

ALL-NEW
FLEX

2009



powered by you

Expanding Life's Possibilities

Get more out of it.



Flex Limited in Cinnamon Metallic with available equipment.

At first glance it's obvious the all-new Flex crossover utility vehicle (CUV) is something special. Its fine lines and bold design spark intrigue and allure, blurring the line between elegant luxury car and capable SUV. But Flex is a CUV that's a rolling work of modern design and is unique in every way. It's up to you to choose which way suits you best.



Nighttime brilliance

Available High-Intensity Discharge (HID) projector-beam headlamps brightly show you the way.



Grand openings

An available, innovative multi-panel Vista Roof™ provides windows to the world and makes Flex's already spacious interior feel even bigger.

Elegantly in Control

For a new driving experience.



Flex Limited with Charcoal Black interior and available equipment.

Flex's masterful design carries through to the interior. Handsome design touches include a colour-keyed leather-wrapped steering wheel with wood inlay on Limited. A leather-wrapped shifter is surrounded by an artistic centre console, while the instrument panel design rivals that of any vehicle. Of course, it's not only looks that make Flex a joy to drive. Steering wheel controls enable you to operate audio and cruise control features without your hands leaving the wheel.



Touch of class

A voice-activated Navigation System with a brilliant 8-in. colour screen, optional on SEL and Limited, computes complex routes in the time it used to take to unfold a map. A split screen even displays the map on the left and the planned turn list on the right. Commands are made with a touch of the screen or simple voice commands.

Customize Your Space

Travel the way you want.



Flex Limited in Charcoal Black with 2nd-row reclining seats with Power Release, available 2nd-row centre console and other equipment.

Stylishly flexible

As its name implies, Flex's seating options can be changed to suit different passenger and cargo needs. No less than 32 different seating configurations make Flex one of the most versatile crossover vehicles on the road today. Flex provides 1223 litres (43.2 cu. ft.) of cargo room behind the 2nd-row seats and 2356 litres (83.2 cu. ft.) with the 2nd- and 3rd-row seats folded flat.

Available 2nd-row bench seat.



Everything You Need

You won't want to get out.



Flex Limited in Charcoal Black with available 2nd-row console refrigerator.

A cool idea

Pop in a beverage at room temp; pull it out later at a cool 5°C. The secret is an available compressor-driven refrigerator, conveniently located in the centre console between the 2nd-row bucket seats. It not only chills; it freezes. Push the button once to refrigerate — twice to freeze.



If getting there is half the fun, Flex is the vehicle you need to get you there. Flex's list of innovative features that maximize comfort and convenience is about as long as the trips you'll take. If you want tunes, Flex has up to 6 sources of sound to choose from. Even more choices are available for the driver, front or rear passengers who can have their own ideal climate settings. Flex offers so much, it might feel like a second home — on wheels.



To each their own

Dual-zone Electronic Automatic Temperature Control allows driver and front passenger to select their individual comfort settings.



Get charged up

Plug in a laptop, battery charger or other small electronics that require a conventional household outlet with the available 110-volt, 150-watt outlet.



Wide open

The available power liftgate opens and closes from the integrated key fob, dash-mounted switch or switch in the rear cargo area.



Choose your comfort

Rear passengers can adjust climate control settings to their individual tastes with rear climate controls.



No fueling around

Forget about losing the gas cap. The new Easy Fuel™ capless fuel-filler system allows you to quickly and safely gas up, no cap required.



Warming up

Heated, leather-trimmed 1st- and 2nd-row seats are standard on Flex Limited, while SEL comes with heated, cloth 1st-row seats.

In Total Command

Control at your fingertips.

SYNC
Powered by **Microsoft**

SIRIUS
SATELLITE RADIO



Flex Limited in Charcoal Black with available equipment.



Now you're talking

Ford SYNC,™ a groundbreaking voice-activated, hands-free communications and entertainment system, integrates your Bluetooth®-enabled mobile phone and nearly any portable digital media player. You talk, SYNC listens.™ And all without taking your hands off the steering wheel. Developed in concert with Microsoft, SYNC is fully updatable as new features become available. To learn more visit www.SyncMyRide.ca.

Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so.

Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc.



Get SIRIUS¹

With SIRIUS Satellite Radio, you can stay locked on your favourite channel wherever you drive, coast-to-coast. Enjoy over 100 channels of sports, personalities, news and commercial-free music.



Music and more

With nearly 10-gig of hard drive space housed in the available navigation system, you can store about 2,300 songs, upload photos, and even watch a DVD while parked.



Set the mood

Available Ambient Lighting gives you the ability to choose from 7 different interior lighting colours that illuminate the footwells and cupholders.



Showtime

2nd- and 3rd-row occupants can watch DVDs or play video games with the available on-board entertainment system that includes wireless headphones.



Back-up plan

In addition to the standard Reverse Sensing System, the Reverse Camera System equipped with the available Navigation System allows you to see what's behind while backing up. The image shows on the console's LED screen.



Entry level

Hidden in the driver door and invisible when not in use, the next generation SecuriCode™ keyless-entry keypad allows you to unlock the vehicle by touching in a code.

¹Includes 6-month prepaid subscription and online access. See your Ford of Canada Dealer or contact SIRIUS at 1-888-539-7474 for more information.

Confident Power

Always on call.



Flex backs up its powerful looks with a drivetrain to match. The 262-hp V6 engine combines with a standard, smooth-shifting 6-speed automatic transmission to provide the power and capabilities you demand every day. When properly equipped, Flex can tow up to 2041 kg (4500 lbs.), more than enough to pull your favourite toy to that special getaway spot.



Top of the line

Flex's available two-tone roof reflects a different era of automotive design and is sure to get noticed.

Powerhouse

Flex innovation can be found under the hood in the form of a 3.5L Duratec V6 engine. Sophisticated features, including intake variable cam timing (iVCT) help achieve a torque rating of 248 lb.-ft. @ 4500 rpm and maximize engine breathing for an output of 262 hp @ 6250 rpm. A standard 6-speed automatic transmission helps Flex attain 12.6L/100 km city and 8.4L/100 km hwy.¹

¹FWD models, based on Transport Canada approved test methods.

Flex Limited in Dark Ink Blue Metallic with available equipment.

Road Handler

Anytime, anywhere, in any condition.

AdvanceTrac® with RSC® (Roll Stability Control™) is standard on Flex. The system actually measures what other manufacturers' systems ignore or can only estimate. The system features a vehicle-roll motion sensor that works in conjunction with the Anti-lock Brake System (ABS), traction control and yaw control. RSC uses the sensor to directly measure the vehicle's roll-rate at least 100 times every second, which helps determine when and how the system will apply individual brakes and modify engine power to help all 4 wheels stay firmly planted.

Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.



Staying grounded

The slickest surfaces can catch you off guard no matter how carefully you drive. Available AWD helps keep Flex grounded and gives you and your passengers a feeling of security, even in snowy conditions.



Flex SEL in Sterling Grey Metallic with available equipment.

Solid Protection

Surrounded by safety.

The Safety Canopy® System utilizes side-impact and rollover sensors to direct deployment of the side-curtain airbags in certain types of side-impact collisions or rollover events. The system provides coverage for all outboard-seated occupants.

Dual-stage front airbags help minimize impact forces.

Sensors detect the presence of a front passenger and safety belt use and activate or deactivate the airbag accordingly.

SPACE (Side Protection And Cabin Enhancement) Architecture™ and side-intrusion door beams help prevent cabin compromise in certain side-impact collisions.

Flex's Personal Safety System® (PSS) is a number of features working in conjunction to help protect the driver and front passenger in case of a collision. The system adjusts deployment of the front airbags¹ and includes a restraint control module, driver-seat position sensor, front safety belt usage sensors, front safety belt pretensioners, front safety belt energy-management retractors, dual-stage driver and front-passenger airbags¹ and Front-Passenger Sensing System.

¹Always wear your safety belt and secure children in the rear seat.



