

2008 EXPLORER





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Explorer Limited in Black and Explorer XLT in Redfire Metallic with available equipment

1
Explorer

ADVENTURE BOUND. THE 2008 FORD EXPLORER.

With innovative options like our DVD-based Navigation System with its convenient new voice activation, a spirited 292-hp 4.6L V8 engine and 5-, 6- or 7-passenger seating, Explorer is designed to fit your active life. It's also designed with your safety in mind, having achieved 5-Star ratings in the government's frontal and side-impact crash tests for the 2nd year¹ in a row. No wonder it's one of America's best-selling SUVs.

¹2006-2007 model years.

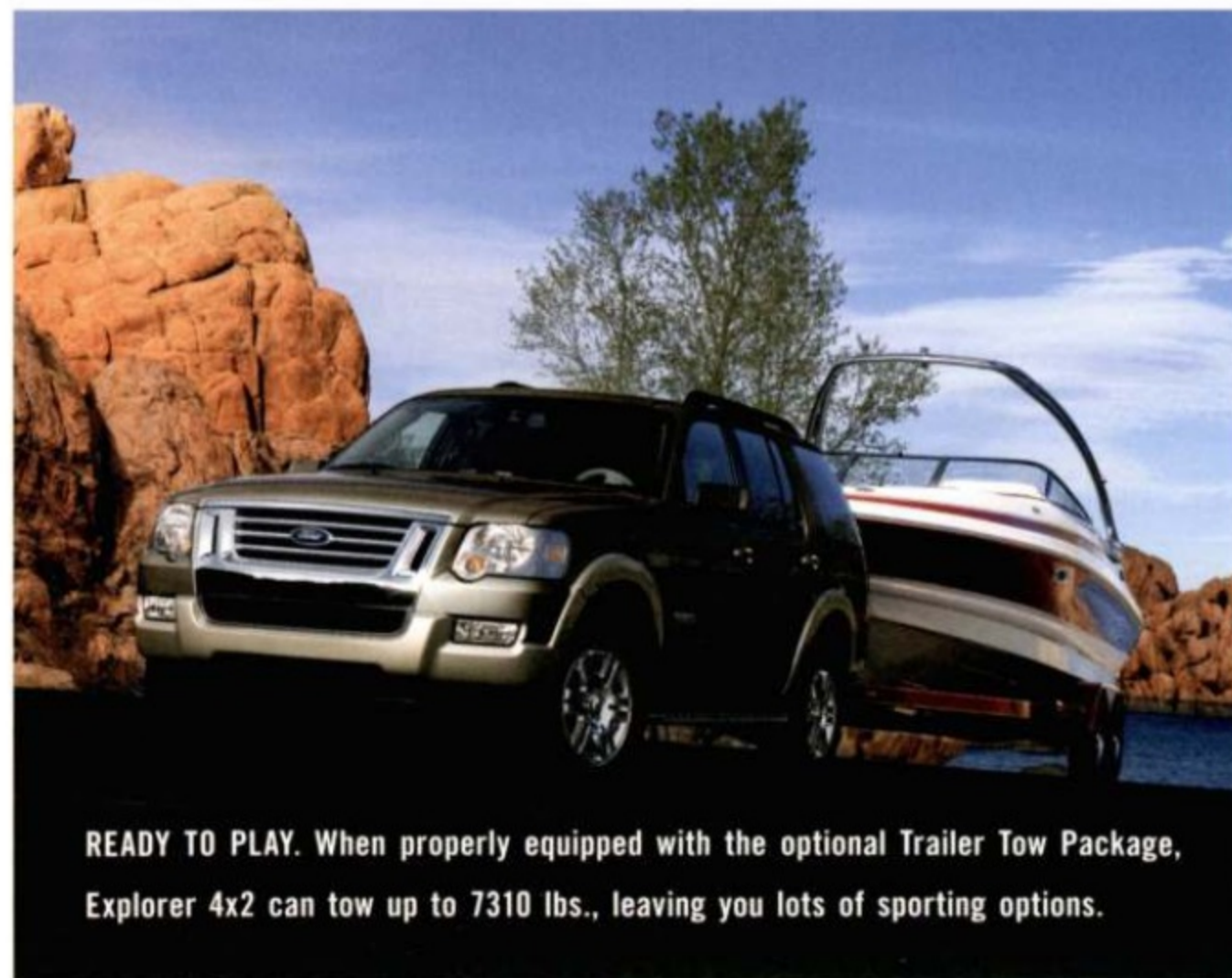
MAKE THE MOST OF ITS ATHLETICISM.



