

FORD 09



Drive one.

At Ford, everything we do begins with you.

Our focus on quality. Our green initiatives. Our innovations in safety, smart design and technology.

You are the driving force behind every vehicle we build.



Drive quality.

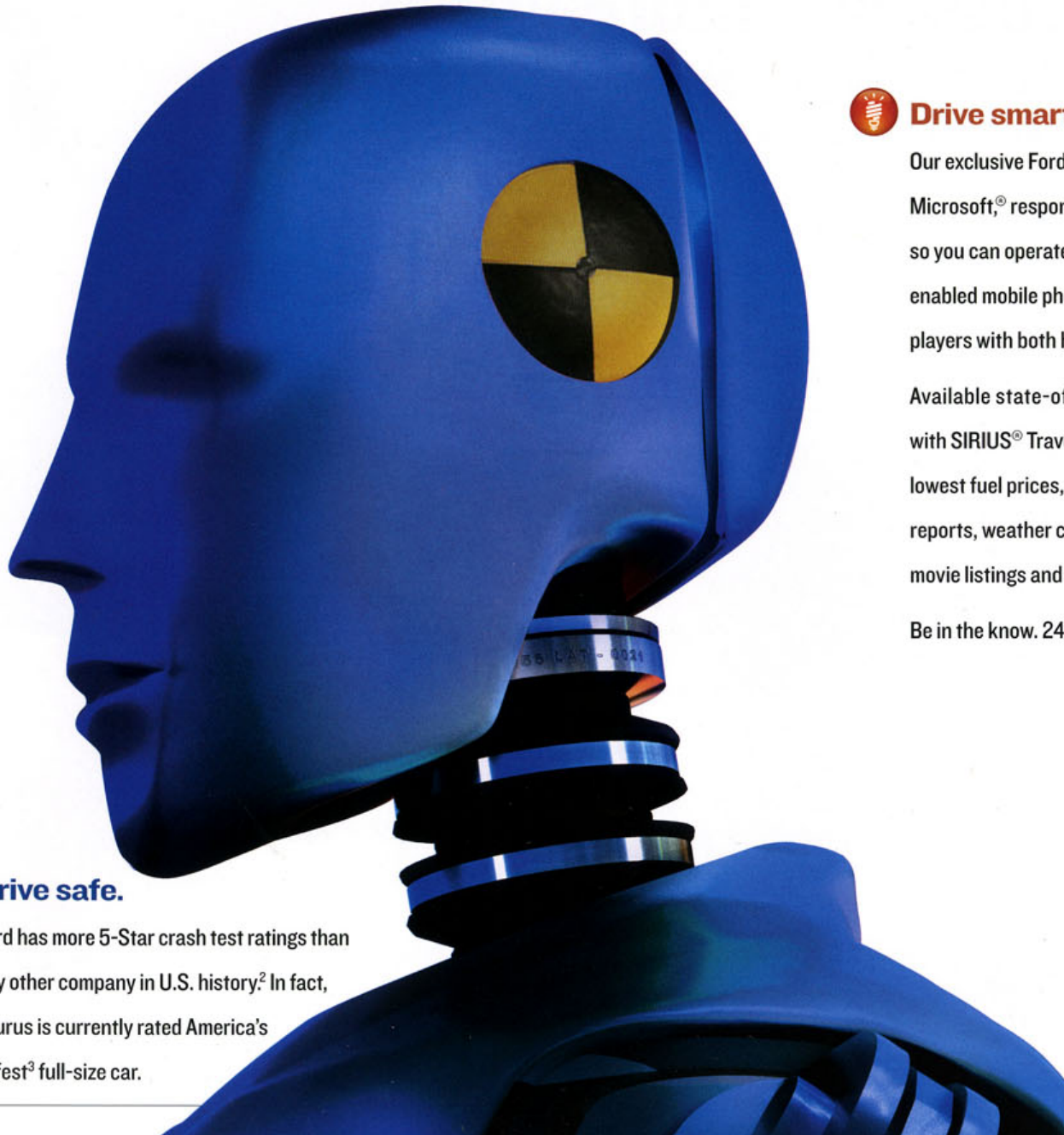
Ford is in a dead heat with Toyota when it comes to quality.¹ In 2008, not one, but 5 Ford vehicles garnered the coveted "Best Buy" award from *Consumers Digest*. And the winners are: Fusion, Mustang, Taurus, Escape Hybrid and F-150.



