

YOUR FUTURE. YOUR FORD.



Go Further





TECHNOLOGIES

Our vehicles can run on gasoline, electricity or a combination of both, giving you the best power of all: choice. Our SYNC³ voice-activated communications system^{1,2} brings you compatibility with Apple CarPlay^{TM,3} and Android Auto.^{TM,3} And with a SYNC Connect^{1,4} equipped 2018 Ford vehicle, you can locate your vehicle; remotely start, stop or unlock it; and check your fuel level and mileage – all from your smartphone, when it's equipped with the FordPass[®] app.⁵ At Ford, we're driving innovation.

INNOVATIONS

Across the lineup, Ford vehicles are here to help. A rotary gear shift dial is easy to use and frees up space in the center console. While advanced driver-assist features^{1,6} can automatically apply brakes to help prevent a collision with a vehicle or pedestrian, encourage your alertness, call attention to vehicles in your blind spots, monitor your position on the road, and even steer you into a parking spot or help you back up a heavy trailer or large boat. All are designed to help make your time behind the wheel more confident and convenient.

ADVANCEMENTS

Three years ago, we altered the truck landscape forever by making the Ford F-150 body from high-strength, military-grade, aluminum alloys⁷ instead of steel. Now, all F-Series pickup truck bodies and beds, as well as the all-new 2018 Ford Expedition body, are made from this advanced material. It doesn't rust. It's more dent- and ding-resistant. And it allows weight savings that can be reinvested elsewhere. Leadership and innovation. Major reasons why F-Series has been America's best-selling truck for 40 years.



For more info, go to: ford.com

¹Available feature. ²Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. ³Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. ⁴SYNC Connect includes complimentary 5-year subscription for remote features, excluding Wi-Fi hotspot, and starts with vehicle sale date. Subscription is subject to compatible 4G network availability. Evolving technology/cellular networks may affect future functionality. Message and data rates may apply. FordPass[™] is on the App Store[®] and Google Play.[™] App Store is a service mark of Apple Inc. Google Play logo is a trademark of Google, Inc. Wi-Fi hotspot includes complimentary wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the complimentary 5-year subscription period for remote features. To activate, go to www.att.com/ford. ⁵Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. ⁶Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. ⁷6000-series aluminum alloy.

Distinctive design, convenient driver-assist technologies¹ and advanced safety features are evident throughout the 2018 Ford lineup of Cars, SUVs and Trucks.

Mustang: reborn for a new generation of driving enthusiasts. EcoSport: all-new and ready to swing open the fun. Expedition: all-new and hitting the ground towing as the most capable Expedition ever. And F-150: refreshed inside and out with no sign of slowing down the innovation.

Whether you're looking for a Car, SUV or Built Ford Tough[®] Truck, we have a Ford vehicle for every lifestyle and every dream. These are just a few of the reasons that Ford is the best-selling brand.² It's a great time to Go Further. Your Future. Your Ford.

CARS

4-17

- FIESTA
- FOCUS
- FUSION
- C-MAX
- MUSTANG
- TAURUS
- FLEX

SUVs

18-27

- ECOSPORT
- ESCAPE
- EDGE
- EXPLORER
- EXPEDITION

TRUCKS

28-35

- TRANSIT CONNECT
- TRANSIT
- F-150
- SUPER DUTY[®]

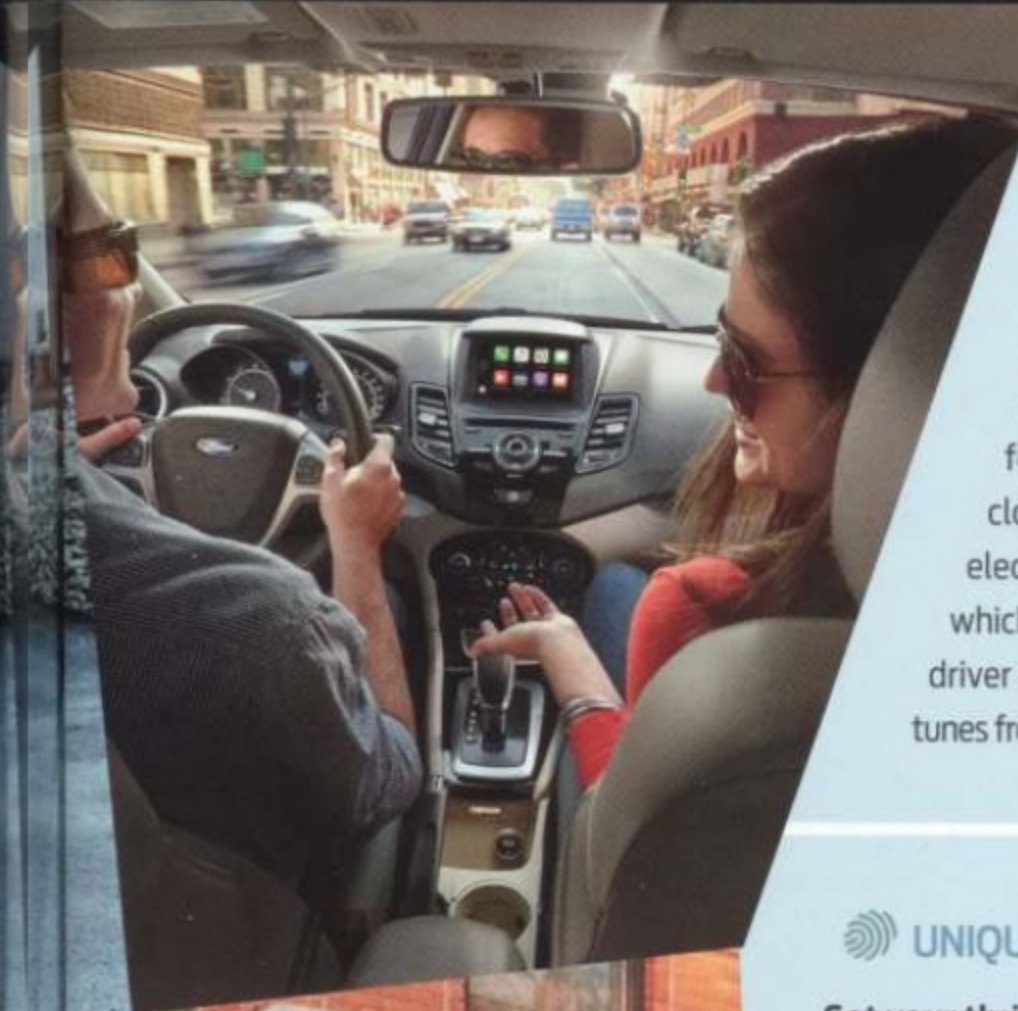
¹Available feature. ²CY 2016 sales.





Fun. That's the feeling you get as you drive the 2017 Ford Fiesta. With nimble and responsive handling, Fiesta thrives on curves as much as on the straightaways. Combine that with smart connectivity via SYNC³ 1,2 with Apple CarPlayTM 3 compatibility and Android AutoTM 3 compatibility, and the comfort of heated leather-trimmed front seats! Add great efficiency, and the fun can last all day long. Fiesta. We all drive. ford.com/cars/fiesta

*Available feature. ²Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are available with all phones. ³Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. ⁴Class is High Performance Subcompact Manual Cars based on Ford segmentation. ⁵Horsepower and torque ratings achieved with 93-octane fuel. ⁶Available on select series. ⁷Additional charge. ⁸Metallic.