MORE V8 HP THAN NISSAN OR TOYOTA.

Explorer's optional 4.6L 3-valve V8 engine produces a massive 292 hp. That's more than you can get from a Nissan Pathfinder or a Toyota 4Runner. And it still manages to deliver more highway mpg* (4x2/4x4: 21/20) than the 4Runner (4x2/4x4: 20/19).

*Based on 2007 EPA-estimated fuel economy.



READY TO PLAY. When properly equipped with the optional Trailer Tow Package, Explorer 4x2 can tow up to 7310 lbs., leaving you lots of sporting options.



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Explorer Eddie Bauer in Stone Green Metallic

3
Power

It takes just the right mix of energy and ability to run at the front of the pack. And that's where you'll find Explorer. The standard 4.0L SOHC V6 engine pumps out 210 hp and 254 lb.-ft. of torque. That's more torque than Jeep® Grand Cherokee's V6. Matched with a 5-speed automatic transmission, Explorer's V6 also meets strict Ultra Low Emissions Vehicle II (ULEV II) standards. Need more oomph? Opt for the 4.6L 3-valve

V8 engine and first-in-class² 6-speed automatic transmission to get a full 292 hp and 300 lb.-ft. of torque. Thoughtful details like the sound-dampening carpet and headliner materials, the roof structure, overall powertrain operation, and even the contour of its large sideview mirrors all help Explorer deliver its impressively quiet, comfortable ride, while a fully boxed frame and 4-wheel independent suspension help it hug the road.

²Truck-based Midsize SUV class, excluding other Ford Motor Company vehicles.



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Explorer Eddie Bauer in Dark Blue Pearl Metallic with available equipment

EXPLORE ITS FULL CAPABILITIES.

4x4

Explorer 4x4 – the original adventure-seeking Ford SUV – has what it takes to transport you to spectacular new destinations. Thanks to the optional Control Trac® 4-wheel-drive system, Explorer 4x4 is off-road ready at the touch of a button. For everyday driving, you may choose to leave it in the convenient 4x4 AUTO mode. When you need a bit of extra traction, such as on icy roads or in snow or off-road situations, call upon the 4x4 HIGH mode. And for more extreme off-road venturing, the 4x4 LOW mode is just the thing.



SMOOTH RIDER. Explorer's independent rear suspension tackles rough terrain and uneven road surfaces with ease.

5
4x4

POSITION YOURSELF IN
TOTAL COMMAND.



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Explorer Eddie Bauer leather-trimmed interior in Camel with Sand inserts and available equipment

Explorer's progressively styled controls instantly put you both at ease and in command. Distinctive woodgrain accents (above) are standard on Eddie Bauer, along with the 4-line message center and an auto-dimming rearview mirror. The optional DVD-based Navigation System features new voice activation for hands-free operation. And the optional heated windshield makes life even easier by clearing



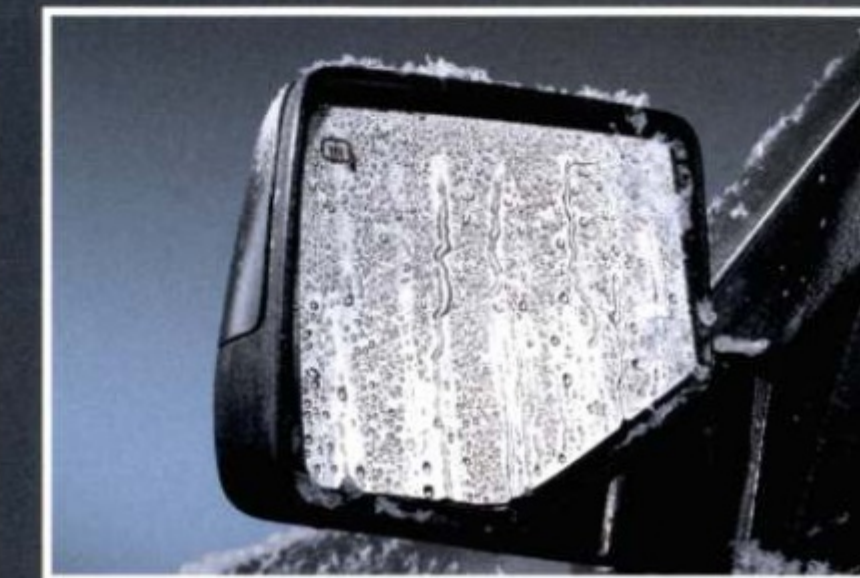
SIRIUS
SATELLITE RADIO
THE BEST RADIO ON RADIO

your view in about half the time of a conventional forced-air defroster. The new Sun and Satellite Package, optional on all models, pairs the power moonroof with a 6-month prepaid subscription to SIRIUS Satellite Radio¹ and its 130+ channels of coast-to-coast sports, news, entertainment and 100% commercial-free music. An auxiliary audio input jack for your MP3 player is standard on all models.

