

2010

EDGE



2010  
EDGE 



edge limited \ tuxedo black metallic \ available equipment



YOU WANT UNIQUE, STANDOUT LOOKS. YOU WANT TO GET UP TO SPEED AND RIDE LIKE A SPORTS SEDAN. YOU WANT THE ASSURANCE OF TOP SAFETY RANKINGS. YOU WANT YOUR CROSSOVER TO HANDLE EVERYTHING YOU THROW AT IT – AND IN IT. *YOU WANT THE EDGE.*

**AESTHETIC & ATHLETIC**

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edge sport \ sport blue metallic \ available equipment

in **MOTION**  
it stirs **Emotion.**

Edge Sport is rolling sculpture.  
Wheels glistening as brilliantly as the 3-bar grille.  
Chiseled lines with unique body-color fascias and trim.  
A **monochromatic** paint scheme, front to back –  
Punctuated with wide, bright dual exhaust tips.  
Interior harmony is synthesized by Ambient Lighting  
And **exclusive Alcantara® Grey** seat inserts.  
Punch it up with this optional tandem: **22" wheels**,  
Plus a **performance-tuned** suspension.  
Sport sizzles.



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edge limited \ ingot silver metallic \ available equipment

## QUICK. efficient.

The power of 6. As in a die-cast, aluminum-block **V6 engine**. Good for an impressive 265 horses and teamed with a sophisticated **6-speed automatic**. Tap into torque across the band: merges, passes – no sweat. The **fully independent suspension** facilitates handling. It features hydro-bushings and an isolated subframe attached at, you guessed it, 6 locations. Smooth and precise never had it so good.

Driving confidence can be elevated to enthusiast level on **Edge Sport**. Courtesy of optional 22" wheels, wrapped in high-performance **Pirelli® Scorpion Zero** tires, together with a custom-tuned suspension that incorporates a bigger front stabilizer bar and enhanced shocks, springs and steering. **A corner carver.**

\*2010 EPA-estimated, FWD.



you talk. SYNC LISTENS.™

FORD SYNC® WITH 911 ASSIST,™<sup>3</sup> PLUS NEW TRAFFIC, DIRECTIONS AND INFORMATION.

The available, award-winning Ford SYNC system – developed in association with Microsoft® – works with your paired Bluetooth®-enabled mobile phone and digital media player or USB drive. Make and take calls, play music by artist or genre, and more – all with the touch of a button and simple voice commands.<sup>4</sup>

SYNC also features these convenient **Driver Services**:

- 911 Assist • Turn-by-turn directions<sup>5</sup> • Vehicle Health Reports • Business searches<sup>5</sup> • Up-to-the-minute weather<sup>5</sup> • Personalized business, sports, traffic alerts,<sup>5</sup> entertainment news and more<sup>5</sup>

With 911 Assist, the system can make an emergency call from your phone if any airbag has deployed. And, unlike other systems that send you to a call center first, SYNC connects you directly to a 911 operator. SyncMyRide.com has all the latest news.



PICKS UP YOUR VOICE.  
PLOTS THE BEST ROUTE.  
PLAYS TUNES ON REQUEST.  
PLACES CALLS TOO.

NAVIGATION WITH SIRIUS TRAVEL LINK.™

Displayed on a generous 6.5" LCD touch screen, the optional GPS-linked Navigation System offers voice activation for everything from driving directions to accessing music. It also provides nearly 10 gigs of storage space for photos (on your home page) and music (up to 2400 songs). Class-exclusive<sup>1</sup> SIRIUS Travel Link is the source for up-to-the-minute local traffic, weather, fuel prices, sports scores and movie listings.<sup>2</sup> So you're always in the know.

SIRIUS® SATELLITE RADIO.

Standard on Edge SEL, Limited and Sport, SIRIUS Satellite Radio<sup>2</sup> comes with a 6-month subscription: Surf more than 130 channels – including 100% commercial-free music, plus the best of sports, news, talk and entertainment, coast-to-coast.