INTERIOR

Be prepared to have fun when you step inside Fiesta. Set the tone with one of 7 colors of ambient lighting! Feel the comfort of sport-bolstered seats designed for support. Heat¹ your front seats, in cloth or leather trim! Cool things down with electronic automatic temperature control,¹ which automatically maintains settings for the driver and front passenger. And mix it up with tunes from the 8-speaker Audio System from Sony.²

UNIQUE

Get your thrill in Fiesta ST. Its turbocharged, high-output 1.6L EcoBoost[®] engine delivers a best-in-class⁴ 197 horsepower⁵ and 202 lb.-ft. of torque.⁵ An "overboost" feature can extend peak torque for up to 16 seconds (of which you'll love every one). Paired with a 6-speed manual transmission, the engine's power is put to good use by a unique sport-tuned architecture with European-inspired tuning. Inside, the vantage point is equally exhilarating.

ENGINES	1.6L Ti-VCT I-4	1.0L EcoBoost I-3	1.6L EcoBoost I-4
	120 hp @ 6,350 rpm 112 lb.-ft. of torque @ 5,000 rpm	123 hp @ 6,000 rpm 125 lb.-ft. of torque @ 2,500 rpm	197 hp @ 6,000 rpm ⁵ 202 lb.-ft. of torque @ 4,200 rpm ⁵

TECH

A long list of features helps you equip your 2017 Fiesta just the way you want it.

- SYNC 3 voice-communication system¹
- Voice-activated Navigation¹ with SiriusXM[®] Traffic and Travel Link[®]
- 8-speaker Audio System from Sony²
- Intelligent Access with push-button start¹
- SiriusXM Radio¹
- MyKey[®] technology to help encourage responsible driving

EXTERIOR COLORS⁶

White Platinum Metallic Tri-coat⁷

Oxford White

Orange Spice Metallic Tri-coat⁷

Ruby Red Metallic Tinted Clearcoat⁷

Blue Candy Metallic Tinted Clearcoat⁷

Bohai Bay Mint⁸

Chrome Copper⁸

Ingot Silver⁸

Magnetic⁸

Shadow Black

DIMENSIONS	EXTERIOR	Sedan/Hatchback/ST
	Wheelbase	98.0"
	Length	173.5"/159.7"/160.1"
	Height	58.1"/58.1"/57.2"
	CAPACITIES (cu. ft.)	
	Passenger volume	85.1
	Luggage capacity (sedan)	12.8
	Cargo volume behind rear seats (hatchback/ST)	14.9/10.1

S
SE
TITANIUM
ST

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S
SE
SEL
TITANIUM
ST
RS
ELECTRIC

Agility. Freedom. Responsiveness. These terms define the 2017 Ford Focus. Including the 100% guilt-free driving fun found in the gas-free Focus Electric. And they're best exemplified in the enthusiast-inspired 2018 Focus RS. Known for driving ability and precision – as well as an array of smart technologies – all Focus models encourage connection with the road. For an everyday driving experience that yields fun and excitement, Focus delivers. We all drive. ford.com/cars/focus

¹Horsepower and torque ratings achieved with 93-octane fuel. ²Available feature. ³Available on select series. ⁴Additional charge. ⁵Metallic.

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INTERIOR

Style and ingenuity reign inside Focus. On Titanium, a standard leather-trimmed heated steering wheel, plus leather-trimmed heated front seats, are perfect for those chilly early mornings. And a refined interior is sure to generate heat of its own. Other standard Titanium luxuries include an 8-way power driver's seat, a leather-wrapped shifter and push-button start.

UNIQUE

A serious road warrior, the new 2018 Focus RS Limited Edition is the pinnacle of Ford hot-hatch performance. Roof, sideview mirrors and high-mount spoiler – all in Black – let you know its sinister intent. 350 horsepower¹, 350 lb.-ft. of torque¹ and Quaife[®] limited-slip front differential confirm it. Only 1,500 will be available in North America. That number will drop fast.

ENGINES	1.0L EcoBoost[®] I-3 with Auto Start-Stop Technology 123 hp @ 6,000 rpm 125 lb.-ft. of torque @ 3,500 rpm
	2.0L Ti-VCT GDI I-4 FFV 160 hp @ 6,500 rpm 146 lb.-ft. of torque @ 4,450 rpm
	2.0L EcoBoost I-4 (high-output) 252 hp @ 5,500 rpm ¹ 270 lb.-ft. of torque @ 2,500 rpm ¹
ELECTRIC	2.3L EcoBoost I-4 with Auto Start-Stop Technology 350 hp @ 6,000 rpm ¹ 350 lb.-ft. of torque @ 3,200 rpm ¹
	Battery 33.5-kWh liquid-cooled lithium-ion
	Motor 107-kW electric Horsepower/torque equivalent: 143 hp/184 lb.-ft. of torque with single-speed transmission

TECH

Smart driver-assist technology makes everyday driving a little easier in Focus. Choose from:

- Active park assist²
- Lane-Keeping System²
- BLIS[®] (Blind Spot Information System) with cross-traffic alert²
- Rear view camera
- Torque Vectoring Control
- AdvanceTrac[®] electronic stability control

DIMENSIONS	EXTERIOR	Sedan/Hatchback
	Wheelbase	104.3"
	Length	178.7"/171.7"
	Height	57.8"
CAPACITIES (cu. ft.)	Passenger volume	90.0
	Luggage capacity (sedan)	13.2
	Cargo volume behind front seats (hatchback)	43.9
	Cargo volume behind rear seats (hatchback)	23.3

White Platinum
Metallic Tri-coat⁴

Oxford White

White Gold⁵

Triple Yellow
Metallic Tri-coat⁴

Race Red

Ruby Red Metallic
Tinted Clearcoat⁴

Blue Candy Metallic
Tinted Clearcoat⁴

Nitrous Blue
Quad-Coat⁴

Kona Blue⁵

Ingot Silver⁵

Magnetic⁵

Shadow Black

EXTERIOR COLORS³



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GAS

S / SE / Titanium / Platinum / V6 Sport



HYBRID

S / SE / Titanium / Platinum

PLUG-IN
HYBRID

SE / Titanium / Platinum

With a choice of 3 power sources, convenient driver-assist technologies¹ and everything you need to stay connected, the 2018 Ford Fusion is overflowing with something else. Captivating style. From every angle. We never said choosing yours would be an easy decision. Just one of the most satisfying you'll ever make. It's got your attention. Now make it yours. Fusion. We all drive. ford.com/cars/fusion

¹Available feature. ²Horsepower and torque ratings achieved with 93-octane fuel. ³Available on select series. ⁴Additional charge. ⁵Metallic.

INTERIOR

Fusion is dialed in for driving, starting with a turn of the nicely weighted rotary gear shift dial. It continues with soft-touch surfaces that greet your hands wherever they rest, including the leather-wrapped steering wheel¹ and leather-trimmed seats! Brilliant LED lighting¹ treats your eyes. Ready to take your turn?

UNIQUE

V6 Sport is here to thrill, greeting the street with 325 horsepower² and 380 lb.-ft. of torque.² It's powered by a 2.7L EcoBoost[®] engine mated to a 6-speed automatic transmission with SelectShift[®] capability that can be controlled by steering wheel-mounted paddle shifters. To handle all that torque, V6 Sport includes Intelligent all-wheel drive (AWD) plus continuously controlled damping (CCD) with pothole detection. The result? Pure exhilaration.

ENGINES

2.5L iVCT I-4

175 hp @ 6,000 rpm 175 lb.-ft. of torque @ 4,500 rpm

1.5L EcoBoost I-4

Auto Start-Stop Technology
181 hp @ 6,000 rpm 185 lb.-ft. of torque @ 4,320 rpm

2.0L EcoBoost I-4

245 hp @ 5,550 rpm² 275 lb.-ft. of torque @ 3,000 rpm²

2.7L EcoBoost V6

325 hp @ 5,500 rpm² 380 lb.-ft. of torque @ 3,000 rpm²

TECH

Smart driver-assist technology makes everyday driving a little easier in Fusion. Choose from:

- Enhanced active park assist¹
- Lane-Keeping System¹
- BLIS[®] (Blind Spot Information System) with cross-traffic alert¹
- Adaptive cruise control with stop-and-go¹
- Pre-Collision Assist with Pedestrian Detection¹
- Reverse Sensing System

DIMENSIONS

EXTERIOR	Gas/Hybrid/Plug-In
Wheelbase	112.2"
Length	191.8"
Height	58.0"

CAPACITIES (cu. ft.)

