



Go Further

FORD

EcoBoost fuel efficiency¹ *and* a whole lot more.



Ford offers you the power of choice with its wide range of fuel-efficient powertrains. Available on most of our cars, crossovers, SUVs and trucks, EcoBoost[®] engines² combine turbocharging and direct injection to take gasoline-engine output and efficiency further than many thought possible. Plus, our state-of-the-art hybrid lineup includes the C-MAX Hybrid, C-MAX Energi Plug-In Hybrid, Fusion Hybrid and Fusion Energi Plug-In Hybrid. We also offer an all-electric vehicle, the 100% gas-free Focus Electric. And efficiency is just the start. Our advanced technologies can help you with everything from Ford SYNC[®] hands-free calling² to parallel parking,² maintaining your lane,² and much more. At Ford, we go further with the goal of inspiring you to go further too.

¹EPA-estimated rating: 23 city/32 hwy/26 combined mpg. Escape, 1.6L EcoBoost, FWD. Actual mileage will vary.

²Available feature. Availability varies by model.



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Fiesta

Hot new look **and** class-leading hwy mpg.



There's plenty new to "Like" about Ford Fiesta. Chrome-accented grille. Sleek headlamps. Chiseled hood. And a high rear spoiler on the hatch set off the new look. Inside, Fiesta offers everything from leather-trimmed heated front seats² to SYNC[®] with MyFord Touch^{®2} featuring a full-color 6.5" LCD touch screen, to a voice-activated Navigation System² and even a handy rear view camera.² Fiesta SE with SFE Package has a best-in-class EPA-estimated rating of 41 hwy mpg.¹ Whether you go for the hatchback or the sedan, standard Torque Vectoring Control enhances cornering agility and reduces understeer. TheCarConnection.com says, "Fiesta is securely on the fun-to-drive side of the ledger." Find more joy behind the wheel of the 2014 Fiesta.

Titanium hatchback. Blue Candy Metallic Tinted Clearcoat. Available equipment.

¹EPA-estimated rating: 30 city/41 hwy/34 combined mpg. 1.6L Ti-VCT I-4 with SFE Package. Actual mileage will vary. Class is Subcompact Cars vs. 2013 competitors. ²Available feature.

Fiesta ST

High performance **and** highly addictive.



The rush is always on when you're driving the all-new 2014 Fiesta ST. Its 1.6L EcoBoost[®] engine delivers 197 horsepower² for potent acceleration. An "overboost" feature can extend peak torque for up to 17 seconds at a time. And a 6-speed manual trans with leather-wrapped shift knob lets you stick every shift. Supportive bolsters on the RECARO[®] partial leather-trimmed front seats³ grip you firmly, as the sport suspension architecture with European-inspired tuning and 17" summer performance tires⁴ help keep ST planted. Enjoy the growl of the engine as it's piped into the cabin through the sound symposer, or the boom of the 8-speaker Audio System from Sony.[®] Fiesta ST gets the party started – no supplements, additives or nitrous required.

ST. Molten Orange Metallic Tri-coat. Available equipment.

¹EPA-estimated rating: 26 city/35 hwy/29 combined mpg. Actual mileage will vary. ²Figures achieved using 93-octane premium fuel. ³Available feature. ⁴Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or winter snow tires. RECARO is a registered trademark of RECARO Beteiligungs-GmbH. Sony is a registered trademark of the Sony Corporation.

FOCUS+ST

Your friend at the pump **and** your love on the road.



Smart features like Active Grille Shutters and electric power-assisted steering (EPAS) help Focus SE with the SFE Package have an EPA-estimated rating of up to 40 hwy mpg.¹ One of *AUTOMOBILE Magazine's* All-Stars, Focus also demonstrates a flair for finding the sweet spot, on straightaways and in corners. Stomp the accelerator on Focus ST and you'll thoroughly enjoy its 252-hp,² high-output 2.0L EcoBoost[®] engine and 6-speed manual transmission. ST also has an "overboost" feature for enhanced performance, plus your choice of RECARO[®] partial³ or full leather-trimmed³ front seats. SYNC[®] with MyFord Touch[®] helps you stay connected with hands-free calling, music and more. Focus can even help you parallel park.³ These surprising features – and more – bring an added level of confidence to each drive. Command the road in the 2014 Focus.

ST, Performance Blue Metallic. Available equipment.

