



This Way...



Drive one.



To the **Brightest Ideas.**

And the best. Like **class-leading¹ fuel economy**, thanks to a broad range of powertrains that masterfully blend power with outstanding efficiency. Or, imagine utilizing no gas at all in one of our **electric vehicles** – coming soon. Outside, advanced radar technology² senses what you may not see and helps provide critical time to react. Inside, new thinking has inspired voice-activation² and touch-screen technologies² that **merge your digital world with your vehicle** – making travel easier, less distracting and more productive than ever. And in the J.D. Power and Associates 2010 Initial Quality Study,SM the 2010 Focus, Mustang and Taurus were the **“Highest Ranked Compact Car, Midsize Sporty Car and Large Car in Initial Quality.”³** At Ford, our extensive lineup of cars, crossovers, SUVs and trucks is shedding new light on what driving can be. **Drive one. You’ll understand.**

¹Classes are Midsize Sedans per R.L. Polk & Co., Small SUVs, Small Cargo Vans, Compact Pickups, Full-Size Pickups under 8,500 lbs. GVWR non-hybrid, V6 and V8 Sports Cars, 3-row Large Utility Vehicles non-hybrid, and Compact Cars. ²Optional. Availability varies by model. See your dealer for details. ³The 2010 Focus, 2010 Mustang and 2010 Taurus received the lowest number of problems per 100 vehicles among Compact, Midsize Sporty and Large Cars in the proprietary J.D. Power and Associates 2010 Initial Quality Study. Study is based on responses from 82,095 new vehicle owners, measuring 236 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2010. Your experiences may vary. Visit jdpower.com.

up to
41
mpg city¹
Fusion Hybrid

up to
31
mpg hwy⁴
Mustang

up to
34
mpg city⁶
Escape Hybrid

up to
23
combined mpg⁷
Transit Connect

up to
25
mpg hwy³
Explorer

up to
27
mpg hwy⁵
Ranger

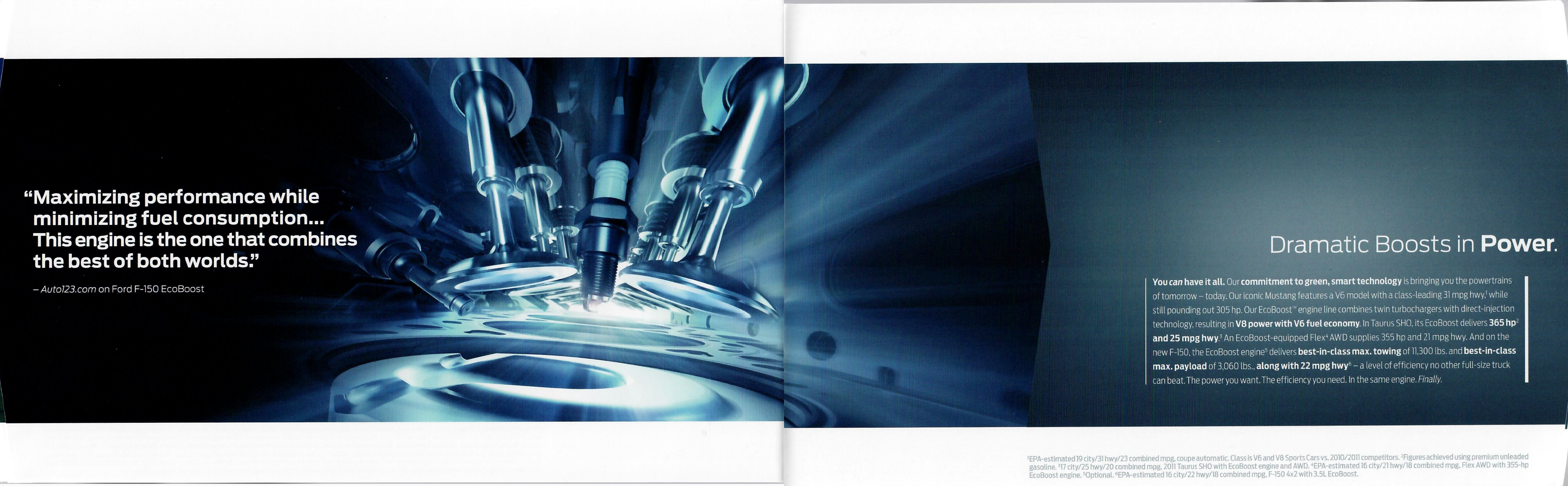
up to
23
mpg hwy²
F-150

up to
40
mpg hwy⁸
Fiesta
SE with SFE pkg.

Class-Leading Fuel Efficiency.

And we're not talking just one class. Each of these 8 Ford vehicles delivers the **best fuel economy in its class**, from the Fiesta⁸ to Fusion Hybrid (the most fuel-efficient midsize sedan in America),¹ to Escape Hybrid (the most fuel-efficient SUV in America),⁶ to the 2011 F-150.² Because "green" is meaningful to you, our engineers have made it their focus, **maximizing fuel efficiency** by moving from hydraulic to electronic power-assisted steering, and utilizing **advanced technology** such as twin independent variable camshaft timing and 6-speed automatic transmissions. How you get from point A to point B is up to you. Getting you there with class-leading efficiency is up to us.

¹EPA-estimated 41 city/36 hwy/39 combined mpg, Fusion Hybrid. Actual mileage will vary. Midsize Sedans per R.L. Polk & Co. ²EPA-estimated 17 city/23 hwy/19 combined mpg, F-150 4x2 with 3.7L V6 engine. Class is Full-Size Pickups under 8,500 lbs. GVWR non-hybrid. ³EPA-estimated 17 city/25 hwy/20 combined mpg, 3.5L V6 FWD. Class is 3-row Large Utility Vehicles non-hybrid. ⁴EPA-estimated 19 city/31 hwy/23 combined mpg, coupe automatic. Class is V6 and V8 Sports Cars vs. 2010/2011 competitors. ⁵EPA-estimated 22 city/27 hwy/24 combined mpg, 4x2 with 2.3L I-4 engine and 5-speed manual transmission. Class is Compact Pickups. ⁶EPA-estimated 34 city/31 hwy/32 combined mpg, Escape Hybrid FWD. Actual mileage will vary. Excluding vehicles built for Mazda. Class is Small SUVs. ⁷EPA-estimated 21 city/26 hwy/23 combined mpg. Class is Small Cargo Vans. ⁸EPA-estimated 29 city/40 hwy/33 combined mpg, automatic SFE. Class is Compact Cars.



