



# 2011 FORD EDGE



Dramatically refreshed for 2011, the Ford Edge sports a bolder exterior design, improved materials and craftsmanship in the interior, new powertrains and a suite of class-exclusive technologies.

The all-new powertrain lineup includes a new V6 engine with twin independent variable camshaft timing (Ti-VCT) to help Edge deliver best-in-class horsepower and torque versus standard V6 competitors.

New 18-inch tires, standard on the Edge SEL and Edge Limited, and new wheels that are one-half-inch wider than the outgoing product provide a more engaging steering feel. Complementing the new tire and wheel lineup is a retuned suspension. Shocks, springs and stabilizer bars were adjusted to tighten handling.



## NEW IN 2011

- MyFord Touch
- 3.5-liter Ti-VCT V6 engine
- 18-inch tires on Edge SEL and Edge Limited
- Retuned suspension for better handling
- Available HID headlamps
- Thicker acoustic-laminated windshield and enhanced sound package

## SAFETY/STANDARD

- New four-wheel disc brakes
- Hill start assist
- Hydraulic brake assist
- Easy Fuel® (capless fuel filler)
- Blind spot mirrors and available BLIS® (Blind Spot Information System) with cross-traffic alert
- MyKey® programmable vehicle key



## MYFORD TOUCH

The industry-first MyFord Touch™ provides a smarter, safer, simpler way for drivers to connect with technology, using rich graphic display screens, user-friendly controls and expanded voice commands.

Leveraging the award-winning SYNC® system, MyFord makes it easier than ever for drivers to operate audio, phone, navigation and even climate controls while keeping their hands on the wheel and their eyes on the road.



## VITAL STATS

**Powertrain:** 3.5-liter Ti-VCT V6, 285 hp at 6,500 rpm, 253 lb.-ft. torque at 4,000 rpm

**Series:** SE, SEL, Limited

**Fuel economy:** 3.5-liter V6 FWD: 19 mpg city/27 mpg highway (SEL and Limited)

**Production location:** Oakville Assembly Complex, Oakville, Ontario

**MSRP:** Starting at \$27,995



# 2011 FORD EDGE SPORT



The 2011 Ford Edge Sport delivers more power and performance wrapped in a bolder exterior. Standard on the 2011 Edge Sport is a 3.7-liter V6 that produces best-in-class power and torque with outstanding fuel economy.

The new engine is mated to a six-speed SelectShift Automatic™ transmission with upgraded, class-exclusive paddle shift activation inspired by sports cars. The activation is “live in drive,” which means the driver doesn’t have to shift to “M” or manual mode. Instead, while in Drive, the driver can pull the “+” paddle on the right side of the steering wheel or “-” paddle on the left side of the steering wheel to shift up or down gears.



## BOLD STYLING

All the content of the Edge SEL plus:

- 3.7-liter Ti-VCT V6 with 305 horsepower and 280 lb.-ft. of torque
- Sport-tuned suspension
- Class-exclusive 22-inch forged aluminum wheels
- Tuxedo Black grille
- Smoked headlamps and taillamps
- Body-color rocker moldings and door cladding
- Oval chrome exhaust tips
- Unique lower front and rear fascias
- Silver Smoke interior appliqué and seat inserts
- Aluminum pedal covers
- Class-exclusive paddle shifters and six-speed SelectShift Automatic (transmission)
- Heated and memory seats/mirrors
- Rear view camera
- Ambient lighting
- Sony® Audio System with Sony-designed electronic finish panel



## LIKE THE SONG? YOU CAN TAG IT

Also available on the 2011 Ford Edge Sport is the world’s first implementation of iTunes® Tagging in a factory-installed HD Radio™ receiver. With a simple push of the “TAG” button on the MyFord™ touch-screen display, the song information will be stored in the radio’s memory.

Once a song is tagged, customers will dock their iPod® to the SYNC® system and the tagged song information will transfer to that iPod. Up to 100 tags on SYNC can be stored until the iPod is connected. When the iPod is then synced to iTunes, a playlist of tagged songs will appear. Customers can preview, and if desired, purchase and download tagged songs from the iTunes Store.

One significant benefit of HD Radio technology is the sound quality of the broadcast. With digital transmission, sound quality is dramatically better – FM sounds like a CD and AM sounds like FM broadcasts. And unlike analog broadcasts, digital broadcasts aren’t susceptible to interference, fadeout and other issues.



## VITAL STATS

**Powertrain:** 3.7-liter Ti-VCT V6, 305 hp @ 6,500 rpm, 280 lb.-ft. torque @ 4,000 rpm

**Fuel economy:** 18 mpg city/25 mpg highway

**Production location:** Oakville Assembly Complex, Oakville, Ontario

**MSRP:** Starting at \$36,995