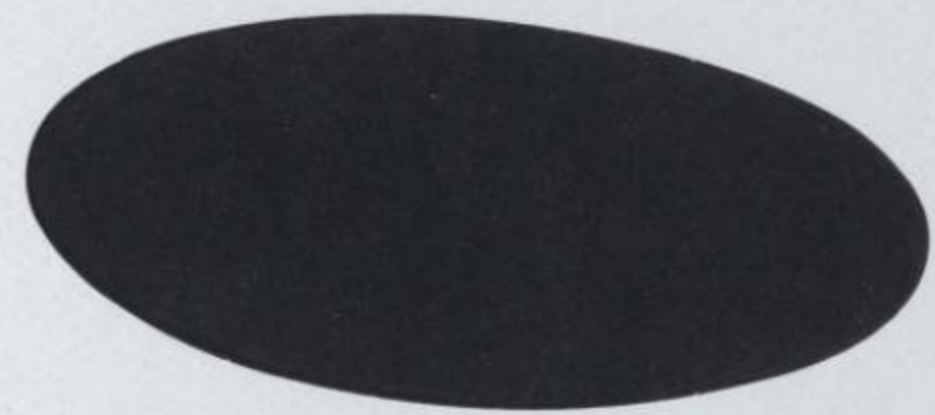




2008

CARS • CROSSOVERS • SUVS



SYNC

Powered by **Microsoft**



SYNC SIMPLICITY. Enter your vehicle with a compatible and paired Bluetooth-enabled mobile phone, press a button and use simple voice commands to make calls, take calls and more. SYNC's USB port makes it easy to connect your digital media player to the system as well.

EXCLUSIVE NEW FORD SYNC™ JUST SAY THE WORD.

BLUETOOTH® VOICE-ACTIVATED, HANDS-FREE PHONE CALLING

MULTILINGUAL INTELLIGENCE – Communicate with SYNC in English, French or Spanish.

UNINTERRUPTED CONNECTIONS – Once paired with your Bluetooth-enabled phone, SYNC automatically transfers calls as you enter and exit your vehicle.

RING-TONE SUPPORT¹ – SYNC can play specific ring tones that you've assigned to help identify callers.

SUPPORT FOR UP TO 12 BLUETOOTH-ENABLED MOBILE PHONES – SYNC can be paired with as many as 12 different phones at once.

INSTANT VOICE RECOGNITION

AUTOMATIC PHONE BOOK TRANSFER¹

¹Requires a Bluetooth-enabled phone with this capability.

VOICE-ACTIVATED, HANDS-FREE DIGITAL MEDIA PLAYING

SUPPORTS POPULAR PLAYERS AND FORMATS – SYNC works with most popular digital media players, as well as USB drives.

SIMPLE VOICE COMMANDS – Access your music library by speaking commands like "Similar Music."

USB DEVICE CHARGING – SYNC automatically charges most devices while your vehicle is running.

BLUETOOTH STREAMING AUDIO¹ – SYNC can play music from your Bluetooth-enabled mobile phone.

PODCAST AND AUDIO BOOK SUPPORT

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



Go to SyncMyRide.com for more details.

OPTIONAL ON:
FOCUS
FUSION
TAURUS
EDGE
TAURUS X
SPORT TRAC
EXPLORER

Driving while distracted can result in a loss of vehicle control. Only use mobile phones (even with voice commands) and other devices not essential to driving when it is safe to do so.

3

fordvehicles.com

YOU TALK.
SYNC LISTENS.™

Introducing the new standard for in-vehicle communications. Ford SYNC, developed in association with Microsoft,® is an available, voice-activated, customizable media system that fully integrates your Ford vehicle with

most Bluetooth-enabled mobile phones and most popular portable digital media players. With Microsoft Auto software actually embedded in your Ford vehicle, SYNC allows you to operate your Bluetooth-enabled mobile phone and your media player using simple voice commands. The system is so well-designed it's already garnering accolades, including having received a 2007 Editor's Choice award from *Popular Mechanics* magazine.