**“Maximizing performance while
minimizing fuel consumption...
This engine is the one that combines
the best of both worlds.”**

— *Auto123.com* on Ford F-150 EcoBoost

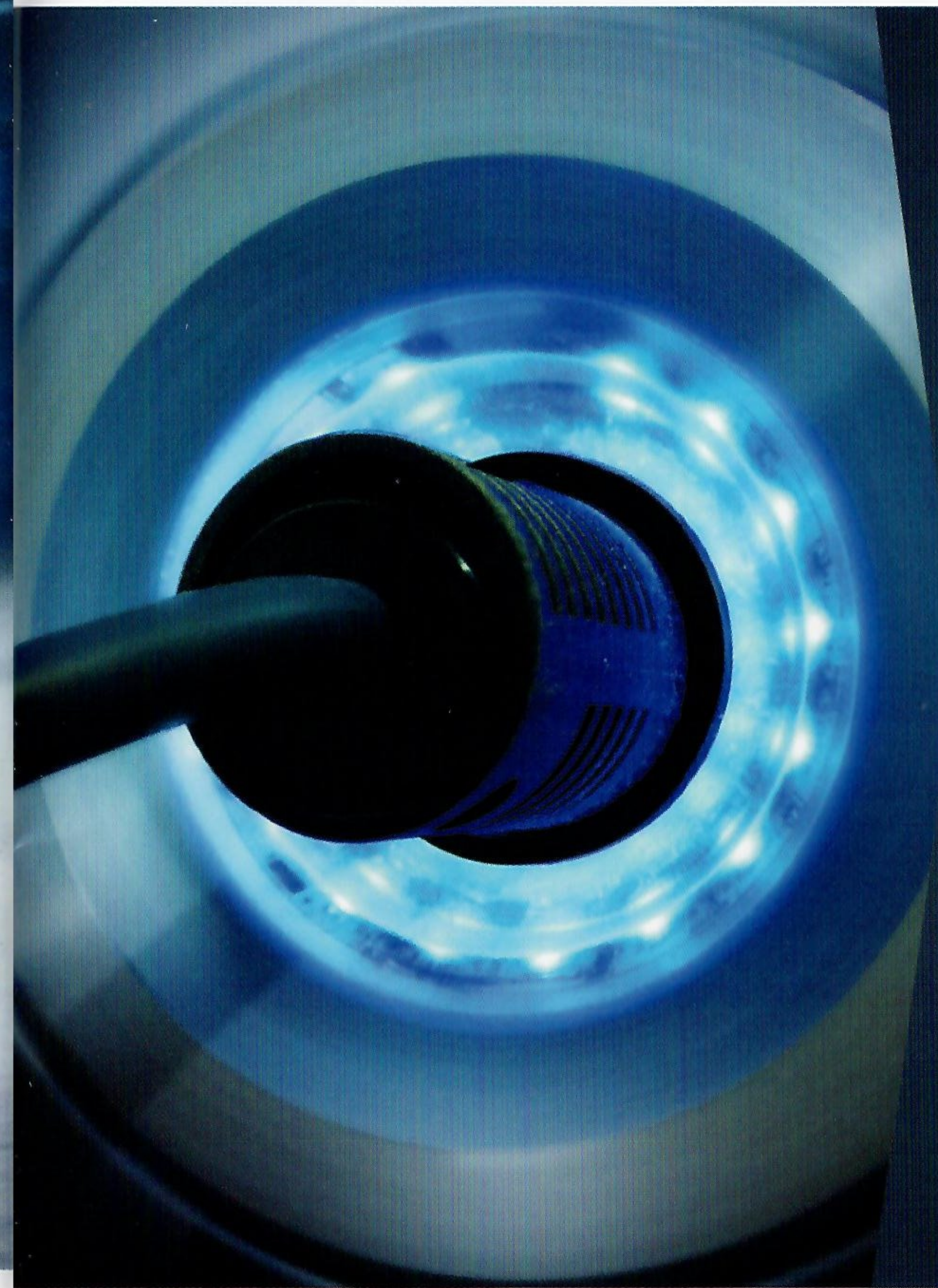
Dramatic Boosts in **Power.**

You can have it all. Our **commitment to green, smart technology** is bringing you the powertrains of tomorrow – today. Our iconic Mustang features a V6 model with a class-leading 31 mpg hwy,¹ while still pounding out 305 hp. Our EcoBoost™ engine line combines twin turbochargers with direct-injection technology, resulting in **V8 power with V6 fuel economy.** In Taurus SHO, its EcoBoost delivers **365 hp² and 25 mpg hwy.³** An EcoBoost-equipped Flex⁴ AWD supplies 355 hp and 21 mpg hwy. And on the new F-150, the EcoBoost engine⁵ delivers **best-in-class max. towing** of 11,300 lbs. and **best-in-class max. payload** of 3,060 lbs., **along with 22 mpg hwy⁶** – a level of efficiency no other full-size truck can beat. The power you want. The efficiency you need. In the same engine. *Finally.*

¹EPA-estimated 19 city/31 hwy/23 combined mpg, coupe automatic. Class is V6 and V8 Sports Cars vs. 2010/2011 competitors. ²Figures achieved using premium unleaded gasoline. ³17 city/25 hwy/20 combined mpg, 2011 Taurus SHO with EcoBoost engine and AWD. ⁴EPA-estimated 16 city/21 hwy/18 combined mpg, Flex AWD with 355-hp EcoBoost engine. ⁵Optional. ⁶EPA-estimated 16 city/22 hwy/18 combined mpg, F-150 4x2 with 3.5L EcoBoost.



2012 Focus Electric | Frosted Glass Metallic | Available Equipment



Innovation That's **Simply Electric.**

With the new 2012 Focus Electric, you can plug into the future **without using a single drop of gasoline.** This state-of-the-art, fully electric vehicle features a liquid-cooled, high-voltage lithium-ion battery that will offer an MPG equivalent competitive with other electric vehicles in the market! Innovative Value Charging technology, powered by Microsoft,¹ helps you find the most efficient time to recharge your vehicle at home. From **all-electric** vehicles like Focus Electric to **plug-in hybrids** that you can charge for improved MPGs to conventional **hybrids** that combine a gasoline engine with an electric motor, we're bringing to market **5 new electric vehicles by 2012** that **produce little to zero CO₂ emissions** when utilizing their electric charge. It's time to charge ahead.

