

How you can stop wasting gasoline.

The energy crisis is real. We now have
Looking for ways to save gasoline
One that helps the country save energy.

Here's what you can do.

1. Maintain an even speed, especially on thruways. Uneven speeds waste gas.
2. Cut down the load. Store golf clubs or other gear at home, not in the luggage compartment.
3. Shift into high gear as soon as you can. With an automatic transmission, lifting your foot off the accelerator will get you into high quickly.
4. Don't block the right lane at traffic lights where "right turn on red" is permitted. It'll save somebody else's gasoline. Remember, we're all in this together.
5. Don't race your engine at red lights. That gets you zero miles per gallon.
6. Be sure parking brake is fully released. (You'd be surprised how many people forget this one.)
7. Organize trips. Chances are you can make one trip do the work of several "spur-of-the-moment" jaunts.
8. On long trips, start early in the day to avoid heavy traffic.
9. Slow down. A light foot is one of the best ways to get good mileage. 30-40 mph range is usually the most fuel efficient speed. Don't stretch the speed limits.
10. Avoid long periods of idling. (Turn the engine off.)
11. Keep a record of car trips and gasoline purchases. It'll help you be aware of your gas consumption.
12. If you own more than one car, use the most economical one for as much driving as possible.
13. Plan driving routes to avoid local bottlenecks.
14. Don't put luggage or other objects on top of the car unnecessarily. The wind drag is a real gas stealer.
15. Use your brakes, not your accelerator pedal to hold at red lights on hills.
16. Look ahead and anticipate signal changes. Slow down to make the "green" rather than stop.
17. Avoid jack-rabbit starts. They're murder on gas mileage. Resist that temptation to get away first.
18. Next time you buy a car, re-think your ideas about needing a big car. Do you really need a big one? Or will smaller do?
19. Ride public transportation whenever you can.
20. Don't drive alone. Car pool to work, school, group meetings, shopping centers.
21. Leave your car at home in the garage when you can just as easily walk or ride your bicycle. The exercise will do you a lot of good.
22. Have your carburetor adjusted to manufacturer's specifications so it's not idling too rich or too fast.
23. Consider a manual shift with a lower rear axle ratio instead of an automatic transmission.

a better idea of what we have to do.
can become a national habit.
One that can help you save money.

Here's what Ford Motor Company has been doing.

1. Ford Motor Company offers you a choice of 22 small car models that are EPA rated at 28 mpg or better on the Highway, 21 mpg in the City, and 24 Combined City/Highway with manual transmission according to EPA estimates. With automatic transmission they are rated at least at 23 mpg on the Highway, 18 mpg City, and 20 Combined*.

2. Ford Motor Company offers a wide choice of light trucks with excellent gas mileage ratings. For example, according to EPA estimates, a Ford F-100 light truck with 300 C.I.D. engine and manual transmission is rated at 19 mpg City, 26 mpg Highway, and 22 mpg Combined. With automatic transmission: 18 mpg City, 26 mpg Highway, and 21 Combined*.

*Your actual mileage will vary depending on the type of driving you do, your driving habits, your car's condition, and optional equipment. California ratings lower.

3. All of Ford Motor Company's intermediate-size cars, and standard and luxury cars come equipped with steel-belted radial tires as standard equipment for lower roll resistance and better gas mileage, compared to bias ply tires.

4. Heater for the choke. All Ford engines have it. The heater turns the choke off faster after the engine warms up. The quick return to "idle" reduces gas consumption.

5. The rear axle ratios on many Ford built cars were readjusted in 1976 to provide better fuel economy. You also have a choice of optional axle ratios to match, if needed, the special kind of driving you do (mountains, deserts, etc.).

6. The scheduled maintenance requirements on Ford built cars have been dramatically reduced since 1973. This means fewer gallons of oil are needed for oil changes during the life of your car.

7. Some of our cars come with a 4-speed overdrive transmission as standard equipment, except in California and in high altitude areas. The low engine rpm cruising in fourth gear can save fuel.

8. Extensive programs have been implemented to help reduce excess weight in many of our new models to help make them more fuel efficient.

9. Most air-conditioners on our cars have an ECONOMY/VENT position that can be used for cooling or heating when the outside temperature is between 70 and 40 degrees. In this position, fresh air is circulated but there is no refrigeration. Therefore, gas consumption is not increased because the compressor is not operating.

10. Higher compression ratios. The compression ratios of some of our engines were raised for 1976. A higher compression ratio means greater thermal efficiency and fuel economy.

11. That's not all. Today, Ford Motor Company is working with new engines, new techniques, new, lighter materials...all to squeeze the most miles out of every gallon of gasoline that goes into a Ford Motor Company car.

It's simple.

Ford wants to be your car company.

