



Drive one.



Can a company change how you move? You're looking at tangible proof: the striking new 2010 Ford Taurus. It's a sign of things to come from Ford — products built with quality, designed to be efficient and environmentally responsible, engineered for safety, and filled with innovative features that you just don't want to live without. Drive one and you'll understand.



On top of earning 8 *Consumers Digest* **"Best Buy"** awards for 2009 models, Ford Motor Company is unsurpassed by Toyota and Honda when it comes to quality.<sup>1</sup>



70% of all Ford cars, CUVs, SUVs and light-duty trucks get **24 mpg** hwy.<sup>2</sup> or better. The all-new 2010 Fusion Hybrid tops out at **41 mpg city**.<sup>3</sup>



No other car company offers more 2009 vehicles that received both IIHS **"Top Safety Pick"** and NHTSA **5-Star** crash test ratings.<sup>4</sup>



Our vehicles are filled with **innovative** new technologies like the EcoBoost™ V6 engine and Ford SYNC® with 911 Assist.™

7 2010 Taurus 9 2010 Taurus SHO 11 2010 Fusion & Fusion Hybrid 13 2010 Mustang 15 2009 Focus 17 2009 Edge  
19 2009 Escape & Escape Hybrid 21 2009 Flex 23 2009 Explorer & Sport Trac 24 2009 Expedition & Expedition EL  
25 2009 F-150 27 2009 F-Series Super Duty® 29 2009 Ranger 30 Technologies 33 Accessories







You'll see it first in the all-new 365-hp Taurus SHO: heart-stopping performance with incredible mpg's.<sup>5</sup> Thank the **all-new 3.5L EcoBoost V6 engine**. With the power of dual turbochargers and the precision of direct fuel injection, EcoBoost technology efficiently squeezes **V8 power** from a much smaller 6-cylinder engine. That's why we'll be putting it in half a million vehicles over the next 5 years.



Did you know Ford puts tens of thousands of **hybrids** on the road each year? Including the 2009 Escape Hybrid — the most fuel-efficient SUV on the planet<sup>6</sup> — with its amazing **34 mpg city**.<sup>2</sup> And, coming this spring, the all-new 2010 Fusion Hybrid — the most fuel-efficient midsize sedan in America<sup>3</sup> — with its astounding **41 mpg city**.



 **HYBRID**





# 2010 TAURUS

Emphasis on **all-new design**: Taurus once again revolutionizes the way cars look, feel and drive. Curvaceous arcs and sculpted grooves form an intensely arresting, **athletic** appearance. Inside, standout styling and a host of class-exclusive<sup>7</sup> available features, including **active-motion massage** — a function of the 10-way power, heated and cooled front seats — programmable MyKey,<sup>™</sup> and Ford SYNC with new Traffic, Directions and Information. All this powered by a lively 263-hp 3.5L V6 engine. Gain a greater appreciation at [fordvehicles.com/2010taurus](http://fordvehicles.com/2010taurus).



> Mesmerizing surrounds, plus up to a projected 28 mpg hwy.<sup>5</sup> > Keep key in pocket and put Taurus in Drive: Intelligent Access with Push-Button Start is optional > Ice Blue<sup>™</sup> for your eyes, available Sony<sup>®</sup> 12-speaker sound for your ears

