




Go Further

Inspiring you to go further.

One company defined what a car should be. Now, we're redefining its future. Go further is more than a measure of distance. It's how far we go at Ford to improve your life on the road. With vehicle choices that complement lifestyles. Advanced driver-assist technologies that help enhance your driving experience. And dramatic styling that turns heads along the way. Be inspired. Then come along for the ride.



Fusion Hybrid SE. Ingot Silver Metallic. Available equipment.



Empowering your choice.

With eco-friendly, fuel-efficient vehicles, Ford offers you the power of choice. Our proven EcoBoost® engines¹ combine turbocharging with direct injection to take gasoline-engine output and efficiency further than many thought possible. New state-of-the-art lithium-ion batteries help Fusion Hybrid and C-MAX Hybrid each get 47 combined mpg.² Fusion Energi³ and C-MAX Energi plug-in hybrids enhance your hybrid experience with the option to plug in and maximize the battery capability. And the 100%-electric Focus Electric is the most fuel-efficient compact car in America,⁴ with a best-in-class 110 city MPGe. At Ford, our wide range of advanced powertrains help take you further.

Escape Titanium, Ginger Ale Metallic. Focus Electric. Ice Storm Metallic.

¹Available feature. ²EPA-estimated 47 city/47 hwy/47 combined mpg. 2013 Fusion Hybrid and C-MAX Hybrid. ³Coming early 2013. ⁴2012 EPA-estimated 110 city/99 hwy/105 combined MPGe. Focus Electric. Class is Small Electric Cars vs. 2012 competitors.



Taurus SHO. Charcoal Black leather.

Conveniently connecting you.

To what matters most. Friends, family, music, directions,¹ weather reports,¹ and so much more. At Ford, we'll keep you connected with SYNC^{®2} and SYNC with MyFord Touch.^{®2} Voice-activated commands,¹ easy hands-free calling,¹ vibrant LCD screens,¹ and intuitive fingertip controls¹ allow your eyes to remain on the road and your hands to stay where they belong: on the wheel.

¹Available feature. ²Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/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. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Not all features are compatible with all phones.

Improving your life with smart technology.

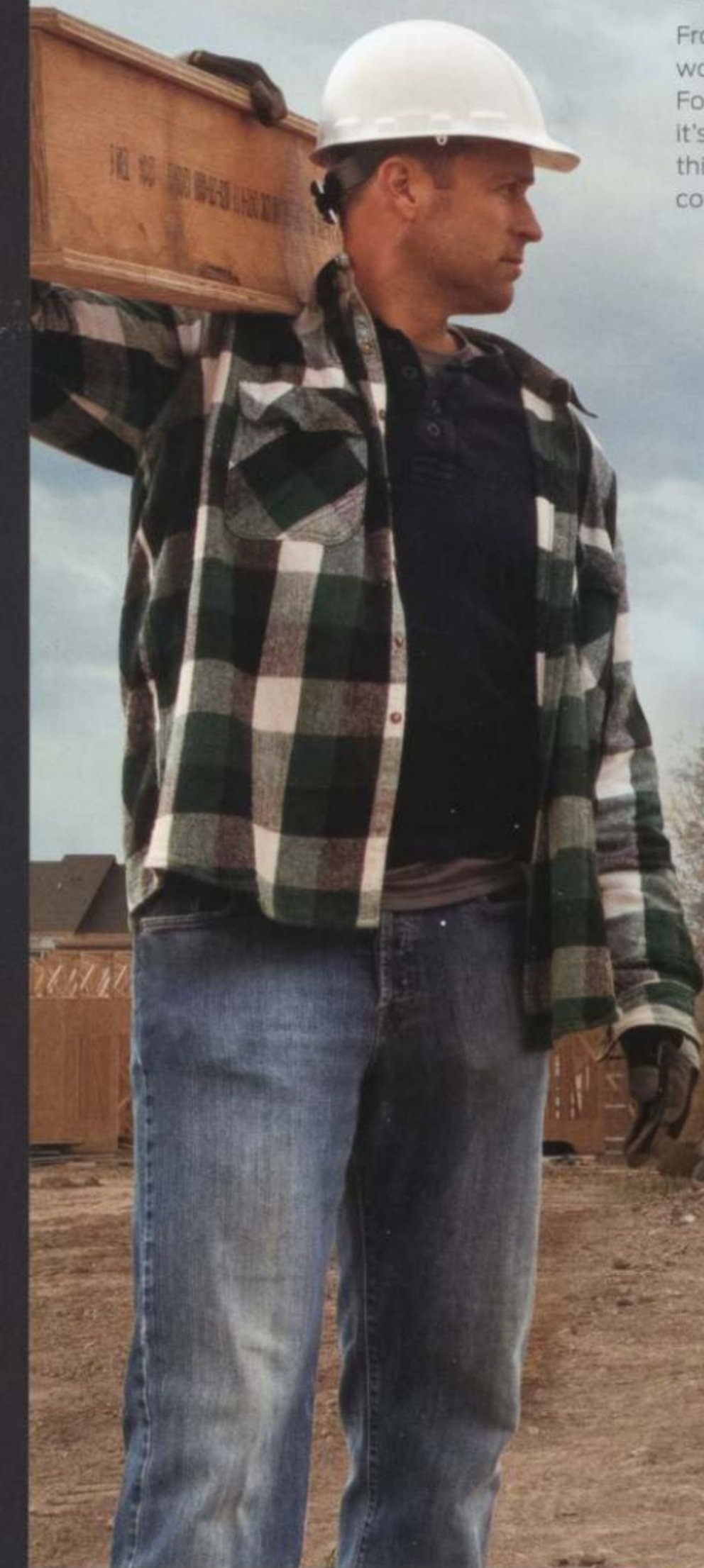
At Ford, we're committed to innovative technology that enhances your life. Like a liftgate that opens with a motion of your foot when your hands are full.¹ Sideview mirrors that can alert you to vehicles in your blind spots.¹ And a system that allows your vehicle to practically park itself at the touch of a button.¹ These driver-assist enhancements¹ not only ease your daily drive, they help increase your confidence on the road.