¹Service not available in Alaska or Hawaii. See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for more information.



OPEN-AIR FREEDOM. The optional power moonroof includes a sunshade and a one-touch-open feature for quick access to the great outdoors.



QUICK THAW. Clear your view at the push of a button with Explorer Limited's convenient fold-away, power, heated sideview mirrors, available on Eddie Bauer with the optional Luxury Package.



PERFECT FIT. Explorer's available power-adjustable pedals include a memory feature that can store and recall settings for 2 different drivers. They are standard on Limited and available on Eddie Bauer.

7
Driver Controls

ACCOMMODATE UP TO 7 IN
LUXURIOUS STYLE.



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YOUR CHOICE. To seat 7: standard 2nd-row 60/40 split seat + optional 3rd-row 50/50 split seat. For 6: available Quad Bucket Seating + optional 3rd row. Just 5: standard 2nd row.

Like to spoil your passengers – and yourself? Explorer Eddie Bauer's optional Luxury Package makes it easy with heated front seats, heated sideview mirrors, power-adjustable pedals with memory, Dual-zone Electronic Automatic Temperature Control and a Universal Garage Door Opener. Our optional Rear-Seat DVD Entertainment System features an 8" color LCD flip-down screen, infrared remote control and 2 sets of wireless headphones to keep the kids happy *and* quiet. Reclining¹ 2nd-row seats help keep 'em comfy too. The 2nd- and 3rd-row seats also include articulating head restraints that fold forward to improve rearward visibility.

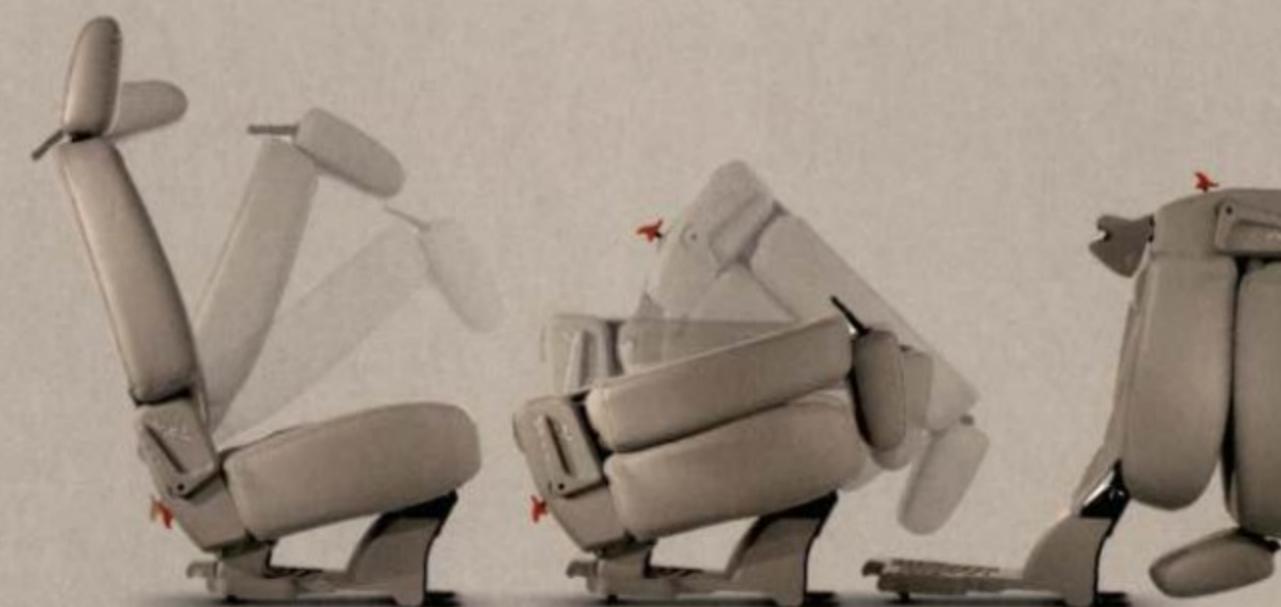
¹6- and 7-passenger models only.

Explorer Eddie Bauer leather-trimmed interior in Charcoal Black with Camel inserts and available equipment

9
 Interior
 Comfort



HOT STUFF. Available heated front seats include 10-way power adjustment for the driver and 6-way power for the passenger.



