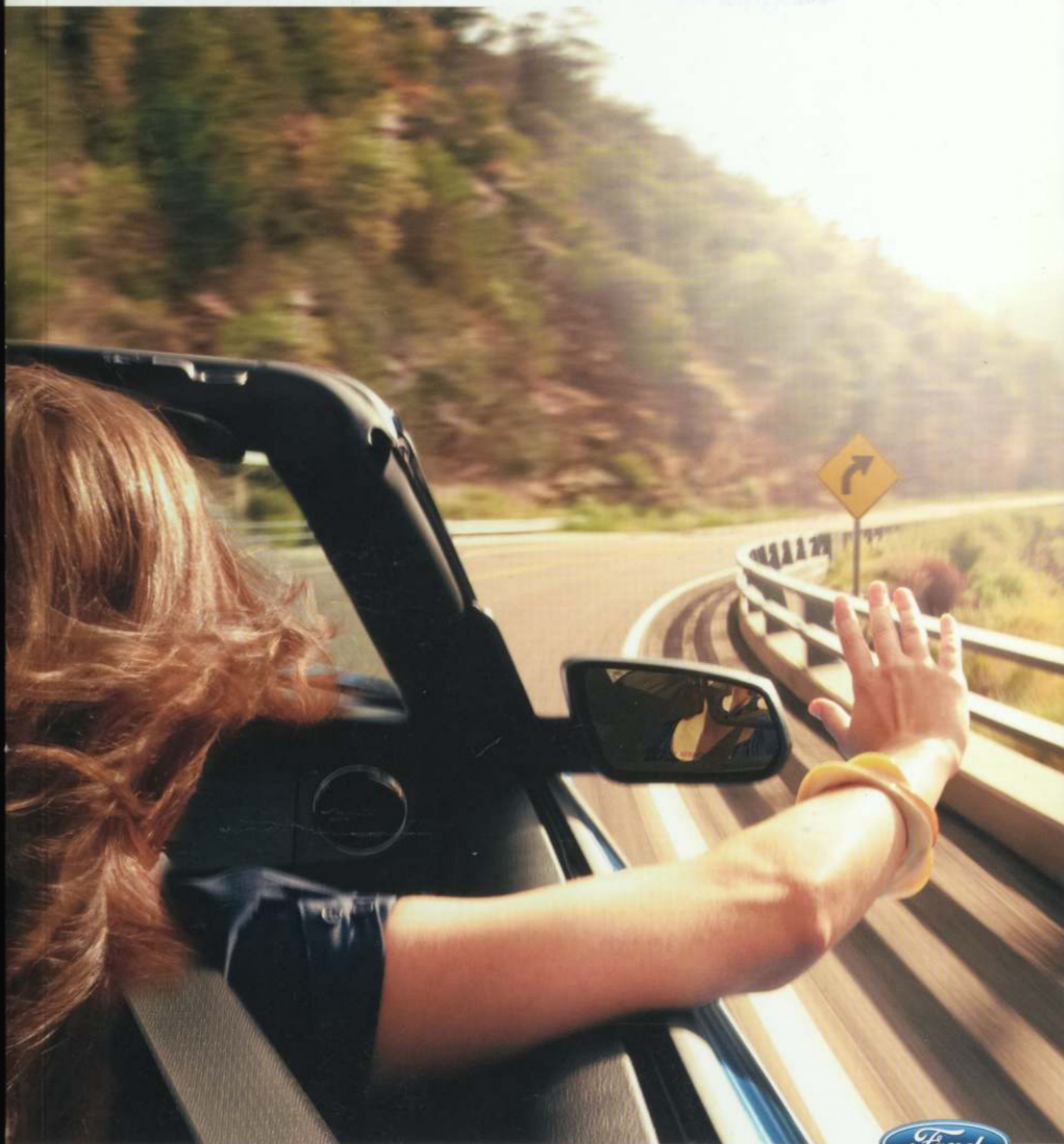




Signs of good things keep coming.



All-new 2013 Fusion Titanium. Coming Summer 2012.

From the company that's positively unstoppable.





Ford offers fuel-efficient choices for every lifestyle.

Thanks to industry-advancing engine technologies, the choice is yours. From EcoBoost®-equipped models, which deliver outstanding power with impressive fuel efficiency, to hybrid, plug-in hybrid and all-electric vehicles, you have lots of alternatives. It's what you would expect from Ford, the fuel economy leader in many different segments.¹ Because we know you're looking for products that are environmentally friendly, but also as different and unique as you are.