C-MAX Hybrid SEL. Sterling Gray Metallic. Available equipment.

Earning your trust. Every day.

From sunrise to sunset, you've depended on it to tow, haul, work and accomplish like no other. And it has. For 35 years, Ford F-Series has been America's best-selling truck. And when it's time for another vehicle, more owners return to purchase this one.¹ With more loyal owners than any other brand,² we continue to go further to keep that trust. Day in and day out.



F-150 XLT SuperCrew 4x4. Blue Jeans Metallic. Available equipment.

¹According to R.L. Polk's analysis of the Mid/Full-Size Pickup segment in the 2011 model year, Ford F-Series ranked highest by having the greatest percentage of owners return to purchase or lease another Ford F-Series. ²According to R.L. Polk's analysis of overall manufacturer loyalty in the 2011 model year, Ford Motor Company ranked highest by having the greatest percentage of owners in the U.S. return to purchase or lease another Ford Motor Company vehicle.

Accelerating your passion for driving.

Whether you're on the open road or negotiating a hairpin turn, Ford technology puts you in command behind the wheel. Feel the rush of proven engines that deliver uncompromising horsepower and torque – without compromising efficiency. Appreciate the road-holding power of sophisticated systems that can help your grip through the corners and can even slow you down in the curves if needed. At Ford, we're committed to going the extra mile – so that every one of yours is extraordinary.





Fusion. More than a new car model. A new model for cars.

Its shape is surprisingly different. Arrestingly sleek. Eyes are drawn to its swept-back silhouette, along its shapely curves, ending with its radiant LED taillamps and flush-mounted tailpipes.⁴ And that's just the beginning. With the all-new 2013 Ford Fusion, Fusion Hybrid and Fusion Energi plug-in hybrid,⁵ you have 3 distinct choices from one remarkable sedan. Inside, luxurious amenities and intuitive technologies respond to your voice and touch, making Fusion an extension of you. Depending on the model, highlights include EcoBoost[®] power and efficiency,⁴ Auto Start-Stop,⁴ a 6-speed SelectShift Automatic[®] transmission, a Lane-Keeping System,⁴ active park assist,⁴ BLIS[®] (Blind Spot Information System),⁴ adaptive cruise control,⁴ and SYNC[®] with MyFord Touch.^{®4} More than you ever expected. Exactly what you need. Go further in the 2013 Ford Fusion.

Titanium. White Platinum Metallic Tri-coat. Available equipment.