OPEN UP. When you opt for the available 3rd-row seat, Explorer's 2nd-row seats fold and tumble out of the way, making it easy to load passengers in the back.

TACKLE IT ALL WITH
FLEXIBILITY.



POWER ADVANTAGE. Ford Explorer is the only SUV in its class to offer the push-button ease of an optional PowerFold™ 3rd-row seat.



MAXIMUM CARGO. Standard 5-passenger Explorer models give you room to load up to a whopping 85.8 cu. ft. of cargo with the 2nd-row seat folded flat.



UNDER COVER. A rear cargo shade is optional on 5-passenger models to help you store things away from prying eyes and keep appearances tidy.



**FLATTER
LOADFLOOR
THAN THE
COMPETITION.**

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Explorer Eddie Bauer leather-trimmed interior in Camel with Sand inserts and available equipment

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Versatility

Whether the day's priority is cargo or people, Explorer offers several convenient features you won't find on the competition. On the cargo-carrying front, Explorer's 7-passenger models feature a flatter loadfloor than Chevrolet TrailBlazer, Dodge Durango or Honda Pilot. And when it's time to unload your stuff and pack it with people, Explorer is still the only vehicle in its class to offer the convenience of a PowerFold

3rd-row seat. Standard on Limited, the 50/50 split, fold-flat 3rd row is available with manual operation or the PowerFold option. A release on the back of the 2nd-row seat thoughtfully allows 3rd-row riders the luxury of exiting on their own. Yet another versatile feature: Explorer's available power-deployable running boards automatically extend when a door is opened and tuck neatly away when it's closed.

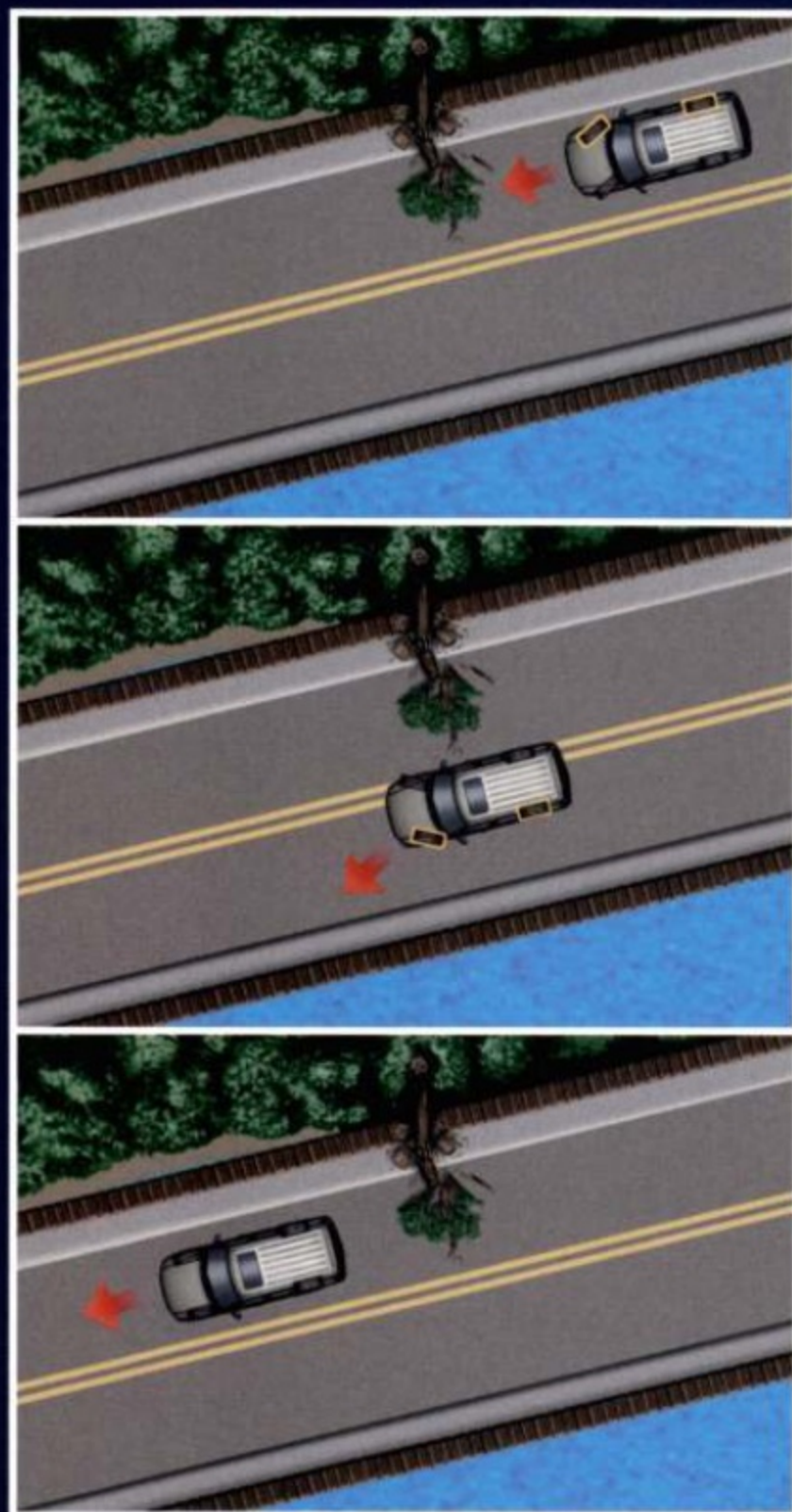
Cargo and load capacity limited by weight and weight distribution.

