



Drive smart.

Ford Motor Company is committed to delivering industry-leading technology solutions that enhance the driving experience at a value to the consumer.



PROOF POINTS

- Ford won two "Best of What's New for 2008" awards from *Popular Science* magazine for its industry-exclusive Easy Fuel™ capless fuel filler and EcoBoost™ engine technology.
- One million SYNC-equipped Ford vehicles are expected on the road in 2009.
- Ford SYNC® receives da Vinci Award® from the National Multiple Sclerosis (MS) Society, Michigan Chapter, which recognizes the most innovative developments and research in adaptive and assistive technology.
- Ford earns support of National Emergency Number Association (NENA) for new SYNC 911 Assist.



- **SYNC** is an award-winning communications and entertainment system developed by Ford and Microsoft. SYNC fully integrates most Bluetooth-enabled mobile phones and digital media players in to the vehicle, providing hands-free cell phone and music selection capabilities using voice commands. A 911 Assist feature also has been added which contacts a local emergency operator in the event of an air bag deploying accident.



INTERIOR TECHNOLOGIES

- **Ford's SmartGauge™** with EcoGuide gives hybrid owners a more-connected, fuel-efficient driver experience by coaching them on how to optimize performance of their vehicles. Two high-resolution screens on either side of the speedometer can be configured to show a variety of information including fuel and battery power levels along with average and instant miles per gallon.



- **SIRIUS® Travel Link™**, an industry-leading technology that, when combined with the voice-activated navigation system, provides real-time traffic data with accident and incident information; coast-to-coast weather; and fuel price information for more than 120,000 gas stations.
- **Voice-Activated Navigation** integrates several functions including voice recognition destination entry, climate control and SIRIUS® Satellite Radio into one easy-to-use system with an 8-inch touch-screen display. The system's text-to-speech function calls out street names while in route to a destination and reads incoming text messages when the system is linked to SYNC.
- **Vehicle Health Report (VHR):** Generated from vehicle data and transmitted through SYNC, customers now can receive Vehicle Health Reports to more easily keep up with maintenance needs. The reports include system information and recommended actions for any displayed vehicle warning indicators, open recalls, scheduled maintenance and unserved maintenance and wear items from previous dealer visits.



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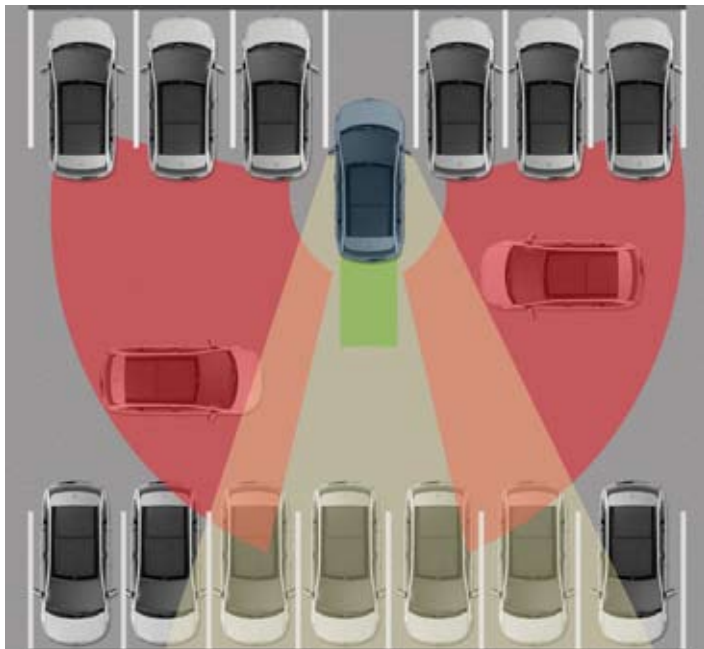
- **Ambient Lighting System with MyColor™** allows drivers to customize the vehicle's interior lighting to suit their mood. While the enhanced MyColor system features seven base colors – ice blue, purple, blue, orange, red, white and green – customers also can create 125 custom colors by mixing the red-green-blue palette.



- **THX® II Certified 5.1 Surround Sound Audio System** delivers true 5.1 surround sound from DVD movies and DVD-Audio music. A 12-channel, 600 watt “smart amp” delivers digital sound to the system's 16 specially placed speakers, including a 10-inch subwoofer.

EXTERIOR TECHNOLOGIES

- **Blind Spot Information System with Cross Traffic Alert** helps warn drivers of approaching traffic while backing up by using two radar sensors to detect moving objects within 65 feet from either side of the vehicle. Two warnings are given: an indicator light illuminates in the corresponding outside mirror and an audible alert is sounded.



- **Reverse Camera System** mounts a small camera on the decklid spoiler that is activated when the vehicle is shifted into reverse, providing a clear view behind the vehicle. The video image is displayed in the vehicle's navigation screen or in the rearview mirror, if equipped. The screen image includes an industry-first centerline and colored guides giving the driver a better perspective of the vehicle's center point and periphery.

- **Forward Sensing System** uses four hidden sensors mounted in the front fascia and audible beeps to help drivers determine how close they are to objects in front of their vehicle while parking. It can detect objects up to 1,500 feet away, plus objects at certain heights, such as parking blocks, that are out of the driver's view.

- **SecuriCode™ Keyless Entry Keypad** allows vehicle access by unlocking the driver door using a five-digit code. The new system is flush-mounted to the vehicle's B-pillar using technology similar to that found on portable MP3 music players to create heat-sensitive, backlit numerals that become visible when touched.



- **Rain-Sensing Wipers** use an advanced optical sensing system to detect how hard rain or snow is falling and determine when to activate windshield wipers and how fast to run them. An infrared beam “reads” the surface of the glass and sends information to a sensor mounted in the windshield shade band.

POWERTRAIN/FUNCTIONAL

- **Adaptive Cruise Control** allows the vehicle's speed to be set and maintained without using the accelerator pedal. The radar-based system also can monitor the vehicle in front (up to 600 feet) and adjust the speed to keep it a safe distance behind the lead vehicle, even in fog or heavy rain.
- **Adaptive Headlamps with Standard High-Intensity Discharge (HID) Lamps** enhance nighttime visibility by illuminating more of the road and reducing glare from oncoming traffic. Sensors monitor vehicle speed and steering wheel input engaging electric motors that pivot the left headlamp up to 5 degrees and the right headlamp up to 15 degrees to increase the driver's field of vision.

- **Easy Fuel™ Capless Fuel-Filler System** is an industry-exclusive feature that provides customers a hassle-free, odor-free and more-consistent seal than a manual fuel cap. The system automatically seals shut when fueling is completed and the nozzle is removed.