ECOBOOST



| 2013 Focus ST²
2013 Taurus³
2013 Fusion⁴
2012 Explorer
2013 Escape³
2012 Edge
2013 Flex³
2012 F-150

HYBRID



| 2013 C-MAX⁵
2013 Fusion⁴
2012 Escape

PLUG-IN HYBRID



| 2013 C-MAX Energi⁵
2013 Fusion Energi⁶

ELECTRIC



| 2012 Focus³
2012 Transit Connect

¹EPA-estimated. 2012 Fiesta SE with SFE Package, 29 city/40 hwy/33 combined mpg, Compact Car class; 2012 Mustang V6 Coupe automatic, 19 city/31 hwy/23 combined mpg, RWD Sport Car class; 2012 Explorer with 2.0L EcoBoost FWD, 20 city/28 hwy/23 combined mpg, Large Utilities class, non-hybrid; 2012 Escape Hybrid FWD, 34 city/31 hwy/32 combined mpg, Small Utilities class; 2012 F-150, 17 city/23 hwy/19 combined mpg, 3.7L V6 4x2 non-hybrid, Full-Size Pickup class; and 2012 Transit Connect Wagon, 22 city/27 hwy/24 combined mpg, Small Cargo Van class. ²Coming late 2012. ³Coming Spring 2012. ⁴Coming Summer 2012. ⁵Coming Fall 2012. ⁶Coming early 2013.





Nearly 80% of crashes occur when eyes are away from the road.¹ Ford vehicles can help you stay focused.

It goes without saying, but we'll say it anyway: When driving, your eyes should be in one place – on the road. With advanced technology like our award-winning Ford SYNC[®] system,² you simply push one button and your vehicle responds to your voice.³ Onboard radar systems² even monitor and alert you automatically. You won't believe all the tasks your Ford vehicle can do for you while you focus on the task at hand – driving.

NEVER MISS A CALL | Automatically mutes the audio²

HEAR TEXTS | Reads incoming messages aloud²

STREAM APPS | Plays Pandora[®] internet radio and other mobile apps²

KNOW WHO'S CALLING | Imports numbers and photos²

BE A HOTSPOT | Gets Wi-Fi[®] card so passengers can surf²

GET 911 HELP | Places a call directly if an airbag deploys^{2,4}

CHANGE LANES/BACK UP | Alerts you if a vehicle is in blind spot²

MAINTAIN CRUISING "GAP" | Automatically adjusts to a preset distance²

PARALLEL PARK | Steers vehicle into a parking spot for you²

ALERTS YOU TO BRAKE | Signals "heads up" to prevent a forward collision²

¹Joint study by the Virginia Tech Transportation Institute (VTI) and the National Highway Traffic Safety Administration (NHTSA). ²Available feature. ³Requires compatible mobile device. 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. ⁴The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. The term Wi-Fi[®] is a registered trademark of the Wi-Fi Alliance[®].





Ford has earned more IIHS Top Safety Pick ratings than any other brand – ever.¹

Whether your next vehicle is a car, CUV, SUV or truck, you'll find a Ford model that has been recognized as a 2012 "Top Safety Pick" by the Insurance Institute for Highway Safety. But it's not about us, it's about you. Which is why we are always innovating new advancements like Curve Control, which slows your vehicle if you corner too quickly, and the world's first inflatable rear safety belts in automotive production. We can safely say we are focused on safety.

FOCUS | 2012

FIESTA | 2012

FUSION | 2012

TAURUS | 2012

EXPLORER | 2012

EDGE | 2012

FLEX | 2012

F-150² | 2012





Awards, hearts and minds. Ford vehicles are capturing them all.

Ford vehicles ranked highest in multiple J.D. Power and Associates 2011 Studies. F-150 was selected the "Highest Ranked Large Pickup in Initial Quality,"¹ and Fusion earned "Most Dependable Midsize Car" in the U.S. Vehicle Dependability Study.^{SM2} The recognition is not surprising, given the chorus of praise the critics have been sending our way. And now we know Ford is the nation's best-selling brand this year.³ Since we put more happy drivers on the road than any other automaker, it looks like you can put a value on love.