<sup>1</sup>Medium 5-Passenger CUV class with standard 6-cylinder engine. <sup>2</sup>Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Subscription required after introductory 6 months service. Service only available in the 48 contiguous United States and the District of Columbia. <sup>3</sup>The vehicle's electrical system (including the battery), the wireless service provider's signal, and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a

crash. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed. <sup>4</sup>Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. <sup>5</sup>SYNC with Traffic, Directions and Information available Summer 2009. These SYNC services not available with SIRIUS Travel Link or Navigation System. See your dealer for details.



## RICH, LEATHER-TRIMMED LIVING ROOM...

...WITH A FRESH INFUSION OF SIENNA.

The stylish seating surfaces are accented with **contrast stitching** – same holds true for the leather-wrapped steering wheel and shift knob. Floor mats are of the premium carpeted variety, embellished with the “EDGE” logo. There’s also a hint of **dark, brushed-aluminum** with this engaging new Limited Interior Appearance Package option.





enriching. enchanting.  
**ENGAGING.**

Edge can do it all:  
All depends on what you envision.

- a. The handy **POWER LIFTGATE** raises and lowers at the simple press of one of 3 buttons – either on your key fob, on the dashboard or in the cargo area. It's an optional convenience.
- b. A real eye-opener: The **VISTA ROOF™** encompasses nearly 40% of the top and creates a daylight opening 3X larger than the average moonroof. The front panel powers open; the rear stays put. This panoramic option also features dual power sunshades.
- c. **DUAL INViSiON™ DVD HEADRESTS** – available as a Ford Licensed Accessory – work independently and tout 7" adjustable monitors, game ports, infrared headphones and more.
- d. The standard **BLIND SPOT MIRRORS** integrate an innovative convex spotter that assists the driver by increasing visibility along each side of the vehicle.
- e. **ADAPTABILITY** is the word for Edge – equipped with a 60/40 split fold-flat, reclining rear seat; folding center armrest; and a time-saving EasyFold™ rear seatback release on SEL, Limited and Sport.



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## the ABCs of AWD.

WORKS FOR MORE PEACE OF MIND IN ALL KINDS OF WEATHER, OR FOR GREATER HANDLING FINESSE EVEN ON DRY PAVEMENT: **ALL-WHEEL DRIVE** (AWD) IS OPTIONAL TO CONSTANTLY MONITOR CONDITIONS AND ACT IN AN INSTANT, **ON-DEMAND**. THE IDEAL AMOUNT OF TORQUE IS DELIVERED TO ALL 4 WHEELS, WELL BEFORE ANY SLIPPAGE. FACT IS, THIS AWD SYSTEM HELPS KEEP YOU MOVING – EVEN IF ONLY ONE WHEEL **MAINTAINS TRACTION**.





**a SAFETY CANOPY® SYSTEM**

The patented Safety Canopy System deploys **side-curtain airbags** to enhance protection for outboard-seated occupants in the event of certain side-impact collisions.

**b PERSONAL SAFETY SYSTEM™**

With its sophisticated network of sensors and **front airbags**, the Personal Safety System enhances protection for the driver and front passenger in the event of certain frontal collisions. **Front-seat side airbags** are standard too.

**c ADVANCETRAC® WITH RSC® (ROLL STABILITY CONTROL™)**

The industry's only such system with **2 gyroscopic sensors** – one of which is a unique vehicle-roll motion sensor – AdvanceTrac with class-exclusive RSC<sup>1</sup> works with the 4-wheel disc **Anti-lock Brake System (ABS)**, **traction control** and **yaw control**. It automatically determines when to apply individual brakes and modify engine power to help keep all 4 wheels firmly planted.

**d SOS POST-CRASH ALERT SYSTEM™**

In the event of an airbag deployment or safety belt pretensioner activation in certain collisions, the SOS Post-Crash Alert System automatically **flashes the hazard lights** and **sounds the horn** to attract attention.<sup>2</sup>

# TOP SAFETY PICK.

## 3 YEARS RUNNING.

Once, twice, three times a *TOP SAFETY PICK* – for the 2007–2009 model years – per the Insurance Institute for Highway Safety (IIHS). Edge achieves the **highest rating possible** in rigorous front, side and rear crash tests. Kudos to all those side-intrusion door beams, energy-absorbing door-trim panels, and bumper-to-bumper flow-through rails. Passenger compartment energy management at its finest.