¹EPA-estimated 25 city/37 hwy/29 combined mpg, 1.6L EcoBoost I-4 with 6-speed manual. ²EPA-estimated 47 city/47 hwy/47 combined mpg. ³Estimate based on Ford combined city/highway Development Testing and US EPA petroleum equivalency factor. ⁴Available feature. ⁵Coming early 2013.





C-MAX. One hybrid lineup. Two all-new choices.

Introducing C-MAX Hybrid and C-MAX Energi plug-in hybrid – the all-new family of fuel-efficient, multi-activity vehicles from Ford. Maximized style and real-car performance are now available with a reduced carbon footprint. With its state-of-the-art lithium-ion battery, C-MAX Hybrid runs on a combination of gas and electric power to deliver up to 47 mpg combined and travel 570 miles on a tank of gasoline.¹ C-MAX Energi lets you plug in and plus up to 100 MPGe combined, an all-electric driving range of 0-21 miles, and a gas-plus-electric driving range of 620 miles.² The first dedicated hybrid vehicle line from Ford in North America, C-MAX is filled with innovative features and intuitive technology designed for living life to the max.

C-MAX Hybrid SEL. Sterling Gray Metallic. Available equipment.

¹EPA-estimated 47 city/47 hwy/47 combined mpg. 13.5-gal. fuel tank. Actual mileage will vary. ²EPA-estimated 108 city/92 hwy/100 combined MPGe. 14-gal. fuel tank. Actual mileage will vary. MPGe is the EPA-equivalent measure of gasoline fuel efficiency for electric mode operation.



Focus on exhilaration. Especially in the new ST.

"For now, the car to beat in the compact hot-hatch segment for all-around value and performance is the 2013 Ford Focus ST, hands down," says *Autoweek*. Focus ST³ gets you there. Quickly. Mash the accelerator and enjoy its 252-hp,⁴ high-output 2.0L EcoBoost[®] I-4 engine and 6-speed manual transmission. An "overboost" feature can sustain increased torque for 15 seconds at a time, enhancing performance. Other ST highlights include 4-wheel disc brakes with high-performance pads and 18" Y-spoke painted aluminum wheels mounted on summer-only compound tires. With an addictive driving experience and intuitive technologies, every Focus model is more than just a car. SYNC[®] with MyFord Touch^{®5} brings your digital world along for the ride, and Focus can even help you parallel park.⁵ You are cleared for takeoff.

ST Hatchback. Tangerine Scream Metallic. Available equipment.

¹EPA-estimated 23 city/32 hwy/26 combined mpg, Focus ST hatchback. ²EPA-estimated 28 city/40 hwy/33 combined mpg, Focus SE automatic with SFE Package. ³Coming late 2012. ⁴Figures achieved using premium unleaded fuel. ⁵Available feature.





Focus Electric: 100% guilt-free fun.

It's a new day. No more gas stations. No oil changes. No CO₂ emissions for you or the planet. With best-in-class 110 city, 99 hwy and 105 combined MPGe, Focus Electric is rated the most fuel-efficient compact car in America! Combining its 23-kWh, state-of-the-art, lithium-ion battery and 107-kW electric motor with an advanced liquid heating/cooling system, Focus Electric also achieves a best-in-class driving range of 76 miles.² Advanced technologies literally surround you, from its liquid-cooled and -heated lithium-ion battery that fully charges in just 4 hours³ to smart gauges that help you be as efficient as possible. At the end of each trip, you'll even see the total amount of gasoline you saved by driving electric. Smart technology can also be fun.

Focus Electric. Ice Storm Metallic. Available equipment.

¹2012 EPA-estimated 110 city/99 hwy/105 combined MPGe. Class is Small Electric Cars vs. 2012 competitors.
²2012 EPA estimated. Actual mileage will vary. ³Requires the available 240-volt charging station.





662 horses. Legendary history. One **Mustang**.

This year, the 2013 Mustang family hits the streets meaner than ever, led by the most powerful production V8 engine in the world.² The new Shelby® GT500® delivers 662 hp,³ 631 lb.-ft. of torque,³ and a track-tested top speed of more than 200 mph. Of course, power runs rampant in this family. Boss® 302 hits the track with 444 hp,³ and GT is up to 420.³ Even Mustang V6 pounds out 305 hp. But the advancements are not limited to under the hood. All 4 sport more aggressive design, and standard HID headlamps help you see what's destined for your LED taillamps. More history awaits. Yours.