AMAZE YOURSELF WITH ITS FAR-REACHING CAPABILITIES.

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Explorer



TRUST ITS INNATE STABILITY.

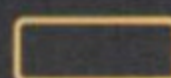


LEGEND

Vehicle inertia



Brakes activating to maintain control



ASSISTANCE ON DEMAND. AdvanceTrac with RSC can help in many real-world situations, such as when you're making an emergency maneuver to avoid something in the road; driving on slippery surfaces like snowy, muddy, wet or gravel roads; or just traveling on uneven surfaces, such as in construction zones.

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.

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Explorer XLT in White Suede with available equipment

**ADVANCETRAC[®]
WITH
EXCLUSIVE RSC[®],
STANDARD ON
EVERY EXPLORER.**

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Safety &
Security

Always looking out for you and your loved ones, Ford Explorer has more standard safety features than any other vehicle in the truck-based midsize SUV class. One of its exceptional standards is AdvanceTrac with class-exclusive RSC (Roll Stability Control™), our electronic stability enhancement system, which actually measures what other manufacturers' systems ignore or can only estimate. AdvanceTrac with RSC features a

unique vehicle-roll motion sensor that directly measures the vehicle's roll-rate 100 times every second. The system uses this rate to determine when and how it will engage the Anti-lock Brake System (ABS), traction control and yaw control to apply individual brakes and modify engine power, ultimately helping you keep all 4 wheels firmly planted. This remarkable system is not available on any of Explorer's competitors.

STANDARD FOR 2008:
ALL 6 AIRBAGS.



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Explorer Eddie Bauer leather-trimmed interior in Charcoal Black with Camel inserts and available equipment

That's right. All 6 airbags are now standard on every Ford Explorer. You get the adaptive front airbags in our class-exclusive Intelligent Safety System™ (ISS), plus front-seat side airbags and the side-curtain airbags in our patented Safety Canopy™ System. All standard. And always at the ready. A suite of sophisticated sensors is constantly feeding information to the ISS so it can adjust the performance of the adaptive front airbags, first-in-class adaptive load-limiting safety belt retractors and first-in-class adaptive stroking steering column to enhance your protection in the event of certain frontal collisions. The large side-curtain airbags enhance protection for outboard-seated occupants in the 1st and 2nd rows. And as an added bonus, the 2008 Explorer is actually designed to meet all known U.S. government-regulated frontal and side-impact crash requirements through the 2010 model year.

5-STAR SAFETY RATINGS



Explorer received 5-Star ratings in the National Highway Traffic Safety Administration's (NHTSA) Frontal and Side-Impact crash tests. Again.¹

¹2006-2007 model years.

SMART TECH. First-in-class adaptive venting helps tailor the power of the front airbags to each occupant's size and needs, while a first-in-class adaptive airbag tether helps tailor the shape and size of the front-passenger airbag.

BUILT TO GIVE. In the event of a frontal crash, Explorer's adaptive stroking steering column works like a shock absorber, in conjunction with your safety belt and the front airbag, to help reduce the impact to your chest.



