



Drive safe.

Ford Motor Company is leading the way in developing new safety technologies for millions of customers and continues to work tirelessly to design new ways to keep its customers safer in its vehicles.



PROOF POINTS

- Ford leads the industry in both National Highway Transportation Safety Administration 5-star safety ratings and the Insurance Institute for Highway Safety's "Top Safety Pick" ratings.
- AdvanceTrac® with RSC® (Roll Stability Control™) and Safety Canopy side air bag system with rollover protection now are standard on most Ford vehicles.

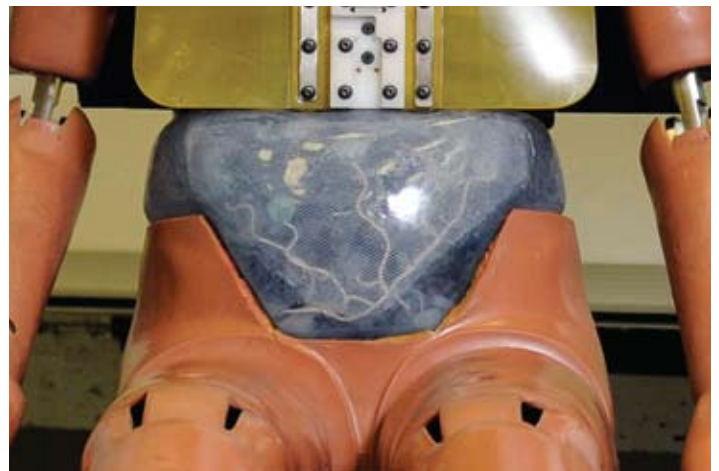


- Ford is developing technologies using forward-looking radar and vision sensors – like Forward Collision Warning and Lane Departure Warning – to help drivers avoid accidents.
- The company developed one of the North America's first privately funded "smart intersections," which uses GPS technology and wireless communication to warn drivers of special test vehicles of potentially dangerous traffic situations.
- Ford is a leader in addressing driver behavior with educational programs like "Driving Skills for Life," a teen safe driving program, and MyKey™ technology, which allows parents to encourage teens to drive safer.



RESEARCH TOOLS

Servo Sled: Ford's Servo-Hydraulic Reverse Crash Simulator is the first in the world to feature the full combination of simulation capabilities: frontal crashes in both pitching and non-pitching modes, rear crashes, and side impacts in both destructive and non-destructive modes. The Servo sled accurately simulates real-world collisions without destroying the test device. This allows more testing in a given time period compared with other automakers, and enables Ford to more quickly bring safety features to market.



Advanced Crash Dummies: Ford is making its crash test dummies more lifelike to better understand how injuries occur. The company's lifelike child dummy even has advanced technologies in the stomach to duplicate abdominal injuries – the most common for young occupants.

VIRTTEX: Ford's VIRTTEX (Virtual Test Track Experience) is one of the most advanced laboratories of its kind in the world. Since 2000, Ford has used the lab to study everyday driving tasks and how they affect driver performance during a variety of simulated driving experiences.



PASSIVE SAFETY TOOLS

ACTIVE SAFETY TOOLS

Safety Canopy: The Safety Canopy side-curtain air bag rollover protection system is a Ford-exclusive feature that helps protect front and rear outboard passengers in both rollovers and side impact crashes. The side curtains use Ford's unique Roll Fold technology to help them slip between the occupant and the side window.



Personal Safety System: Ford's Personal Safety System, standard on the majority of its vehicles, is made up of a suite of protection technologies, including dual-stage front airbags and occupant weight classification, which work together to help protect occupants.

Occupant Classification System: An advanced air bag controller senses whether the front passenger seat is occupied, and if so, whether the passenger is a larger or smaller person. Air bag deployment is tailored – or altogether suppressed – to help provide an appropriate level of protection.

Belt-Minder: A safety belt reminder technology for the front occupants that takes over after the initial safety belt reminder stops chiming. If the occupants remain unbuckled, the system chimes and flashes a warning lamp periodically for five minutes, or until the driver buckles up, whichever comes first.

"SPACE" Architecture: Ford's Side Protection and Cabin Enhancement architecture (SPACE) is designed to help channel crash forces using strategically placed steel rails and tubes under the car body, the door posts (B-Pillars) and in the front diagonal posts (A Pillars). The rails are designed to bend and the tubes compress in a severe crash, creating 10 different crush zones to help channel crash forces away from the occupants.



Tire Pressure Monitoring System: Warns a driver if one or more tires are underinflated by using an active pressure sensor with a radio transmitter mounted inside each tire. If tire pressure is not within specific limits, it communicates with the vehicle and activates a warning light and message in vehicles equipped with a message center.

12/2008

MyKey™: Allows parents to limit vehicle's top speed and audio volume to encourage teens to drive safer and improve fuel efficiency. It also encourages safety-belt usage, provides earlier low-fuel warnings and can be programmed to sound chimes at 45, 55 or 65 miles per hour.



Advance Trac® with RSC® (Roll Stability Control™): Ford offers the only electronic stability control system with two gyroscopic effect sensors that measure vehicle motion and automatically engage measures that help the driver maintain maximum control of the vehicle and reduce the risk of rollover.



Blind Spot Mirror: Uses an outside rearview mirror with a secondary convex spotter aimed at the driver's blind spot. When traffic enters the driver's blind spot on either side of the vehicle, it is visible in the convex mirror along with a warning light. A message also is displayed in the vehicle's message center, if equipped.



Collision Warning with Brake Support: This technology is designed to help drivers avoid rear-end collisions. Using long-range radar hidden in the front of the vehicle, Collision Warning detects moving vehicles ahead and warns the driver of a collision risk with an alarm and warning light. If the collision risk increases despite the warning, the brake support is activated, which pre-charges and prepares the brakes to enable harder, quick deceleration to help drivers stop or reduce speed and lessen the impact of a collision.



FOR MORE INFORMATION, GO TO WWW.MEDIA.FORD.COM