<sup>1</sup>Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. For more information on AdvanceTrac with RSC, visit [fordvehicles.com](http://fordvehicles.com). <sup>2</sup>SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner.



# Specs.

## DIMENSIONS & CAPACITIES

Exterior	
Wheelbase	111.2"
Length	185.7"
Height (with options)	69.0"
Width – Excluding mirrors	75.8"
Width – Including mirrors	87.5"
Width – Mirrors folded	79.1"
Minimum running ground clearance	7.9"
Liftover height	30.8"
Overhang – Front	37.0"
Overhang – Rear	37.5"

Interior	front/rear
Head room (without Vista Roof™)	40.0"/39.3"
Shoulder room	58.9"/58.8"
Hip room	54.8"/56.3"
Leg room	40.7"/39.6"

Capacities	
Passenger volume (cu. ft.)	108.4
Cargo volume behind front seats (cu. ft.)	69.0
Cargo volume behind rear seats (cu. ft.)	32.2
Fuel capacity (gal.)	
FWD	19.0
AWD	20.0

## 2010 HORSEPOWER, TORQUE & EPA-ESTIMATED FUEL ECONOMY

3.5L Duratec® V6 engine	
Horsepower	265 @ 6250 rpm
Torque (lb.-ft.)	250 @ 4500 rpm
6-speed automatic	
FWD	18 mpg city/25 hwy.
AWD	17 mpg city/23 hwy.

## STANDARD

Mechanical	
3.5L Duratec V6 engine with 6-speed automatic transmission	
4-wheel power disc brakes with Anti-lock Brake System (ABS)	
Front-wheel drive	
Independent front and rear suspension	
Mini spare tire	
Power rack-and-pinion steering	

Safety & Security	
Personal Safety System™ for driver and front passenger includes dual-stage front airbags <sup>1</sup> safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System	
AdvanceTrac® with RSC® (Roll Stability Control™)	
Autolock	
Battery saver with headlamps-off delay	
Belt-Minder® front safety belt reminder	
Child-safety rear door locks	
Front-seat side airbags <sup>1</sup>	
Front height-adjustable shoulder safety belts	
Illuminated entry system	
LATCH – Lower anchors and tether anchors for child-safety seats (2 in rear)	
Safety Canopy® System with side-curtain airbags <sup>1</sup> and rollover sensor	
SecuriLock® passive anti-theft ignition system	
SOS Post-Crash Alert System™ flashes hazard lights and sounds horn after airbag deployment or safety belt pretensioner activation in certain collisions	
Tire Pressure Monitoring System (excludes spare)	

**New Vehicle Limited Warranty.** We want your Ford Edge ownership experience to be the best it can be. So under this warranty, your new vehicle comes with 3-year/36,000-mile Bumper-to-Bumper Coverage, 5-year/60,000-mile Powertrain Warranty Coverage, 5-year/50,000-mile Safety Restraint Coverage, and 5-year/unlimited-mile Corrosion (Perforation) Coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

**Roadside Assistance.** Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle, or need towing. Your Ford Dealer can provide complete details on all of these advantages.

**Ford Credit.** Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at [fordcredit.com](http://fordcredit.com).

**Ford Extended Service Plan.** For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.

Interior	
4 12-volt power points (1 each in instrument panel, center console, rear seat and cargo area)	
Accessory delay for power features	
Adjustable driver and front-passenger sun visors	
Air conditioning with rear-seat vents	
Auxiliary audio input jack	
Cargo area hooks and net	
Center console with deep-bin armrest, dividers, power point and 2 cupholders	
Coat hooks (2)	
Cupholders/beverage holders (6)	
Dual-note electric horn	
Front and rear carpeted floor mats	
Front and rear dome/map lights	
Front-passenger (1) and B-pillar (2) assist handles	
Instrumentation (tachometer, lamp outage, low fuel warning, low washer fluid, low oil pressure, door ajar, liftgate ajar and coolant temperature indicator)	
Map pockets in driver and front-passenger seatbacks and in all 4 door panels, with 2 beverage holders in front door panels	
Overhead console with sunglasses holder	
Power door locks	
Power windows with one-touch-up/-down driver-window feature	
Rear-seat fold-down armrest with 2 cupholders	
Rear-window defroster	
Steering wheel-mounted cruise control	
Tilt and telescoping steering column	

