

1086-AE-1952      **Erica Klampff\*** (eklampf1@ford.com). *The Role of Analytics in Ford's Blueprint for Sustainability.*

Few, if any, issues are more important to Ford's future than climate change, and there is increasing recognition that environmental and business sustainability go hand-in-hand. Ford is recognized as contributing to climate stabilization by building green manufacturing facilities (Dearborn Truck Plant has the nation's largest living roof) and offering a suite of new vehicles that achieve industry leading fuel economy. What might not be as well known is that Ford's strategic sustainability efforts, as outlined in the *Blueprint for Sustainability*, are supported by analytical methodology. I will provide an overview of such modeling efforts in global energy modeling, setting internal regional CO<sub>2</sub> targets, meeting fleet regulatory compliance, building competitive fuel efficient platforms, and predicting consumer's willingness to pay for emerging technology. In addition, we are developing analytical tools to assist our fleet customers with their purchase decisions so that they can achieve both their sustainability and business goals. Ford is leveraging collaborative efforts with many universities to accelerate these efforts. It's not easy being green, but analytics sure help! (Received September 24, 2012)