Secured approach

Available security approach lamps provide illumination when you're entering the vehicle at night or in dimly lit areas.



Customize Your Ride

Like nothing else on the road.



Accessories shown include: Rear spoiler • Rear tailgate appliqué in Faux Carbon Fibre¹ • Body kit¹ • 22-in. chrome-aluminum wheels (available late 4th quarter 2008) • Exterior graphics kit • Groove inserts in Faux Carbon Fibre¹

¹Ford Licensed Accessories.

A full line of accessories allows you to customize Flex to suit your style and your needs. From colours to gadgets, Ford Accessories offers everything you need to make your already unique Flex one of a kind.

Customize it

Add style with special Flex exterior graphics for the sides and Faux Carbon Fibre appliqué¹ for the sides and rear.



Keep it clean

All-weather floor mats are precision cut for a custom fit and protect the carpet from dampness, soil and winter-time salt.



Cap it off

A locking fuel plug that inserts into the Easy Fuel™ capless fuel-filler system is available for added security.



Specifications

Standard Equipment

Mechanical

3.5L Duratec V6 with 6-speed automatic transmission
 4-wheel disc Anti-lock Brake System (ABS)
 Battery saver
 Easy Fuel™ capless fuel-filler system
 Fuel tank — 70-litre capacity

Safety/Security

Personal Safety System® for driver and front passenger — Includes dual-stage front airbags; safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
 Adjustable head restraints
 AdvanceTrac® with RSC® (Roll Stability Control™)
 Belt-Minder® front safety belt reminder
 Child-safety rear door locks
 Front-seat side airbags¹
 LATCH — Lower anchors and tether anchors for child-safety seats
 Perimeter alarm
 Safety Canopy® side-curtain airbags¹
 SecuriLock® passive anti-theft engine immobilizer system
 Tire Pressure Monitoring System (excludes spare)

Interior

Accessory delay
 Air conditioning — Dual-zone Electronic Automatic Temperature Control
 AM/FM stereo/6-disc in-dash CD changer with MP3 capability, 6 speakers and SIRIUS Satellite Radio (with 6-month prepaid subscription)
 Audio input jack
 Auto-dimming rearview mirror
 Autolock power door locks
 Auxiliary rear climate control
 Cupholders/bottle holders (12)
 Floor mats — Carpeted, 1st and 2nd rows
 Front-row centre console with armrest, storage, 2 cupholders and rear pull-out drawer with cupholder and storage for 2nd-row passenger use
 Grab handles — 1st and 2nd rows
 Grocery bag hooks in cargo area
 Lights — Reading lights for 2nd- and 3rd-row passengers
 Map pockets — Front seatbacks
 Message centre with trip computer
 Outside temperature and compass displays
 Overhead console with map lights and sunglasses holder
 Power points — 12V (4)
 Power windows with one-touch-up/-down driver-window feature
 Seats — 1st-row heated buckets with fold-flat front-passenger seat
 Seats — 2nd-row 40/40 reclining with one-touch power release
 Seats — 3rd-row 50/50 fold-flat-into-floor split bench
 Shift knob — Leather-wrapped
 Steering column — Tilt-adjustable, manual
 Steering wheel — Leather-wrapped with cruise and secondary audio controls
 Sun visors — Driver and front-passenger with illuminated vanity mirrors

Exterior

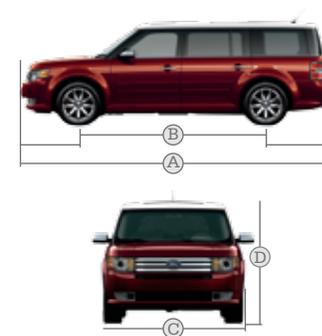
Automatic headlamps with wiper-activated feature
 Bright polished stainless steel exhaust tips
 Daytime running lamps
 Door handles — Chrome
 Fog lamps
 Integrated key transmitter remotes
 Power, heated sideview mirrors
 Privacy glass on 2nd- and 3rd-row windows and liftgate
 Rear-window defroster
 Reverse Sensing System
 SecuriCode™ next-generation keypad
 Spare tire — Mini
 Tri-bar chrome grille
 Windshield wipers — Intermittent front (speed-sensitive) and 2-speed rear
 ¹Always wear your safety belt and secure children in the rear seat.

