



# NEWS RELEASE

**For Immediate Release**  
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## **Houston Ford Become's Minnesota's Only Car Dealership Driven by Wind Power**

*Dealership to Hold First Annual "Green Days" July 11<sup>th</sup> and 12<sup>th</sup>*

Pine River, MN – Houston Ford in Pine River, MN is the first and only car dealership in Minnesota to voluntarily purchase their electrical usage from wind-generated power. And to celebrate Houston Ford's strong commitment to the environment, they are holding a first annual "Green Days" on July 11<sup>th</sup> and 12<sup>th</sup>.

Houston Ford is voluntarily paying extra for wind energy, helping to preserve our nation's non-renewable energy sources, like coal and other fossil fuels that are currently being used to produce electricity. The wind energy purchased for the dealership saves enough electricity to power 25 homes a month.

"For almost two years now, Houston Ford has made a strong commitment to renewable energy sources, like wind power, to reduce our carbon footprint," said Dick Houston of Houston Ford.

The wind energy purchased by Houston Ford is from a regional source- Crow Wing Power in Baxter, MN. Crow Wing purchases most of their wind power from energy generated by wind farms in Southwestern Minnesota.

"Crow Wing Power currently has 37 businesses that voluntarily purchase wind generated power, but Houston Ford by far is our number one supporter of wind power," said Crow Wing Power Representative Char Kinzer.

Ford Motor Company is also committed to reducing the environmental impact of its vehicles. That's why the company has a strategic road map that focuses on the most cost-effective technology to improve CO2 emissions and significantly improve fuel economy while maintaining customer priorities.

"We are proud of Ford Motor Company's commitment to providing more fuel efficient vehicles and using renewable resources in our family of vehicles," said Houston. "We at Houston Ford and Ford Motor Company believe we can and we are making a difference in today's world for future generations."

In the immediate future, Ford Motor Company's Plan includes:

**Ford EcoBoost Engine Technology**

A major part of Ford's near-term environmental plan is the new EcoBoost engine. The 4-cylinder and 6-cylinder engines uses gasoline turbocharged direct-injection technology to deliver to 20% better fuel economy, up to 15% fewer CO2 emissions and superior driving performance. Ford will equip half a million Ford vehicles with this technology annually in North America within the next five years.

**Fuel-Efficient Transmission**

Ford is rolling out a new generation of fuel-saving transmissions, which deliver the fuel economy of a manual with the convenience of an automatic.

**Hybrid Electric Vehicles**

Ford is now in its fifth year producing the world's most fuel-efficient SUV – the Escape Hybrid. The company has three hybrids on the road: the Escape, Mercury Mariner Hybrid and Mazda Tribute Hybrid. Two new hybrid sedans – the Ford Fusion Hybrid and Mercury Milan Hybrid – will go into production later in 2008.

For more information, please visit:

<http://www.fordvehicles.com/forddriveone/green/?TopicID=2>

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