Drive green.

Soy? Yes. To help conserve limited resources and reduce CO₂ emissions, we use an environmentally friendly, soy-based foam for the seat cushions in Mustang, Escape, Escape Hybrid, Expedition and F-150.





Drive safe.

Ford has more 5-Star crash test ratings than any other company in U.S. history.² In fact, Taurus is currently rated America's safest³ full-size car.



Drive smart.

Our exclusive Ford SYNC,[®] developed with Microsoft,[®] responds to voice commands so you can operate most Bluetooth[®]-enabled mobile phones and digital media players with both hands on the wheel.⁴

Available state-of-the-art navigation with SIRIUS[®] Travel Link™ serves you the lowest fuel prices, up-to-the-minute traffic reports, weather conditions, sports scores, movie listings and more.⁵

Be in the know. 24/7.



Less gas. More green.

With nearly 70% of Ford cars, CUVs, SUVs and light-duty trucks getting up to 24 mpg hwy. or better,⁶ we're constantly exploring ways to make our new vehicles more fuel efficient than ever.



Maximize mpg.

With rising fuel prices and increasing concerns about the environment, we're dedicated to creating fun, fuel-efficient vehicles you'll be proud to drive. For 2009, all of these Ford vehicles achieve up to 24 mpg hwy. or better: Focus, Fusion, Mustang, Taurus, Taurus X, Edge, Flex, Escape, Escape Hybrid and Ranger.



Think hybrid.

Escape Hybrid is the world's first full-hybrid SUV *and* the most fuel-efficient SUV on the planet.⁷ With up to 34 mpg in the city, Escape Hybrid uses its new 2.5L Atkinson-cycle I-4 engine and the electric traction motor to give you 177 net hp while still meeting California's strict Advanced Technology Partial Zero Emissions Vehicle (AT-PZEV) requirements.⁸





Shift efficiently.

Many 2009 Ford vehicles offer a 6-speed automatic transmission for increased performance and fuel efficiency — another way we bring you greener miles without sacrificing performance.



And beyond.

Ford has always used racing to develop new technology. The Fusion 999 is the pinnacle — having reached a 207-mph land-speed record for a production-based hydrogen fuel cell car. It's a sign of greener things to come.



FOCUS

Whether it's the **4-door sedan** or the redesigned 2-door coupe, Focus is Ford's most wanted car. And it's the greenest. At its heart is a 140-hp 2.0L 4-cylinder engine keeping beat to the tune of up to **35 mpg**⁶. Focus is even EPA-certified as a SmartWay[®] vehicle in the official *Green Vehicle Guide*. Step inside, where mpgs meet mp3s with our available, class-exclusive⁹ Ford SYNC. This voice-activated, customizable media system integrates Focus with most digital media players and Bluetooth-enabled mobile phones⁴ so you can manage tunes and stay in touch on the go.



SEL Sedan • Brilliant Silver Metallic • AdvanceTrac[®] Electronic Stability Control

Top Corner: SEL Sedan • Charcoal Black Leather Trim • Moon & Tune Package

FOCUS COUPE



A unique 2-bar grille, eye-poppin' 17" wheels, dark chrome on its headlamps and taillamps, and lower, more aggressive fascias give the **new SES Coupe** its own sizzlin' style. A slick spoiler rides high in back, while the chrome-tipped exhaust hints at its 143-hp,¹⁰ sport-tuned engine. Control Blade™ trailing arms deliver crisp, precise handling on every Focus. It's part of the 4-wheel independent Euro-inspired suspension that helps deliver extraordinary maneuverability while eagerly absorbing bumps. Learn more to maximize your fun at fordvehicles.com/focus.



FUSION

Travel 467 miles on a full tank of gas — and enjoy every mile — in Fusion. The torque-happy, 160-hp Duratec 4-cylinder gets up to **29 mpg⁶** with its manual transmission. Team it with the optional 5-speed auto and Fusion is EPA-certified as a SmartWay vehicle — one of the “best environmental performers” nationwide. Or opt for the 221-hp V6 and its first-in-class¹¹ 6-speed auto shifter. Give the footwells and center console cupholders a cool LED glow in a spectrum of 7 colors, with optional Ambient Lighting. See it all at fordvehicles.com/fusion.