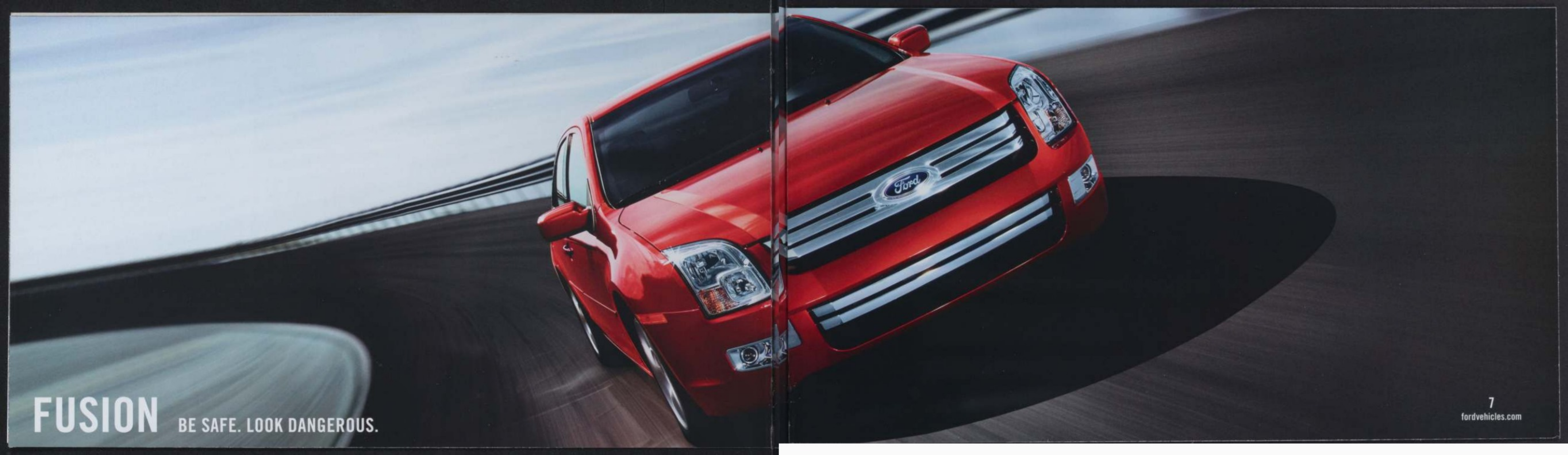


NEW
FOCUS

35 MPG.¹ 6 AIRBAGS. AND IT TALKS.²

¹2008 EPA-estimated hwy. fuel economy with 5-speed manual transmission. ²Ford SYNC™ standard on SES models.





FUSION BE SAFE. LOOK DANGEROUS.

7
fordvehicles.com

ALL-NEW
TAURUS

RATED THE SAFEST FULL-SIZE CAR IN AMERICA!¹

¹Based on both NHTSA 5-Star crash test ratings and with optional electronic stability control, IIHS "Top Safety Pick" Star ratings are part of U.S. Dept. of Transportation's SaferCar.gov

program (www.safercar.gov).

9
fordvehicles.com



MUSTANG

AMERICA'S FAVORITE MUSCLE CAR.



GO GREEN

Focus boasts 35 mpg hwy.¹ Fusion² achieves 29 mpg hwy.¹ Taurus² nets 28 mpg hwy.¹ and Mustang V6 gets an impressive 26 mpg hwy.¹ As a matter of fact, the standard powerplants on Focus and Fusion are U.S. EPA-certified SmartWaySM for their ideal blend of efficiency and eco-responsibility.

¹2008 EPA-estimated fuel economy hwy. with standard transmission.
²Front-wheel-drive model.

MATCH MOODS

Ambient lighting personalizes the ride in Focus, Fusion and Mustang. Change out on the fly with this color-configurable option: Scroll through 7 hues – blue, red, yellow, green, aqua, purple or white – and add enticing LED illumination to all 4 footwells, plus the front cupholders.