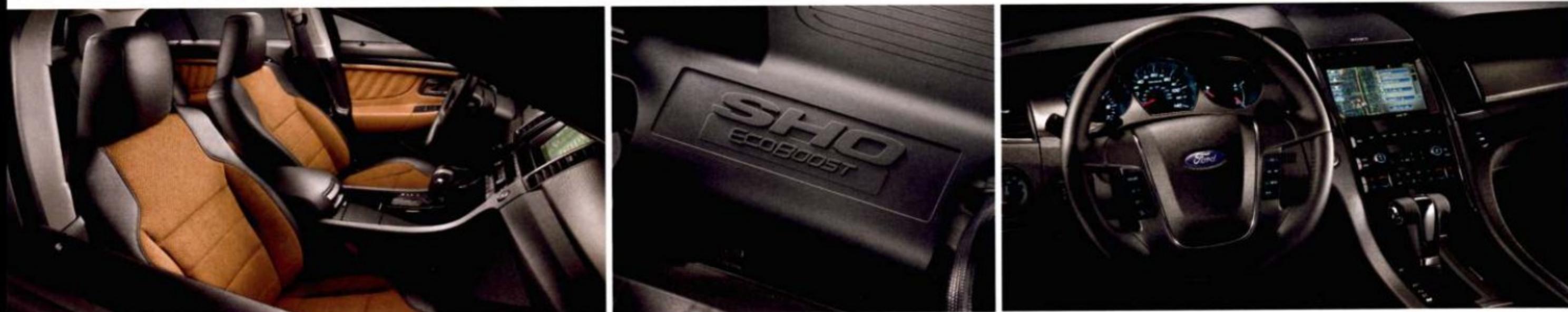




2010

# TAURUS SHO

It's SHO (Super High Output) time. For the much-anticipated return engagement, Taurus SHO presents a class-exclusive<sup>7</sup> **365-hp** EcoBoost twin-turbo V6. It delivers an equally impressive **350 lb.-ft. of torque**. Activate the Push-Button Start, then hit the aluminum accelerator pedal: A true dual exhaust resonates emphatically. Handling not only benefits from standard **All-Wheel Drive**, it's uniquely sport-tuned and double the fun with the race-inspired paddle shifters. Tame corners with the optional SHO Performance Package — 3.16 Final Drive Ratio, 20" wheels, calibrated electric power steering and more. Full facts at [fordvehicles.com/2010taurus](http://fordvehicles.com/2010taurus).



> Leather-trimmed seats with stunning UMBER MICA Suede inserts > On-demand turbo power — with direct injection and without lag > A look all its own, including the perforated leather-wrapped wheel, aluminum inserts and etched Black accents





2010

# FUSION & FUSION HYBRID

Introducing the **most fuel-efficient midsize sedan in America**.<sup>3</sup> With the new 175-hp I-4 and 6-speed automatic, Fusion gets up to **34 mpg** hwy., while Fusion Hybrid can operate on electric power alone up to 47 mph and deliver an astounding **41 mpg** city. Plus, both are packed with cool new technology like an available 12-speaker **Sony Audio System** and the latest version of our available Ford SYNC. Fusion Hybrid displays a virtual Efficiency Forest on its customizable **SmartGauge**.<sup>TM</sup> Drive efficiently: the forest grows. Stomp on the gas: see it fade. Get the details at [fordvehicles.com/2010fusion](http://fordvehicles.com/2010fusion).



> Exclusive to Fusion Hybrid: SmartGauge with EcoGuide displays 4 ways > Sport features unique leather-trimmed seating with contrast stitching





# 2010 MUSTANG

America's original pony car: **new**, yet unmistakable as ever. Chiseled forms and muscular arches run along the sweeping beltline for a more sculpted, shark-like profile that's fortified with a power dome hood and bigger rims. The difference is dramatic in the cockpit too — from Ice Blue gauges and a continuous, soft-touch instrument panel, to restyled, bolstered seats and **finely honed** trim pieces. The V6 achieves up to **26 mpg**.<sup>2</sup> The supercharged Shelby GT500<sup>®</sup> gets a complete makeover too, increasing its horsepower to a ferocious **540**.<sup>®</sup> Get up to speed at [fordvehicles.com/2010mustang](http://fordvehicles.com/2010mustang).



> V6 Pony Package is optional for 18" wheels and a unique appearance > GT Premium leather trim, plus steering wheel-mounted controls for the Shaker 500 (as in watts) audio, SIRIUS<sup>®</sup> Satellite Radio and voice-activated Ford SYNC



13  
14



2009

# FOCUS

Whether it's the **4-door sedan** or aggressively redesigned **2-door coupe**, Focus is Ford's most wanted car. EPA-certified as a SmartWay® vehicle in the official *Green Vehicle Guide*, Focus has a 140-hp 2.0L 4-cylinder engine at its heart — keeping beat to the tune of up to **35 mpg**.<sup>2</sup> Tuned for precise handling, its Euro-inspired suspension boasts Control Blade™ trailing arms. Instrumentation glows Ice Blue. Plus, you can play up the available Ambient Lighting. Ford **SYNC** integrates most digital media players and Bluetooth®-enabled mobile phones.<sup>9</sup> Maximize your fun at [fordvehicles.com/focus](http://fordvehicles.com/focus).



