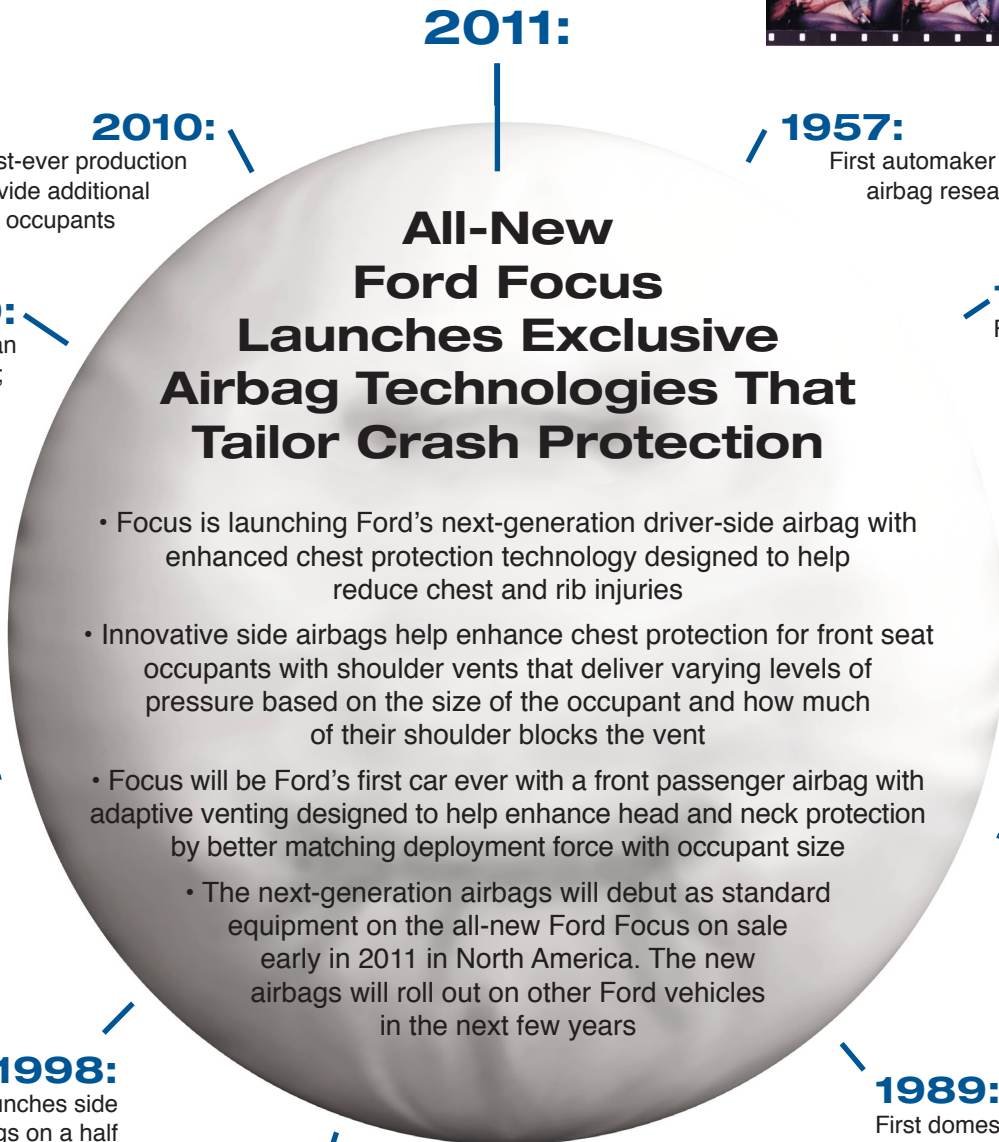




# Airbag Innovations



**2011:**

**2010:**

Ford introduces the auto industry's first-ever production inflatable seat belts, designed to provide additional protection for rear seat occupants

**1957:**

First automaker to begin airbag research

**2009:**

Ford introduces pressure-based sensors that can help deploy side airbags up to 30 percent faster; introduces patented "K-bag" – a new front seat-mounted dual-chamber side airbag – on 2009 F-150

**1968:**

First automaker to begin developing airbags

## All-New Ford Focus Launches Exclusive Airbag Technologies That Tailor Crash Protection

- Focus is launching Ford's next-generation driver-side airbag with enhanced chest protection technology designed to help reduce chest and rib injuries
- Innovative side airbags help enhance chest protection for front seat occupants with shoulder vents that deliver varying levels of pressure based on the size of the occupant and how much of their shoulder blocks the vent
- Focus will be Ford's first car ever with a front passenger airbag with adaptive venting designed to help enhance head and neck protection by better matching deployment force with occupant size
- The next-generation airbags will debut as standard equipment on the all-new Ford Focus on sale early in 2011 in North America. The new airbags will roll out on other Ford vehicles in the next few years

**1971:**

First automaker to field a test fleet with passenger-side airbags (Mercury Monterey)

**2005:**

Ford introduces Intelligent Safety System™ including dual-stage front airbags on the 2006 Explorer

**1972:**

First automaker to equip a vehicle with an optional passenger airbag (Mercury Monterey)

**2002:**

First automaker to offer stability control and side air curtain airbags with rollover protection (2002 Explorer); adds seat weight sensing that can turn off the airbag if the passenger seat is not occupied

**1985:**

First domestic automaker to offer an optional driver-side airbag that met federal motor vehicle safety standard requirements (1986 Ford Tempo, Mercury Topaz)

**1998:**

Ford launches side airbags on a half dozen models, including 1999 Explorer and Windstar

**1989:**

First domestic vehicle to offer standard driver and front passenger airbags (Lincoln Continental)

**1993:**

First automaker to offer a driver-side airbag in full-size trucks and standardize dual airbags in most vehicles

**1992:**

First driver-side airbags in full-size vans (1993 Ford Econoline)