Passenger volume	102.8
Luggage capacity	16.0/12.0/8.2
Total interior volume	118.8/114.8/111.0

 EXTERIOR COLORS³

 White Platinum Metallic Tri-coat⁴

Oxford White

 White Gold⁵

 Ruby Red Metallic Tinted Clearcoat⁴

 Burgundy Velvet Metallic Tinted Clearcoat⁴

 Lightning Blue⁵

 Blue⁵

 Ingot Silver⁵

 Magnetic⁵

Shadow Black



SE / Titanium

Style. Spirit. Space to spare. Enjoy them all in the stylish, fuel-efficient¹ C-MAX Hybrid that's as fun to drive as it is good looking. Its versatile interior, ready for people or cargo, is the perfect place to enjoy SYNC[®] 3^{2,3} – compatible with Apple CarPlay^{™4} and Android Auto^{™4}. In the 2017 Ford C-MAX Hybrid, you can maximize your possibilities. We all drive. ford.com/cars/cmaxhybrid

¹EPA-estimated rating of 42 city/38 hwy/40 combined mpg. Actual mileage will vary. ²Available feature. ³Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are available with all phones. ⁴Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. ⁵Available on select series. ⁶Additional charge. ⁷Metallic.

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INTERIOR

Comfortable seating for 5 is only the beginning in C-MAX Hybrid. There's 99.7 cu. ft. of passenger volume filled with appealing amenities like leather-trimmed seating,² a 10-way power-adjustable driver's seat, and smart standards like a driver's knee airbag. A cabin air filter even helps prevent pollen from entering through the dual-zone electronic automatic temperature control.

UNIQUE

Seamlessly switching between its 88-kW electric traction motor and 2.0L Atkinson-cycle I-4 gasoline engine, the C-MAX Hybrid power-split hybrid architecture is powered by a lithium-ion battery. The electric traction motor can power the vehicle up to 85 mph and is used as a generator to recover vehicle energy during deceleration or braking to recharge the lithium-ion battery. An invigorating drive. Excellent efficiency! The 2017 C-MAX Hybrid brings it all together.

TECH

Smart technology makes everyday driving a little easier in C-MAX Hybrid. Choose from:

- Active park assist²
- Hands-free, foot-activated liftgate²
- BLIS[®] (Blind Spot Information System) with cross-traffic alert²
- Rear view camera
- SmartGauge[®] with EcoGuide instrument cluster (with Brake Coach, EcoSelect and EcoCruise)
- Voice-activated Navigation System with SiriusXM[®] Traffic and Travel Link[®] services²

ENGINE 2.0L iVCT Atkinson-Cycle I-4
Combined horsepower: 188
Gas engine torque: 129 lb.-ft.

DIMENSIONS

EXTERIOR	
Wheelbase	104.3"
Length	173.6"
Height	63.9"

CAPACITIES (cu. ft.)

Passenger volume	99.7
Total interior volume	124.2
Cargo volume behind front seats	52.6
Cargo volume behind rear seats	24.5

White Platinum
Metallic Tri-coat⁶

Oxford White

White Gold⁷Rudy Red Metallic
Tinted Clearcoat⁶Kona Blue⁷Ingot Silver⁷Magnetic⁷

Shadow Black

EXTERIOR COLORS⁵



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ECOBOOST®
ECOBOOST PREMIUM
GT
GT PREMIUM
SHELBY GT350*

Lean. Street legal. Legendary. The new 2018 Ford Mustang is loaded with bravado. Coiled with confidence. It honors its authentic lineage – by moving it forward. With advanced new technology that allows for a level of personalization not seen before. The new Mustang hits the pavement running with a lineup of hard-charging machines. Fastback. Convertible. EcoBoost. GT. And the heart-pounding Shelby GT350. Get into yours. Get gone. Mustang. We all drive. ford.com/cars/mustang

*Available feature. †Horsepower and torque ratings achieved with 93-octane fuel. ‡Available on select series. *Additional charge. †Metallic.



INTERIOR

2018 interior upgrades include a new hand-stitched center console lid, wrapped knee bolsters and shifter boot! Restyled seating surfaces include leather trim¹ in new Tan, Showstopper Red and Midnight Blue. While a standard new acoustic-laminate windshield helps keep noise to a minimum. Letting you enjoy the signature Mustang sound you expect to hear.

UNIQUE

Power to personalize like never before. 12 wheel designs. 5 new instrument panel finishes. An all-new, customizable 12" LCD digital instrument cluster.¹ An all-new Mustang MyMode^{®1} that allows you to save your favorite drive settings, including suspension, steering, and even exhaust note preferences. And a new "pulsing" start button that pulses red from the moment the door is unlocked until the engine roars to life. Now more than ever, the new Mustang puts the power directly into your hands.

TECH

Driver-assist technology for 2018 is designed to give you even greater confidence behind the Mustang wheel. Choose from:

- Adaptive cruise control¹
- Lane-Keeping System¹
- Pre-Collision Assist with Pedestrian Protection¹
- BLIS[®] (Blind Spot Information System) with cross-traffic alert¹
- Rear view camera



ENGINES

2.3L EcoBoost I-4
310 hp @ 5,500 rpm²
350 lb.-ft. of torque @ 3,000 rpm²

5.0L Ti-VCT V8
460 hp @ 7,000 rpm²
420 lb.-ft. of torque @ 4,600 rpm²

DIMENSIONS

EXTERIOR	Fastback/Convertible
Wheelbase	107.1"
Length	188.5"
Height	54.3"/54.9"

CAPACITIES (cu. ft.)

Passenger volume	82.8/79.2
Luggage capacity	13.5/11.4
Total interior volume	96.3/90.6

Oxford White

Triple Yellow Tri-coat*

Orange Fury Metallic Tri-coat*

Race Red

Ruby Red Metallic Tinted Clearcoat*

Royal Crimson Metallic Tinted Clearcoat*

Kona Blue⁵Lightning Blue⁵Ingot Silver⁴Magnetic⁵

Shadow Black

EXTERIOR COLORS³



SE
SEL
LIMITED
SHO

Master your element in the 2017 Ford Taurus. Whether you're pushing it hard on that stretch of open road or taking corners with ease, Taurus is the full-size sedan experience you're looking for. Fall into its spacious, finely crafted interior. And choose your level of power and performance with Taurus and Taurus SHO. Treat yourself to the driver's seat. We all drive. ford.com/cars/taurus

¹Available feature. ²Based on Ford testing. ³Horsepower and torque ratings achieved using 93-octane fuel. ⁴Available on select series. ⁵Additional charge. ⁶Metallic.

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INTERIOR

Soothe your senses in this meticulously assembled interior with finely stitched seats and eye-catching accents. Heated and cooled power front seats, power-adjustable pedals and power sideview mirrors are standard on Limited and SHO. Grip the heated steering wheel¹ or feel the gentle breeze through the power moonroof.¹ This is the 2017 Taurus.

UNIQUE

Super High Output (SHO) means 0-60 mph in 5.5 seconds.² Together with standard all-wheel drive (AWD) and vented disc brakes, Taurus SHO excels at true enthusiast performance. Add additional capability with the SHO Performance Package, which includes an enhanced sport-tuned suspension, high-performance front brake pads, sport-calibrated steering, and more. Not that you need it.