V6 SEL • Tuxedo Black Metallic • Sport Appearance Package Top Corner: V6 SEL • Blue Suede Package • Navigation System • AdvanceTrac Electronic Stability Control



Taurus X Limited • Brilliant Silver Metallic • All-Wheel Drive

TAURUS & TAURUS X

Rated America's safest³ full-size car and America's safest³ 7-passenger crossover, Taurus and Taurus X both earned **5 Stars** in frontal and side crash tests conducted by the National Highway Traffic Safety Administration. And both received "**Top Safety Pick**" from the Insurance Institute for Highway Safety. Taurus boasts the biggest trunk in North America and up to **28 mpg**,⁶ while Taurus X delivers versatility and up to 24 mpg.⁶ Learn more about them at fordvehicles.com/taurus and fordvehicles.com/taurusx.



Taurus Limited • Sangria Red Metallic • All-Wheel Drive

MUSTANG



300-hp GT Premium • California Special Package • Performance White • GT Appearance Package

Pedal to the metal: The vaunted 4.6L V8 Mustang GT hits the 0–60-mph mark in a scalding 5.1 secs.¹² **300 horses** and 320 lb.-ft. of low-end torque will do that for you. The 4.0L V6 offers a stirring 210 hp and 240 lb.-ft. of torque. It clocks the 0–60 dash in 6.5 ticks,¹³ making it one of the quickest cars for the money. And it's fuel efficient too — **26 mpg** hwy.⁶ A stick is standard operating procedure. An automatic's optional. Coupe or Convertible. V6, GT, Shelby GT500 or Shelby GT500KR. There's a steed for every need. Find yours at fordvehicles.com/mustang.

1: GT Premium with optional Premier Trim With Color Accent and Comfort Packages, plus Navigation System 2: GT Premium with optional Premier Trim With Color Accent Package and all-new Glass Roof 3: 540-hp Shelby GT500KR in Brilliant Silver Metallic 4: GT Premium in Torch Red (shown on closed course with professional driver — do not attempt)





V6 Premium • Grabber Orange • V6 Pony Package



EDGE



Limited • Black • Available Equipment

Edge turns heads. Attracts attention. And it's got the goods to deliver. A spirited 265-hp V6 engine. Sports sedan-like handling. Up to **24 mpg**.⁶ And all the flexibility you need. The new Edge Sport is jaw-dropping with its optional 22" bright polished-aluminum wheels and sport-tuned suspension. It's the ultimate CUV for true driving enthusiasts. The available voice-activated Navigation System with new SIRIUS Travel Link keeps you informed with the lowest fuel prices and more.⁵ Make life easier with Edge. Find out how at fordvehicles.com/edge.



1: Available voice-activated Navigation System and Ambient Lighting 2: Available panoramic Vista Roof™
3: Limited in Charcoal Black with available equipment 4: Limited in Brilliant Silver Metallic with available equipment



Sport • Sport Blue Metallic • Available Equipment



2



3



4

ESCAPE



Limited • Redfire Metallic • Available Equipment

With up to 22 mpg city and **28 hwy.**⁶ more horsepower, better performance, and new features like Ford SYNC,⁴ Escape is more fun than ever. Plus, the Insurance Institute for Highway Safety named Escape a 2008 **“Top Safety Pick”** for achieving the highest rating possible in front, side and rear crash tests, and having our standard AdvanceTrac with class-exclusive¹⁴ RSC[®] (Roll Stability Control[™]). Escape also received **5-Star** ratings² in the NHTSA's frontal and side-impact crash tests. For more reasons to Escape, visit fordvehicles.com/escape.

1: Limited in Black with available equipment 2: Up to 66.3 cu. ft.¹⁵ of cargo space with 60/40 split rear seats folded down
3: Available voice-activated Navigation System with new SIRIUS Travel Link 4: Available power moonroof





Limited • Charcoal Black • Available Equipment



2



3



4

ESCAPE HYBRID



Hybrid Limited • Kiwi Green Metallic • Available Equipment

With up to **34 mpg** in the city, Escape Hybrid is **the most fuel-efficient SUV on earth.**⁷ The improved hybrid powertrain runs in 100% electric mode up to 40 mph this year. Plus, the IIHS named Escape Hybrid a 2008 **“Top Safety Pick”** for achieving the highest rating possible in front, side and rear crash tests, and having our standard AdvanceTrac with RSC. Escape Hybrid also received **5-Star** ratings² in the NHTSA’s frontal and side-impact crash tests. Go green at fordvehicles.com/escapehybrid.

