Ford aims to be technology, fuel-economy leader

Ford Motor Co. is determined to be a leader in name- technology and fuel economy with its future Ford and Lincoln lineups.

As part of that effort it will add MyFord Touch technology to 80 percent of the Ford model lineup by the 2014 model year, in some cases as standard equipment.

It also will launch two hybrid vehicles and develop more direct-injection turbocharged EcoBoost engines. The Ford brand also is taking some of its products upscale. For example, the restyled 2013 Taurus will offer interior refinements and improved fuel economy with the 2.0-liter EcoBoost engine.

And look for Ford to raise the bar for future Lincoln products. Ford Motor, in an effort to rebuild its remaining luxury brand, intends to differentiate Lincoln’s designs more clearly with seven new or improved Lincoln products by the 2014 model year.

Here are some of Ford’s plans for the 2012-14 model years, according to sources inside Ford and in the industry.

Jamie LaReau

The expert

Ford’s products get lighter, faster and move upscale

Ford Motor Co.’s future-product focus is on improved fuel economy by making its vehicles smaller and engines lighter without sacrificing performance, safety or luxury. It also wants to push the Ford brand more upscale to capture customers orphaned by the shutdown of the Mercury brand, and to attract new buyers with new product offerings.

Ford has said 90 percent of its North American nameplates will be available with direct-injection turbocharged EcoBoost engines as standard equipment or as an option by 2013. That engine puts out as much power as heavier V-6s or conventional six-cylinder engines.

Here are highlights for Ford’s 2012-14 model years.

Fiesta: The subcompact went on sale in May 2010 as a 2011 model. The car likely will get the 1.0-liter three-cylinder EcoBoost engine for subcompact and compact cars that is likely to arrive in 2013. Here are highlights for Ford’s 2012-14 model years.

Focus: Ford launched the redesigned Focus this year on Ford’s global compact platform. An electric version is planned for the 2012 model year. A performance version called the Focus ST, with a 2.0-liter EcoBoost engine, will go on sale in 2012.

There is talk that the 1.0-liter EcoBoost Ford announced it is developing could find a home in the Focus as a fuel economy option in the 2013 or 2014 model year.

Fusion and Lincoln’s 2012-14 model years.

Focus Electric debut Fusion redesign Fiesta restyle

Focus ST debut (or 2013) Taurus restyle Edge redesign (or 2015)

Flex freshen (or 2013) MKS restyle MKX restyle

Expedition freshen/reskin (or 2013) New small crossover debut MK7 freshen

From Ford models not only by their technology but also by unique powertrains paired with eight-speed transmissions.

Here are highlights for Ford’s 2012-14 model years.

Liner promises seven new or improved vehicles by 2014

Lincoln promises seven new or improved products by 2014, Ford Motor Co. has promised Lincoln dealers. Ford’s global product chief, Derrick Kuzak, has said Ford will show some new or refreshed Lincoln products this year.

As Lincolns are redesigned, they will be differentiated not only by their technology but also by their grille and side appearance. The MKT will get a new grille and side appearance in 2013. The biggest change will be the appearance of the grille and sides, with a more streamlined design. But the MKS will keep the vertical orientation to the taillights, even as other Lincoln vehicles move to a horizontal look.

The MKS will continue to offer the 3.5-liter turbocharged direct-injection EcoBoost V-6 engine. It might get the 2.0-liter four-cylinder EcoBoost engine that Ford is giving the Taurus at that time, too. But look for the MKS to have a dramatically different exterior than the Fusion, with more premium materials used for the MKS’s interior.

MKX: Ford reskinned the mid-sized crossover for the 2011 model year. Lincoln is expected to redesign the MKX for the 2014 model year on Ford’s global mid-sized platform.

Ford introduced the redesigned 2013 Taurus this year at the New York auto show.

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