Shelby GT500. Grabber Blue. Available equipment.

¹EPA-estimated 19 city/31 hwy/23 combined MPG, V6 coupe automatic. ²Based on current production models and manufacturer horsepower data. ³Figures achieved using premium unleaded gasoline.



Taurus keeps you ahead of the curve.

Aggressive and assertive, Ford Taurus never stops innovating. Curve Control offers sharp turn assistance, while Torque Vectoring Control helps keep Taurus firmly planted in the corners. Inside, the experience is just as engaging. Control your phone, media player and other systems by voice with SYNC® with MyFord Touch.² Enjoy the comfort of massaging front seats.² Utilize systems that can adapt to traffic² and even help parallel park.² And choose from 3 engines: a standard 3.5L Ti-VCT V6 engine and 2 EcoBoost® choices – the best-in-class fuel economy 2.0L I-4^{2,3} or the exhilarating 365-hp⁴ 3.5L V6² in Taurus SHO. Plus, for 5 years in a row (2008–2012), Taurus has earned “Top Safety Pick” – the highest possible rating from the Insurance Institute for Highway Safety (IIHS). Innovation never stops in Taurus.

SHO. Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹EPA-estimated 22 city/32 hwy/26 combined mpg, 2.0L EcoBoost I-4, FWD. ²Available feature. ³Class is Full-Size Non-Hybrid Sedans. ⁴Figures achieved using premium unleaded gasoline.



More boost. New features. Big fun. Must be a new **Fiesta**.

With its new 1.6L EcoBoost® engine delivering a projected 197 hp¹ and 215 lb.-ft. of torque,¹ there's no mistaking the powerful personality of the 2014 Fiesta ST. And standard Torque Vectoring Control enhances cornering agility and reduces understeer. Other technological upgrades for the new 2014 models include a large 6.5" LCD touch screen,² Navigation System,² SYNC® with MyFord Touch®² and a rear view camera.² Available in hatchback or sedan, you can enter Fiesta with the key in your pocket,² start the 1.6L Ti-VCT I-4 engine with just the push of a button,² and achieve up to a projected 40 mpg hwy.³ It's always a good time in Fiesta. Coming Spring 2013.

2014 ST Hatchback. Molten Orange Metallic Tri-coat. Available equipment.

¹Ford preliminary data. Figures achieved with 93-octane premium fuel. ²Available feature. ³With available SFE Package. Ford preliminary data. Pending EPA certification.



Sleek. Smart. More fun than ever to **Escape**.

We put more into the 2013 Ford Escape so you can get more out of it. EcoBoost® engines² employ turbocharging and direct injection to help deliver best-in-class³ fuel economy for an automatic.¹ Our class-exclusive foot-activated liftgate² utilizes motion-sensing technology similar to that in the latest video games. The carefully crafted interior provides more cargo room than last year – up to 67.8 cu. ft. And you'll be connecting, navigating and maneuvering with the utmost ease and confidence thanks to some of its most advanced features ever. Plus, it's a 2012 IIHS "Top Safety Pick," and the only thoroughly modern, 5-passenger SUV fueled by the fun-loving, adventurous spirit of Escape. One that *Motor Trend* calls "a force to be reckoned with." Start planning your trip now.

Titanium. Ginger Ale Metallic. Available equipment.

¹EPA-estimated 23 city/33 hwy/26 combined mpg, 1.6L EcoBoost, FWD. ²Available feature. ³Class is Small Utilities vs. 2012/2013 competitors.



Be ready for everything with 2014 Transit Connect.

Flexible and functional, the all-new Transit Connect helps you pursue your passions with style. Every day. Your way. Need to get 5 or 7 passengers across town? Take them in style and comfort with amenities such as SYNC® with MyFord Touch®,¹ a panoramic fixed-glass roof,¹ sliding doors on both sides and a 3rd-row seat¹ that slides to enhance leg room. Have cargo to transport? You'll find plenty of storage room behind the 2nd-row seat, as well as maximum cargo space when 2nd- and 3rd-row seats are folded flat.¹ In addition, a 1.6L EcoBoost® engine¹ helps maximize efficiency. Ready to move out? Go further in the 2014 Transit Connect. Available Fall 2013.