ENGINES

3.5L Ti-VCT V6

288 hp @ 6,500 rpm
254 lb.-ft. of torque @ 4,000 rpm

2.0L EcoBoost[®] I-4

240 hp @ 5,500 rpm³
270 lb.-ft. of torque @ 3,000 rpm³

3.5L EcoBoost V6

365 hp @ 5,550 rpm³
350 lb.-ft. of torque @ 1,500-5,000 rpm³

TECH

Smart driver-assist technology makes everyday driving a little easier in Taurus. Choose from:

- Adaptive cruise control & forward collision warning with brake support¹
- BLIS[®] (Blind Spot Information System) with cross-traffic alert¹
- Active park assist¹
- Lane-Keeping System with Driver Alert System¹
- AdvanceTrac[®] electronic stability control

EXTERIOR COLORS⁴

White Platinum
Metallic Tri-coat⁵

Oxford White

White Gold⁶

Ruby Red Metallic
Tinted Clearcoat⁵

Blue Jeans⁶

Smoked Quartz
Metallic Tinted
Clearcoat⁵

Ingot Silver⁶

Magnetic⁶

Shadow Black

DIMENSIONS

EXTERIOR

Wheelbase	112.9"
Length	202.9"
Height	60.7"

CAPACITIES (cu. ft.)

Passenger volume	102.2
Luggage capacity	20.1
Total interior volume	122.3



INTERIOR

Relaxing space for up to 7, starting with 10-way power heated and cooled seats¹ in the first row, plus memory¹ for the driver's seat and power-adjustable pedals! In the 2nd row, you can select heated¹ bucket seats¹ for 2 people, or a bench seat for 3 people. Either way, your passengers get best-in-class² 2nd-row leg room.

UNIQUE

Flex delivers flexibility in abundance, wherever your day leads. Activate its power liftgate¹ with the press of a button on the liftgate handle, on the instrument panel, on the remote control, or inside the rear cargo area. Take advantage of over 83 cu. ft. of cargo space when its 2nd-row and PowerFold[®] 3rd-row seats¹ are folded flat. Or let passengers pass easily into the 3rd row between the 2nd-row bucket seats!

TECH

Smart driver-assist technology makes everyday driving a little easier in Flex. Choose from:

- Adaptive cruise control & forward collision warning with brake support¹
- BLIS[®] (Blind Spot Information System) with cross-traffic alert¹
- Active park assist¹

ENGINES

3.5L Ti-VCT V6

287 hp @ 6,500 rpm
254 lb.-ft. of torque @ 4,000 rpm
6-speed SelectShift[®] automatic with shifter button activation

3.5L EcoBoost[®] V6

365 hp @ 5,500 rpm³
350 lb.-ft. of torque @ 3,500 rpm³
6-speed SelectShift automatic with steering wheel-mounted paddle shifters

DIMENSIONS

EXTERIOR

Wheelbase	117.9"
Length	201.8"
Height – Excluding options	68.0"

CAPACITIES (cu. ft.)

Passenger volume	155.8
Cargo volume behind 1st row	83.2
Cargo volume behind 2nd row	43.2
Cargo volume behind 3rd row	20.0
Max. towing (lbs.) ⁴	4,500

EXTERIOR COLORS⁵

White Platinum Metallic Tri-coat⁶

Oxford White

White Gold⁷

Ruby Red Metallic Tinted Clearcoat⁶

Burgundy Velvet Metallic Tinted Clearcoat⁶

Blue⁷

Ingot Silver⁷

Magnetic⁷

Shadow Black

SE
SEL
LIMITED

Style. Space. Smarts. The 2018 Ford Flex moves you in every way that matters. Its progressive design combines clean lines and versatility like no other. Flex offers you spacious seating for up to 7, and convenient technologies¹ that can help in unexpected ways. Your choice of 2 engines can be paired with Intelligent all-wheel drive (AWD)¹. The standard Safety Canopy[®] System features side-curtain airbags that deploy to cover all 3 rows, plus you can get 2nd-row outboard inflatable safety belts¹. Strikingly unique. Effortlessly cool. Flex. We all drive. ford.com/flex

¹Available feature. ²Class is Large Utilities based on Ford segmentation. ³Horsepower and torque ratings achieved with 93-octane fuel. ⁴When properly equipped. ⁵Available on select series. ⁶Additional charge. ⁷Metallic.

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Get into the swing of things with the all-new 2018 EcoSport – a new SUV from Ford designed for endless possibilities. Trim outside. Spacious inside. With Intelligent 4-wheel drive (4WD)¹ and a swing-gate rear hatch that opens wide for cargo, it's nimble and ready for just about anything. Plus, voice-activated SYNC[®] 3^{1,2} with Apple CarPlay™ compatibility³ and Android Auto™ compatibility,³ and SYNC Connect^{1,4} technology, helps keep you in touch even on the go. The 2018 Ford EcoSport. Always Unstoppable. ford.com/suvs/ecosport

SE
SES
TITANIUM

¹Available feature. ²Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are available with all phones. ³Requires phone with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. ⁴SYNC Connect includes complimentary 5-year subscription for remote features, excluding Wi-Fi hotspot, and starts with vehicle sale date. Subscription is subject to compatible 4G network availability. Evolving technology/cellular networks may affect future functionality. Message and data rates may apply. FordPass™ is on the App Store[®] and Google Play.[™] App Store is a service mark of Apple Inc. Google Play logo is a trademark of Google, Inc. Wi-Fi hotspot includes complimentary wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the complimentary 5-year subscription period for remote features. To activate, go to www.att.com/ford.



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INTERIOR

More than meets the eye. Start with standard leather-trimmed seats with perforated inserts on Titanium. Plus, generous seating and storage made even more inviting by a power moonroof with sunshade. To load larger items, fold one or both sides of the 60/40 split-fold rear seat down. And for those chilly days, opt for the Titanium Cold Weather Package with a heated,¹ leather-wrapped steering wheel and windshield wiper de-icer.¹



UNIQUE

Swing open the next big thing. With up to 30 pockets, bins and hooks, EcoSport makes efficient use of every available space. A rear Cargo Management System allows you to adjust the load-floor height for different levels of storage. In its top position, and with the 2nd-row seat folded down, a spacious load floor is perfect for moving furniture and other items. Up top, roof-rack side rails¹ and crossbars¹ allow you to carry even more cargo. To help keep items cool, EcoSport has a climate-controlled glove box. While a seat-side pocket helps keep smaller items secure and in their place.

TECH

The all-new 2018 EcoSport equips you for action. Choose FWD or Intelligent 4WD. Available features include:

- B&O PLAY™ Premium Audio by HARMAN¹
- 4G LTE Wi-Fi hotspot^{1,4} that lets you connect up to 10 devices
- 8" touchscreen with Navigation¹
- BLIS[®] (Blind Spot Information System) with cross-traffic alert¹

ENGINES

1.0L EcoBoost[®] I-3
with Auto Start-Stop Technology
123 hp @ 6,000 rpm
125 lb.-ft. of torque @ 1,500–4,500 rpm
6-speed SelectShift[®] automatic

2.0L Ti-VCT I-4
with Auto Start-Stop Technology
166 hp @ 6,500 rpm
149 lb.-ft. of torque @ 4,500 rpm
6-speed SelectShift automatic

DIMENSIONS

EXTERIOR	
Wheelbase	99.2"
Length	161.3"
Height	64.8"
CAPACITIES (cu. ft.)	
Passenger volume	91.1
Cargo volume behind 1st row	50.0
Cargo volume behind 2nd row	20.9

Diamond White⁶

White Platinum Metallic Tri-coat⁷

Race Red (late availability)

Ruby Red Metallic Tinted Clearcoat⁷

Canyon Ridge⁶

Blue Candy Metallic Tinted Clearcoat⁷

Lightning Blue⁶

Ingot Silver⁶

Magnetic⁶

Shadow Black

EXTERIOR COLORS⁵

⁵Available on select series. ⁶Metallic. ⁷Additional charge.