**STAY SAFE –
FORD HAS MORE
5-STAR CRASH
TEST RATINGS
THAN ANYBODY IN THE COUNTRY**



www.nhtsa.gov



Focus, Fusion and Taurus are outfitted with 6 airbags – standard – including dual-stage front airbags, front-seat side airbags and front-to-back side-curtain airbags. Anti-lock brakes and Traction Control are standard on all Fusion AWD, Taurus and Mustang GT models. All-weather, All-Wheel-Drive handling is available on Fusion and Taurus. And every Ford Car is armed with a sensor-sensitive Personal Safety SystemSM for the driver and front passenger, plus a Tire Pressure Monitoring System that alerts for underinflation. Taurus and Mustang convertible also come with the assurance of a 5-Star rating in every NHTSA crash test category. Equip Taurus with the optional electronic stability control, and it's an IIHS "Top Safety Pick" too.

NEW FOCUS

Category Efficient Compact

Body Styles 2-door, 4-door

Seating Capacity 5

Models S, SE, SES

Special Packages SE Deluxe, Driver Group

Engines 2.0L Duratec 20 I-4, 2.0L Duratec 20E PZEV I-4

Transmissions 5-speed manual, 4-speed auto

Drivetrain FWD

Safety Highlights 6 standard airbags: 2 dual-stage front airbags, 2 front-seat side airbags and 2 side-curtain airbags

Key Attributes Redesigned interior and exterior, expandable cargo room, hi-tech components illuminated in striking ice blue, Euro-inspired driving dynamics with Control BladeSM handling, eco-responsible efficiency, available changeable ambient lighting, and exclusive available Ford SYNCSM

Fuel Economy Up to 35 mpg hwy. with I-4 manual



FUSION

Category Sporty Midsize

Seating Capacity 5

Models S, SE, SEL

Special Packages Sport Appearance, Moon & Tune

Engines 2.3L Duratec 23 I-4, 3.0L Duratec 30 V6

Transmissions 5-speed manual, 5-speed auto, 6-speed auto

Drivetrains FWD, AWD

Safety Highlights Highest side-impact and frontal offset crash protection ratings from IIHS;³ 6 standard airbags

Key Attributes Head-turning styling, race-infused cornering agility, expansive and well-executed interior, available changeable ambient lighting, contrast stitching on the available leather-trimmed seats, and exclusive available Ford SYNC

Fuel Economy Up to 29 mpg hwy. with I-4 manual

³Based on IIHS testing of the 2007 model-year Fusion.



ALL-NEW TAURUS

Category America's Safest Full-Size⁴

Seating Capacity 5

Models SEL, Limited

Special Packages Interior Convenience, Limited Wood, Limited Convenience, Safety and Security

Engine 3.5L Duratec 35 V6

Transmission 6-speed auto

Drivetrains FWD, AWD

Safety Highlights Rated America's safest full-size car: NHTSA 5 Stars in all 4 crash categories, IIHS "Top Safety Pick" with optional electronic stability control⁴

Key Attributes New award-winning engine, ultra-quiet ride, best-in-class interior volume, largest trunk of any 4-door in North America, and exclusive available Ford SYNC

Fuel Economy Up to 28 mpg hwy. with FWD V6

⁴Based on both NHTSA 5-Star crash test ratings and with optional electronic stability control, IIHS "Top Safety Pick." Star ratings are part of U.S. Dept. of Transportation's SaferCar.gov program (www.safercar.gov).