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Safety &
Security

DIMENSIONS

EXPLORER



EXTERIOR (in.)	4x2/4x4
A. Vehicle length	193.4
B. Wheelbase	113.7
C. Overhang – Front	35.4
D. Overhang – Rear	44.3
E. Vehicle width – Excluding mirrors	73.7
Including mirrors	84.8
Mirrors folded	77.5
F. Vehicle height (with options)	72.8
G. Minimum running ground clearance	8.3
H. Liftover height (curb)	31.4
I. Ramp breakover angle	18.4°
J. Angle of approach	28.2°
K. Angle of departure	23.8°

INTERIOR (in.)	4x2/4x4
1st Row	
Head room	39.8
Shoulder room	59.0
Hip room	55.4
Leg room	42.4
2nd Row	
Head room	38.7
Shoulder room	58.9
Hip room	55.5
Leg room	36.9
3rd Row (if equipped)	
Head room	37.4
Shoulder room	53.1
Hip room	45.3
Leg room	34.9
Maximum Cargo Volume (cu. ft.)	
Behind 1st row	85.8/83.7
Behind 2nd row	45.1/43.9
Behind 3rd row (if equipped)	— /13.6

Cargo and load capacity limited by weight and weight distribution.

FIND YOUR MATCH.

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Explorer

Ford Explorer is available in your choice of 3 well-equipped models: the sporty XLT, the sophisticated Eddie Bauer and the luxurious Limited. Choose with confidence and start your next adventure today in the 2008 Explorer.

Each series includes the standard equipment of the previous series, except where additions/exceptions are noted.

XLT

16" painted-aluminum wheels • Body-color bumpers and wheel-lip moldings • 4-bar chrome grille • Black roof side rails • Fog lamps • Power sideview mirrors with security approach lamps • Premium cloth front bucket seats with 6-way power driver seat, driver manual lumbar and 2-way adjustable head restraints • AM/FM stereo/single-CD player with MP3 capability • Auxiliary audio input jack • Cruise control • Front and rear floor mats • Front-seat side airbags • Safety Canopy™ System

Eddie Bauer

17" painted-aluminum wheels • Step bars with Pueblo Gold accents • Pueblo Gold lower front bumper, rear bumper and wheel-lip moldings • 3-bar chrome grille with nostrils • Automatic headlamps • Keyless-entry keypad • Leather-trimmed front bucket seats with 10-way power driver seat including power lumbar and recline • Woodgrain accents • 4-line message center • Auto-dimming rearview mirror

Limited

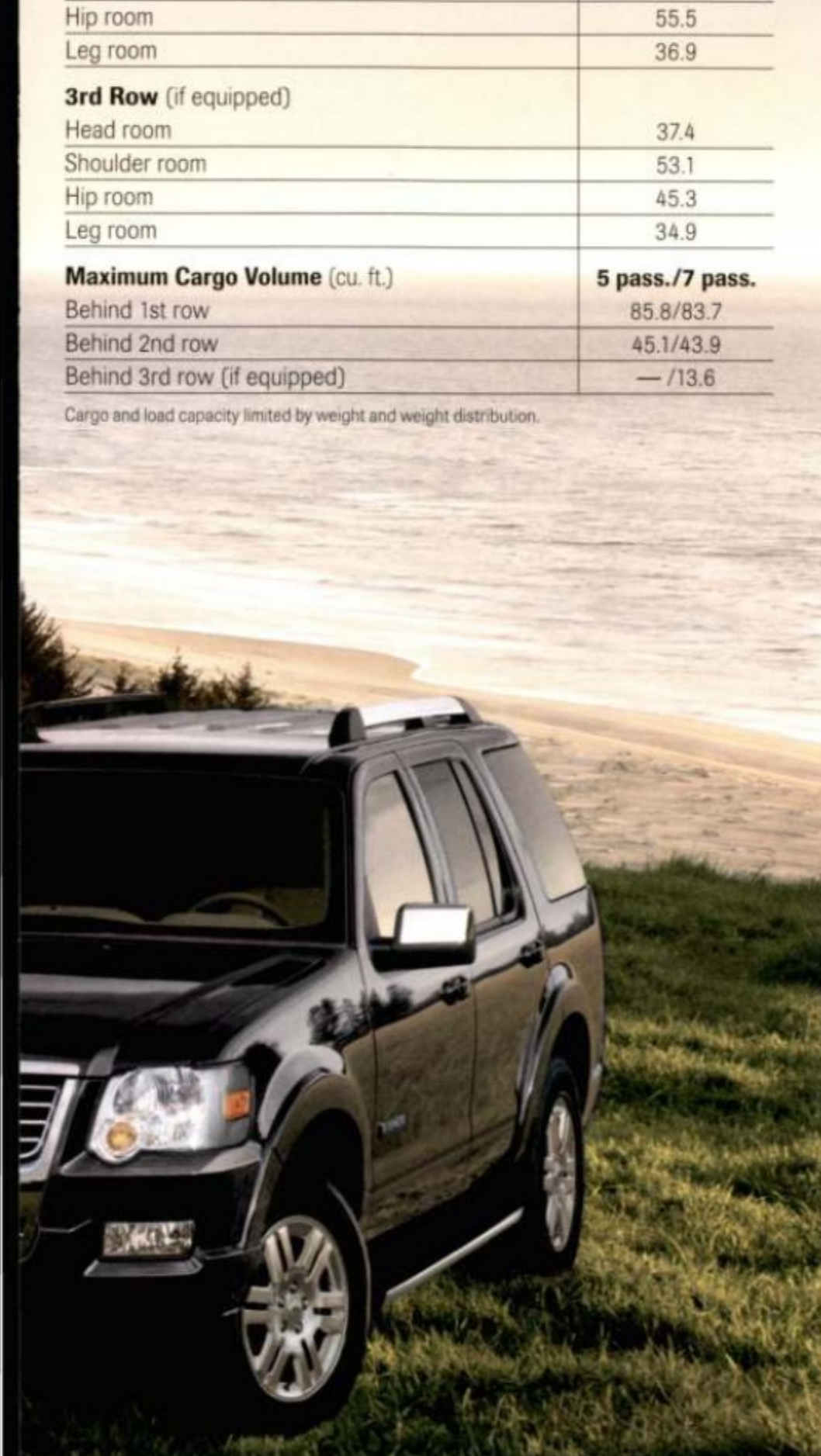
18" chrome-clad aluminum wheels • Body-color bumpers and wheel-lip moldings • 4-bar chrome grille • Chrome roof side rails with black end caps • Power, heated sideview mirrors with security approach lamps and chrome accents • Step bars with chrome accents • Reverse Sensing System • Audiophile® AM/FM stereo/6-disc in-dash CD changer with MP3 capability, subwoofer and 190 watts • Leather-trimmed, heated front bucket seats with 10-way power driver seat, including power lumbar, recline and memory, and 6-way power passenger seat • Manual-fold 3rd-row seat • Power-adjustable pedals with memory • Unique woodgrain inserts • Center floor console with unique appearance for center finish and wrapped armrest • Dual-zone Electronic Automatic Temperature Control • Auxiliary rear climate control • Universal Garage Door Opener