Dimensions and Capacities

Exterior mm (in.)	Flex
A. Overall length	5126 (201.8)
B. Wheelbase	2995 (117.9)
C. Width — Excluding mirrors	1928 (75.9)
Including mirrors	2256 (88.8)
Mirrors folded	2035 (80.1)
D. Height — Excluding options	1727 (68.0)
Including options	1760 (69.3)
Interior mm (in.)	
1st row	
Head room	1062 (41.8)
Shoulder room	1483 (58.4)
Hip room	1410 (55.5)
Leg room	1036 (40.8)
2nd row	
Head room	1029 (40.5)
Shoulder room	1476 (58.1)
Hip room	1397 (55.0)
Leg room	1125 (44.3)
3rd row	
Head room	983 (38.7)
Shoulder room	1290 (50.8)
Hip room	1044 (41.1)
Leg room	846 (33.3)
Capacities² L (cu. ft.)	
Behind 1st row	2356 (83.2)
Behind 2nd row	1223 (43.2)
Behind 3rd row	425 (15.0)

²Cargo and load capacity limited by weight and weight distribution.

Dimensions



Engine

Flex	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)
3.5L Duratec V6	262 @ 6250	248 @ 4500

Estimated Fuel Consumption Ratings³

FWD	12.6L/100 km city and 8.4L/100 km hwy. (22.4 mpg city and 33.6 hwy.)
AWD	13.5L/100 km city and 9.2L/100 km hwy. (20.9 mpg city and 30.7 hwy.)

³Based on Transport Canada approved test methods.

Specifications

Features & Options

SEL
Limited

Mechanical

- All-Wheel Drive (AWD)
- 18-in. machined-aluminum wheels with P235/60R18 BSW tires
- 19-in. polished-aluminum wheels with P235/55R19 BSW tires
- Engine block heater

Seating

- Cloth front heated bucket seats, including 10-way power driver seat with manual lumbar and 6-way power passenger seat
- Leather-trimmed front heated bucket seats, including 10-way power driver seat with manual lumbar and 6-way power passenger seat
- Perforated leather-trimmed front bucket seats, including 10-way power driver seat with memory and manual lumbar, and 6-way power passenger seat
- Cloth 2nd-row 40/40 reclining seats
- Leather-trimmed 2nd-row 40/40 reclining seats
- Perforated leather-trimmed, heated 2nd-row 40/40 reclining seats
- Cloth 2nd-row 60/40 split bench with folding seatbacks
- Leather-trimmed 2nd-row 60/40 split bench with folding seatbacks
- Perforated leather-trimmed 2nd-row 60/40 split bench with folding seatbacks
- Cloth 3rd-row fold-flat-into-floor 50/50 split bench
- Vinyl 3rd-row fold-flat-into-floor 50/50 split bench

Interior

- All-weather floor mats — 1st and 2nd rows
- AM/FM stereo/6-disc in-dash CD changer with MP3 capability, 6 speakers and SIRIUS Satellite Radio
- SONY® AM/FM stereo/6-disc in-dash CD changer with MP3 capability, 12 speakers and SIRIUS Satellite Radio
- Ford SYNC™ — Voice-activated, in-vehicle communications and entertainment system
- Voice-activated Navigation System with single DVD/CD player, MP3 capability and Reverse Camera System (late availability on SEL)
- Console — 2nd-row floor
- Console — 2nd-row floor with refrigerator

SEL
Limited

Interior (continued)

- Family Entertainment Centre — Includes headliner-mounted DVD system and monitor
- Steering wheel — Colour-keyed, leather-wrapped with cruise and secondary audio controls
- Steering wheel — Colour-keyed, leather-wrapped with wood inlay, cruise and secondary audio controls