MUSTANG

Category Pony Car

Body Styles Coupe, convertible

Seating Capacity 4

Models V6 Deluxe, V6 Premium, GT Deluxe, GT Premium, Shelby GT500

Special Packages GT California Special, GT Appearance, Comfort, V6 Pony, Interior Upgrade, Exterior Sport Appearance, Sport Interior Appearance, V6 Safety and Security, V6 Warriors In Pink

Engines 4.0L SOHC V6, 4.6L SOHC V8, 5.4L supercharged, intercooled V8

Transmissions 5-speed manual, 5-speed auto, 6-speed manual

Drivetrain RWD

Safety Highlight NHTSA 5 Stars – frontal crash categories

Key Attributes America's best-selling sports car and convertible with styling and value that stands for affordable fun and freedom, 500-hp Shelby GT500, and 300-hp GT

Fuel Economy Up to 26 mpg hwy. with V6 manual





EDGE

THE VISTA ROOF™¹ GIVES EVERYONE A WINDOW SEAT.

¹Optional feature.



ALL-NEW
TAURUS X

RATED THE SAFEST 7-PASSENGER CROSSOVER IN AMERICA!

*Based on both NHTSA 5-Star crash test ratings and IIHS "Top Safety Pick." Star ratings are part of U.S. Dept. of Transportation's SaferCar.gov program. (www.safercar.gov).



2009 FLEX
COMING SUMMER 2008

LET'S GO SOMEWHERE.

EASY ON THE ENVIRONMENT

Ford Edge and Taurus X both get an admirable 24 mpg hwy. with FWD and the 3.5L V6 engine. Not bad when you consider all the people-moving, cargo-carrying crossover capabilities they also deliver.

SERIOUS ABOUT VERSATILITY

Ford crossovers offer everything from spacious 5-passenger seating and an available, class-exclusive¹ panoramic Vista Roof™ on Edge, to 7-passenger versatility and best-in-class² 3rd-row roominess on Taurus X. Plus, the all-new 2009 Ford Flex pampers 2nd-row passengers with the kind of leg room you'd only expect in a limousine, and its available multi-panel Vista Roof lets the sun shine in on one and all.



STAY SAFE — FORD HAS MORE 5-STAR CRASH TEST RATINGS THAN ANYBODY IN THE COUNTRY

All 3 of our new crossovers are equipped with 6 airbags — standard — including dual-stage front airbags, front-seat side airbags and side-curtain airbags. The Insurance Institute for Highway Safety (IIHS) has named Edge and Taurus X each a "Top Safety Pick" for 2007. And Taurus X is the only vehicle in its class to achieve top crash test results (5 Stars) from the National Highway Traffic Safety Administration (NHTSA) in addition to earning the "Top Safety Pick" from IIHS. All 3 crossovers are also available with active All-Wheel Drive (AWD).

EDGE

Category Crossover Utility Vehicle (CUV)

Seating Capacity 5

Models SE, SEL, Limited

Special Packages Premium, Seating Flexibility, Class II Trailer Tow, Interior Appearance

Engine 3.5L Duratec 35 V6

Transmission 6-speed automatic

Drivetrains FWD, AWD

Safety Highlights NHTSA 5-Star rating in driver frontal, front-seat side and rear-seat side crash tests, IIHS "Top Safety Pick" for 2007, AdvanceTrac® with class-exclusive RSC® (Roll Stability Control™), Safety Canopy® System, front-seat side airbags

Key Attributes Eye-catching design and extreme flexibility, sporty handling, energetic performance, best-in-class¹ 265 hp, available panoramic Vista Roof, and exclusive available Ford SYNC™

Fuel Economy Up to 24 mpg hwy. with FWD V6

¹Medium 5-passenger CUV with standard 6-cylinder engine.