¹Based on Ford preliminary testing. Class is Small Electric Cars. Coming late 2011.
Microsoft is a registered trademark of Microsoft Corporation.



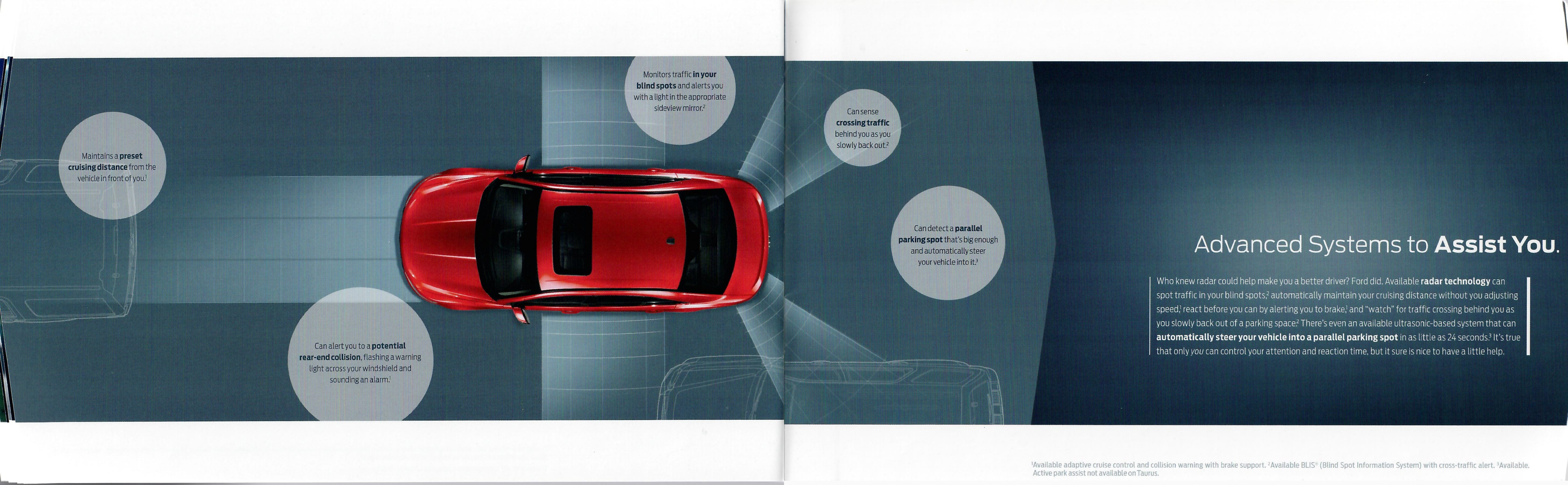
SYNC
POWERED BY Microsoft

Revolutionary Ways to **Connect.**

Intuitively easy to use. And unlike anything else you've seen. You can answer calls. See your phone book and contact photos on an 8-in. touch screen. Browse through your digital library by album art. Cue up your favorite playlist. Even turn your vehicle into a mobile Wi-Fi® hot-spot for your passengers. All with **your hands on the wheel and eyes on the road.** With all-new MyFord Touch,^{TM1} optional on Edge, Explorer and the 2012 Focus, you can **touch, talk and drive.** Powered by the latest version of our award-winning Ford SYNC® system, easy voice activation and brilliant graphics make for an **amazingly customizable interface.** The irony: You'll be mesmerized by technology designed to *reduce* distraction.

¹Driving while distracted can result in loss of vehicle control. Only use mobile phones/MyFord Touch/SYNC/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while vehicle is in gear.

The term Wi-Fi® is a registered trademark of the Wi-Fi Alliance®.



Maintains a **preset cruising distance** from the vehicle in front of you.¹

Can alert you to a **potential rear-end collision**, flashing a warning light across your windshield and sounding an alarm.¹

Monitors traffic **in your blind spots** and alerts you with a light in the appropriate sideview mirror.²

Can sense **crossing traffic** behind you as you slowly back out.²

Can detect a **parallel parking spot** that's big enough and automatically steer your vehicle into it.³