> The coupe's poppin' with a dark grille, low fascias, 17" painted dark wheels and sport-tuned exhaust > SEL leather-trimmed, heated front seats and available Moon & Tune Package > MPGs meet MP3s: class-exclusive, voice-activated Ford SYNC



15  
16



# 2009 EDGE

Edge turns heads. Attracts attention. And it's got the goods to deliver. A spirited **265-hp V6** engine. Sports sedan-like handling. Up to **24 mpg<sup>2</sup>**.

And all the flexibility you need. The new Edge **Sport** is jaw dropping with its optional 22" bright polished-aluminum wheels and sport-tuned suspension.

It's the ultimate crossover for true driving enthusiasts. The available voice-activated Navigation System with new SIRIUS Travel Link™ keeps you informed with the lowest fuel prices and more.<sup>10</sup> Everything's better at the Edge. Find out more at [fordvehicles.com/edge](http://fordvehicles.com/edge).



> Available voice-activated Navigation System and Ambient Lighting > Available new Edge Sport > Available panoramic Vista Roof™



17  
18



2009

# ESCAPE & ESCAPE HYBRID

The fun starts with up to **28 mpg** hwy.<sup>2</sup> on Escape. On Escape Hybrid, you get 100% SUV and 100% Hybrid with an amazing **34 mpg** city.<sup>2</sup> New for 2009, there's more horsepower, better performance, and cool features like Ford SYNC.<sup>9</sup> Plus, the IIHS named each a 2009 **"Top Safety Pick"** for achieving the highest rating possible in front, side and rear crash tests, and for having our standard AdvanceTrac with class-exclusive<sup>11</sup> RSC<sup>®</sup> (Roll Stability Control<sup>™</sup>). And they both received **5-Star** ratings<sup>4</sup> in NHTSA's frontal and side-impact crash tests. Find more reasons to Escape at [fordvehicles.com/escape](http://fordvehicles.com/escape).



> Regenerative Braking automatically recharges the Escape Hybrid battery pack > Available voice-activated Navigation System with new SIRIUS Travel Link > Up to 66.3 cu. ft. of cargo space<sup>12</sup>





# 2009 FLEX

It raises eyebrows. And expectations. Flex isn't just exciting to look at — it's exciting to drive. It's a crossover — seating up to 7 — with the **most 2nd-row leg room** in its class.<sup>13</sup> On board: all the latest technology, like available voice-activated navigation with SIRIUS Travel Link to help you find the lowest fuel prices. Power: A 3.5L V6 and 6-speed auto. Mileage: Up to **24 mpg**.<sup>2</sup> Safety: You're covered. Flex rated **5 Stars** in NHTSA's frontal and side-impact crash tests.<sup>4</sup> Optional White Suede or Brilliant Silver roof. Your choice. Check it out at [fordvehicles.com/flex](http://fordvehicles.com/flex).



> Heated 2nd-row seats are available on Limited > Available multi-panel Vista Roof > Available rear console refrigeration cools (41°F) or freezes (23°F)





2009

# EXPLORER & SPORT TRAC

Paired with a 6-speed automatic transmission, the available 4.6L V8 engine gets up to **21 mpg** hwy. and 15 mpg city<sup>14</sup> — that's 5% (hwy.) and over 15% (city) better than in previous years. Trailer Sway Control improves handling during towing, while SIRIUS **Travel Link** enhances the available Navigation System. Get adventurous at [fordvehicles.com/explorer](http://fordvehicles.com/explorer) and [fordvehicles.com/sporttrac](http://fordvehicles.com/sporttrac).



Sport Trac Limited • Colorado Red • Adrenalin Package



Explorer Eddie Bauer • Dark Copper Metallic

2009

# EXPEDITION & EXPEDITION EL

Expedition and Expedition EL have it all: space, comfort and capability. Built for active living, both vehicles feature plenty of cargo space (the longer wheelbase on EL gives you **129% more** behind its 3rd-row seat) and roomy seating for as many as 8.<sup>15</sup> New this year: an **E85 fuel-capable** 5.4L V8 Flex Fuel engine (standard on both), available rain-sensing windshield wipers, and our available, exclusive **Ford SYNC** voice-activated, customizable media system.<sup>9</sup> Start living it up together in Expedition. To check out all the details and differences between the models, visit [fordvehicles.com/expedition](http://fordvehicles.com/expedition).