Exterior	
Chrome 3-bar grille	
Power sideview mirrors with Blind Spot Mirrors and manual fold-away design	
Privacy glass (rear doors, rear quarter windows and liftgate window)	
Rear spoiler	
Remote keyless-entry system with 2 integrated keyhead transmitter remotes	
Rocker moldings	
Roof-mounted antenna	
Windshield wipers – Front: variable-intermittent with washer; rear: 2-speed with washer	

<sup>1</sup>Always wear your safety belt and secure children in the rear seat.

**Insurance Services.** Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at [fordvip.com](http://fordvip.com) for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

Comparisons based on 2009 competitive models (Medium 5-Passenger CUV class with standard 6-cylinder engine), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following the release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.



## EDGE SE

Equipped with select standard features, plus:

### Rapid Spec 100A:

- 17" painted-aluminum wheels
- Quad-beam halogen headlamps
- Black exterior door handles, sideview mirrors, rear spoiler and rocker moldings
- Dual chrome exhaust tips
- Cloth seats
- Front bucket seats with driver manual lumbar
- Rear 60/40 split fold-flat seat with manually reclining seatbacks and folding center armrest
- AM/FM stereo/single-CD player with MP3 capability

### Available Option Group

**Rapid Spec 101A: Convenience Package:** auto-dimming rearview mirror, automatic headlamps, SecuriCode™ keyless-entry keypad, secondary steering wheel-mounted audio controls and Reverse Sensing System + SIRIUS Satellite Radio with 6-month subscription

### Available Options

- All-weather floor mats
- Black roof side rails
- Ford SYNC® voice-activated, in-vehicle communications and entertainment system<sup>1</sup>

<sup>1</sup>Requires Rapid Spec 101A. <sup>2</sup>Requires Rapid Spec 201A or 202A.

<sup>3</sup>Requires Rapid Spec 202A on SEL. <sup>4</sup>Requires Rapid Spec 401A on Sport.

Alcantara is a registered trademark of Alcantara S.p.A., Italy.  
 Microsoft is a registered trademark of Microsoft Corporation.  
 The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.  
 SIRIUS is a registered trademark of SIRIUS XM Radio Inc.  
 Subscriptions governed by SIRIUS Terms and Conditions at [sirius.com/serviceterms](http://sirius.com/serviceterms).



## EDGE SEL

Equipped with all standard SE features, plus:

### Rapid Spec 200A:

- 18" painted-aluminum wheels
- Automatic headlamps with wiper activation
- Body-color exterior door handles, sideview mirror accents and rear spoiler
- SecuriCode keyless-entry keypad
- Reverse Sensing System
- Fog lamps with chrome bezels
- "SEL" badge
- Unique cloth seats
- 6-way power driver seat
- EasyFold™ rear seatback release
- Auto-dimming rearview mirror
- Illuminated visor vanity mirrors
- AM/FM stereo/6-disc in-dash CD changer with secondary steering wheel-mounted controls and MP3 capability
- SIRIUS Satellite Radio with 6-month subscription
- Leather-wrapped steering wheel and shift knob
- Message center
- Additional chrome accents on registers
- Unique aluminum finish on instrument panel

### Available Option Groups

**Rapid Spec 201A:** 18" premium aluminum chrome-clad wheels + Ford SYNC

**Rapid Spec 202A:** 18" premium aluminum chrome-clad wheels + Ford SYNC + Ambient Lighting + **Leather Comfort Package:** leather-trimmed seats, heated front bucket seats, 6-way power fold-flat front-passenger seat, and Dual-zone Electronic Automatic Temperature Control with particulate air filter

