

## **Ford Announces Start-Stop Technology for Non-Hybrid Cars and Crossovers in 2012**

*Start-stop technology is already popular in Europe, but it will now become even more common in the United States, specifically if you drive a Ford vehicle. The start-stop system is commonly used in hybrids and will shut off the vehicle's engine when it comes to a stop and will immediately start it up again when the pressure from the brakes is released. With the use of this system, there is no delay in power when the driver hits the accelerator again. The extra few seconds that the engine is off can add up, especially when you put together all the red lights, stop signs, and heavy traffic a driver has to navigate through daily.*

Manitowoc, WI (Vocus/PRWEB) January 04, 2011 -- There is no better time than now to come in and check out Ford's current selection of family-friendly vehicles at Maritime Ford, the premier [Ford dealer in Wisconsin](#). With today's stricter environmental standards and consumer concern for fuel economy, Ford is taking action and developing new technologies to meet those environmental guidelines and meet the needs of consumers.

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With the use of this system, there is no delay in power when the driver hits the accelerator again. The extra few seconds that the engine is off can add up, especially when you put together all the red lights, stop signs, and heavy traffic a driver has to navigate through daily. Car manufacturers claim that it can save consumers as high as 10% on fuel economy, but it will depend on the type of driving one does. Ford VP of Powertrain Engineering, Barb Samardzich, released this statement:

"For the driver, Ford Auto Start-Stop provides extra fuel efficiency without inconvenience, as it works completely automatically. And, just like in our hybrid vehicles, the heater, and air conditioner work as normal so drivers will not sacrifice comfort."

Ford announced they will be expanding the use of start-stop technologies in its non-hybrid vehicles beginning in 2012. They have not confirmed which vehicles will be the first to have this upgrade or it could possibly be limited to vehicles that offer the EcoBoost models. The start-stop technology is currently not part of EPA's testing procedures for fuel economy, but the difference will be quite noticeable in the real world. With Ford pushing this technology into a lot of their vehicles, it will not be long before other car manufacturers implement this system and the EPA will begin to take into account start-stop technology in their testing.

Ford's dedication to continually improving their vehicles with new technologies to meet new environmental guidelines and consumers needs is a key ingredient to their success. Maritime Ford, the premier Ford dealership in Wisconsin, offers the full line of affordable Ford cars and trucks, and is committed to bringing future Ford vehicles to drivers who demand safety, efficiency, and quality.

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