2014 Transit Connect. Solar Yellow Metallic. Available equipment.

¹Available feature.
Pre-production vehicle shown.



Edge. Powerfully advanced.

Driven by your choice of 3 smart engines, Ford Edge is one talented crossover. Its standard 3.5L Ti-VCT V6 delivers unsurpassed V6 hwy mileage of up to 27 mpg.¹ Our remarkable 2.0L EcoBoost[®] engine² gives you plenty of low-end torque for acceleration and passing, plus up to 30 mpg hwy!³ And the 305-horsepower 3.7L Ti-VCT V6 on Edge Sport is the most powerful V6 in its class.³ We made it even easier for you to stay connected thanks to voice-activated SYNC.^{®4} We also added a new SEL Appearance Package² with 20" wheels. Available in all-wheel drive² or front-wheel drive, Edge can help you maintain your cruising distance,² change lanes² and back out of parking spaces.² And it has earned a "Top Safety Pick" – the highest possible rating from the Insurance Institute for Highway Safety (IIHS) – 2 years in a row (2011–2012).⁵ Gain your Edge today.

Limited. Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹EPA-estimated, FWD, 19 city/27 hwy/22 combined mpg on 3.5L. 21 city/30 hwy/24 combined mpg on 2.0L. ²Available feature. ³Class is Midsize Utilities vs. 2012/2013 competitors. ⁴Available feature. Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Not all features are compatible with all phones. ⁵Vehicles built after February 2011.





Bold look. Dynamic features. Space for all to Flex.

Ford Flex is the modern way to move. For you, stay connected to calls, music and more while keeping both hands on the wheel.¹ Maintain your distance in traffic,² see your path more clearly,² and let Flex steer itself into a parallel parking space.² For passengers, space reigns supreme, with the most 2nd- and 3rd-row leg room in its class.³ Power originates from a fuel-efficient 3.5L Ti-VCT V6 engine that achieves 25 mpg hwy,⁴ or a compelling 3.5L EcoBoost® V6² that features 365 horsepower⁵ – and 23 mpg hwy.⁶ And travel with confidence knowing Flex has attained a “2012 IIHS Top Safety Pick” – the highest possible rating from the Insurance Institute for Highway Safety – 4 years in a row (2009–2012). Flex is the space for busy families on the go.

Limited. Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹Available feature. Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Not all features are compatible with all phones. ²Available feature. ³Large Utility Class. ⁴EPA-estimated 18 city/25 hwy/20 combined mpg for Flex FWD with 3.5L Ti-VCT V6 engine. ⁵Figures achieved using premium unleaded gasoline. Premium fuel is recommended for EcoBoost V6, but not required. ⁶EPA-estimated 16 city/23 hwy/18 combined mpg for Flex AWD with EcoBoost engine.



The Explorer destined to make memories.

Your very own 7-person adventure machine, Explorer inspires with best-in-class hwy fuel economy that even the hybrid competition can't beat – 28 mpg¹ with the 2.0L EcoBoost[®] engine.² On the new Explorer Sport, the standard 3.5L EcoBoost V6 produces best-in-class V6 power and torque for the performance-driven: 365 hp and 350 lb.-ft. of torque. Maximize your traction on any model with the turn of a dial.² Stay connected with voice-activated SYNC[®] with hands-free calling.² Increase your confidence with our driver-assist enhancements.² And rest assured knowing that Explorer has earned a "Top Safety Pick" – the highest possible rating from the Insurance Institute for Highway Safety (IIHS) – 2 years in a row (2011–2012). Go. Do. More. In a 2013 Ford Explorer.

Sport. Ingot Silver Metallic. Available equipment.

¹EPA-estimated 20 city/28 hwy/23 combined mpg, FWD. Class is Large Utilities vs. 2012/2013 competitors.
²Available feature.





An Expedition to a land of full-sized adventures.

People. Pets. Cargo. Towing. Or all of the above. Whatever your day brings, the 2013 Ford Expedition and Expedition EL are built to help you power through it with ease. Roomy seating for up to 8 means all are welcome. And there's plenty of cargo space in back – up to 108.3 cu. ft. on Expedition and 130.8 on Expedition EL.² When you're towing, a new trailer brake controller³ helps enhance towing performance. While you're parking, the Forward Sensing System³ alerts you to large, stationary objects detected in front of the vehicle. And for an extra touch of style, you'll find new 20" chrome-clad aluminum wheels³ on Limited and King Ranch[®] models.