FOCUS | "Ford turns out another winner."
- *MotorTrend.com* (Jan. 2011)

FUSION | "One of several bright spots in the Ford lineup."
- *CarandDriver.com 2011 Buyer's Guide*

MUSTANG | "Best Mustang ever."
- *CarandDriver.com* (Mar. 2011)

TAURUS | "An American nameplate poised to make a dramatic comeback."
- *Edmunds.com*

EXPLORER | "A new era of interior quality for not only the Explorer, but for the Ford brand entirely."
- *Edmunds.com*

F-150 | "Class-leading in almost every category."
- *roadandtrack.com* (Sept. 2010)

¹The Ford F-150 LD received the lowest number of problems per 100 vehicles among large pickups in the proprietary J.D. Power and Associates 2011 Initial Quality Study.SM Study based on responses from 73,790 new-vehicle owners, measuring 234 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in Feb.-May 2011. Your experiences may vary. Visit jdpower.com. ²The Ford Fusion received the lowest number of problems per 100 vehicles among midsize cars in the proprietary J.D. Power and Associates 2011 Vehicle Dependability Study. Study based on 43,779 consumer responses measuring problems consumers experienced in the past 12 months with 3-year-old vehicles (2008 model-year cars and trucks). Proprietary study results are based on experiences and perceptions of consumers surveyed Oct.-Dec. 2010. Your experiences may vary. Visit jdpower.com. ³Based on 2011 calendar year sales.

Fusion. Not just a new car model. A new model for cars.

The all-new Fusion combines thrilling driving dynamics with stunning, new exterior design. It fuses surprising EcoBoost® power¹ with innovative features that can sense objects you may not see.¹ Fusion alters everything you thought a vehicle could be. With luxurious interior amenities and intuitive technologies that respond to your voice and touch, Fusion is an extension of you. Depending on the model you choose, including Fusion, Fusion Hybrid or Fusion Energi,² a plug-in hybrid, highlights include 6-speed SelectShift Automatic® transmission,¹ all-new Lane Keeping System,¹ active park assist,¹ BLIS® (Blind Spot Information System),¹ adaptive cruise control¹ and SYNC® with MyFord Touch®.¹ With 2013 Fusion, styling, elegance and performance merge together seamlessly.

2013 Titanium. White Platinum Metallic Tri-coat. Available equipment. Coming Summer 2012.

¹Available feature. ²Fusion Energi coming early 2013.





Mustang offers 650 horses and one legendary history.

Mustang is the name. Horsepower is the game. And the most powerful production Mustang lineup ever is ready to play. Shelby GT500™ delivers with the most powerful production Mustang of all time – 650 hp, 600 lb.-ft. of torque, and a test track top speed of over 200 mph.¹ The Boss® 302 checks in with a 444-hp Hi-Po V8 engine and serious performance upgrades, and Mustang GT, with its iconic 5.0L powerplant, brings home 420 hp and 390 lb.-ft. of torque.¹ Even Mustang V6 pounds out 305 hp. For 2013, all 4 feature an aggressive new front fascia and hood, body-color lower rocker moldings, LED taillamps, a short-throw shifter and all-new Shaker™ Audio.² Make no mistake, more history awaits.

2013 Shelby GT500. Grabber Blue. Available equipment.

¹Based on preliminary testing. ²Available feature.
Shelby and GT500 are registered trademarks of Carroll Hall Shelby Trust.

Taurus gets you ahead of the curve.

More aggressive and assertive than ever, Taurus never stops innovating. New Curve Control offers sharp turn assistance, while new Torque Vectoring Control helps keep Taurus planted in the corners. Inside, the experience is equally engaging. Control your phone, media player and other systems by voice with new SYNC[®] with MyFord Touch[®]. Enjoy the comfort of massaging front seats.¹ Utilize systems that can adapt to rush-hour traffic¹ and even parallel park.¹ And choose from 3 engines: a standard new 3.5L Ti-VCT V6 engine and 2 EcoBoost[®] engines; a new 2.0L I-4¹ or the exhilarating 3.5L V6 in SHO. The 2013 Taurus. Embrace the future.

2013 SHO. Ruby Red Metallic Tinted Clearcoat. Available equipment. Coming Spring 2012.

¹Available feature.



Take hybrid efficiency, technology and versatility to the **C-MAX**.