2018 Ford Escape is your perfect partner for spur-of-the-moment adventures. Find your footing with standard FWD or Intelligent 4WD¹ and bring your passions along for the ride with up to 3,500 lbs. of towing capacity.² SYNC[®] Connect^{1,3} technology lets you locate your vehicle and remotely start, stop, lock or unlock it through the FordPass™ app⁴ on your smartphone. And access to the spacious and versatile rear cargo area is easy with the hands-free, foot-activated liftgate¹. Gear up and go. Always Unstoppable. ford.com/suvs/escape

S
SE
SEL
TITANIUM

**TEXT:
ESCAPE
to 89090**
**FOR EXCLUSIVE
AUTO SHOW
INCENTIVE!**

Message and data rates may apply.

¹Available feature. ²When properly equipped. ³SYNC Connect includes complimentary 5-year subscription for remote features, excluding Wi-Fi hotspot, and starts with vehicle sale date. Subscription is subject to compatible 4G network availability. Evolving technology/cellular networks may affect future functionality. Message and data rates may apply. FordPass™ is on the App Store® and Google Play™. App Store is a service mark of Apple Inc. Google Play logo is a trademark of Google, Inc. Wi-Fi hotspot includes complimentary wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the complimentary 5-year subscription period for remote features. To activate, go to www.att.com/ford. ⁴Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. ⁵Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. ⁶Horsepower and torque ratings achieved with 93-octane fuel.



INTERIOR

Elevate your experience with refined materials and finishes. Calming noise isolation. Plus easy entry and start up, courtesy of Intelligent Access with push-button start!² 2 smart-charging USB ports¹ and a covered 110-volt power outlet¹ on the rear of the center console help personal items stay powered up and ready to go. Plus, a new 4G LTE Wi-Fi hotspot^{1,3} allows for connection of up to 10 devices, keeping you connected to your world on the go.

UNIQUE

A suite of driver-assist features¹ can help provide all-around assistance on your daily commute. From helping to maintain your choice of speed and preset gaps from the vehicle in front of you,^{1,5} to calling attention to vehicles in your blind spots,^{1,5} to monitoring your position on the road,^{1,5} and even to steering you into a parking spot,^{1,5} these advanced technology features are designed to help Escape make your life easier in those moments when you could use some assistance.

TECH

A new Ford Safe and Smart Package™ on Escape makes it easy to get all of our most popular driver-assist features, including:

- Adaptive cruise control & forward collision warning with brake support¹
- Lane-Keeping System¹
- BLIS[®] (Blind Spot Information System) with cross-traffic alert¹
- Enhanced active park assist¹

ENGINES

2.5L iVCT I-4
168 hp @ 6,000 rpm
170 lb.-ft. of torque @ 4,500 rpm
6-speed SelectShift[®] automatic

1.5L EcoBoost[®] I-4
Auto Start-Stop Technology
179 hp @ 6,000 rpm
177 lb.-ft. of torque @ 2,500 rpm
6-speed SelectShift automatic

2.0L EcoBoost I-4
Auto Start-Stop Technology
245 hp @ 5,000 rpm⁶
275 lb.-ft. of torque @ 3,000 rpm⁶
6-speed SelectShift automatic

DIMENSIONS

EXTERIOR

Wheelbase	105.9"
Length	178.1"
Height	66.3"

CAPACITIES (cu. ft.)

Passenger volume	98.7
Cargo volume behind front seats	68.0
Cargo volume behind rear seats	34.0
Max. towing (lbs.) ² 1.5L EcoBoost	2,000
Max. towing (lbs.) ² 2.0L EcoBoost	3,500

White Platinum
Metallic Tri-coat[®]

Oxford White

White Gold[®]

Ruby Red Metallic
Tinted Clearcoat[®]

Cinnamon Glaze[®]

Lightning Blue[®]

Blue[®]

Ingot Silver[®]

Magnetic[®]

Shadow Black

EXTERIOR COLORS⁷

⁷Available on select series.
⁸Additional charge. ⁹Metallic.



SE
SEL
TITANIUM
SPORT

Master the moments. Your daily commute. A night on the town. Weekend road trips. With the 2018 Ford Edge, you've got the responsive power, refined interior and advanced technology to make it all work for you. The performance-oriented Edge Sport, with its distinctive look, is powered by a 315-hp 2.7L EcoBoost® V6 engine. Standard all-wheel drive (AWD) delivers enhanced handling and maximized traction. Edge Sport is dressed and ready to play. Always Unstoppable. ford.com/suvs/edge

¹Available feature. ²Horsepower and torque ratings achieved with 93-octane fuel. ³When properly equipped. ⁴Available on select series. ⁵Additional charge. ⁶Metallic.

TEXT:
EDGE
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AUTO SHOW
INCENTIVE!
Message and data
rates may apply.

INTERIOR

Enhance your travels with all the right notes. Starting with an exceptional 12-speaker Audio System from Sony® with HD Radio™ Technology! Titanium models indulge you with ambient lighting, illuminated front door-sill plates, heated steering wheel¹ and 10-way power, heated, leather-trimmed driver and front-passenger seats. A panoramic Vista Roof^{®1} with power open/close, power shade lets the light in – as often as you'd like.

UNIQUE

The SEL Sport Appearance Package takes your 2018 Edge SEL to a new level. 19" premium Magnetic Metallic-painted aluminum wheels are complemented by color-coordinated accents, including the upper grille surround, front and rear skid plates, sideview mirror caps and rear spoiler. Inside, a high-contrast interior features Mayan Gray cloth-trimmed seats with Umber-colored Miko[®] sueded cloth perforated inserts. Front and rear Black carpeted floor mats include an Umber-colored "EDGE" logo up front. And a unique Copper Sands-textured appliqué accents the area above the glove box.

TECH

A new Ford Safe and Smart Package™ on Edge makes it easy to get all of our most popular driver-assist features, including:

- Adaptive cruise control & forward collision warning with brake support¹
- Lane-Keeping System¹
- BLIS[®] (Blind Spot Information System) with cross-traffic alert¹
- Enhanced active park assist¹

ENGINES

2.0L EcoBoost I-4
245 hp @ 5,500 rpm²
275 lb.-ft. of torque @ 3,000 rpm²

3.5L Ti-VCT V6
280 hp @ 6,500 rpm
250 lb.-ft. of torque @ 4,000 rpm

2.7L EcoBoost V6
315 hp @ 4,750 rpm²
350 lb.-ft. of torque @ 2,750 rpm²

DIMENSIONS

EXTERIOR	
Wheelbase	112.2"
Length	188.1"
Height	68.6"

CAPACITIES (cu. ft.)	
Passenger volume	113.9
Cargo volume behind 1st row	73.4
Cargo volume behind 2nd row	39.2
Max. towing (lbs.) ³	3,500

White Platinum
Metallic Tri-coat⁵

Oxford White

White Gold⁶

Ruby Red Metallic
Tinted Clearcoat⁵

Burgundy Velvet
Metallic Tinted
Clearcoat⁵

Lightning Blue⁶

Blue⁶

Ingot Silver⁶

Magnetic⁶

Shadow Black

EXTERIOR COLORS⁴



TEXT:
EXPLORER
to 89090
FOR EXCLUSIVE
AUTO SHOW
INCENTIVE!
Message and data
rates may apply.

