

Booster shot

17-city Ford EcoBoost Challenge visits the Valley

Story by Jennifer Johnson | Photos by Joe Sage



Canadian drift champion Tania Bourbonnais gives an overview of the Mustang autocross course, then heads out to check the starting line. These were the new 2.3L EcoBoost Ford Mustangs, with both manual and automatic transmissions. The course put acceleration, handling and braking to a serious test.

More than 700 Ford fans and potential customers got behind the wheels of Ford Motor Company's latest products at the EcoBoost® Challenge consumer drive tour, which stopped at WestWorld in Scottsdale on May 2 as part of a 17-city national tour.

"With EcoBoost engines now available across 100 percent of our US light-duty lineup, the EcoBoost Challenge lets consumers experience this innovative technology that helps Ford deliver better fuel economy with a more engaging driving experience than the competition," said Michele Bartlett, Ford group marketing manager for large cars and SUVs. "Not only is the EcoBoost Challenge a lot of fun, but getting people in the driver's seat is the best way for them to experience the craftsmanship, innovation and performance of the Ford lineup."

2015 EcoBoost Challenge participants were able to drive the all-new 2015 Ford Mustang and all-new 2015 Ford F-150—branded as the toughest, smartest, most capable F-150 ever. Also on hand were the all-new 2015 Ford Edge, new 2015 Expedition, plus Escape, Fusion Hybrid and Transit Connect Wagon.

At this year's event, EcoBoost Challenge participants took part in the EcoBoost Challenge Drive, which allowed participants to drive Ford products head-to-head against the competition. The most popular course proved to be the ST Reaction Time Challenge, where participants tested their reflexes in both Fiesta ST and Focus ST models. A dedicated course for the all-new 2015 Mustang EcoBoost highlighted the model's elevated performance and handling, and a street drive showed off Ford's innovative park assist technologies.

As an added bonus, the 2015 EcoBoost tour also included a "ShiftPhobia" boot camp, giving consumers a hands-on clinic on the basics of driving a manual—complete with on-course driving instruction from a professional driver.

By combining advanced engine technologies such as turbocharging, direct injection and variable valve timing, Ford EcoBoost engines can help customers conserve fuel without sacrificing power. In North America, EcoBoost sales make Ford the leader in turbocharged direct-injected gasoline engines in high-volume passenger vehicles such as Fusion, F-150, Edge and Escape. For 2015, 100 percent of Ford's US light-duty vehicle lineup is available with an EcoBoost engine.

For more information on the tour, visit ecoboostdrive.com. ■