Advanced Systems to **Assist You.**

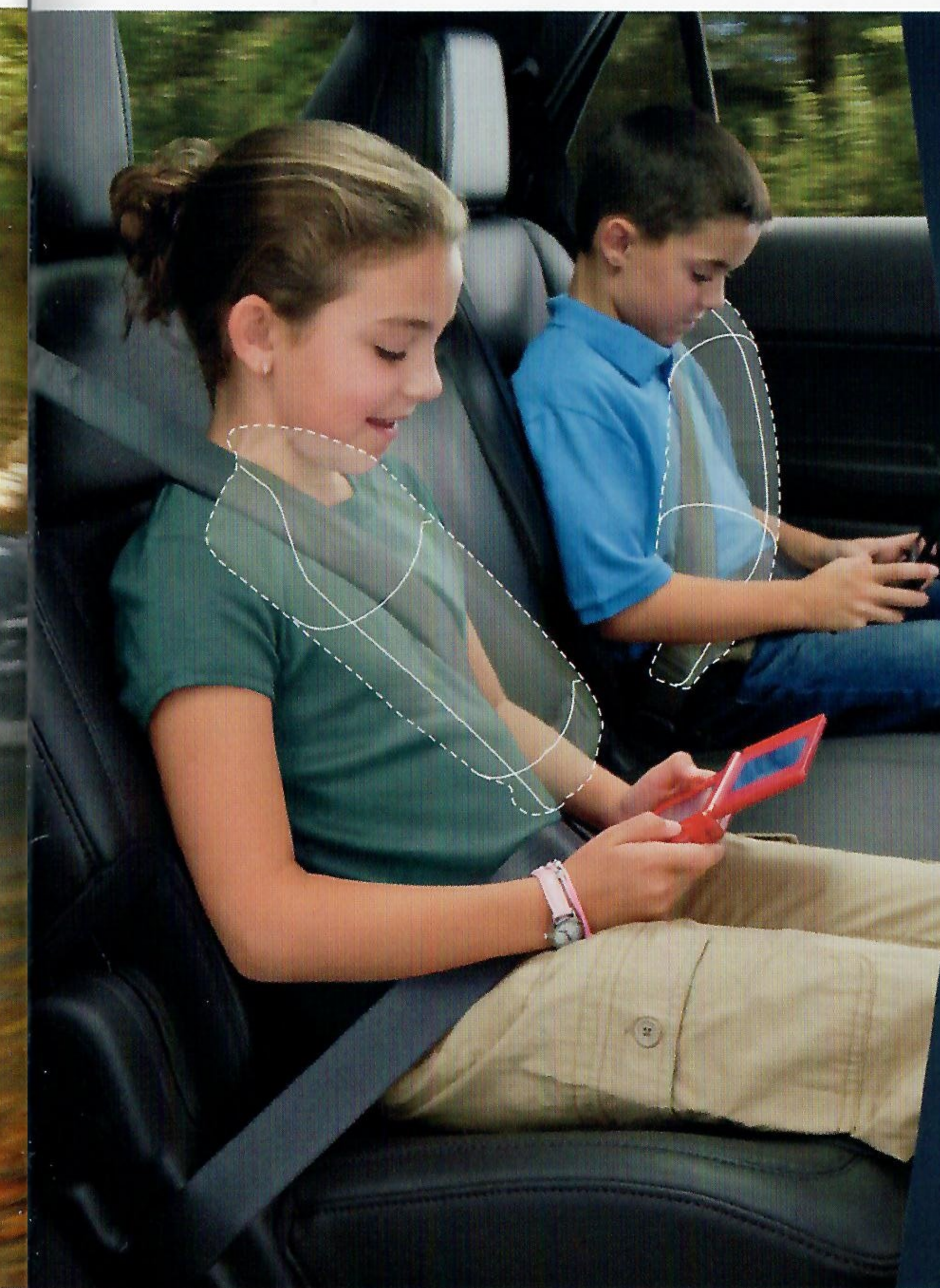
Who knew radar could help make you a better driver? Ford did. Available **radar technology** can spot traffic in your blind spots,² automatically maintain your cruising distance without you adjusting speed,¹ react before you can by alerting you to brake,¹ and "watch" for traffic crossing behind you as you slowly back out of a parking space.² There's even an available ultrasonic-based system that can **automatically steer your vehicle into a parallel parking spot** in as little as 24 seconds.³ It's true that only *you* can control your attention and reaction time, but it sure is nice to have a little help.

¹Available adaptive cruise control and collision warning with brake support. ²Available BLIS® (Blind Spot Information System) with cross-traffic alert. ³Available. Active park assist not available on Taurus.



With Curve Control

Without Curve Control



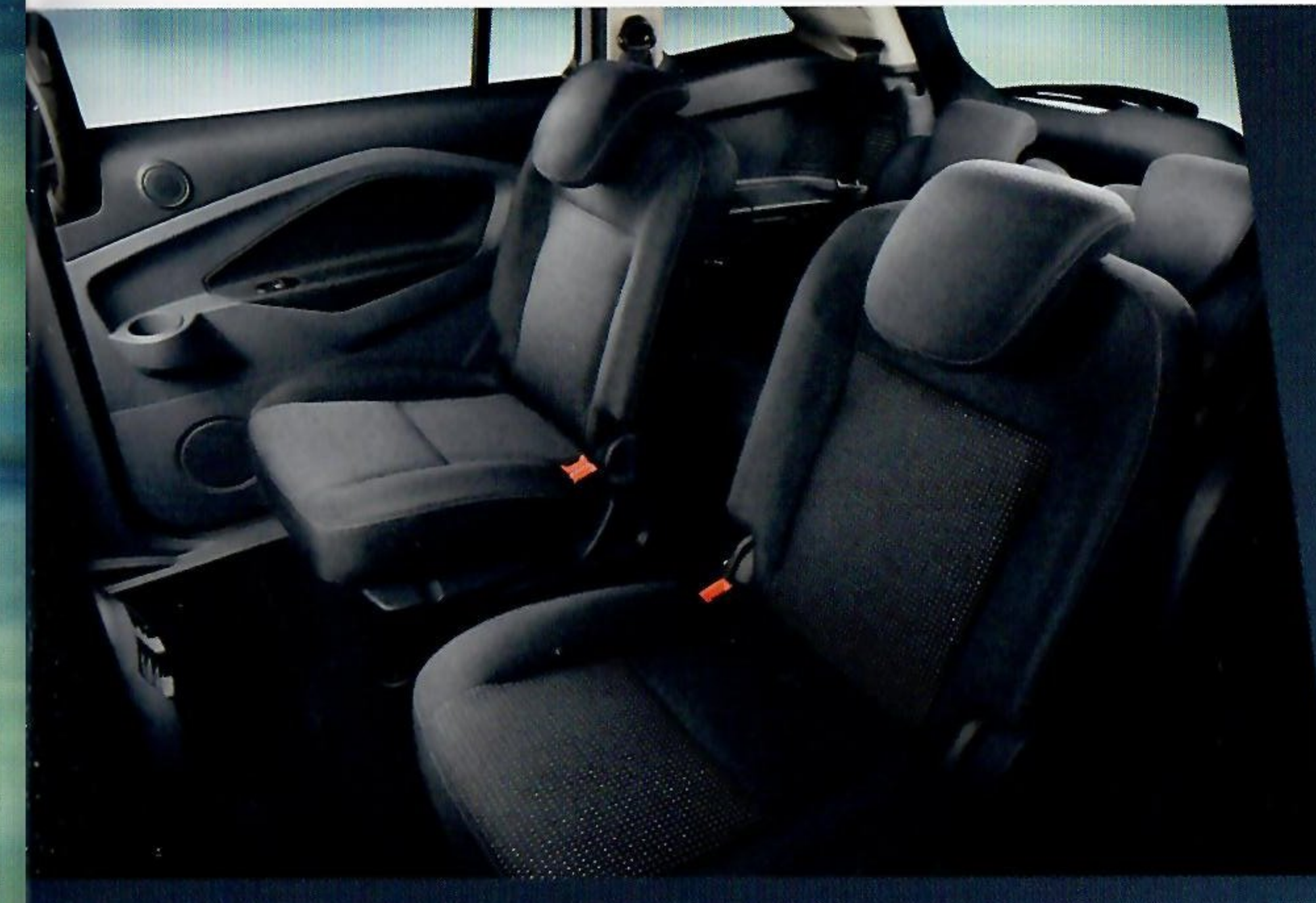
Another World-First in **Safety.**

Ford has always been a leader in safety. The all-new 2011 Explorer continues that heritage with the **world's first inflatable second-row safety belts** in automotive production.¹ Compatible with child-safety seats, they are designed to deploy in the event of a frontal or side collision, distributing pressure across more of the occupant's torso than a traditional belt, which helps reduce the risk of injury. Explorer also features the latest enhancement to AdvanceTrac[®] with RSC[®] (Roll Stability Control[™]). Curve Control actually **senses when you're entering a turn too fast** and can apply 4-wheel braking and reduce engine torque to help slow the vehicle by as much as 10 mph in about a second.² That's fast. And smart.