1: 110-volt power outlet 2: 330-volt hybrid battery pack (sealed beneath cargo area floor) 3: Available Navigation System with Hybrid Energy Flow monitor
4: Seating features sustainable cloth made from 100% post-industrial materials and environmentally friendly cushions made with soy-based foam





FLEX



Limited • Cinnamon Metallic • White Suede Roof • Available Equipment

It raises eyebrows. And expectations. But most of all, Flex raises questions. We've got answers. First, it's a crossover — seating 2 in front, up to 3 in the middle and 2 in back — with the largest 2nd row in its class.¹⁶ On board: all the latest technology, like available voice-activated communications and entertainment. Power: A 3.5L V6 and 6-speed auto. **24 mpg** hwy.⁶ Safety: You're covered. Flex rated 5 Stars in the NHTSA's frontal and side-impact crash tests.² Optional White Suede or Brilliant Silver roof. Your choice. Check it out at fordvehicles.com/flex.

1: Limited in Dark Ink Blue Metallic with optional White Suede roof and available equipment 2: Limited in Charcoal Black with available equipment
3: Available voice-activated Navigation System with Rear View Camera 4: Available rear console refrigeration cools (41°F) or freezes (23°F)





Limited • Charcoal Black • Multi-Panel Vista Roof • Available Equipment



2



3



4

EXPLORER & SPORT TRAC

Life is what you make it. Explorer and Sport Trac can make yours one seriously adventure-packed journey. Paired with a 6-speed automatic transmission, the available 4.6L V8 gets up to **21 mpg** hwy. and 14 city¹⁷ — that's 5% (hwy.) and over 7% (city) better than in previous years. New Trailer Sway Control helps improve handling during towing, while SIRIUS Travel Link enhances the available voice-activated Navigation System. Available 20" wheels make a bold statement. Explore them both at fordvehicles.com/explorer and fordvehicles.com/sporttrac.



Sport Trac Limited • Colorado Red • Adrenalin Package



Explorer XLT • Colorado Red • XLT Sport Package

EXPEDITION & EL



King Ranch® • Charcoal Black with Chaparral Leather Trim • Available Equipment

Expedition and Expedition EL have it all: space, comfort and capability. Built for active living, both vehicles feature plenty of cargo space (the longer wheelbase on EL gives you 129% more behind its 3rd-row seat) and roomy seating for up to 8.¹⁸ New this year: an **E85 fuel-capable** 5.4L V8 Flex Fuel engine (standard on both), available rain-sensing windshield wipers, and our available, exclusive Ford SYNC voice-activated, customizable media system.⁴ Start living it up together in Expedition. See details and differences at fordvehicles.com/expedition.



XLT • Black Pearl Slate Metallic • Available Equipment

F-150



FX4 SUPERCREW 4x4 • Sterling Grey Metallic • Available Equipment

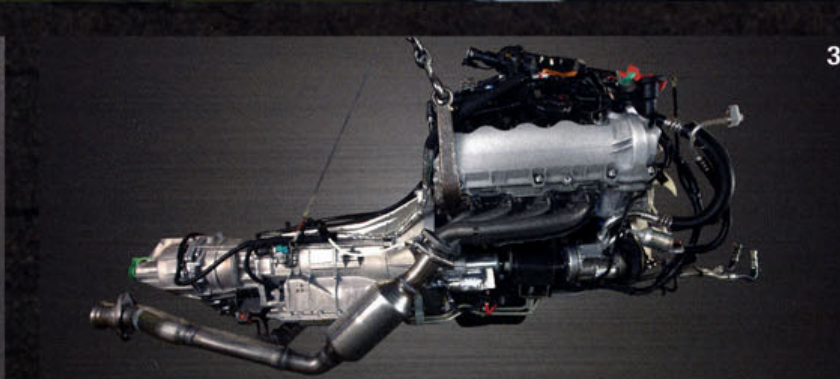
The new F-150 delivers at every turn. **Best-in-class¹⁹ towing and payload.** Excellent ride and handling. And the most extensive list of safety features available on a pickup. Its impressive array of technologies helps make your work easier. A perfect example: Tow the heaviest loads with confidence thanks to standard Trailer Sway Control and our available, integrated Trailer Brake Controller.²⁰ Get up to **21 mpg²¹** from the new SFE Package option with the new 4.6L 3-valve V8 engine and the new 6-speed automatic transmission to get the most bang for your buck.

