

capacitor and a DC/DC converter. The system starts to recover kinetic energy the moment the driver lifts off the accelerator and the vehicle begins to decelerate. The variable voltage alternator generates electricity at up to 25V



The DC/DC converter steps down the electricity from 25V to 12V before it's distributed directly to the vehicle's electrical components. The system also charges the vehicle's battery as necessary, and i-ELOOP reduces the need for the engine to burn extra fuel to generate electricity. The result, Mazda claims, is up to a 10 percent fuel economy improvement.

"That's in a best-case scenario," Coleman allows, "like at night, in winter, when it's raining with the wipers, heater, lights, and radio running and in traffic. On the EPA cycle we get about one MPG with it."

A singular MPG might not seem like much, but taking the accessory load off the engine is a strategy other manufacturers are following to hit ever-higher fuel economy standards. The next steps, according to Coleman, will be moving the air conditioning compressor and water pump from belt drive to electric power, making even the most mundane bits under-hood even more efficient, and reducing fuel consumption in the process.

"So many of the fuel economy technologies out there just make the car dull to drive," laments Coleman, but the i-ELOOP technology should maintain the high level of driver involvement that's crucial to Mazda's brand values, while simultaneously boosting fuel economy and reducing emissions in the process.

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