Limited • Vapor Silver Metallic • Available Equipment



2009

# F-150

The all-new F-150 delivers more productivity and toughness at every turn. Impressive too are **best-in-class<sup>16</sup> towing and payload**, plus unsurpassed gas fuel economy of up to **21 mpg<sup>17</sup>**. An Insurance Institute for Highway Safety "Top Safety Pick," F-150 also scored the government's highest crash test scores,<sup>4</sup> making it **America's Safest Full-Size Pickup**. In fact, one group of truck experts was so impressed, they gave F-150 their most prestigious award: **2009 Motor Trend Truck of the Year.<sup>TM</sup>** F-Series: America's best-selling truck 32 years running. Visit [fordvehicles.com/F150](http://fordvehicles.com/F150).



> New flat loadfloor (shown in SuperCrew) eliminates the center "hump" to make loading cargo easier > Available factory-integrated Trailer Brake Controller<sup>18</sup> > New available Tailgate Step makes cargo box entry and exit a breeze



2009 Motor Trend Truck of the Year<sup>TM</sup>

25  
26





2009

# F-SERIES SUPER DUTY

**The most capable pickup in America<sup>®</sup>** F-Series Super Duty starts with an incredibly strong structure wrapped in muscular sheet metal. **Best-in-class<sup>®</sup> towing and hauling** are courtesy of its mighty, optional 6.4L Power Stroke<sup>®</sup> V8 Turbo Diesel. Climb in and experience an impressive level of comfort — one that's changed the heavy-duty pickup world. In fact, no other truck in the class offers so many innovations to make your work easier. No wonder F-Series has been America's **best-selling line of trucks for 32 years running**. Build yours at [fordvehicles.com/superduty](http://fordvehicles.com/superduty).



> F-350 DRW LARIAT Crew Cab 4x2 is up for towing the big loads > FX4 Crew Cab with optional FX4 Luxury Package, including leather-trimmed front captain's chairs with contrast stitching and available Navigation Radio





2009

# RANGER

The pickup with **unsurpassed gas mileage in North America**.<sup>20</sup> Ranger provides efficiency and a whole lot more. Up to **21 mpg city** and **26 mpg hwy**. It's big on capability. Reliability. Durability. And value too. Always ready on the work front, Ranger tows up to 6000 lbs.<sup>21</sup> On weekends, it plays just as hard. A wide variety of options lets you build the truck that meets your needs. Moving heavy loads, venturing off-road, or just cruising with your favorite tunes. The rugged Ranger is Built Ford Tough.<sup>®</sup> The proof is at [fordvehicles.com/ranger](http://fordvehicles.com/ranger).



XLT SuperCab 4x2 • Vista Blue Metallic • Available Equipment

## TECHNOLOGIES



**Full mobile office capability.** Ford joins forces with Sprint<sup>®</sup> and Garmin<sup>®</sup> to offer a Microsoft<sup>®</sup> Auto Windows CE-based in-dash computing system with broadband Internet capability,<sup>23</sup> navigation and Bluetooth functionality, all with the ease of a touch screen. Of course, it's ruggedly designed to operate in extreme temps. Your office is now mobile.

Crew Chief<sup>™</sup> from Microlise<sup>™</sup> tracks your vehicle fleet 24/7 using your Ford Work Solutions<sup>™</sup> in-dash computing system or any remote computer with web access. Know which truck is where. Run optional diagnostics/maintenance reports<sup>23</sup> and help increase efficiency. Keep on truckin'!

**Tool tracking.** Tool Link<sup>™</sup> from DeWALT<sup>®</sup> uses Radio Frequency ID (RFID)<sup>22</sup> technology to tell you what's in your truck and what isn't. Use it before a job to make sure you have everything you need. Check it again afterward to see that all your gear is back where it belongs.



**Asset security.** The Cable Lock system by Master Lock<sup>®</sup> is a rugged, retractable, vinyl-coated cable spooled in a cargo box-mounted case. Use it to put your tools and other equipment on lockdown.



Ford Work Solutions<sup>24</sup> components are available on:

- 2010 • Transit Connect
- 2009 • The all-new F-150 • E-Series • F-Series Super Duty Pickup • F-Series Super Duty Chassis Cab

Learn more about these smart options at [fordworksolutions.com](http://fordworksolutions.com)





**SIRIUS Travel Link** is available on:

**2010** • Taurus • Fusion • Fusion Hybrid • Mustang

**2009** • Edge • Escape • Escape Hybrid  
• Explorer • Expedition • Flex • Sport Trac  
• F-150 • F-Series Super Duty Pickup

**Voice activation.** New this year, our available voice-activated Navigation System features the same sophisticated speech-recognition software as Ford SYNC.

