

FUEL ECONOMY



L I N C O L N

FACTS AND TIPS

Getting better fuel economy is pretty much on everyone's mind right now. What are some ways to maximize your mpg?

A lot of it has to do with your personal driving habits, the weather, as well as where and when you drive. Knowing how EPA ratings are set and what affects fuel economy can help you change the mpg you get with your vehicle.

IT SAYS ON THE STICKER THE MILEAGE IS "EPA-ESTIMATED."

What does this mean?

The EPA is the Environmental Protection Agency. EPA ratings are designed to provide you with "apples to apples" mileage ratings. The EPA gives every manufacturer a set of test procedures, which are run in a laboratory under controlled conditions designed to reduce the variability from one test to the next. The mileage ratings are set as a result of these tests. The "estimated" part of the rating is a reminder that most people do not drive under those precise conditions and so their mileage is likely to vary.



FOR BETTER FUEL ECONOMY



DRIVE SMOOTHLY

Aggressive driving can lower gas mileage by 33% at highway speeds and 5% in the city.⁽¹⁾ Accelerate and brake smoothly.



SLOW DOWN

Increasing your speed from 55 to 70 mph increases fuel consumption by 25%.⁽¹⁾



DE-ACCESSORIZE

Reduce the use of A/C, the defroster (when the windshield is clear) and heated seats.



TRAVEL LIGHT

An extra 100 lbs. of cargo can reduce your mpg by up to 2%.⁽¹⁾



IDLE LESS

Idling can burn 1/4- to 1/2-gallon of fuel per hour, depending on the engine size and if the A/C is on.⁽¹⁾



RIGHT-SIZE TIRES

Using larger or rugged wheels/tires can increase weight and rolling resistance, affecting fuel economy.



STAY OFF THE ROOF

Rooftop cargo carriers and sports equipment add weight and create wind resistance.



MAINTAIN YOUR VEHICLE

Keep tires properly inflated, use the right oil, keep wheels aligned and replace dirty air and oil filters.

OTHER FACTORS



TERRAIN

Driving up and down hills or on unpaved roads can reduce fuel economy.



FUEL TYPE

Winter fuel, sold after October 1, contains 1.7% less energy than summer fuel.⁽¹⁾



FUEL OCTANE

Using E10 fuel or lower octane than is recommended can reduce mileage.



AXLE RATIOS

As axle ratios go up, capability increases, but on-road fuel economy tends to decrease.



TRAILER TOWING

The height (wind resistance) and weight of a trailer both impact fuel economy.



ENGINE BREAK-IN PERIOD

All new vehicle engines require a break-in period. Measure fuel economy after the vehicle's break-in period, after 3,000–6,000 miles. (See your Owner's Manual for details.)



WEATHER

Cold weather can reduce fuel economy, since the engine doesn't operate efficiently until it is warmed up.

⁽¹⁾ According to the Department of Energy.

HYBRIDS: HOW CAN I GET BETTER FUEL ECONOMY?

Many of the factors you can control for hybrids regarding fuel economy are the same as those for conventional gasoline-powered vehicles. That's because hybrids use a combination of gasoline and battery power; the degree to which battery power is used is heavily dependent on driving style and driving conditions.

EXTRA TIPS FOR BETTER HYBRID FUEL ECONOMY



BRAKE SMOOTHLY

Instead of braking quickly to a stop, smoother, steadier braking helps recharge the lithium-ion battery via regenerative braking.



ANTICIPATE TRAFFIC

Keep an eye on traffic conditions to avoid sudden braking and acceleration, which may cause your vehicle to switch to the gasoline engine and lower fuel efficiency.



USE SMARTGAUGE® WITH ECOGUIDE

See how efficiently your hybrid vehicle is operating and use the Brake Coach to monitor braking efficiency.

LINCOLN MKZ HYBRID: BEST-IN-CLASS FUEL ECONOMY⁽¹⁾

If fuel economy is considered one of your top priorities, Lincoln presents the class-leading fuel efficiency of Lincoln MKZ Hybrid. The 2014 Lincoln MKZ Hybrid has an EPA-estimated 45 mpg rating for city and highway mileage, and can operate electrically up to 85 mph, making it the fuel crown jewel in the Lincoln lineup.

(1) EPA-estimated 45 city/45 highway/45 combined mpg. Actual mileage will vary. Class is Luxury Midsize Sedans.

HOW LINCOLN DELIVERS FUEL ECONOMY

Lincoln offers you the choice of gas or hybrid, so there's no need to compromise on comfort or convenience. We're using innovative technologies, such as EcoBoost® engines and 6-speed transmissions, to enrich your driving experience, providing a balance of impressive performance, outstanding torque and enhanced fuel economy. And we're making substantial investments in new technology research to further increase fuel efficiency.

LEARN MORE

You can learn more about how EPA ratings are set, how to improve your fuel economy, and how Lincoln vehicles stack up against the competition by visiting these websites:

- fueleconomy.gov
- owner.lincoln.com
- lincoln.com/compare



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