Introducing C-MAX Hybrid,¹ our all-new, multi-activity vehicle, and C-MAX Energi,¹ the first production plug-in hybrid from Ford. C-MAX Hybrid features an advanced lithium-ion battery and acclaimed powersplit technology. With generous cargo space and a hands-free liftgate,² C-MAX is ready for your lifestyle. C-MAX Energi is projected to achieve more than 500 miles of driving range using the battery and engine.³ Choose to plug it in for full electric-only capability. It fully charges overnight with a standard outlet, or even faster with a 240-volt charging station. You can even control charging times from your smartphone with the MyFord[®] Mobile app. C-MAX is the first dedicated hybrid vehicle line from Ford.

2013 C-MAX Energi. Ice Storm Metallic. Available equipment. Coming Fall 2012.

¹Coming Fall 2012. ²Available feature. ³Based on Ford preliminary testing. Pending EPA certification.



Focus flies while you're having fun.

Focus is more than fun to drive – it's unforgettable. Drive the new Focus ST and you'll remember the thrill of its high-output 2.0L EcoBoost® 247-hp I-4 engine¹ that's linked to a 6-speed manual transmission for true enthusiast performance. Other ST highlights include performance front brakes, a uniquely tuned sport suspension, center tailpipes and 18" aluminum wheels. From its dynamic design and addictive driving experience to its intuitive technologies and interior styling, every Focus is much more than just a car. Ford SYNC®² brings your digital world to your Focus, and you can even parallel park in as little as 24 seconds.² Get ready for takeoff.

2013 ST 5-door. Tangerine Scream Metallic. Available equipment. Coming late 2012.

¹Based on preliminary testing. ²Available feature.





Focus Electric: 100% gas-free. 100% intelligent.

Focus Electric means no gasoline, no oil changes and no CO₂ emissions. And it's projected to achieve a combined fuel efficiency rating of more than 100 MPGe.¹ Advanced technologies literally surround you, from a liquid-cooled and heated lithium-ion battery that fully charges in half the time of the competition,² to smart gauges that help you be as efficient as possible. Focus Electric has a MyFord[®] Mobile app that provides unique EV content. But Focus Electric offers even more, including kinetic styling, driving dynamics and responsive torque. One step on the accelerator confirms that smart technology can also be fun.

2012 Focus Electric. Frosted Glass Metallic. Available equipment. Coming Spring 2012.

¹Estimate based on EPA ZEV certification testing. ²Small Electric Cars class. Requires a 240-volt charging station.





A Fiesta is always a good time.

With unsurpassed highway fuel economy of up to 40 mpg¹ and a sporty suspension, Fiesta delivers smiles unlike any car in its class. Make calls without touching your phone, and switch songs with your media player tucked away, thanks to Ford SYNC.^{®2} Receive turn-by-turn navigation instructions on a 4" LCD display,² and enjoy peace of mind from 7 standard airbags. Available in hatchback or sedan, you can enter Fiesta and start the 1.6L I-4 engine with just a touch.² Let the good times roll.

2012 SES Hatchback. Lime Squeeze Metallic. Available equipment.

¹EPA-estimated, with SFE Package. Class is Compact Cars. ²Available feature.



Introducing an entirely new way to **Escape**.

Whether you're dreaming of a classic road trip or something a bit more adventurous, the 2013 Escape is ready. With 3 engine choices, including 2 new EcoBoost® engines,¹ as well as Intelligent 4WD,¹ you'll be prepared for anything. The all-new Escape also gets a hands-free liftgate,¹ and BLIS® (Blind Spot Information System) with cross-traffic alert.¹ SYNC® with MyFord Touch®¹ allows you to take calls without picking up your phone, and switch songs without touching your media player. Escape can even steer you into those tricky parallel parking spots.¹ Start planning for your best trip ever.

2013 Titanium. Ginger Ale Metallic. Available equipment. Coming Spring 2012.

¹Available feature.



Plenty of room for as many as 7 to Flex.

Family. Friends. Efficiency. Technology. Flex carries them all and more, complete with new exterior styling and excellent 2nd- and 3rd-row leg room. Choose between the new 3.5L Ti-VCT V6 engine or the 3.5L EcoBoost® V6.¹ With new standard SYNC® with MyFord Touch,¹ you can control your phone and media player by voice, keeping your hands on the wheel. Flex offers adaptive cruise control¹ and inflatable rear safety belts¹ for 2013. With the touch of a button, Flex can even find a parallel parking space, and steer you into it.¹

2013 Limited. Tuxedo Black Metallic. Available equipment. Coming Spring 2012.

¹Available feature.



The Edge is increasingly technological.