### Available Options & Packages

- All-weather floor mats
- All-Wheel Drive (AWD)
- Black roof side rails (not available with Vista Roof)
- Cargo Package:** power liftgate and Cargo Management System<sup>2</sup>
- Class II Trailer Tow Package:** hitch receiver, larger radiator, upgraded cooling fans, and wiring harness with 4-pin connector (3500 lbs. max.)
- Navigation Package:** voice-activated with a nearly 10-gigabyte hard drive, single-disc Premium Sound System with 9 speakers, and SIRIUS Travel Link™ services with 6-month subscription<sup>3</sup>
- Panoramic Vista Roof™ – 2-panel glass roof with power tilt and open features on front panel and dual power sunshades<sup>2</sup>
- SYNC



## EDGE LIMITED

Equipped with all standard SEL features, plus:

### Rapid Spec 300A:

- 18" premium aluminum chrome-clad wheels
- Heated sideview mirrors with security approach lamps and memory
- Body-color keypad surround
- Chrome beltline moldings
- "LIMITED" badge
- Leather-trimmed seats
- 6-way power heated front buckets with driver-seat memory feature and fold-flat front-passenger seat
- Dual-zone Electronic Automatic Temperature Control with particulate air filter
- Ambient Lighting
- SYNC
- Premium Sound System with AM/FM stereo/6-disc in-dash CD changer with 9 speakers (including A-pillar-mounted tweeters and an 8" subwoofer) with 320 watts
- Unique brushed-aluminum finish on center-stack panel and door-sill scuff plates
- Grey Metallic-faced gauges
- Universal Garage Door Opener

### Available Option Groups

**Rapid Spec 301A:** 20" premium aluminum chrome-clad wheels + panoramic Vista Roof

**Rapid Spec 302A: Cargo Package + 20" premium aluminum chrome-clad wheels + panoramic Vista Roof + voice-activated Navigation System**

### Available Options & Packages

- All-weather floor mats
- All-Wheel Drive (AWD)
- Black roof side rails (not available with Vista Roof)
- Cargo Package**
- Class II Trailer Tow Package**
- Limited Interior Appearance Package:** Sienna leather-trimmed seats with contrast stitching; contrast stitching on steering wheel and shift knob; dark brushed-aluminum center-stack panel; and premium floor mats with "EDGE" logo
- Panoramic Vista Roof
- Voice-activated Navigation System with a nearly 10-gigabyte hard drive, single-disc Premium Sound System with 9 speakers, and SIRIUS Travel Link services with 6-month subscription



## EDGE SPORT

Equipped with all standard SEL features, plus:

### Rapid Spec 400A:

- 20" premium aluminum chrome-clad wheels with "SPORT" center caps (shown above with optional 22" bright polished-aluminum wheels)
- Unique body-color front and rear lower fascias
- Body-color door cladding and side-skirt rocker moldings
- Unique headlamp and taillamp blackout treatment
- Larger 3½" bright dual exhaust tips
- "SPORT" badge
- Contrast stitching on leather-wrapped steering wheel and shift knob
- Leather-trimmed seats with Alcantara® Grey inserts
- Ambient Lighting
- SYNC
- Unique dark brushed-aluminum finish on center-stack panel with "SPORT" logo
- Cargo Management System

### Available Option Group

**Rapid Spec 401A: Premium Package:** Dual-zone Electronic Automatic Temperature Control with particulate air filter, Universal Garage Door Opener, security approach lamps, heated front bucket seats and sideview mirrors with memory, 6-way power fold-flat front-passenger seat and power liftgate

### Available Options & Packages

- 22" bright polished-aluminum wheels and sport-tuned suspension
- All-weather floor mats
- All-Wheel Drive (AWD)
- Navigation Package<sup>4</sup>**
- Panoramic Vista Roof