With nearly 10 gigabytes of storage space, you can use the system's hard drive to save photos for your "Home" page and rip entire CDs or just your favorite tracks (up to 2400 songs). Manage music with the Jukebox function and voice commands. When the vehicle is in "Park," the centrally located screen is perfect for watching DVDs.



**Fast facts.** Also new with the available Navigation System, SIRIUS Travel Link supplies all sorts of up-to-the-minute info. The lowest fuel prices. Real-time traffic reports. Current and forecasted weather. Sports scores and schedules. Movie listings and showtimes.<sup>10</sup> It's all right there at your fingertips.



**Media mastery.** SYNC is the new standard for in-vehicle communications and entertainment.<sup>9</sup> Developed in association with Microsoft, SYNC is an available voice-activated, customizable media system that fully integrates your Ford vehicle with most Bluetooth-enabled mobile phones and most popular digital media players.

To operate a digital media player, just plug it into the USB port, press a button on the steering wheel and start talking. It even charges most players while you're jammin'!



**Clever calling.** You talk. SYNC listens.<sup>TM</sup> Simply enter the vehicle with a compatible and paired Bluetooth-enabled mobile phone — SYNC knows you've arrived. Press a button on the steering wheel, speak your mind (say, "Call office"), and it follows your commands.

With new 911 Assist, SYNC can make an emergency call from your paired phone following an accident during which any airbag has deployed.<sup>25</sup> And unlike other systems that send you to a call center first, SYNC puts you in direct contact with a 911 operator.

Another cool feature: Using your paired phone, the latest version of SYNC allows you to request a Vehicle Health Report for review online.



**SYNC** is available on:

**2010** • Taurus • Fusion • Fusion Hybrid • Mustang

**2009** • Focus • Taurus X • Edge • Escape  
• Escape Hybrid • Explorer • Expedition • Flex  
• Sport Trac • F-150 • F-Series Super Duty Pickup  
• F-Series Super Duty Chassis Cab



# ACCESSORIES

Your vehicle says a lot about you. What message do you want to send? From **customized mods** and **gleaming wheels** that create a totally unique appearance inside and out, to **amazing electronics** that simplify your life, Ford Custom Accessories has the goods. They're designed to create a seamless, integrated look. And because they're straight from Ford, they're covered under the standard vehicle warranty and easily financed as part of your new vehicle purchase. For more information, and to build your custom vehicle now, go to [fordaccessories.com](http://fordaccessories.com).

custom accessories



> Custom wheels keep you rolling in standout style > Tonneau covers\* protect the bed and your valuable contents from the elements > Rear spoilers give you wings and add aesthetic value



> DVD headrests\* seamlessly integrate more pleasure for your guests > Body kits\* totally trick out your vehicle > Sill plates light up your sassiness > Remote start systems ensure you of long-range comfort and convenience



\*Ford Licensed Accessories.

Yes, please send me the product info I'm looking for. And if any great offers come up that Ford and my local dealer think would be of interest, send those along too.

First Name

Address

City

Last Name

State

ZIP Code

E-mail: Please provide your address to receive product information, offers and incentives from Ford and your local dealer.

Telephone (including area code)

Please send me information on the following vehicle(s). You may choose up to 2.

- 2010 Taurus
- 2010 Mustang
- Edge
- Flex
- Expedition & Expedition EL
- 2010 Fusion
- Focus
- Escape
- Explorer
- F-150
- Ranger
- 2010 Fusion Hybrid
- Taurus X
- Escape Hybrid
- Sport Trac
- F-Series Super Duty®

When do you plan to acquire your next vehicle?

- 0-30 days
- 1-3 months
- 4-6 months
- 7+ months
- No definite plans

312354



Drive one.





Drive one.

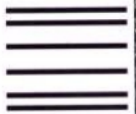
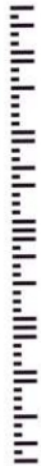
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**BUSINESS REPLY MAIL**

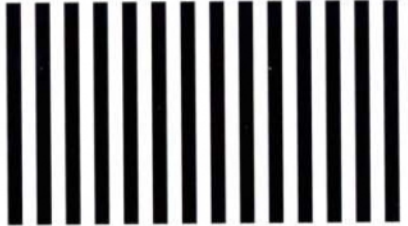
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<sup>1</sup>Based on cumulative survey data of 2008 MY Ford and competitive owners at 3 months of service in 3 surveys conducted 9/07-5/08.