¹Optional on 2nd-row outboard seats. Availability varies by model. See your dealer for details. Available early 2011. ²Remember 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.



C-MAX | Ingot Silver Metallic | Available Equipment



The Future of **Functionality.**

While efficiency and innovation drive every new Ford, our engineers understand that versatility is essential to today's busy families. Enter Ford C-MAX! With **neatly integrated dual sliding doors**, C-MAX accommodates passengers with **5+2 seating**, yet has the styling and driving dynamics of a car. It's **"right-sized"** for the next generation of young families, with hybrid and plug-in hybrid 5-passenger versions on the way. Inside, a clever mechanism on the 2nd-row middle seat allows you to stow it quickly and easily in the seat next to it for **convenient walk-through access** to the 3rd row. Fresh. Smart. Incredibly thoughtful. Get ready.

¹Coming in the future. Pre-production model shown.



A **Commitment** to Be the Best.

It's about more than building flawless vehicles. At Ford, we're **redefining quality** in every area: design, features, safety, *and* fit and finish. But we also recognize that quality is more than that. It's how you feel, what you sense. We call it "emotional engineering." By focusing on the senses of sight, sound and touch, our new cars, SUVs and trucks are **satisfying to own and drive**. From every detail to the precision of every stitch, your new Ford vehicle is **built and engineered for the long term**. That pays dividends now and in the future. Just take a look at some of our projected residual and resale values and you'll see the trend.

The World is **Taking Notice.**

Ford is proudly making news today. In just about every industry, **experts are talking** – about our smart technologies, standout design, groundbreaking quality and advanced safety engineering. We appreciate the recognition. But our focus today, and tomorrow, is on our commitment to deliver products that **you truly want**. Because seeing you behind the wheel of a new Ford is the greatest recognition we can receive.

2010 Focus, Mustang and Taurus
**“Highest Ranked Compact Car, Midsize Sporty Car
and Large Car in Initial Quality”¹**

– J.D. Power and Associates 2010 Initial Quality Study™

Ford Motor Company has earned more
“Top Safety Picks” in 2010 than any other manufacturer

– As awarded by the Insurance Institute for Highway Safety (IIHS)

¹The 2010 Ford Focus, 2010 Mustang and 2010 Taurus received the lowest number of problems per 100 vehicles among Compact, Midsize Sporty and Large Cars in the proprietary J.D. Power and Associates 2010 Initial Quality Study. Study is based on responses from 82,095 new vehicle owners, measuring 236 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2010. Your experiences may vary. Visit jdpower.com. ²Star ratings are part of the U.S. Department of Transportation’s SaferCar.gov program (www.safercar.gov).

2010 International Consumer Electronics Show
Design & Engineering Award Winners

– Ford SYNC® and Ford Work Solutions™

Since NHTSA instituted its star safety rating system,
Ford has earned **more 5-Star ratings** than any other brand²

One of the Top 10 **“Most Innovative Companies”**
in Mobile technology

– *Fast Company* magazine (Ford is the only automaker ever to make the list)

America’s best-selling line of trucks,
34 years running

– Ford F-Series

2012 ALL-NEW FOCUS

Eye-popping design, intuitive technology and up to a projected 40 mpg hwy¹ combine for an uncompromising experience.

Start More Than a Car

- Focus is projected to achieve highway fuel economy of up to 40 mpg¹
- 160-hp 2.0L Ti-VCT engine with direct-injection technology delivers exceptional performance
- PowerShift 6-speed automatic transmission² with all-new SelectShift capability helps keep you engaged
- From grille to taillamps, dynamic design elements command attention
- MyFord Touch™² with 8-in. color touch screen fully integrates your digital world with your vehicle³
- Class-exclusive⁴ Ford SYNC®² with Traffic, Directions and Information services includes turn-by-turn directions
- Outstanding ergonomics and cockpit-style design help Focus fit you like a glove
- A press of the active park assist² button lets you conquer parallel parking in as little as 24 seconds
- Standard electronic stability control – utilizing ABS and traction control – helps keep you on the right path
- 5-door hatchback or 4-door sedan

¹SFE Package. Ford preliminary test data. Pending EPA certification. ²Optional. Availability varies by model. See your dealer for details. ³Driving while distracted can result in loss of vehicle control. Only use mobile phones/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out when the vehicle is in gear. ⁴Class is Small Car vs. 2010/2011 competitors.



Focus Titanium | Red Candy Metallic Tinted Clearcoat | Available Equipment

Coming early 2011.

2012 MUSTANG

The most powerful production Mustang lineup in history, anchored by the return of the Boss® 302.

Heart-Pounding Exuberance

- Built off the legendary 5.0L V8, new Boss 302 features 444-hp Hi-Po V8 and includes unique “C” stripes, wheels, grille, roof, spoiler, quad exhaust and interior
- Mustang V6 pounds out an industry-first 305 hp and a full 31 mpg hwy¹
- GT 5.0L V8 unleashes a thundering 412 horses² and 26 mpg hwy³
- Supercharged 5.4L V8 Shelby GT500™ boasts 550 hp with plasma-coated cylinder bores
- 6-speed manual or automatic⁴ transmission geared for a low-end acceleration rush
- Deep-toned X-pipe dual exhaust on V6; throaty, rumbling H-pipe dual exhaust on GT and GT500®
- World-class craftsmanship and genuine premium materials inside
- Choose coupe, convertible or glass roof
- “Highest-Ranked Midsize Sporty Car in Initial Quality”⁵ in 2010 – J.D. Power and Associates

¹EPA-estimated 19 city/31 hwy/23 combined mpg, coupe automatic. Class is V6 and V8 Sports Cars vs. 2010/2011 competitors. ²Figures achieved using premium unleaded fuel. ³EPA-estimated 17 city/26 hwy/20 combined mpg, manual. ⁴Optional. Availability varies by model. See your dealer for details. ⁵The 2010 Mustang received the lowest number of problems per 100 vehicles among Midsize Sporty Cars in the proprietary J.D. Power and Associates 2010 Initial Quality Study.SM Study based on responses from 82,095 new vehicle owners, measuring 236 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2010. Your experiences may vary. Visit jdpower.com.