# Exterior colors.



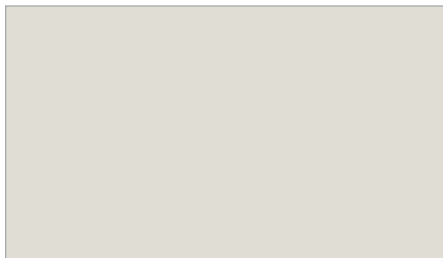
Red Candy Metallic with Tinted Clearcoat



Ingot Silver Metallic



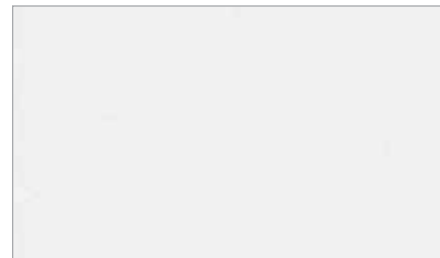
Cinnamon Metallic



White Suede



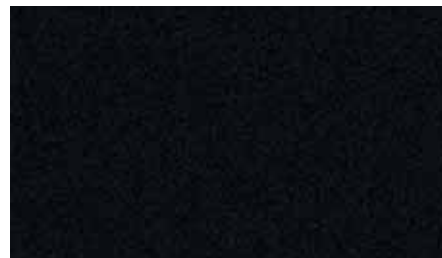
Dark Ink Blue Metallic



White Platinum Metallic Tri-Coat



Sterling Grey Metallic



Tuxedo Black Metallic



Sport Blue Metallic

**Interior Colors**

**SE**

Red Candy Metallic with Tinted Clearcoat <sup>1</sup>	●	●
Ingot Silver Metallic	●	●
White Suede	●	●
Dark Ink Blue Metallic	●	●
Tuxedo Black Metallic	●	●

**SEL/Limited**

Red Candy Metallic with Tinted Clearcoat <sup>1</sup>	●	●	●
Ingot Silver Metallic	●	●	●
Cinnamon Metallic	●	●	●
White Suede <sup>2</sup>	●	●	●
Dark Ink Blue Metallic	●	●	●
White Platinum Metallic Tri-Coat <sup>1</sup>	●	●	●
Sterling Grey Metallic	●	●	●
Tuxedo Black Metallic	●	●	●

**Limited Interior Appearance Package**

Ingot Silver Metallic	●
Cinnamon Metallic	●
White Platinum Metallic Tri-Coat <sup>1</sup>	●
Sterling Grey Metallic	●
Tuxedo Black Metallic	●

**Sport**

Red Candy Metallic with Tinted Clearcoat <sup>1</sup>	●
Ingot Silver Metallic	●
Tuxedo Black Metallic	●
Sport Blue Metallic	●

**INTERIORS:** ● Camel ● Medium Light Stone ● Charcoal Black

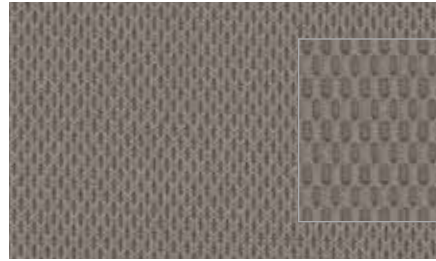
<sup>1</sup>Extra-cost option. <sup>2</sup>Not available on Limited.

Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options.

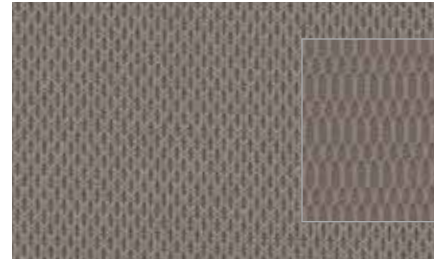
# Interior colors.