ALL-NEW TAURUS X

Category CUV

Seating Capacities 6, 7

Models SEL, Eddie Bauer, Limited

Special Packages Limited Convenience, Limited Wood, Limited Ultimate, SEL Interior Power, SEL Interior Convenience

Engine 3.5L Duratec 35 V6

Transmission 6-speed automatic

Drivetrains FWD, AWD

Safety Highlights Rated America's safest 7-passenger Crossover,³ NHTSA 5-Star rating in all 4 crash categories, IIHS "Top Safety Pick," AdvanceTrac Electronic Stability Control

Key Attributes Best-in-class standard 263 hp, best-in-class 3rd-row passenger room, class-exclusive 2nd-row auto-fold seats,⁴ and exclusive available Ford SYNC

Fuel Economy Up to 24 mpg hwy. with FWD V6

²7-passenger Crossover class. ³Based on both NHTSA 5-Star crash test ratings and IIHS "Top Safety Pick." Star ratings are part of U.S. Dept. of Transportation's SaferCar.gov program (www.safercar.gov). ⁴Included in the optional Limited Ultimate Package.



ALL-NEW 2009 FLEX

Category CUV

Seating Capacities 6, 7

Models SE, SEL, Limited

Special Packages Convenience, Lighting

Engine 3.5L Duratec 35 V6

Transmission 6-speed automatic

Drivetrains FWD, AWD

Safety Highlights Safety Canopy System, front-seat side airbags, AdvanceTrac with RSC

Key Attributes Interior flexibility, available multi-panel Vista Roof, available rear console refrigeration, capless fueling, available power liftgate, available ambient lighting, and exclusive available Ford SYNC



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. For more information on AdvanceTrac with RSC, visit fordvehicles.com.



ESCAPE

YOUR TICKET TO NEW ADVENTURES AND BIG FUN.



ESCAPE
HYBRID

THINK GLOBALLY. DRIVE LOCALLY.

25
fordvehicles.com



SPORT TRAC

MAP OUT YOUR OWN TRAIL.





EXPLORER

EXTREME VERSATILITY FROM THE SAFEST,¹ MOST POWERFUL² EXPLORER EVER.

¹Based on Ford internal test results using NHTSA frontal, NCAP and IIHS side test condition criteria. ²When equipped with optional 4.6L V8 engine.



EXPEDITION

5-STAR SAFETY RATINGS FOR 8 YEARS¹ IN A ROW.

¹NHTSA's frontal crash test ratings for 2001-2008 model years.



EXPEDITION EL

WINNER OF THE STRATEGIC VISION TOTAL QUALITY AWARD¹

Strategic Vision's 2007 Vehicle Experience StudySM surveyed 27,780 Oct.-Nov. new-vehicle buyers after the first 90 days of ownership.

(Full-size SUV Ownership Experience.)



READY TO GET GEARED UP

Sport Trac's rugged cargo box features a corrosion-proof, sheet-molded, composite exterior and a dent-proof, scratch-resistant, molded inner liner. It holds up to 37.5 cu. ft. of gear, and another 6+ cu. ft. with the optional cargo cage bed extender. Need maximum cargo-carrying capability? Expedition EL delivers with up to 130.8 cu. ft. of space behind its 1st row.

4WD CAPABILITY

In addition to their excellent ground clearance and 4-wheel independent suspensions, all of our nimble SUVs offer available 4-wheel drive (4WD).

INNATE STABILITY

AdvanceTrac[®] with exclusive RSC[®] (Roll Stability Control[™]) is an electronic stability enhancement system that uses a unique vehicle-roll motion sensor to directly measure the vehicle's roll rate, which other manufacturers' systems ignore or can only estimate. Standard on many models.

ESCAPE & ESCAPE HYBRID

Categories Compact SUV and Hybrid SUV

Seating Capacity 5

Models XLS, XLT, Limited, Hybrid

Special Packages Cargo, Convenience, Chrome Appearance, Hybrid Premium, Leather Comfort, Limited Luxury, Trailer Tow Prep

Engines Duratec 23–2.3L I-4, Duratec 30–3.0L V6, 2.3L I-4 Atkinson-cycle (Hybrid only)

Transmissions 5-speed manual, 4-speed automatic, eCVT (electronically controlled Continuously Variable Transmission; Hybrid only)

Drivetrains FWD, 4WD

Safety Highlights AdvanceTrac with RSC (Escape only), Safety Canopy[®] System, front-seat side airbags

Key Attributes Fun to drive, Escape Hybrid is the most fuel-efficient SUV on the planet¹

Fuel Economy Up to 28 mpg hwy. with FWD I-4 5-speed (Escape), up to 34 mpg city with FWD (Hybrid)

¹Based on U.S. EPA rankings and best city mileage in VCA data.