Limited EL. Ingot Silver Metallic. Available equipment.

¹EPA-estimated 14 city/20 hwy/16 combined mpg for Expedition 4x2. ²Cargo and load capacity limited by weight and weight distribution. ³Available feature.



Get the most from F-150.

The 2013 Ford F-150 tows the most in its class:¹ up to 11,300 lbs.² It hauls the most: up to 3,120 lbs.² It delivers up to 23 mpg hwy.³ It generates the most available power: up to 411 hp. Plus, the IIHS named F-150 SuperCrew a 2012 "Top Safety Pick."⁴ New for 2013, F-150 introduces our voice-activated SYNC[®] with MyFord Touch,^{®5} class-exclusive high-intensity discharge (HID) headlamps⁵ and more. Take your pick of 9 models including the all-new LIMITED. 4 advanced engines including the innovative 3.5L EcoBoost[®] that delivers a best-in-class mix of torque, capability and fuel economy.⁶ 3 cabs and 3 box lengths. No wonder F-Series has been America's best-selling truck for 35 years.

LARIAT. Blue Jeans Metallic. Available equipment.

¹Class is Full-Size Pickups under 8,500 lbs. GVWR non-hybrid. ²When properly equipped. ³EPA-estimated 17 city/23 hwy/19 combined mpg on 4x2 with 3.7L V6. ⁴Insurance Institute for Highway Safety (IIHS) rating. 2013 model year not yet tested. ⁵Available feature. ⁶EcoBoost: 420 lb.-ft. of torque, 11,300-lb. max. towing and an EPA-estimated non-hybrid engine 4x2 fuel economy of 16 city/22 hwy/18 combined mpg.





Beyond heavy duty, there's **Super Duty**.®

The culmination of Built Ford Tough,® Super Duty takes its capability to a new level of sophistication this year with the introduction of Super Duty PLATINUM. From its uniquely styled premium leather-trimmed interior with heated steering wheel to its voice-activated SYNC® with MyFord Touch,® PLATINUM may just be the most luxurious Super Duty ever. Best-in-class¹ horsepower, torque and fuel economy² are yours with our gas and diesel Built Ford Tough® powertrains. Best-in-class maximum towing capability³ and standard trailer sway control mean Super Duty helps you get the job done when no one else can. Little wonder F-Series has been America's best-selling truck for 35 years.

F-350 PLATINUM. Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹Class is Full-Size Pickups over 8,500 lbs. GVWR; versus 2012/2013 competitors. ²Based on Ford drive-cycle tests of comparably equipped 2011/2012 Ford and 2011/2012 competitive models. ³When properly equipped.



Transit Connect thrives on hard work.

You've launched out on your own. Now you need a partner that works as hard as you do. The 2013 Transit Connect combines maneuverability and efficiency with cargo space and durability. It's also Built Ford Tough[®] with a payload rating of up to 1,600 lbs.¹, cargo space of up to 129 cu. ft. when properly equipped, and best-in-class fuel economy of 24 combined mpg.² Right-sized and purpose-built, Transit Connect works hard, parks easily and goes a long way. All while conveying a professional image for you and your business. Day in and day out.

XLT Van. Silver Metallic. Available equipment.

¹When properly equipped. Van GVWR is 5,005 lbs. Load rating represents maximum allowable weight of people, cargo and body equipment combined, and is reduced by the weight of the optional equipment. ²Class is Small Cargo Vans. EPA-estimated 21 city/27 hwy/23 combined mpg for Van, 22 city/27 hwy/24 combined mpg for Wagon.



Helping you stay informed.

Get comprehensive, up-to-the-minute information about every Ford vehicle on your phone, right now. For the latest in Ford apps for iPad,[®] just visit the App Store.SM

The best way to learn about a Ford vehicle, of course, is to get behind the wheel. And now is the best time. Your local Ford Dealer is ready to deliver a quality dealership experience, and it all starts with helping you find your next vehicle. From hands-on product demonstrations to personalized service and maintenance, your dealer will go further to make every aspect of your Ford ownership experience the best it can be.



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