**Cloth – Charcoal Black with Charcoal Black inserts**  
 Standard on SE



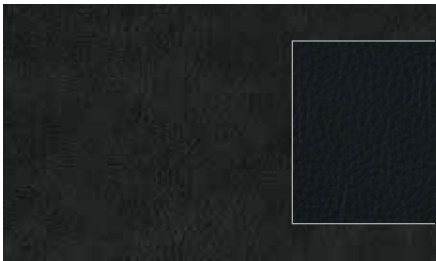
**Cloth – Medium Light Stone with Medium Light Stone inserts**  
 Standard on SE



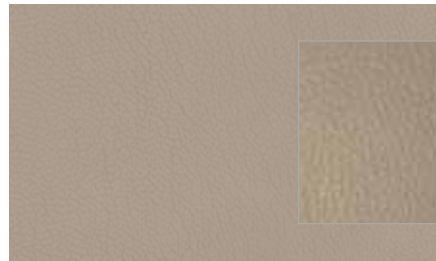
**Cloth – Medium Light Stone with Unique Medium Light Stone inserts**  
 Standard on SEL



**Cloth – Charcoal Black with Unique Charcoal Black inserts**  
 Standard on SEL



**Leather – Charcoal Black with Charcoal Black inserts**  
 Standard on Limited, Optional on SEL



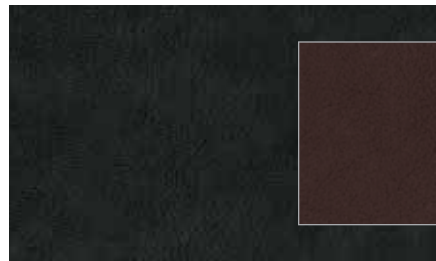
**Leather – Camel with Camel inserts**  
 Standard on Limited, Optional on SEL



**Leather – Medium Light Stone with Medium Light Stone inserts**  
 Standard on Limited, Optional on SEL



**Leather – Charcoal Black with Alcantara® Grey inserts**  
 Standard on Sport



**Leather – Charcoal Black with Sienna seating surfaces**  
 Standard with Limited Interior Appearance Package

# Wheels.

17" Painted-Aluminum  
Standard on SE



18" Painted-Aluminum  
Standard on SEL



18" Premium Aluminum Chrome-Clad  
Standard on Limited, Available on SEL



20" Premium Aluminum Chrome-Clad  
Standard on Sport



20" Premium Aluminum Chrome-Clad  
Available on Limited



22" Bright Polished-Aluminum  
Optional on Sport with sport-tuned suspension



## THE FACTS ABOUT FORD.



### Drive quality.

**FACT:** On top of earning 8 *Consumers Digest* "Best Buy" awards for 2009 models, Ford Motor Company is **unsurpassed** by Toyota and Honda when it comes to quality.<sup>1</sup>



### Drive green.

**FACT:** Ford builds the **most fuel-efficient midsize sedan** in America (Fusion Hybrid: 41 mpg city)<sup>2</sup> and the **most fuel-efficient SUV** on the planet (Escape Hybrid: 34 mpg city)<sup>3</sup>



### Drive safe.

**FACT:** No other car company offers you more vehicles that have received both 2009 IIHS "Top Safety Pick" and NHTSA **5-Star** crash test ratings.<sup>4</sup>



### Drive smart.

**FACT:** The voice-activated **Ford SYNC**® customizable media system and **EcoBoost™ V6 engines** are just a few of the innovative technologies you can only find in a Ford.

Visit [fordvehicles.com](http://fordvehicles.com) to learn more.



**Drive one.**

<sup>1</sup>Based on RDA Group's GQRS cumulative survey at 3 months of service in 3 surveys of 2008 MY Ford and competitive owners conducted 9/07-5/08. <sup>2</sup>EPA-estimated 23 mpg city/34 hwy., 27 mpg combined, Fusion S I-4 automatic; 41 mpg city/36 hwy., Fusion Hybrid. Actual mileage will vary. Midsize class per R. L. Polk. <sup>3</sup>Based on unadjusted city fuel economy from EPA (10/08) and VCA (5/08). 2009 EPA-estimated 34 mpg city/31 hwy. for Escape Hybrid FWD. Excluding vehicles built for Mazda. <sup>4</sup>Based on NHTSA 5-Star ratings for all 4 crash test categories. Star ratings are part of the U.S. Department of Transportation's Safercar.gov program ([www.safercar.gov](http://www.safercar.gov)).