Simple Search offers a straightforward approach to searching, allowing you to target by source or date for high-quality relevant results.

1 Key Word Searching

Use the simplicity of free web searching to retrieve targeted headlines.

Enter a few keywords related to your topic and click Search.

2 Focus Your Search by Sources

Use the drop-down menu to focus your search to a specific content type, a Factiva source group, one of your personal source lists, or a Group Source List created by your Administrator.

3 Select a Date Range

Expand or narrow your date range using the options in the drop-down menu. You can search news as recent as today, or the full 50+ year Factiva archive.

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Search | Alerts | News Pages | Companies/Markets | Snapshot (Beta)

Simple Search   Search Builder   Saved Searches

1 | hybrid cars fuel efficiency wsj ford

All Sources   All Dates   2   Save as Alert   Search

Did you mean?   Hide
☐ Source: The Wall Street Journal   3
☐ Company: Ford Motor Company
And "hybrid cars fuel efficiency"
                                                        Run Search

All (275) **Publications** Web News (9) Blogs (0) Pictures (0) Multimedia (13)   4

Sort by: Relevance   Duplicates: Similar   👁 ✉ 🖨 💾 📷 RTF PDF XML 📄 ?   6   Display Options ▼ ☰ ▤

▼ Date   Export   ☐ Headlines 1 - 100 of 253 Next 100 ▶ Total duplicates: 14   5

7   60 40 20   ☐ 1. **Cranky Consumer: Testing the Fuel Claims of Hybrids**
                               The Wall Street Journal , 12 July 2005, 1154 words, By Karen Lundegaard, (English)
1 January 2002 31 December   CAR DEALERS CAN'T KEEP THEIR hybrid vehicles in stock -- there are monthslong waits for the Toyota Prius, the top-selling model, and the luxury Lexus
                2011   400h, among others.
Distribution: Yearly
                               ☐ 2. **WSJ: Ford CEO Stresses Commitment To Fuel Efficiency**
▼ Companies   Export   Dow Jones News Service , 13:03, 7 April 2004, 866 words, (English)
Ford Motor Compa... 109   By Joseph B. White Of THE WALL STREET JOURNAL NEW YORK (Dow Jones)--Against the backdrop of an auto industry horsepower war, Ford Motor Co.
Toyota Motor Cor... 83   (F) Chairman and Chief Executive Bill Ford Jr. said Wednesday it's "unreasonable" for …
General Motors C... 73
Honda Motor Co L... 45   ☐ 3. **Gas Engines Get Upgrade in Challenge to Hybrids**
Daimler AG 44   The Wall Street Journal (Online and Print) , 14 January 2009, 1036 words, By Matthew Dolan, (English)
Nissan Motor Co ... 27   Hybrids and electric cars are generating the buzz this week at Detroit's North American International Auto Show . But thanks to new technology, the century-
Bayerische Motor... 23   old internal-combustion engine appears poised to make a significant leap in fuel …
Chrysler Group L... 18
Volkswagen AG 16   ☐ 4. **Battery Work Aids Hybrids; Research on Electric-Motor Technology Is Likely to Pay Off for Hybrid Vehicles**
Renault SA 4   The Wall Street Journal Online , 18 October 2010, 656 words, By Mike Ramsey, (English)
                                 The massive investment in battery and electric-motor technology being pursued by virtually every car maker may not result in millions of electric cars on the
▶ Executives   roads, but it won't be a wasted effort.

▼ Industries   Export   ☐ 5. **WSJ/Eyes On The Road: Ford Hopes Fusion Hybrid Can Aid Brand**
Passenger Cars 122   Dow Jones News Service , 7:32, 5 January 2009, 1532 words, By Joseph B. White, (English)
Motor Vehicles 81   The 2010 Ford Fusion hybrid is the kind of car President-elect Barack Obama and many members of Congress want Detroit's auto makers to build. But
Electric/Gas/Bio... 52   consumers may not fully appreciate this car and others like it without a lot of effort.
Automobiles 50

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1 Persistent Search Box
Modify your source selection, keywords, or date selection from the results page.

2 Save As an Alert
Instantly monitor your subject going forward by clicking Save as an Alert. You can create up to 25 Simple Search Alerts.

3 Did you mean?
Did you mean will present recognized companies and sources based on keywords that you can select to further filter your results.

4 Content Types
Read, listen, or view results as you evaluate headlines collectively in the All link, or by each content type -- Publications, Web News, Blogs, Pictures, and Multimedia.

5 Frames
Use the icons to choose between viewing with frames ▤ or no frames ☰ .

6 Post Processing

👁 Display your selected headlines.

✉ E-mail selected headlines in a variety of formats.

🖨 Formats selected headlines for printing in a new browser window.

💾 Formats selected headlines for saving in a new browser window.

🛍 Store and share headlines organized by topic or project.

RTF Export selected headlines or articles to your word processor.

PDF Export selected headlines or articles to Adobe® Reader® for a presentation-ready format.

XML Use this format to republish content to other communication tools.

📄 Build and disseminate newsletters on-the-fly in multiple formats to share with your audience.

❓ Read post-processing FAQs.

7 Discovery Pane

More than just pretty pictures, the Discovery Pane provides immediate analysis of your search results using charts and graphs. Go beyond the analysis and use Discovery to filter and target your results.

Date: A timeline breakdown of the number of articles matching your search.

Companies: Ten most mentioned companies.

Executives: Ten most mentioned executives.

Subjects: Ten most common subjects.

Industries: Ten most mentioned industries.

Sources: Ten most common publications.

Keywords: Most mentioned keywords or phrases in the first 100 articles.

Regions: Ten most mentioned regions.

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