Shelby and GT500 are registered trademarks of Carroll Hall Shelby Trust.



Mustang Boss 302 | Competition Orange | Available Equipment

Coming early 2011.

2011 FIESTA

With 15 class-exclusive features, including best-in-class¹ hwy efficiency of up to 40 mpg,² Fiesta changes everything.

It's a Pretty Big Deal

- 1.6L I-4 engine with twin independent variable cam timing for quick sprints and to go the distance
- Class-exclusive PowerShift 6-speed automatic³ transmission shifts crisply and efficiently
- With Intelligent Access,³ just touch and you're in
- Push-button start³ makes it easy to get up and go
- Class-exclusive, heated front seats available in cloth or leather trim³
- Class-exclusive 4-in. LCD display teams with class-exclusive Ford SYNC[®] connectivity³
- 7 standard airbags⁴ – including a driver's knee airbag – more than any other car in its class
- A 2011 "Top Safety Pick" from the Insurance Institute for Highway Safety (IIHS)
- 5-door hatchback or 4-door sedan
- *Esquire* magazine's "Compact Car of the Year"



Download the free interactive brochure App for iPad.[™]

¹Class is Compact Cars vs. 2010/2011 competitors. ²EPA-estimated 29 city/40 hwy/33 combined mpg, automatic SFE; 29 city/38 hwy/33 combined mpg, automatic. ³Optional. Availability varies by model. See your dealer for details. ⁴Always wear your safety belt and secure children in the rear seat.

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Fiesta SES Hatchback | Lime Squeeze Metallic | Available Equipment

2011 TAURUS + SHO

It's America's most innovative full-size sedan¹ – with intelligent features that will change the way you drive.

Focused Entirely on the Driver

- Responsive power (365 hp/350 lb.-ft. of torque²) in Taurus SHO AWD from 3.5L EcoBoost™ V6 – plus 25 mpg hwy³
- 3.5L Duratec® V6 delivers an impressive 28 mpg hwy,⁴ plus 263 hp
- Enter and start without using your key with Intelligent Access with push-button start⁵
- 6-speed SelectShift Automatic™ includes paddle shifters⁵ for a more performance feel
- Radar technology surrounds you: from adaptive cruise control⁵ and collision warning⁵ to reverse sensing⁵ and blind-spot detection⁵
- Class-exclusive Active Motion™ massaging front seats⁵ continuously adjust the contour of your seat
- Front seats can be heated or cooled⁵; rear seats can be heated⁵
- “Highest-Ranked Large Car in Initial Quality”⁶ in 2010 – J.D. Power and Associates



¹Based on total number of first-in-class/class-exclusive features. Class is Full-Size Non-Luxury Sedans vs. 2010/2011 competitors. ²Figures achieved using premium unleaded fuel. Premium fuel is recommended for EcoBoost V6, but not required. ³EPA-estimated 17 city/25 hwy/20 combined mpg, Taurus SHO. ⁴EPA-estimated 18 city/28 hwy/22 combined mpg, Taurus FWD with 6-speed automatic transmission. ⁵Optional. ⁶The 2010 Taurus received the lowest number of problems per 100 vehicles among Large Cars in the proprietary J.D. Power and Associates 2010 Initial Quality Study.SM Study based on responses from 82,095 new vehicle owners, measuring 236 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2010. Your experiences may vary. Visit jdpower.com.

Taurus SHO | Red Candy Metallic Tinted Clearcoat | Available Equipment

2011 FUSION + HYBRID

Fusion delivers on all fronts. Nothing says it better than this: Fusion Hybrid is the most fuel-efficient midsize sedan in America!



All the Right Moves

- 41 mpg city for Fusion Hybrid, and an impressive 33 mpg hwy² for Fusion
- Hybrid operates in 100% electric mode up to 47 mph; dual LCD SmartGauge™ with EcoGuide coaches you to maximize MPG
- 4 available engines – 2.5L 4-cylinder, 3.0L V6, 3.5L V6 or 2.5L 4-cylinder hybrid powertrain
- V6-powered Fusion instills AWD³ confidence for improved handling – on wet surfaces or dry
- Electronic stability control is always on guard with anti-lock brakes and traction control
- Innovative radar technology looks out for you, detecting traffic in blind spots³ or reverse sensing³
- Voice-activated Ford SYNC^{®4} connectivity keeps you in touch, informed and entertained
- Audio System from Sony³ features an intense 390 watts of surround sound through 12 speakers



¹EPA-estimated 41 city/36 hwy/39 combined mpg, Fusion Hybrid. Midsize Sedans per R.L. Polk & Co. Actual mileage will vary. ²EPA-estimated 23 city/33 hwy/26 combined mpg, 2.5L I-4 automatic with FWD. ³Optional. 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.

Fusion Hybrid | Light Ice Blue Metallic | Available Equipment

2011 ALL-NEW EXPLORER

100% reinvented. It's everything you never knew your SUV could be.

Changing the Game – Again

- Best-in-class V6 highway fuel economy¹
- Terrain Management System™² lets you dial in to match road conditions: snow, sand, mud or hills
- World's first inflatable rear safety belts in automotive production³
- New Curve Control feature on AdvanceTrac® helps you safely navigate sharp turns
- Industry-first MyFord Touch™² fully integrates your digital world with your vehicle⁴
- New radar-based technologies² help monitor your blind spots, maintain your cruising distance and even steer you into a parallel parking spot
- Standard seating for 7 with the most 1st- and 2nd-row head room in the class, plus unsurpassed 2nd- and 3rd-row leg room
- Tows up to 5,000 lbs.⁵ confidently with standard trailer sway control and new hill start assist
- Named 2011 "North American Truck of The Year" at the North American International Auto Show



¹EPA-estimated 17 city/25 hwy/20 combined mpg, 3.5L V6 FWD. Class is 3-row Large Utility Vehicles non-hybrid. ²Optional. Availability varies by model. See your dealer for details. ³Optional on 2nd-row outboard seats. Availability varies by model. See your dealer for details. Available early 2011. ⁴Driving while distracted can result in loss of vehicle control. Only use mobile phones/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. ⁵When properly equipped.