SPORT TRAC

Category Sport Utility Truck

Seating Capacity 5

Models XLT, Limited

Special Packages Convenience, Limited Chrome, XLT Appearance

Engines 4.0L SOHC V6, 4.6L 3v V8

Transmissions 5-speed automatic, 6-speed automatic

Drivetrains 4x2, 4x4

Safety Highlights AdvanceTrac with RSC, front-seat side airbags, Safety Canopy System

Key Attributes Flexibility of pickup-style bed and exclusive available Ford SYNC[™]

Fuel Economy Up to 20 mpg hwy. with 4x2 V8

EXPLORER

Category Midsize SUV

Seating Capacities 5, 6, 7

Models XLT, Eddie Bauer, Limited

Special Packages Convenience, Eddie Bauer Luxury, Ironman[®] Class III/IV Trailer Tow, Sun and Satellite

Engines 4.0L SOHC V6, 4.6L 3v V8

Transmissions 5-speed automatic, 6-speed automatic

Drivetrains 4x2, 4x4

Safety Highlights AdvanceTrac with RSC, Intelligent Safety System[™], Safety Canopy System, front-seat side airbags

Key Attributes Standard safety features, cargo and towing capabilities and exclusive available Ford SYNC

Fuel Economy Up to 20 mpg hwy. with 4x2 V8

EXPEDITION & EXPEDITION EL

Categories Full-size SUV and Full-size

Extended-length SUV

Seating Capacities 5, 6, 7, 8, 9

Models XLT, Eddie Bauer, Limited, new King Ranch[®] Edition

Special Packages Convenience, Heavy-Duty Trailer Tow

Engine 5.4L SOHC 3v V8

Transmission 6-speed automatic

Drivetrains 4x2, 4x4

Safety Highlights AdvanceTrac with RSC, Safety Canopy System, front-seat side airbags

Key Attributes Cargo and towing capability, functionality/versatility of 3rd row

Fuel Economy Up to 18 mpg hwy. with 4x2 V8



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. For more information on AdvanceTrac with RSC, visit fordvehicles.com.



Horsepower, torque, fuel economy numbers and comparisons based on 2008 competitive models, publicly available information and Ford certification data at time of printing. 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 catalog, 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 Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

Star ratings are part of U.S. Dept. of Transportation's SaferCar.gov program (www.safercar.gov).

THE 5 YEAR/
60,000 MILE
POWERTRAIN
WARRANTY

New Vehicle Limited Warranty

We want your Ford ownership experience to be the best it can be. So under this warranty, your new vehicle comes with 3-year/36,000-mile Bumper-to-Bumper Coverage, 5-year/60,000-mile Powertrain Warranty Coverage, 5-year/50,000-mile Safety Restraint Coverage, and 5-year/unlimited-mile Corrosion (Perforation) Coverage – all with no deductible. Escape Hybrid is also covered by an 8-year/100,000-mile Hybrid Limited Warranty.¹ Please ask your Ford Dealer for copies of these limited warranties.

For more assurance: The 5-year/60,000-mile powertrain limited warranty is fully transferable, has no deductible, and provides you with an additional 2 years or 24,000 miles of coverage – on select components, including the engine and transmission – beyond the standard 3-year/36,000-mile Bumper-to-Bumper Coverage. Roadside Assistance is extended to 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle, or need towing. Your Ford Dealer can provide complete details on all of these advantages.

¹10-year/150,000-mile Hybrid Battery Limited Warranty in California, Connecticut, Maine, Massachusetts, New Jersey, New York, Rhode Island and Vermont. See dealer for details.