Ironman Package (Optional on XLT)

18" machined-aluminum wheels • Unique front and rear fascias with Ironman logos • Unique black grille, bodyside cladding and wheel-lip moldings • Black roof side rails and crossbars • Amber-colored fog lamps • Headlamps with blackout treatment • Two-tone leather-trimmed, heated front bucket seats with 10-way power driver seat • Unique finish on instrument panel and switch plates • All-weather 1st- and 2nd-row floor mats with Ironman logo on 1st row



Explorer XLT in Vapor Silver Metallic, Explorer Eddie Bauer in Stone Green Metallic and Explorer Limited in Black



Explorer XLT in Redfire Metallic with Ironman® Package



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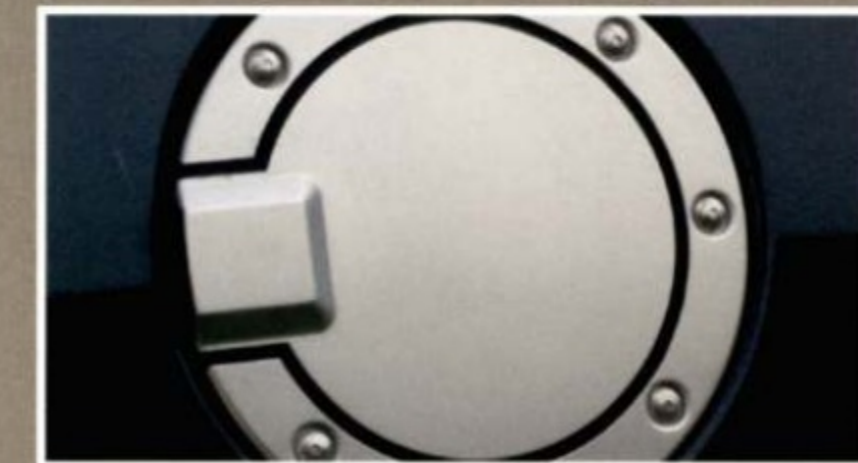
Explorer Eddie Bauer in Dark Blue Pearl Metallic with available equipment and select Genuine Ford Accessories

GENUINE FORD ACCESSORIES.