Explorer Limited | White Platinum Metallic Tri-coat | Available Equipment

2011 NEW EDGE

Striking new look. Smart new engines.
Revolutionary new technologies. It's an
entirely new take on new.

Highly Advanced, High MPGs

- New 3.5L Ti-VCT V6 engine: 285 hp and max. V6 highway mileage no one can beat¹ – 27 mpg²
- Industry-first MyFord Touch™³ fully integrates your digital world with your vehicle⁴
- Edge Sport features 305 hp, 280 lb.-ft. of torque and class-exclusive¹ 22-in. wheels
- Enter and start without using your key with Intelligent Access with push-button start⁴
- New radar-based technologies⁴ help monitor your blind spots and maintain your cruising distance
- New 390-watt Audio System from Sony⁴ with the crystal-clear digital sound of HD Radio™ technology and iTunes® song tagging
- Class-exclusive Ford SYNC® with Traffic, Directions and Information services⁴ features new graphic arrows, street names and distance markers⁵



¹Class is Midsize Utilities vs. 2010/2011 competitors. ²EPA-estimated 19 city/27 hwy/22 combined mpg, FWD with 6-speed SelectShift Automatic™. ³Driving while distracted can result in loss of vehicle control. Only use mobile phones/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. ⁴Optional. Availability varies by model. See your dealer for details. ⁵Traffic alerts and turn-by-turn directions available in select markets. Standard text messaging and data rates apply.

HD Radio is a proprietary trademark of iBiquity Digital Corp. iTunes is a registered trademark of Apple Inc. All rights reserved.

Edge Limited | Kona Blue Metallic | Available Equipment

2011 FLEX

Loaded with advanced technology,
Flex seats up to 7 with the most 2nd-row
leg room in its class!¹

Life's Too Short to Feel Boxed In

- 3.5L Duratec[®] V6: 262 hp; up to 24 mpg hwy²
- 3.5L EcoBoost[™] V6:³ 355 hp;⁴ up to 21 mpg hwy⁵
- New Flex Titanium with black exterior accents, unique interior and more
- A press of the active park assist³ button helps you conquer parallel parking in as little as 24 seconds
- Rear console refrigerator³ keeps treats or beverages cool (41° F) or frozen (23° F) on the go
- Multipanel Vista Roof^{™3} welcomes the sky for all 3 rows to enjoy
- 6 airbags are standard, including side-curtains with a rollover sensor⁶
- One of *AUTOMOBILE Magazine's* All-Stars, 2 years in a row



¹Large Crossover class. ²EPA-estimated 17 city/24 hwy/19 combined mpg, Flex FWD with Duratec engine; 16 city/22 hwy/18 combined mpg, Flex AWD with Duratec engine. ³Optional. Availability varies by model. See your dealer for details. ⁴Figures achieved using premium unleaded gasoline. Premium fuel is recommended for EcoBoost V6, but not required. ⁵EPA-estimated 16 city/21 hwy/18 combined mpg, Flex AWD with EcoBoost engine. ⁶Always wear your safety belt and secure children in the rear seat.

Flex Limited | Bordeaux Reserve Red Metallic | White Suede Roof | Available Equipment

2011 ESCAPE + HYBRID

The most fuel-efficient SUV in America,
Escape Hybrid gets up to 34 mpg city, 31 hwy,¹
and recharges itself while you drive.

SUV Versatility, Hybrid Efficiency

- The battery pack in Escape Hybrid supplies energy to drive in 100% electric mode up to 44 mph
- Class-exclusive Ford SYNC[®] with Traffic, Directions and Information services² features new graphic arrows, street names and distance markers³
- Every 2011 Escape features AdvanceTrac[®] with RSC[®] (Roll Stability Control[™])
- A press of the active park assist² button lets you conquer parallel parking in as little as 24 seconds
- Both Escape and Escape Hybrid offer SUV versatility and Intelligent 4WD² capability
- Voice-activated Navigation² with Sirius Traffic[™] and Sirius Travel Link^{™2,4} provides weather reports and more
- Soy-based foam in the seat cushions helps to conserve resources and reduce CO₂ emissions



¹EPA-estimated 34 city/31 hwy/32 combined mpg, Escape Hybrid FWD. Actual mileage will vary. Excludes vehicles built for Mazda. ²Optional. Availability varies by model. See your dealer for details. ³Traffic alerts and turn-by-turn directions available in select markets. Standard text messaging and data rates apply. ⁴Traffic updates available in select markets. Some features unavailable in the 48 contiguous states and D.C. Sirius is a trademark of Sirius XM Radio Inc. Subscriptions governed by Sirius Terms and Conditions available at sirius.com, and sold separately after introductory trial period.

Escape Hybrid Limited | Lime Squeeze Metallic

2011 EXPEDITION + EL

Seating for up to 8, plenty of cargo space and loads of innovative features.

Perfect for Life's Big Adventures

- New XLT Premium model includes leather-trimmed seating, power liftgate and more
- 5.4L V8 engine provides 310 hp and trailer towing capability of up to 9,200 lbs.¹
- Standard trailer sway control helps maintain control of both the vehicle and the trailer²
- Ford SYNC[®] with Traffic, Directions and Information services³ provides turn-by-turn directions, personalized traffic alerts and more⁴
- Heated and cooled, leather-trimmed front seats⁵ are as refreshing as they are cozy
- Expedition EL offers 22.5 more cu. ft. of cargo space than Expedition

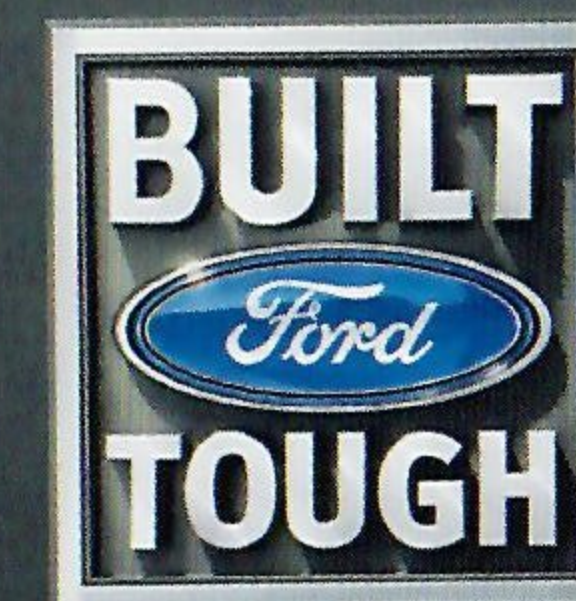


Expedition EL Limited | Tuxedo Black Metallic | Available Equipment

¹When properly equipped. ²Remember 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. ³Optional. Availability varies by model. See your dealer for details. ⁴Traffic alerts and turn-by-turn directions available in select markets. Standard text messaging and data rates apply.