1: All-new instrument panel combines handsome design and ease of use 2: Available factory-integrated Trailer Brake Controller
3: Available 320-hp²² 5.4L 3-valve V8 FFV engine and 6-speed automatic transmission





LARIAT SUPERCREW 4x2 • Razor Red Metallic • LARIAT Chrome Package • Available Equipment



F-150



XLT SUPERCREW 4x4 • Brilliant Silver Metallic • Available Equipment

Managing your cargo just got faster and easier. Behold the only **Tailgate and Box Side Steps** options in the class.¹⁹ Inside the new F-150, "Active Comfort" seats provide comfortable support for even the longest trips. Rear seatbacks are reclined for a more relaxed fit. And this is **the quietest F-150 yet**. Simple voice commands make it easy for you to call home, find your way, check the weather and more⁵ when you opt for available Ford SYNC⁴ and the Navigation Radio with SIRIUS Travel Link. Get to work at fordvehicles.com/2009F150.

1: New flat loadfloor (shown in SuperCrew) eliminates the center "hump" to make loading and unloading large items easier
2: New SuperCrew 60/40 split one-touch flip-up rear seat with mechanically assisted seat bottoms 3: Optional new class-exclusive Box Side Steps





XLT SUPERCREW 4x4 • Camel • Available Equipment



2



3



F-SERIES SUPER DUTY®



NEW Ford Harley-Davidson™ F-450 Crew Cab 4x4 • Black with Vista Blue Flames • Available Equipment

The most capable pickup in America.²³ F-Series Super Duty starts with an incredibly strong structure wrapped in muscular sheet metal. Best-in-class²³ towing and hauling are courtesy of its mighty, optional 6.4L Power Stroke® V8 Turbo Diesel. Climb in and experience an impressive level of comfort — one that's changed the heavy-duty pickup world. In fact, no other truck in the class offers so many innovations to make your work easier. No wonder it's been America's best-selling line of trucks for 31 years running. Build yours at fordvehicles.com/superduty.

1: F-350 DRW LARIAT Crew Cab 4x2 in Black/Brilliant Silver Metallic Two-Tone 2: FX4 Crew Cab with optional FX4 Luxury Package, including leather-trimmed front captain's chairs, Navigation Radio and available equipment 3: F-350 SRW XLT Crew Cab 4x4 in Sterling Grey Metallic with available equipment





NEW Cabela's® F-350 FX4 Crew Cab • Forest Green Metallic/Sterling Grey Metallic Two-Tone • Available Equipment

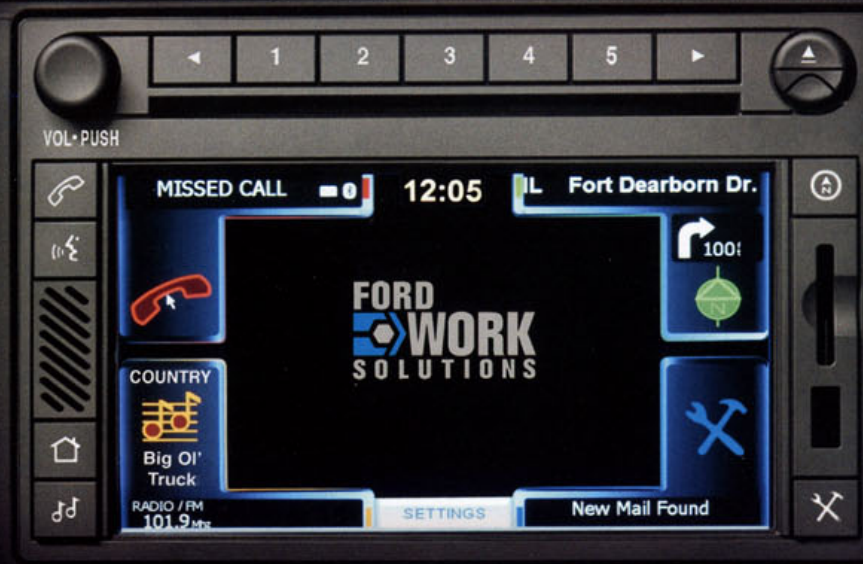


RANGER

The pickup with **unsurpassed gas mileage in North America**,²⁴ Ranger provides efficiency and a whole lot more. Up to **21 mpg city** and **26 hwy**. It's big on capability. Reliability. Durability. And value, too. Always ready on the work front, Ranger tows up to 6000 lbs.²⁵ On weekends, it plays just as hard. A wide variety of options lets you build the truck that meets your needs. Moving heavy loads, venturing off-road, or just cruising with your favorite tunes. The rugged Ranger is Built Ford Tough.[®] The proof is at fordvehicles.com/ranger.