21
Explorer



CARGO SECURITY SHADE



FUEL DOOR



TripTunes™



REMOTE START SYSTEM

Engineered by Ford for excellent fit and long-wearing durability, Genuine Ford Accessories offer you serious style and quality. When installed by your Ford Dealer at the time of purchase or lease, they're backed by a 3-year/36,000-mile Limited Warranty.¹ And now, Ford's vehicle Accessorizer puts personalization in the fast lane. This exciting online tool lets you see how Genuine Ford Accessories

will look on your new 2008 Ford Explorer or any other Ford, Lincoln or Mercury vehicle. Take it for a test drive today at fordaccessoriesstore.com.

¹12-month/12,000-mile limited warranty if Genuine Ford Accessories are not installed by a Ford Dealer or are purchased after initial vehicle sale or lease. See your dealer for details.



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COLORS AND TRIM.



Camel Cloth with Sand Inserts
Standard on XLT



Medium Light Stone Cloth¹
Standard on XLT



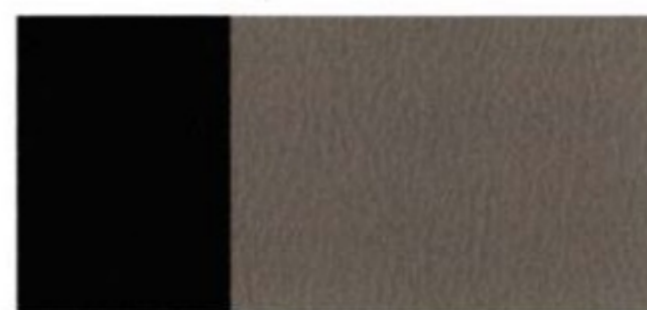
Medium Light Stone Leather¹
Optional on XLT



Camel Leather with Sand Inserts
Standard on Eddie Bauer and Limited;
Optional on XLT



Charcoal Black Leather with Camel Inserts
Standard on Eddie Bauer



Charcoal Black Leather
with Medium Light Stone Inserts
Standard on XLT with Ironman[®] Package



Charcoal Black Leather
Standard on Limited

CAMEL

CHARCOAL BLACK

XLT

- • White Suede²
- • Redfire Metallic
- • Dark Blue Pearl Metallic
- • Silver Birch Metallic
- • Stone Green Metallic²
- • Black
- • Vapor Silver Metallic²

EDDIE BAUER

- • White Suede²
- • Redfire Metallic
- • Dark Blue Pearl Metallic
- • Stone Green Metallic²
- • Black
- • Vapor Silver Metallic²
- • Dark Cherry Metallic

LIMITED

- • Silver Birch Metallic
- • Stone Green Metallic²
- • Black
- • Vapor Silver Metallic²
- • Dark Cherry Metallic
- • White Sand Tri-Coat Metallic³

IRONMAN PACKAGE

- • White Suede²
- • Redfire Metallic
- • Silver Birch Metallic
- • Black

¹Charcoal Black environment. ²New for 2008. ³Extra-cost option.



White Suede



Redfire Metallic



Dark Blue Pearl Metallic



Silver Birch Metallic



Stone Green Metallic



Black



Vapor Silver Metallic



Dark Cherry Metallic



White Sand Tri-Coat Metallic

Ford uses clearcoat paint for beauty and protection. Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options. Vehicles shown may contain optional equipment.

WHEELS

- A** 16" Painted-Aluminum
Standard on XLT
- B** 18" Machined-Aluminum
Standard on Ironman Package
- C** 17" Painted-Aluminum
Standard on Eddie Bauer
- D** 17" Machined-Aluminum
Optional on XLT
- E** 18" Chrome-Clad Aluminum
Standard on Limited
Optional on Eddie Bauer



A



New Vehicle Limited Warranty

We want your Ford Explorer 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 and Roadside Assistance, 5-year/50,000-mile Safety Restraint Coverage, and 5-year/unlimited-mile Corrosion (Perforation) Coverage — all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

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.



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 Ford Dealer for details or check us out at fordcredit.com.



Genuine Ford Accessories are designed and engineered specifically for Ford vehicles. Visit our website at fordaccessoriesstore.com to use the Accessorizer, and to learn about complete accessory details and purchase instructions.



Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.



For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for an ESP; the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.

The Right Ford for You

Whether you're looking for a vehicle that can handle rugged adventures in the wild, the hectic demands of your everyday life or a bit of both, the Ford family of SUVs and Crossovers has you covered. From the big-family fun of the 9-passenger Expedition EL to the pure excitement of the Edge, our extensive lineup of boldly designed vehicles features a full range of passenger and cargo capabilities, high-tech powertrains, smooth-riding suspensions and all the latest creature comforts.

Visit fordvehicles.com to find your perfect match.



Edge

The All-New Taurus X



The New Escape & Escape Hybrid

Sport Trac



Expedition & Expedition EL

