



2009 FLEX



The Ford Flex is a vehicle that dares to be different.

“Flex is provocative, no doubt about it,” said Jim Farley, Ford group vice president, Marketing and Communications. “The Flex is like nothing else on the road.”

Flex has a contemporary design that provokes strong opinions. From its planted stance and broad shoulders – flanked by signature side grooves – to its all-black greenhouse and contrasting, two-tone roof, Ford designers have created a provocative vehicle designed to earn a double-take on the road. Add to that the multi-panel Vista Roof™ – available on SEL and Limited models – and there’s even more distinction.

While the exterior of the Flex creates interest, it’s the surprising space and comfort for up to seven, the elegant, upscale style and clever flexibility of the interior that will keep people flocking to the new Flex. And the interior doesn’t just focus on the two front seats. The two second-row passengers enjoy business-class comfort with generous legroom. The overall feel is like that of a limousine, with lots of space and wide windows for an expansive view of the passing landscape.

“We wanted the interior to be a place of contemporary, relaxed style,” said Anthony Prozzi, chief interior designer. “Somewhere you could feel very comfortable, yet involved and connected.”



Few technological features are as cool as the one in Flex – a refrigerated console mounted between the second row captain’s chairs.

“Flex was unique and deserved a feature that was equally as unique,” said Mike Nicopolis, product design engineer for Ford Interior Cockpit Commodities, which worked with suppliers Progressive Moulded Products and Waeco to create the refrigerated console.

The available compressor-driven refrigerator can cool up to seven 12-ounce cans, four half-liter bottles, or two 20-ounce bottles from room temperature to 41 degrees in little more than two hours – 40 percent faster than a standard home refrigerator.

The unit will cool even while the vehicle is off and switches between two modes – cool (41 degrees F) and freezing (-5 degrees F) via a rocker switch mounted on the back of the console. The unit has a built-in safety feature that will shut it off before it drains the vehicle’s battery, and the well-insulated compartment will keep the ice cream frozen and the drinks cold for nearly two hours after the unit is switched off.



LOOK FOR IN 2009

Smart Features for a Demanding Lifestyle:

- **Ford SYNC™**, a Ford-exclusive technology developed with Microsoft is an award-winning, voice-activated, hands-free in-vehicle communication and entertainment platform.
- **Voice-activated navigation** integrates several functions, including destination entry and climate-control into one easy-to-use system with information displayed on an 8-inch touch-screen display.
- **Reverse camera system** displays the area behind the vehicle on the navigation system screen when the vehicle is shifted into reverse.
- **SIRIUS® Travel Link™** provides users a suite of data services including real-time traffic, coast-to-coast weather conditions and fuel price information for more than 120,000 gas stations.
- **Easy Fuel™** capless fuel system saves time by replacing a fuel filler cap and provides a better seal.



VITAL STATISTICS

Production location: Oakville Assembly Plant in Ontario, Canada.

Powertrain: 3.5-liter V-6 engine mated to a fuel-efficient, advanced 6-speed automatic HP transmission, 262 hp @ 6,250 rpm, 248 lb-ft torque @ 4,500 rpm

Safety/Standard: Safety Canopy side curtain air bags for all three rows; Ford Personal Safety System®; Advanced Body Structure; SPACE (Side Protection and Cabin Enhancement) Architecture™.

Series: SE, SEL, Limited



More Power with Better MPG



What new engine will soon be easy on your wallet and the planet, but won't sacrifice performance? The answer is Ford's new EcoBoost™ engine that's designed to produce V-8 power with V-6 fuel economy.

EcoBoost is a cleaner, more efficient engine that will feature two proven technologies – gasoline direct injection and turbocharging – installed on a “downsized” engine. This technology will deliver up to 20 percent better fuel economy and that will mean significant savings at the pump. Plus, EcoBoost is expected to reduce CO₂ emissions by up to 15 percent.

But you won't have to give up performance to go green or save at the pump. The 3.5-liter EcoBoost V-6 is expected to produce an estimated 340 horsepower and 340 lb.-ft. of torque, which will be more power and torque than what's usually found in a 4.6-liter V-8 engine.

When combined with Ford's advanced new 6-speed transmissions, electric power-assisted steering, weight reductions and aerodynamic improvements, EcoBoost is designed to deliver enhanced performance and better gas mileage no matter whether you drive city or highway miles.

The 2010 Flex will be one of the first vehicles with the EcoBoost engine and within five years, Ford will equip half a million of its North American vehicles annually with this technology.

For more details on how the technology works visit: www.forddriveone.com.



Drive one.

Ford's commitment to research and innovation is about real-world solutions that make our vehicles safer, cleaner, smarter and more reliable. For more info visit forddriveone.com.



Quality Right from the Start

Quality in the new 2009 Flex has been designed from the ground up using Ford's virtual manufacturing technology to catch and correct manufacturing engineering concerns long before they reach the assembly plant. Here's how:

- State-of-the-art lasers and sensors are used to ensure world-class fit and finish on the Flex's distinctive sheet metal. This also quiets the ride by helping to eliminate wind noise, squeaks and rattles.
- More than 11,250 advanced digital pre-assembly “engineering checks” were conducted on the Flex.
- The program experienced 80 percent fewer manufacturing engineering issues than prototypes developed without the system.

Ford is an industry leader in using virtual manufacturing technology, but what that really means is that the quality of the new Flex is as good as how it looks!



How Cool Is This?

Real cool is the only way to describe the new Ford Flex available integrated refrigerator. Driven by a compressor, it works just like your home fridge to chill and even freeze beverages and other items.



And unlike other vehicles that just have a built-in cooler, the Flex refrigerator can chill beverages from room temperature to 41° in less than three hours. That's 40 percent faster than the home refrigerator. The freezer option can dip to 23°.

Mounted between the 2nd-row seats, the Flex refrigerator not only cools cans and bottles but can also keep items like meat, dairy and even ice cream at a safe temperature until Flex owners get home from shopping or arrive at that perfect picnic location.

And that's one cool innovation.



Life Saving View

Seeing is believing for Flex owners who choose the optional Reverse Camera System. It's Ford's industry-first “picture-in-mirror” technology giving drivers enhanced visibility when backing up.

- A camera, mounted in the bottom of the liftgate badge, provides a 120-degree rear view.
- When shifted into reverse, it displays the area behind the Flex on the navigation screen, providing the driver with a clear view behind the vehicle.