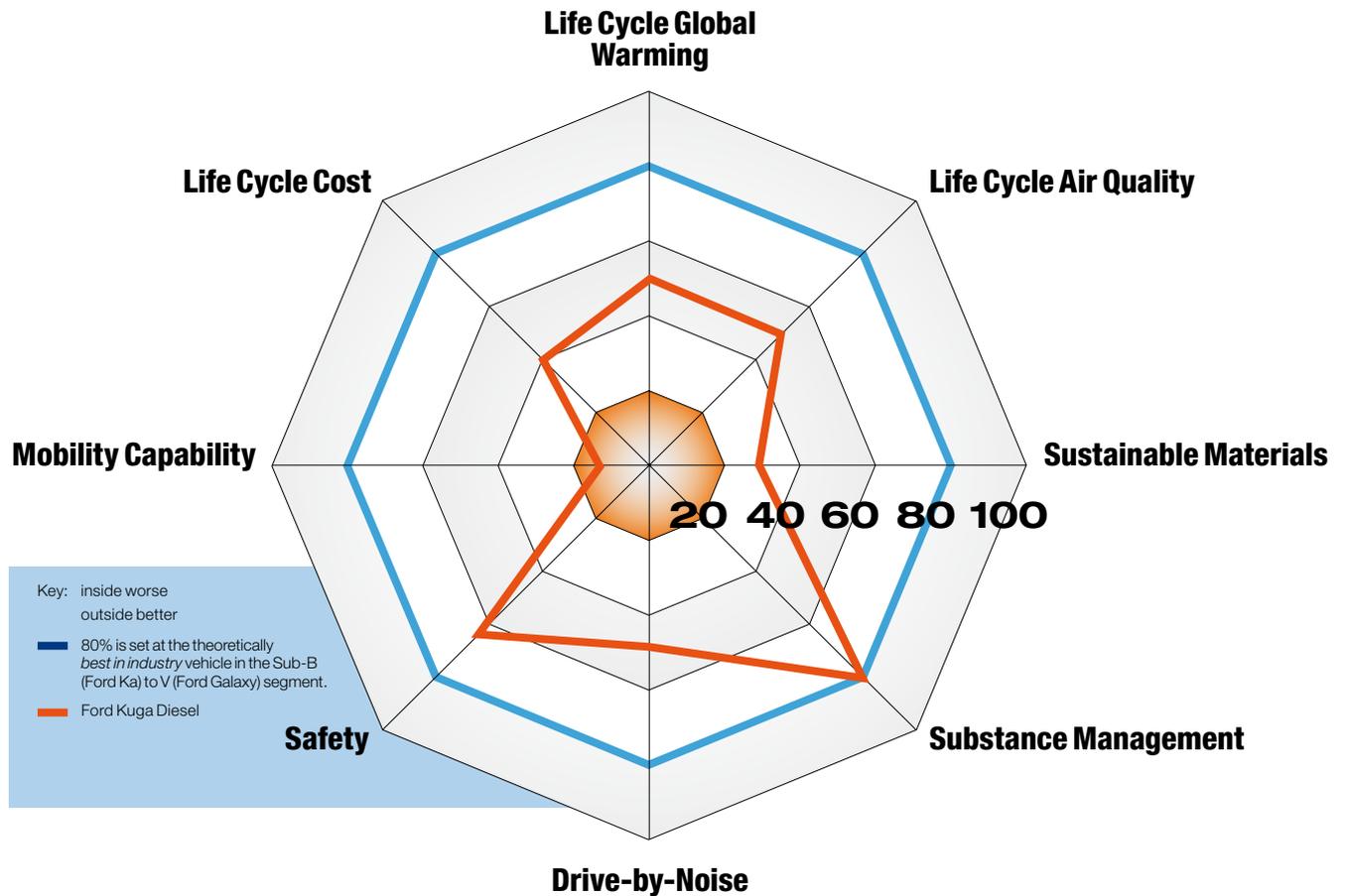
in 2006, an independent, external study evaluated Ford's PSI as a positive step which aims to provide a full sustainability assessment and as being compliant with ISO 14040, the international Life Cycle Assessment standard. All future Ford of Europe vehicles will also be developed with PSI in mind.

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Feel the difference



Ford Kuga PSI Performance Data



Indicator	Method	Performance Ford Kuga** 2.0 litre TDCi Diesel with DPF
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)	36 tonnes CO ₂
Life Cycle Air Quality	Summer smog related emissions – cradle-to-cradle (see above)	35 kg Ethene
Sustainable Materials	Use of recycled and natural materials	6% of non-metals
Substance Management	Allergy-tested interior, management of substances along the supply chain etc.	Substance management; TÜV tested interior and pollen filter efficiency 
Drive-by-Noise	dB(A)	72 dB(A)
Safety	Complex method, structural stability and pedestrian safety; active safety elements incl. Euro NCAP stars	Amongst best-in-class***
Mobility Capability	Mobility service (including seats, luggage)	9,5m ² shadow area, luggage 410 l, 5 seats
Life Cycle Cost	Price + three years of fuel, maintenance, insurance, tax – residual value. *	€ 23,200

* No guarantee that the cost reflect market conditions (in particular dependent on assumed differences in residual value and running cost).
 ** Additional power trains will be launched at a later point in time.
 *** Including Euro NCAP safety rating: 5 stars for adult occupant protection, 4 stars for child occupant protection and 3 stars for pedestrian protection

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

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