With 3 smart engines including its new 30-mpg-hwy¹ 2.0L EcoBoost,² Ford Edge is one revolutionary crossover. Get unsurpassed V6 hwy mileage (27 mpg)¹ with the standard 3.5L Ti-VCT V6. Or go for best-in-class V6 hp (305) with the 3.7L on Edge Sport. Boost your all-weather confidence with all-wheel drive.² Choose voice-activated SYNC[®] with MyFord Touch^{®2} for hands-free calls and music, Wi-Fi[®] hotspot capability and more. Edge offers systems to help you maintain your distance in traffic,² change lanes² and even back out of parking spaces.²

2012 Limited. Ingot Silver Metallic. Available equipment.

¹EPA-estimated, FWD. Class is Midsize Utilities vs. 2011/2012 competitors. ²Available feature.



The **Explorer** most qualified for exploring.

The most capable Explorer ever is completely redefining the SUV. Combine unsurpassed fuel economy of 28 mpg hwy¹ with advanced systems that help you back out of parking spots,² change lanes safely² and maximize traction with the turn of a dial.² Go off-road confidently with Hill Descent Control,[™] Curve Control for sharp turn assistance and the world's first inflatable rear safety belts in automotive production.² With Ford SYNC,[®] make calls and play music with your phone or media player tucked away.² Let the exploring begin.

2012 Limited. White Platinum Metallic Tri-coat. Available equipment.

¹EPA-estimated, 2.0L EcoBoost,[®] FWD. Class is Large Utilities vs. 2012 competitors. ²Available feature.





An Expedition to a land of power and adventure.

Expedition is full-sized, full-powered and full-on adventure-ready. Just add family and friends. With seating for up to 8, all are welcome. And there's plenty of space for gear – up to 108.3 cu. ft. on Expedition and 130.8 on EL. The 5.4L V8 engine provides 310 hp and towing capacity of up to 9,200 lbs.¹ New front park assist² alerts you to objects detected in front of the vehicle. You can even bring Pandora® internet radio along for the ride thanks to our new Ford SYNC®² AppLink™ feature.

2012 Limited. Ingot Silver Metallic. Available equipment.

¹When properly equipped. Cargo capacity limited by weight and weight distribution. ²Available feature.





A lot of 1's go into every F-150.