2011 F-150

The toughest, most capable truck in the class gets 4 new high-tech engines. Whatever you need a truck to do, F-150 delivers.



This is the Future of Truck

- New 3.5L EcoBoost™ engine: best-in-class¹ max. towing (11,300 lbs.) and max. payload (3,060 lbs.), along with 22 mpg hwy – a level of efficiency no competitor's full-size truck can beat²
- New 3.7L Ti-VCT V6: most standard V6 horsepower, unsurpassed torque and best-in-class fuel economy of 23 mpg hwy³
- New 5.0L Ti-VCT V8: more horsepower and torque than competitors' comparable small V8 engines⁴
- New 6.2L 2-valve V8: best-in-class max. available horsepower, torque and max. towing
- Most spacious cargo box in the class, exclusive box side steps⁵ and tailgate step⁵
- New 4.2-in. LCD productivity screen⁵ helps you track fuel usage, explore unique truck applications and even properly connect your trailer
- Ultimate towing confidence: trailer sway control, trailer brake controller⁵ and rear view camera⁵
- 10 distinctive models, including the extreme SVT RAPTOR and Ford Harley-Davidson™ F-150



F-150 LARIAT SuperCrew 4x4 | Red Candy Metallic Tinted Clearcoat | Available Equipment

¹Class is Full-Size Pickups under 8,500 lbs. GVWR non-hybrid. When properly equipped. ²EPA-estimated 16 city/22 hwy/18 combined mpg, F-150 4x2 with 3.5L EcoBoost. ³EPA-estimated 17 city/23 hwy/19 combined mpg, F-150 4x2 with 3.7L V6 engine. Class is Full-Size Pickups under 8,500 lbs. GVWR non-hybrid. ⁴Small V8 engines of 5.0L or less displacement. ⁵Optional. Availability varies by model. See your dealer for details.

2011 SUPER DUTY

The new 2011 Ford F-Series Super Duty®:
North America's most capable pickup¹
keeps raising the bar.

Ultimate Capability

- Best-in-class² diesel and gas fuel efficiency
- Best-in-class max. horsepower (400) and torque (800 lb.-ft.) with 6.7L Power Stroke® Turbo Diesel
- Ford designed and built 6.7L Power Stroke V8 Turbo Diesel engine and 6.2L V8 gas engine
- Ford designed and built TorqShift® heavy-duty 6-speed SelectShift Automatic™ transmission
- Tows and hauls the most in the class: 24,400-lb. max. 5th-wheel or 17,500-lb. max. conventional towing,³ 7,070-lb. max. payload³
- Ford Work Solutions™ Internet-capable in-dash computer⁴ with Garmin® navigation, hands-free calling and wireless keyboard
- Outstanding off-road capability with electronic-locking rear differential⁴ and Hill Descent Control™



¹Class is Full-Size Pickups over 8,500 lbs. GVWR. ²Based on Ford drive-cycle tests of comparably equipped 2011 Ford and 2010/2011 competitive models. ³GCWR and GVWR when properly equipped. ⁴Option. Availability varies by model. See your dealer for details. Garmin is a registered trademark of Garmin Ltd.

F-350 LARIAT Crew Cab 4x4 | Golden Bronze Metallic | Available Equipment

2011 TRANSIT CONNECT

Right-sized and purpose-built to swallow cargo, sip gas¹ and park in tight spaces.

Business or Pleasure

- Most fuel-efficient vehicle in its class: 21 city/26 hwy/23 combined mpg¹
- Tight 39-ft. curb-to-curb turning radius
- Available in Van and Wagon
- Wagon seats up to 5 or carries up to 118.7 cu. ft. of cargo with the 2nd-row seat folded
- New XLT Premium Wagon: enhanced interior with 4 speakers and rear-quarter flip-open windows
- Roll Stability Control™ is standard on Wagon and available on Van
- Rear doors swing open 255° on articulated hinges²
- Van upfits include durable bulkhead partitions² and flexible interior storage systems²
- Built on a rugged, commercial vehicle platform
- Over 670,000 sold worldwide since 2003



Transit Connect XLT Premium Wagon | Silver Metallic | Available Equipment

¹Class is Small Cargo Vans. EPA-estimated 21 city/26 hwy/23 combined mpg fuel economy. ²Optional. Availability varies by model. See your dealer for details.

2011 RANGER

Performs better at the pump than any other pickup in America – fuel economy is best-in-class¹ city, highway and combined.

Tough Inside and Out

- 22 city/27 hwy/24 combined mpg on 4x2 models with the 2.3L I-4 engine and manual transmission
- Tows up to 5,800 lbs.² with the 207-hp 4.0L V6 engine
- Electronic shift-on-the-fly (ESOF) 4x4³
- New limited-slip rear differential³ automatically redistributes torque for maximum traction
- Heavy-duty shocks, standard on SPORT 4x2 and all 4x4s, up your go-anywhere potential
- As many as 3 skid plates³ (front, mid and aft) help protect vital underpinnings
- Sirius[®] Satellite Radio^{3,4} allows you to add The Best of XM channels at no charge this year
- 4 airbags⁵ and Roll Stability Control™ standard



¹Class is Compact Pickups. EPA-estimated. ²When properly equipped. ³Optional. Availability varies by model. See your dealer for details. ⁴Service available in the 48 contiguous states and D.C. Sirius is a trademark of Sirius XM Radio Inc. Subscriptions governed by Sirius Terms and Conditions available at sirius.com, and sold separately after introductory trial period. ⁵Always wear your safety belt and follow airbag warning label instructions.

Ranger XLT SuperCab 4x2 | Vista Blue Metallic | Available Equipment



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