Exterior

- Autolamp with halogen headlamps
- Autolamp with HID headlamps
- Mirrors — Body-colour, manual-folding, power heated sideview
- Mirrors — Chrome, manual-folding, power heated sideview with security approach lamps
- Multi-panel Vista Roof™ (not available with roof-rack side rails)
- Roof-rack side rails — Chrome (not available with Vista Roof)
- Tail lamps — LED
- Two-tone roof
- Satin-aluminum liftgate appliqué

Packages

- Convenience Package — Includes 110V inverter, power-adjustable pedals with memory, power liftgate, memory driver seat and sideview mirrors, and security approach lamps
- Trailer Tow, Class III — Includes hitch receiver, 4- and 7-pin connector wiring harness, engine oil cooler and tire mobility kit (late availability on FWD)

Standard Optional Not available

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Model-Specific Features



SEL select standard content:

18-in. machined-aluminum wheels with P235/60R18 BSW tires • Tri-bar chrome grille • Daytime running lamps • Door handles — Chrome • Exhaust tips — Dual, bright polished • Fog lamps • Autolamp with halogen headlamps • Body-colour manual-folding power heated sideview mirrors • AM/FM stereo/6-disc in-dash CD changer with MP3 capability, 6 speakers and SIRIUS Satellite Radio • Colour-keyed leather-wrapped steering wheel with cruise and secondary audio controls • Cloth front heated bucket seats, including 10-way power driver seat with manual lumbar and 6-way power passenger seat • Cloth 2nd-row 40/40 reclining seats • Cloth 3rd-row fold-flat-into-floor 50/50 split bench seat



Limited includes SEL content, plus:

19-in. polished-aluminum wheels with P235/55R19 BSW tires • Autolamp with HID headlamps • Chrome, manual-folding, power heated sideview mirrors with security approach lamps • LED tail lamps • Satin-aluminum liftgate appliqué • SONY AM/FM stereo/6-disc in-dash CD changer with MP3 capability, 12 speakers and SIRIUS Satellite Radio • SYNC voice-activated, in-vehicle communications and entertainment system • Colour-keyed leather-wrapped steering wheel with wood inlay, cruise and secondary audio controls • Ambient Lighting • Perforated leather-trimmed front bucket seats, including 10-way power driver seat with memory and manual lumbar, and 6-way power passenger seat • Perforated leather-trimmed heated 2nd-row 40/40 reclining seats • Vinyl 3rd-row fold-flat-into-floor 50/50 split bench seat • 110V inverter • Power-adjustable pedals with memory • Power liftgate • Memory driver seat and sideview mirrors • Security approach lamps

Wheels



18-in. machined-aluminum
SEL



19-in. polished-aluminum
Limited



22-in. Chrome-Aluminum
Genuine Ford Accessory

Accessories

22-in. chrome-aluminum wheels

All-weather 3rd-row floor mat

All-weather floor mats

Ashcup/coin holder/Smoker's Pack

Body Kit¹

Bug deflector

Conversation mirror

Dual INVISION® DVD Headrests¹

Exterior graphics kit

Ford SYNC™

Front illuminated sill plates

Front sill plates

Garmin® nüvi® Portable Navigation System¹

Interior cargo net

Interior cargo organizer¹

Interior cargo area protector

Locking fuel plug

Premium carpeted floor mats

Rear spoiler

Remote start systems

Side window deflectors

Splash guards

Trailer hitch balls/draw bars

Wheel locks

¹Ford Licensed Accessories.

Garmin is a registered trademark of Garmin Ltd.



Front sill plates



Front illuminated sill plates



All-weather floor mats



Conversation mirror



Interior cargo organizer¹



Dual INVISION DVD Headrests¹



Ford of Canada warrants that its authorized Dealers will repair or replace any Genuine Ford Accessory that is properly installed by the authorized Dealer that sold the accessory and found to be defective in factory-supplied materials or workmanship. The accessory will be warranted for whichever provides you the greatest benefit: 12 months/20,000 km (whichever occurs first), or the remainder of your 36-month/60,000-km (whichever occurs first) Basic Coverage in the New Vehicle Limited Warranty. Contact your local Ford of Canada Dealer for details.

Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's limited warranty. The warranty coverage will vary by accessory manufacturer. Contact your local Ford of Canada Dealer for details regarding the accessory manufacturer's limited warranty and/or for a copy of the FLA product limited warranty offered by the accessory manufacturer.

Ford ESP PremiumCare Plan. Depending on the Ford ESP Plan you select, some Dealer-installed Genuine Ford Accessories can be covered up to 7 years or 150,000 km. See your Ford of Canada Dealer for details.

Specifications

Exterior Colours



Dark Ink Blue Metallic



Brilliant Silver Metallic



Black



Cinnamon Metallic



Sterling Grey Metallic



Redfire Metallic



White Suede



Light Ice Blue Metallic



White Platinum Tri-Coat Metallic
(extra-cost option)

Ford uses clearcoat paint for beauty and protection. Colours shown are representative only. Not all colours are available on all models. See your Ford of Canada Dealer for actual paint/trim options.

Two-Tone Roof Options



White Suede



Brilliant Silver Metallic

White Suede is available on all exterior colours except White Suede and Black.

Brilliant Silver Metallic is available on White Suede and Black only.

Interior Colours



Medium Light Stone Cloth



Medium Light Stone
Leather Trim



Medium Light Stone
Diamond Perforated
Leather Trim



Charcoal Black Cloth



Charcoal Black
Leather Trim



Charcoal Black Diamond
Perforated Leather Trim

Medium Light Stone Charcoal Black

SEL/Limited

- ● Dark Ink Blue Metallic
- ● Brilliant Silver Metallic
- ● Black
- ● Cinnamon Metallic
- ● Sterling Grey Metallic
- ● Redfire Metallic
- ● White Suede
- ● Light Ice Blue Metallic
- ● White Platinum Tri-Coat Metallic

SEL/Limited – Two-Tone Roof

- ● Dark Ink Blue Metallic with White Suede roof
- ● Brilliant Silver Metallic with White Suede roof
- ● Black with Brilliant Silver roof
- ● Cinnamon Metallic with White Suede roof
- ● Sterling Grey Metallic with White Suede roof
- ● Redfire Metallic with White Suede roof
- ● White Suede with Brilliant Silver roof
- ● Light Ice Blue Metallic with White Suede roof



For more information on
Ford of Canada products and services,
please visit our website:



Our commitment to you... Peace-of-Mind Protection

- Basic Coverage:
3 years/60,000 km
- Powertrain Warranty:
5 years/100,000 km
- Corrosion Warranty:
5 years/unlimited distance
- Roadside Assistance:
5 years/100,000 km

Certain conditions apply. For more information on these warranties and coverages, ask your local Ford of Canada Dealer or visit ford.ca.

For prompt, courteous answers to your questions:

Ford Customer Relationship Centre
1-800-565-3673
Ford Credit Customer Service Centre
1-877-636-7346

Please note: The electronic version of the Ford of Canada vehicle brochure is a condensed version of the original printed version.

Competitive comparisons are based on 2008 competitive models, publicly available information and Ford data at the time of printing of the 2009 original printed version. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following publication of the 2009 original printed brochure, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford of Canada Dealer is your best source for up-to-date information. Ford Motor Company of Canada, Limited, reserves the right to change product specifications at any time without incurring obligations. Colours may not be exactly as illustrated. Please see your sales consultant for specific colour and model availability. Please visit your local dealer or ford.ca for complete vehicle details.

FORD EXTENDED SERVICE PLAN

For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and help protect you from the cost of unexpected repairs. To add to your peace of mind and help protect your investment beyond your New Vehicle Basic Warranty, complement your ESP with a prepaid maintenance plan that covers all required scheduled maintenance items for your vehicle and 8 wear items. Ask your Dealer for a Ford ESP, the only service contract backed exclusively by Ford Motor Company of Canada, Limited, and honoured at all Ford and Ford Lincoln Dealerships across North America. Certain limitations and exclusions apply, see your Dealer for details.

FORD CREDIT

Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your local Ford of Canada Dealer for details or check us out at fordcredit.ca.