EXPLORER
XLT
LIMITED
SPORT
PLATINUM

This is one SUV that lives up to its name – from its eye-catching new grille to its striking presence and confident on- and off-road capability. As well as new smart features like SYNC® Connect^{1,2} with the FordPass™ smartphone app,³ which allows you to seamlessly integrate Explorer with your active life. Lock it or unlock it. Remotely start it. Check the fuel levels. Find its location. All from your smartphone. Even at the top of your game, there's always room to go further. The new 2018 Ford Explorer. Always Unstoppable. ford.com/suvs/explorer

¹Available feature. ²SYNC Connect includes complimentary 5-year subscription for remote features, excluding Wi-Fi hotspot, and starts with vehicle sale date. Subscription is subject to compatible 4G network availability. Evolving technology/cellular networks may affect future functionality. Message and data rates may apply. FordPass™ is on the App Store® and Google Play.™ App Store is a service mark of Apple Inc. Google Play logo is a trademark of Google, Inc. Wi-Fi hotspot includes complimentary wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the complimentary 5-year subscription period for remote features. To activate, go to www.att.com/ford. ³Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. ⁴Horsepower and torque ratings achieved with 93-octane fuel. ⁵Including rear seat well. ⁶When properly equipped.



INTERIOR

Explorer Platinum puts you in comfortable control. Front-row multicontour seats adjust at the touch of a button, and serve up lumbar region and upper leg area massage thanks to Active Motion®. Well-placed controls include those for the industry-exclusive 500-watt Audio System from Sony® with Clear Phase® and Live Acoustics™ technology. And with exceptional 2nd-row head room and 3rd-row leg room, Explorer spreads the love to up to 7 passengers.

UNIQUE

Confident capability defines Explorer. From the hands-free, foot-activated liftgate¹ that makes it easy to load and unload cargo. To the sure-footedness of Intelligent 4WD with Terrain Management System™¹ for shift-on-the-fly confidence in changing road conditions. Add in a choice of EcoBoost® power¹ and towing capability of up to 5,000 lbs. when properly equipped, and Explorer welcomes what comes with an adventurous spirit.



TECH

A new Ford Safe and Smart Package™ on Explorer makes it easy to get all of our most popular driver-assist features, including:

- Adaptive cruise control & forward collision warning with brake support¹
- Lane-Keeping System¹
- BLIS® (Blind Spot Information System) with cross-traffic alert¹
- Auto high beams¹
- Rain-sensing windshield wipers¹

ENGINES

3.5L Ti-VCT V6
290 hp @ 6,500 rpm
255 lb.-ft. of torque @ 4,000 rpm
6-speed SelectShift® automatic

2.3L EcoBoost I-4
280 hp @ 5,600 rpm⁴
310 lb.-ft. of torque @ 3,000 rpm⁴
6-speed SelectShift automatic

3.5L EcoBoost V6
365 hp @ 5,500 rpm⁴
350 lb.-ft. of torque @ 3,500 rpm⁴
6-speed SelectShift automatic

DIMENSIONS

EXTERIOR	
Wheelbase	112.8"
Length	198.3"
Height	70.0"

CAPACITIES (cu. ft.)	
Passenger volume	151.5
Cargo volume behind 1st row	81.7
Cargo volume behind 2nd row	43.9
Cargo volume behind 3rd row ⁵	21.0
Max. towing (lbs.) ⁶	5,000

White Platinum
Metallic Tri-coat®

Oxford White

Platinum Dune
Metallic Tri-coat®

Ruby Red Metallic
Tinted Clearcoat®

Cinnamon Glaze⁹

Burgundy Velvet
Metallic Tinted
Clearcoat®

Blue⁹

Ingot Silver⁸

Magnetic⁹

Shadow Black

EXTERIOR COLORS⁷

⁷Available on select series.
⁸Additional charge. ⁹Metallic.



XLT
LIMITED
PLATINUM

EcoBoost® power. Best-in-class¹ towing capability. Loads of cargo volume. New 10-speed SelectShift® automatic transmission. Cameras² all around to help you navigate your surroundings. Class-exclusive technology² that helps make towing easier than ever. A new FX4 package to get you out there... and back. A 4G LTE Wi-Fi hotspot^{2,3} that allows connection for up to 10 devices. And more driver-assist technologies² than any other vehicle in its class. Introducing the all-new 2018 Ford Expedition. Always Unstoppable. ford.com/suvs/expedition

¹Class is Extended Utilities based on Ford segmentation. ²Available feature. ³SYNC Connect includes complimentary 5-year subscription for remote features, excluding Wi-Fi hotspot, and starts with vehicle sale date. Subscription is subject to compatible 4G network availability. Evolving technology/cellular networks may affect future functionality. Message and data rates may apply. FordPass™ is on the App Store® and Google Play.™ App Store is a service mark of Apple Inc. Google Play logo is a trademark of Google, Inc. Wi-Fi hotspot includes complimentary wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the complimentary 5-year subscription period for remote features. To activate, go to www.att.com/ford. ⁴Horsepower and torque ratings achieved with 93-octane fuel. ⁵Maximum weight shown is for properly equipped vehicle with required equipment and a 150-lb. driver. Weight of additional options, equipment, passengers and cargo must be deducted from this weight. For additional information, see your Ford Dealer. ⁶Available on select series. ⁷Additional charge. ⁸Metall.



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EXPEDITION
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INTERIOR

The airy and spacious cabin of Expedition offers generous room for up to 8 passengers and their gear. 2nd-row seats tip and slide forward² for easy 3rd-row access. While power, fold-flat 2nd- and 3rd-row seats² make it easy to switch between passengers and cargo. And a panoramic Vista Roof^{®2} provides even more of a view for all.



UNIQUE

Ascend the summit with Expedition Platinum. Up here, 22" polished aluminum wheels command attention. An enhanced 3.5L EcoBoost delivers 400 horsepower⁴ and 480 lb.-ft. of torque.⁴ And a continuously controlled damping (CCD) suspension adjusts in milliseconds to enhance vehicle control. Inside, enjoy the look and feel of real wood accents. Perforated inserts and quilted bolsters distinguish the luxury leather-trimmed, heated and ventilated multicontour front seats with Active Motion.[®] This is Platinum. Enjoy the view.

TECH

The all-new 2018 Expedition is the smartest Expedition ever. New available features include:

- 4G LTE Wi-Fi hotspot^{2,3} that allows for the connection of up to 10 devices
- 360-degree camera with Split-view Display²
- Pro-Trailer Backup Assist^{™2}
- B&O PLAY[™] Premium Audio by HARMAN²
- Enhanced active park assist²
- Dual-Headrest Rear-Seat Entertainment System²
- Adaptive cruise control with stop-and-go²

ENGINES

3.5L EcoBoost V6
375 hp @ 5,000 rpm
470 lb.-ft. of torque @ 3,500 rpm
10-speed SelectShift automatic

3.5L EcoBoost V6 Platinum
400 hp @ 5,000 rpm⁴
480 lb.-ft. of torque @ 3,500 rpm⁴

DIMENSIONS

EXTERIOR	Expedition/Expedition MAX
Wheelbase	122.5"/131.6"
Length	210.0"/221.9"
Height (2WD)	76.4"/76.2"
Height (4WD)	76.3"/76.1"

CAPACITIES (cu. ft.)

Passenger volume	171.9/172.0
Cargo volume behind 1st row	104.6/121.4
Cargo volume behind 2nd row	57.5/73.3
Cargo volume behind 3rd row	19.3/34.3
Max. towing (lbs.) ⁵	9,300/9,000

EXTERIOR COLORS⁶

White Platinum
Metallic Tri-coat⁷

Oxford White

White Gold[®]

Stone Gray[®]

Ruby Red Metallic
Tinted Clearcoat⁷

Blue[®]

Ingot Silver[®]

Magnetic[®]

Shadow Black



Cargo Van
XL
XLT

Passenger Wagon
XL
XLT
TITANIUM

Short- or long-wheelbase. Dual-sliding side doors. Easy entry and exit. Plus, the National Highway Traffic Safety Administration (NHTSA) gave Transit Connect Passenger Wagon its highest Overall Crash Vehicle Score of 5 Stars! Keep up to 7 people comfortably on the move in Ford Transit Connect. ford.com/trucks/transitconnectwagon

¹2018 Transit Connect Passenger Wagon. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.SaferCar.gov). ²Class is Small Vans based on Ford segmentation. ³When properly equipped. Cargo and load capacity limited by weight and weight distribution. ⁴Available only on Passenger Wagon. ⁵Metallic. ⁶Available only on Passenger Wagon with Taxi Package.