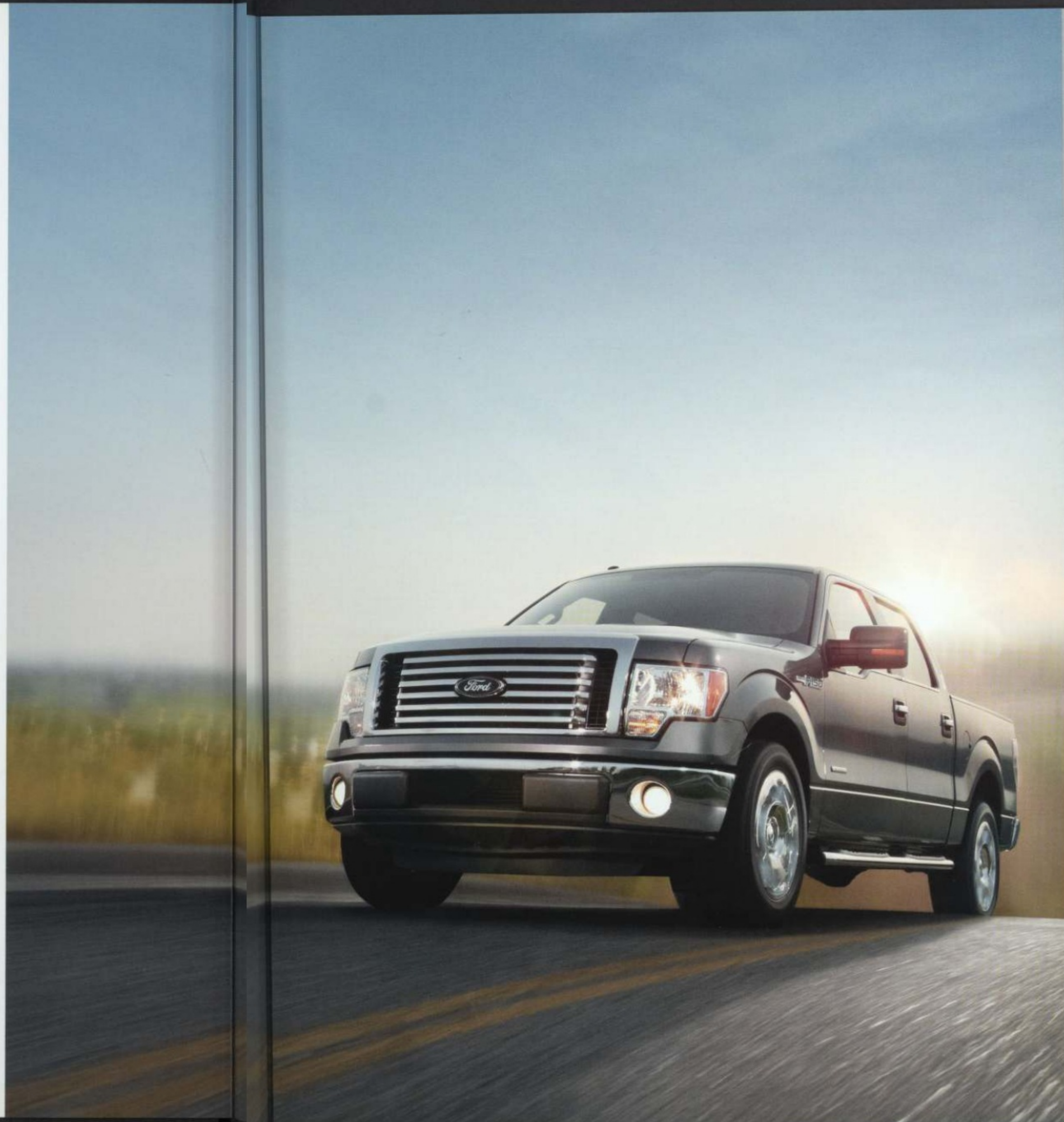
F-150 is best-in-class in more ways than one. With 4 high-tech engines, including our revolutionary EcoBoost,¹ the toughest truck lineup is also the most powerful, and the most fuel efficient, with up to 23 mpg hwy.² It tows the most (up to 11,300 lbs.),³ hauls the most (up to 3,120 lbs.),³ and generates the most available power (up to 411 hp).³ All good reasons why it was named *Motor Trend's* 2012 Truck of the Year.[®] Nine distinctive models. Three cab configurations. Three box lengths. Whatever you need it to do, the F-150 lineup delivers. No wonder F-Series has been America's best-selling truck for 35 years.



2012 *Motor Trend* Truck of the Year[®]

2012 XLT. Sterling Gray Metallic. Available equipment.

¹Available feature. ²2012 EPA-estimated 17 city/23 hwy/19 combined mpg, 3.7L V6 4x2. ³Class is Full-Size Pickups under 8,500 lbs. GVWR non-hybrid. When properly equipped.





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

Super Duty is more than a name: It's the culmination of Built Ford Tough.[®] Tested-tough powertrains, including a class-leading 6.2L gas V8 and the available 6.7L Power Stroke[®] Turbo Diesel, enable F-Series Super Duty to give you class-leading fuel economy,¹ plus the best horsepower and torque.² It handles the toughest jobs, thanks to best-in-class maximum towing capability.² It even helps increase your confidence while towing with standard trailer sway control. Throw the TorqShift[®] heavy-duty 6-speed transmission in gear and get to work. Tough work.

2012 F-350 LARIAT. Golden Bronze Metallic/Pale Adobe two-tone. Available equipment.

¹Based on Ford drive-cycle tests of comparably equipped 2011 Ford and 2010/2011 competitive models.
²Class is Full-Size Pickups over 8,500 lbs. GVWR. Best-in-class towing when properly equipped.



Transit Connect connects maneuverable to durable.

With the maneuverability and efficiency of a large car, and the cargo space and durability of a van, Transit Connect is quite possibly the perfect commercial vehicle. It's Built Ford Tough® with a payload rating of up to 1,600 lbs.¹ up to 129 cu. ft. of cargo space when properly equipped, and best-in-class fuel economy of 24 combined mpg.² With seating for up to 5, a tight turning radius and available upfits, Transit Connect is right-sized and purpose-built to go far, work hard and park easily. Day in and day out.

2012 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. 2012 EPA-estimated, 22 city/27 hwy/24 combined mpg for Wagon. 21 city/27 hwy/23 combined mpg for Van.



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On the road.

The best way to experience a new Ford vehicle is behind the wheel. And the best time to experience one is right now. Your local Ford Dealers are ready to schedule a test drive for you today.

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