



- ↑ Favorable opinion of the Ford brand is up 17 percent (1Q 2009 vs. 1Q 2010)
- ↑ Ford brand sales are up 34 percent through May
- ↑ Ford market share was up 1 point in 2009 and 2.2 points through April
- ↑ Resale value is improved 23 percent year-over-year, outpacing the industry by 4 points
- ↑ Ford Motor Company now has the highest customer satisfaction with vehicle quality among all major automakers



Fiesta

Ford's all-new 2011 Fiesta is certified at 40 mpg highway, making it the most fuel-efficient car in its class.



Focus

The new 2012 Focus highlights Ford's commitment to stylish, fun-to-drive vehicles as it rolls out a new generation of global C-cars.



Fusion

Ford Fusion is Motor Trend's 2010 Car of the Year. Fusion Hybrid is America's most fuel-efficient midsize sedan with 41 mpg city.



Taurus

Ford Taurus is America's smartest full-size sedan, offering more technologies – 10 of them class-exclusive – than more costly premium sedans.



Mustang

The 2011 Ford Mustang, with a 305-hp 3.7-liter V-6 and six-speed automatic transmission is the first production car in history to produce more than 300 hp and more than 30 mpg highway.



Edge

The new 2011 Ford Edge midsize crossover will be the first vehicle to feature MyFord Touch driver connect technology.



Super Duty

Ford's truck leadership is strengthened by the arrival of the 2011 Super Duty – with new fuel-efficient diesel and gasoline engines. F-Series has been America's best-selling truck for 33 years in a row.



Transit Connect

Transit Connect is an industry-exclusive vehicle – with all-electric and alternative-fuel versions coming this year – specifically developed to be a smart new choice for small business owners.



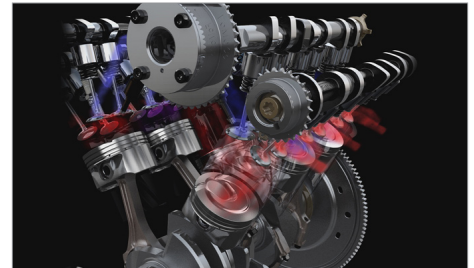
Inflatable Belts

The world's first inflatable seat belt will debut on the next-generation Ford Explorer, which goes into production this year, to enhance protection for rear-seat occupants.



MyFord Touch

The segment-first MyFord Touch™ driver connect technology – powered by SYNC – provides a smarter, safer, simpler way to connect drivers with in-car technologies and their digital lives.



EcoBoost

Ford's new smaller-displacement, turbocharged EcoBoost™ gas engines deliver up to a 20 percent improvement in fuel economy. By 2013, more than 90 percent of Ford's North American lineup will be available with EcoBoost technology.