XLT SuperCab 4x2 • Oxford White • Available Equipment Top Corner: SPORT SuperCab 4x4 • Torch Red • Available Equipment



Full mobile office capability. Ford joins forces with Sprint,[®] MAGNETI MARELLI and Garmin[®] to offer a Windows CE-based in-dash computing system with broadband Internet capability,²⁷ navigation and Bluetooth functionality, all with the ease of a touch screen. Of course, it's ruggedly designed to operate in extreme temps.

Crew Chief[™] from Microlise[™] tracks your vehicle fleet 24/7 using your Ford Work Solutions[™] in-dash computing system or any remote computer with web access. Know which truck is where. Run optional diagnostics/maintenance reports.²⁷ Keep on truckin'.

Asset security. The Cable Lock system by Master Lock[®] is a rugged, retractable, vinyl-coated cable spooled in a cargo box-mounted case. Use it to put your tools and other equipment on lockdown.



Tool tracking.

Tool Link[™] from DeWALT[®] uses Radio Frequency ID (RFID)²⁸ technology to tell you what's in your truck and what isn't. Use it before a job to make sure you have everything you need. Check it again afterward to see that all your gear is back where it belongs.



Ford Work Solutions²⁸ components are available on:

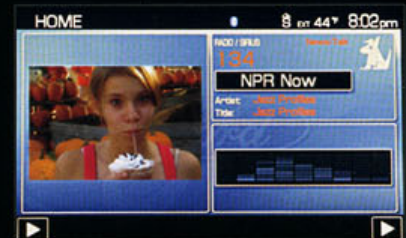
F-150
E-Series
F-Series Super Duty Pickup
F-Series Super Duty Chassis Cab



TECHNOLOGIES **SIRIUS**
TRAVEL LINK™



Voice activation. New for 2009, our available voice-activated Navigation System features the same sophisticated speech-recognition software as Ford SYNC. With nearly 10 gigabytes of storage space, you can use the system's hard drive to save photos for your "Home" page, and rip entire CDs or just your favorite tracks (up to 2400 songs). Manage music with the Jukebox function and voice commands. When the vehicle is in "Park," the centrally located screen is perfect for watching DVDs.



Fast facts.
New with the available Navigation System this year, SIRIUS Travel Link supplies all sorts of up-to-the-minute info. The lowest fuel prices. Real-time traffic reports. Current and forecasted weather. Sports scores and schedules. Movie listings and showtimes.⁵
It's all right there at your fingertips.

- SIRIUS Travel Link is available on:
- Edge
 - Escape
 - Escape Hybrid
 - Flex
 - Explorer
 - Sport Trac
 - Expedition
 - F-150
 - E-Series
 - F-Series Super Duty Pickup

Learn more about this smart technology at fordvehicles.com/forddriveone



Media mastery. Ford SYNC is the new standard for in-vehicle communications and entertainment.⁴ Developed in association with Microsoft, SYNC is an available voice-activated, customizable media system that fully integrates your Ford vehicle with most Bluetooth-enabled mobile phones and most popular digital media players. To operate a digital media player, just plug it into the USB port, press a button on the steering wheel and start talking. It even charges most players while you're jamming out.



Clever calling. Simply enter the vehicle with a compatible and paired Bluetooth-enabled mobile phone — SYNC knows you've arrived. Press a button on the steering wheel, speak your mind (say, "call the office"), and it follows your commands. You talk. SYNC listens.™

SYNC is available on:

- | | |
|---------------|---------------------------------|
| Focus | Explorer |
| Fusion | Sport Trac |
| Taurus | Expedition |
| Taurus X | F-150 |
| Edge | E-Series |
| Escape | F-Series Super Duty Pickup |
| Escape Hybrid | F-Series Super Duty Chassis Cab |
| Flex | |

¹Based on cumulative survey data of 2007 MY Ford and competitive owners at 3 months of service in 3 surveys conducted 9/06-5/07.

²Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).

³Based on both NHTSA 5-Star crash test ratings and IIHS "Top Safety Pick." Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).

⁴Driving 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. Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc.

⁵Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service not available in Alaska or Hawaii. See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for more information. "SIRIUS," the SIRIUS dog, "SIRIUS Travel Link" and related marks are trademarks of SIRIUS Satellite Radio Inc.

⁶Based on 2009 EPA-estimated fuel economy: Focus 24 mpg city/35 hwy. with 5-speed manual transmission; Fusion 20 mpg city/29 hwy. with 2.3L I-4 and 5-speed manual transmission; Taurus FWD 18 mpg city/28 hwy.; Taurus X FWD 17 mpg city/24 hwy.; Mustang 17 mpg city/26 hwy. with 4.0L V6 and 5-speed manual transmission; Edge FWD 17 mpg city/24 hwy.; Escape 22 mpg city/28 hwy. with 2.5L I-4 and 5-speed manual transmission; Escape Hybrid FWD 34 mpg city/31 hwy.; Flex FWD 17 mpg city/24 hwy.; Ranger 4x2 21 mpg city/26 hwy. with 2.3L I-4 and 5-speed manual transmission.

⁷Based on U.S. EPA rankings and best city mileage in VCA data. 2009 EPA-estimated 34 mpg city/31 hwy. for Escape Hybrid FWD.

⁸AT-PZEV is a rating approved by the California Air Resources Board. Vehicles sold in federally regulated states meet the Environmental Protection Agency's Tier 2/Bin (3) emissions standards.

⁹Focus is a member of the Compact Car class.

¹⁰143 hp on Coupe models with manual transmission.

¹¹Fusion is a member of the Midsize Sedan class.

¹²Mustang GT 0-60 mph time from *CarandDriver.com*, January 2007.

¹³Mustang V6 0-60 mph time from *CarandDriver.com*, April 2007.

¹⁴Escape is a member of the Small SUV class.

¹⁵Escape XLT capacities stated. Actual capacities vary by model.

¹⁶Flex is a member of the Large Crossover class.

¹⁷2009 EPA-estimated 14 mpg city/21 hwy. for Explorer 4x2 and Sport Trac 4x2 with 6-speed transmission and V8 engine.

¹⁸Cargo and load capacity limited by weight and weight distribution.

¹⁹Best-in-class payload and towing when properly equipped. F-150 class is Full-Size Pickups under 8500 lbs. GVWR.

²⁰TBC verified to be compatible with electrically actuated drum brakes only.

²¹2009 EPA-estimated 15 mpg city/21 hwy. on SFE Package with 4.6L 3-valve V8, 145" WB SuperCrew 4x2; 14 mpg city/19 hwy. on 4.6L 2-valve V8 4x2; 15 mpg city/20 hwy. for F-150 4.6L 3-valve V8 4x2; 14 mpg city/20 hwy. for F-150 5.4L 3-valve V8 4x2 gas.

²²320-hp rating on F-150 5.4L 3V V8 FFV engine requires the use of E85 fuel.

²³Best-in-class payload and towing, GVWR and GCWR when properly equipped. F-Series Super Duty class is Traditional Full-size Pickups over 8500 lbs. and up to 16,000 lbs. GVWR.

²⁴4x2 with 2.3L I-4 and 5-speed manual transmission. Based on EPA-estimated mileage for 2009 Ranger compared with 2008/2009 model-year pickups.

²⁵Properly equipped.

²⁶Tool Link system cannot read items stored in metal tool boxes.

²⁷Service fee required.

²⁸Ford Work Solutions include Ford Licensed Accessories. See your dealer for limited warranty details. To avoid driving distractions, some functions are disabled while vehicle is in gear.

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Drive quality.

You see it, feel it, hear it. Quality matters. And Ford delivers. In fact, Ford is in a dead heat with Toyota when it comes to quality.¹



Drive green.

The Ford 6-speed automatic transmission helps many 2009 models deliver smooth acceleration and outstanding fuel efficiency.



Drive safe.

Ford Motor Company has more 5-Star crash test ratings than any other car company in the history of the U.S.²



Drive smart.

Stay in touch and manage your music on the go with our available, exclusive Ford SYNC voice-activated, customizable media system.⁴



Drive one.

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fordvehicles.com