**TEXT:
TRANSIT
CONNECT
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AUTO SHOW
INCENTIVE!**
Message and data
rates may apply.



INTERIOR

Get configuring. Transit Connect Passenger Wagon has the most available seating configurations in its class.² SWB models feature a 2nd-row bench seat. LWB models offer a choice of 2nd-row bucket seats with a convenient pass-through to the 3rd row, or a 2nd-row bench seat, plus 3rd-row bucket seats.

UNIQUE

Work hard. The 2018 Ford Transit Connect Cargo Van is Built Ford Tough® – and it works hard to help you work smart. Maximum payload rating: up to 1,610 lbs.³ Maximum towing capacity: 2,000 lbs.³ LWB models offer up to 128.6 cu. ft. of cargo space behind the front seats or 149.0 cu. ft. with the passenger seat back folded down.³

CAPACITIES³

	Passenger Wagon SWB/5-seater	Passenger Wagon LWB/7-seater	Cargo Van SWB/2-seater	Cargo Van LWB/2-seater
Passenger volume (cu. ft.)	120.7	166.0	63.2	63.2
Max. towing (lbs.)	2,000	2,000	2,000	2,000
Max. GVWR (lbs.)	4,820	5,280	5,020	5,270
Max. payload (lbs.)	1,130	1,270	1,470	1,610

EXTERIOR	SWB/LWB
Wheelbase	104.8"/120.6"
Length	173.9"/189.7"
Height	72.6"/72.0"



5-Passenger SWB
XLT or TITANIUM



6-Passenger LWB
XLT (optional) or TITANIUM



7-Passenger LWB
XL, XLT or TITANIUM (optional)

ENGINE 2.5L Duratec® I-4
169 hp @ 6,000 rpm
171 lb.-ft. of torque @ 4,500 rpm
6-speed SelectShift® automatic



Frozen White

Solar^{4,5}

School Bus
Yellow⁶

Race Red

Deep Impact Blue⁵

Dark Blue⁴

Guard^{4,5}

Silver⁵

Magnetic^{4,5}

Shadow Black

EXTERIOR COLORS



Cargo Van
 Passenger Wagon
 XL
 XLT

Carry lots of people. Loads of cargo. Or both. With your choice of 3 roof heights, 3 lengths, gas or diesel engines, and single rear wheel (SRW) or dual rear wheel (DRW) configurations. In the versatile Ford Transit, you've got a commanding view of the road and convenient features to help you make the most of every trip. ford.com/trucks/transitvanwagon

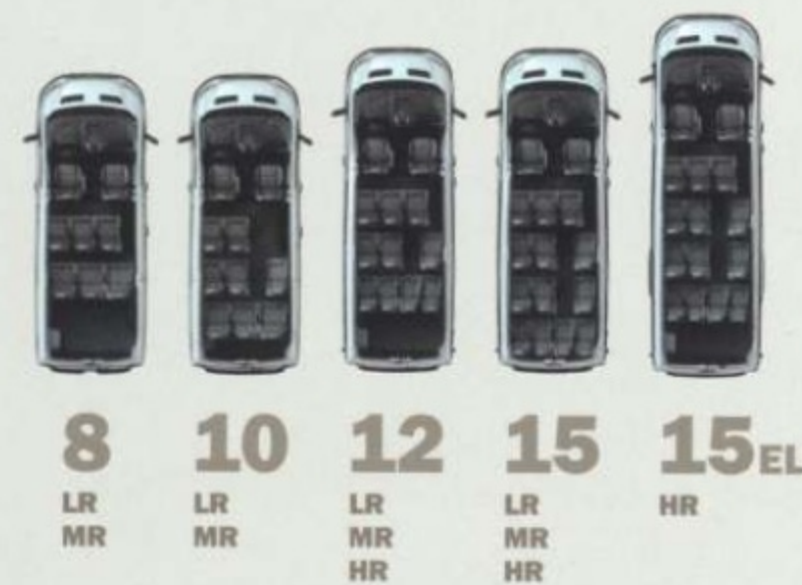
*Class is Full-Size Vans based on Ford segmentation. Excluding other Ford models. ²Available feature. ³Not available with Low Roof (LR). ⁴When properly configured. Cargo and load capacity limited by weight and weight distribution. ⁵Metallic. ⁶Fleet only. Not available on XLT Passenger Wagon.

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 TRANSIT
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Message and data
 rates may apply.



INTERIOR

Bring 'em along. Transit Passenger Wagon seats as many as 8 to 15 people and comes in 3 roof heights. Low Roof (LR) is designed to fit in most garages. Medium Roof (MR) helps make loading and unloading easy. With best-in-class¹ interior height, High Roof (HR) offers those up to 6'4" tall an easy walk to their seats.



UNIQUE

Right-sized to be the best. Whatever your day demands, there's a Transit Cargo Van sized just right for you. Getting in and out of the cargo area is easier this year, thanks to new D-pillar assist handles^{2,3} and a new, larger rear-door pull-and-release handle on the inside of the vehicle. And for your upfit needs, choose from 16 vocation-specific upfit ship-thrus² for prompt delivery. These smart solutions are from some of the best upfitters in the business.

Best-in-class features include:

- Interior height on HR Passenger Wagons
- Industry-first 5-row side-curtain airbags on 15-passenger models
- Factory-built cargo capacity of 100.5 cu. ft.⁴ on HR EL Passenger Wagons available behind the last row of seats
- 400 lb.-ft. max. gas torque rating
- 74.3" max. rear-door opening height

ENGINES

3.7L Ti-VCT V6

275 hp @ 6,000 rpm
 260 lb.-ft. of torque @ 4,000 rpm
 6-speed SelectShift[®] automatic

3.5L EcoBoost[®] V6

310 hp @ 5,500 rpm
 400 lb.-ft. of torque @ 2,500 rpm
 6-speed SelectShift automatic

3.2L Power Stroke[®] I-5 Turbo Diesel

185 hp @ 3,000 rpm
 350 lb.-ft. of torque @ 1,500-2,500 rpm
 6-speed SelectShift automatic

MAX. CAPACITY CONFIGURATIONS

CARGO VAN and PASSENGER WAGON

Low Roof (LR)
 Medium Roof (MR)
 High Roof (HR)
 Regular Wheelbase (RWB)
 Long Wheelbase (LWB)
 LWB – Extended Length (EL)

CARGO VAN	CARGO VOLUME
RWB LR	246.7 cu. ft.
RWB MR	315.2 cu. ft.
LWB LR	277.7 cu. ft.
LWB MR	357.1 cu. ft.
LWB HR	404.3 cu. ft.
LWB – EL HR	487.2 cu. ft.

EXTERIOR COLORS

Oxford White

White Gold⁵

Stone Gray⁵

School Bus Yellow⁶

Race Red

Blue Jeans⁵

Green Gem⁵

Ingot Silver⁵

Magnetic⁵

Shadow Black





TEXT:
F-150
to 89090
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AUTO SHOW
INCENTIVE!