<sup>2</sup>Based on 2010 EPA-estimated fuel economy: Fusion S 23 mpg city/34 hwy. with I-4 automatic; Mustang 18 mpg city/26 hwy. with 4.0L V6 and 5-speed manual transmission. Based on 2009 EPA-estimated fuel economy: Focus 24 mpg city/35 hwy. with 5-speed manual transmission; Taurus FWD 18 mpg city/28 hwy.; Taurus X FWD 17 mpg city/24 hwy.; Edge FWD 17 mpg city/24 hwy.; Escape FWD 22 mpg city/28 hwy. with 2.5L I-4 and 5-speed manual transmission; Escape Hybrid FWD 34 mpg city/31 hwy.; Flex FWD 17 mpg city/24 hwy.; Ranger 4x2 21 mpg city/26 hwy. with 2.3L I-4 and 5-speed manual transmission.

<sup>3</sup>Based on 2010 EPA-estimated 23 mpg city/34 hwy., combined 27 mpg, Fusion S I-4 automatic; 41 mpg city/36 hwy., Fusion Hybrid. Actual mileage will vary. Midsize class per R. L. Polk & Co.

<sup>4</sup>Based on NHTSA 5-Star ratings for all 4 crash categories. Star ratings are part of the U.S. Department of Transportation's Safercar.gov program ([www.safercar.gov](http://www.safercar.gov)).

<sup>5</sup>2010 preliminary mpg based on Ford data: 2010 Taurus SHO 22 mpg city/25 hwy.; 2010 Taurus FWD 18 mpg city/28 hwy. EPA estimates are not available at time of printing.

<sup>6</sup>Based on unadjusted city fuel economy from EPA (10/08) and VCA (5/08), 2009 EPA-estimated 34 mpg city/31 hwy. for Escape Hybrid FWD. Excluding vehicles built for Mazda.

<sup>7</sup>Taurus is a member of the Standard 5-passenger Large Car class.

<sup>8</sup>540 hp @ 6000 rpm and 510 lb.-ft. of torque @ 4500 rpm.

<sup>9</sup>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. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

<sup>10</sup>Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service not available in Alaska or Hawaii. See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for more information. "SIRIUS," the SIRIUS dog logo and related marks are trademarks of SIRIUS Satellite Radio Inc.

<sup>11</sup>Escape is a member of the Small SUV class.

<sup>12</sup>Escape XLT capacities stated. Actual capacities vary by model.

<sup>13</sup>Flex is a member of the Large Crossover class.

<sup>14</sup>2009 EPA-estimated 15 mpg city/21 hwy. for Explorer 4x2 and Sport Trac 4x2 with 6-speed transmission and V8 engine.

<sup>15</sup>Cargo and load capacity limited by weight and weight distribution.

<sup>16</sup>Best-in-class payload and towing when properly equipped. F-150 class is Full-Size Pickups under 8500 lbs. GVWR.

<sup>17</sup>2009 EPA-estimated 15 mpg city/21 hwy. on SFE Package with 4.6L 3-valve V8, 145" WB SuperCrew 4x2; 14 mpg city/19 hwy. on 4.6L 2-valve V8 4x2; 15 mpg city/20 hwy. for F-150 4.6L 3-valve V8 4x2; 14 mpg city/20 hwy. for F-150 5.4L 3-valve V8 4x2 gas.

<sup>18</sup>TBC verified to be compatible with electrically actuated drum brakes only.

<sup>19</sup>Best-in-class payload and towing. GVWR and GCWR when properly equipped. F-Series Super Duty class is Full-Size Pickups over 8500 lbs. GVWR.

<sup>20</sup>4x2 with 2.3L I-4 and 5-speed manual transmission. Based on EPA-estimated mileage for 2009 Ranger compared with 2009 model-year pickups.

<sup>21</sup>Properly equipped.

<sup>22</sup>Tool Link system cannot read tagged items stored in metal tool boxes.

<sup>23</sup>Service fee required.

<sup>24</sup>Ford Work Solutions include Ford Licensed Accessories. See your dealer for limited warranty details. To avoid driving distractions, some functions are disabled while vehicle is in gear.

<sup>25</sup>The vehicle's electrical system (including the battery), the wireless service provider's signal, and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed.

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