Message and data
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XL
STX
XLT
LARIAT
KING RANCH®
PLATINUM
LIMITED
RAPTOR

The new 2018 F-150 is even tougher, even smarter and even more capable. With muscular new styling front and rear. New and improved engines. Class-best¹ max towing.² Class-best max payload.³ Whether you're hauling aggregate at work or towing your boat on the weekend, you want a Built Ford Tough® workhorse that's proven itself. Year after punishing year. Introducing the new 2018 Ford F-150. ford.com/trucks/f150

¹Class is Full-Size Pickups under 8,500 lbs. GVWR based on Ford segmentation. ²When properly configured. Max. Towing of 13,200 lbs. on SuperCrew 4x2, 156.8" WB, 3.5L EcoBoost engine and optional equipment. ³When properly configured. Max. Payload of 3,270 lbs. on Regular Cab 4x2, 141.1" WB, 5.0L V8 engine, and optional equipment. ⁴Available feature. ⁵Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. ⁶BLIS replaces standard integrated blind spot mirrors. ⁷Available on select series. ⁸Additional charge. ⁹Metallic.



INTERIOR

3 new leather trims make their F-150 debut this year. On LIMITED, Navy Pier leather makes it even more of a standout, trimming the seats, heated steering wheel, center console lid and shifter knob. On PLATINUM, there's new Dark Marsala leather trim. And KING RANCH gets new Kingsville leather trim. Tough has never looked better.

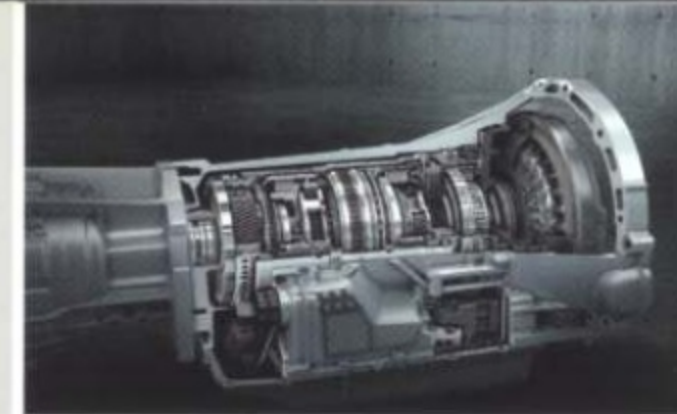
UNIQUE

Built Ford Tough.® A segment-exclusive combination of advanced materials that are durable and inhibit corrosion help the 2018 F-150 deliver mightily on its Built Ford Tough promise. With over 10 million customer-equivalent miles of testing, F-150 is engineered for the long haul. Because this truck has already passed our toughest tests, it will be more than ready for yours.

TECH

Class-exclusive technology:

- Pro Trailer Backup Assist™^{4,5}
- Adaptive Cruise Control with Stop-and-Go^{4,5}
- BLIS® with trailer coverage^{4,5,6}
- B&O PLAY™ Premium Audio System by HARMAN⁴



ENGINES

3.3L Ti-VCT V6
290 hp @ 6,500 rpm
265 lb.-ft. of torque @ 4,000 rpm
6-speed SelectShift® automatic

2.7L EcoBoost®
325 hp @ 5,000 rpm
400 lb.-ft. of torque @ 2,750 rpm
10-speed SelectShift automatic

5.0L Ti-VCT V8
395 hp @ 5,750 rpm
400 lb.-ft. of torque @ 4,500 rpm
10-speed SelectShift automatic

3.5L EcoBoost
375 hp @ 5,000 rpm
470 lb.-ft. of torque @ 3,500 rpm
10-speed SelectShift automatic

CONFIGURATIONS

CABS
Regular Cab
SuperCab
SuperCrew®

BOX LENGTHS
5.5'
6.5'
8'

CAPABILITIES

Max. Towing ²	13,200 lbs.
Max. Payload ³	3,270 lbs.

White Platinum
Metallic Tri-coat⁹

Oxford White

White Gold⁹

Race Red

Ruby Red Metallic
Tinted Clearcoat⁹

Magma Red⁹

Lightning Blue⁹

Blue Jeans⁹

Guard⁹

Ingot Silver⁹

Stone Gray⁹

Lead Foot

Magnetic⁹

Shadow Black

EXTERIOR COLORS⁷



TEXT:
SUPER DUTY
to 89090
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AUTO SHOW
INCENTIVE!
Message and data
rates may apply.

XL
XLT
LARIAT
KING RANCH®
PLATINUM

2017 F-Series Super Duty® frame: 95% high-strength steel. Body: toughened by high-strength, military-grade, aluminum alloys.¹ Suspension and driveline components: upgraded for heavy-duty use. With best-in-class capability^{2,3} in about every category that matters. It tows more, hauls more, and shows up for work every day ready for duty. This is F-Series Super Duty. ford.com/trucks/superduty

¹6000-series aluminum alloy. ²Class is Full-Size Pickups over 8,500 lbs. GVWR based on Ford segmentation. ³When properly configured. ⁴Available feature. ⁵Based on 2017 Brand Image Awards from Kelley Blue Book. Visit KBB.com for more information. ⁶DRW, F-350/F-450, Diesel, and optional equipment. ⁷F-450. ⁸F-350 DRW, Gas, Regular Cab 4x2. ⁹Available on select series. ¹⁰Additional charge. ¹¹Metallic.



INTERIOR

To keep you highly productive, smart storage is everywhere in Super Duty. Even under the rear seat. On Crew Cab models, deployable under-seat storage⁴ can fold into the floor when not in use for a convenient flat load floor. When needed, the deployable partition raises up for helpful storage that can be divided and locked when the seat is folded down.

UNIQUE

Loaded up with awards:

2017 *Motor Trend* Truck of the Year®

2017 Truck of Texas – Texas Auto Writers Association

Best Overall Truck Brand – 2017 *Kelley Blue Book* Brand Image Awards⁵

TECH

Class-exclusive technology:

- Up to 7 available cameras⁴
- Adaptive steering⁴
- Collapsible and lockable underseat storage that folds into the flat load floor⁴
- Trailer Tire Pressure Monitoring System⁴



ENGINES

6.7L Power Stroke® V8

Turbo Diesel
440 hp @ 2,800 rpm
925 lb.-ft. of torque @ 1,800–2,000 rpm
TorqShift® 6-speed SelectShift® automatic

6.2L V8 FFV

385 hp @ 5,750 rpm
430 lb.-ft. of torque @ 3,800 rpm
TorqShift-G 6-speed SelectShift automatic (F-250)
TorqShift 6-speed SelectShift automatic (F-350/F-450)

CONFIGURATIONS

SERIES

F-250
F-350 SRW
F-350 DRW
F-450 DRW

CABS

Regular Cab
SuperCab
Crew Cab

BOX LENGTHS

6.75'
8'

MAX. CAPABILITIES³

Max. Conventional Towing ⁶	21,000 lbs.
Max. 5th-wheel Towing ⁶	27,500 lbs.
Max. Gooseneck Towing ⁷	32,500 lbs.
Max. Payload ⁸	7,630 lbs.
Max. GCWR ⁷	41,800 lbs.

White Platinum
Metallic Tri-coat¹⁰

Oxford White

White Gold¹¹

Caribou¹¹

Race Red

Ruby Red Metallic
Tinted Clearcoat¹⁰

Bronze Fire¹¹

Blue Jeans¹¹

Ingot Silver¹¹

Magnetic¹¹

Shadow Black

EXTERIOR COLORS⁹

Innovation. That's what the Ford GT is all about. From its aerodynamically optimized shape to its multifunctional buttresses to its extraordinarily powerful 3.5L EcoBoost® V6 engine, everything about the Ford GT is designed to deliver pure performance.

"The GT ... is a pure, genuine driving experience. It not only shows what a large company like Ford is still capable of accomplishing, but also how racing continues to improve and redefine the breed."

- Road & Track

"The Ford GT is a beast of brute force and a clockwork of rare nuance."

- Car and Driver



Go Further

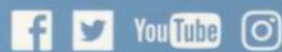


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