¹EPA-estimated ratings: 23 city/32 hwy/26 combined mpg, Focus ST hatchback. Actual mileage will vary; 28 city/40 hwy/33 combined mpg, Focus SE automatic with SFE Package. Actual mileage will vary. ²Figures achieved using 93-octane premium fuel. ³Available feature. ⁴Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

FOCUS ELECTRIC

100% gas-free **and** fun-to-drive.



No more gas stations. No more oil changes. No CO₂ emissions. Just unabashed fun in Focus Electric, the 5-passenger, 100% electric vehicle with an EPA-estimated rating of 110 city, 99 hwy and 105 combined MPGe. Equipped with a 23-kWh liquid-cooled lithium-ion battery and a 107-kW electric motor, Focus Electric has a top speed of 84 mph. It also has an EPA-estimated driving range of 76 miles!¹ Plus, quick, smooth acceleration and responsive handling help make it fun to drive. The state-of-the-art battery can fully charge in just 3.6 hours.² And you can use the MyFord[®] Mobile app³ and myfordmobile.com³ website to monitor and schedule charging. Voice-activated SYNC[®] with MyFord Touch[®] includes unique EV screens with customizable smart gauges that help you drive efficiently. Put a charge in your commute with the 2014 Focus Electric.

Ice Storm Metallic. Available equipment.

¹EPA-estimated rating: 110 city/99 hwy/105 combined MPGe. Actual mileage will vary. MPGe is the EPA equivalent measure of gasoline fuel efficiency for electric mode operation. ²Requires an available 240-volt charging station. ³MyFord Mobile subscription complimentary for 5 years from the vehicle sale date as recorded by the dealer. Subscription fees apply after 5 years. MyFord Mobile requires a compatible 2G independent cellular network. Evolving technology and cellular networks may affect future availability and functionality.

C-MAX HYBRIDS

Hybrid mpg **and** impressive horsepower.



Ford C-MAX Hybrid and C-MAX Energi Plug-In Hybrid are a family of fuel-efficient, multi-activity vehicles offering you maximized style and real-car performance with 188 system net horsepower. C-MAX Hybrid runs on a combination of gas and the electric power supplied by its state-of-the-art lithium-ion battery for an EPA-estimated rating of 45 city mpg and an EPA-estimated driving range of 522 miles.¹ C-MAX Energi also gives you the option to plug in and plus up to an EPA-estimated rating of 108 city MPGe,² an EPA-estimated driving range of 21 miles in electric mode, and a total driving range of 620 miles.³ Also, the C-MAX Hybrid lineup can operate in all-electric mode at speeds of up to 85 mph.⁴ Filled with innovative features and intuitive technology, C-MAX Hybrids are designed for living life to the max.

Hybrid SEL. Sterling Gray Metallic. Available equipment.

¹2013 EPA-estimated rating: 45 city/40 hwy/43 combined mpg, C-MAX Hybrid with 13.5-gal. fuel tank. Range calculation based on www.fueleconomy.gov. Actual mileage will vary. ²2013 EPA-estimated rating: 108 city/92 hwy/100 combined MPGe. Actual mileage will vary. MPGe is the EPA equivalent measure of gasoline fuel efficiency for electric mode operation. ³2013 EPA-estimated rating: 44 city/41 hwy/43 combined mpg, 14-gal. fuel tank; 21 miles electric. Range calculation based on www.fueleconomy.gov. Actual mileage will vary. ⁴Models produced or recalibrated after 7/8/2013.

FUSION+HYBRID

Hugs curves **and** embraces fuel efficiency.



Featuring a range of fuel-efficient¹ powertrains, the 2014 Ford Fusion, Fusion Hybrid and Fusion Energi Plug-In Hybrid deliver the power of choice with athletic style and distinctive craftsmanship inside and out. Fusion offers a standard 2.5L I-4 gas engine, plus 3 EcoBoost[®] smart-performance gas engine options: a 1.5L,² a 1.6L² and a 2.0L.² Fusion Hybrid runs on a combination of gas and the electric power supplied by its state-of-the-art lithium-ion battery for an EPA-estimated rating of 47 city mpg.¹ Both hybrids can operate at speeds of up to 85 mph in electric mode.³ Fusion Energi has an EPA-estimated driving range of 21 miles in electric mode,⁴ and a total driving range of 620 miles.⁴ Available technologies include Intelligent All-Wheel Drive,² a Lane-Keeping System,² active park assist,² and adaptive cruise control.² Fusion+Hybrid bridges the gap between power and efficiency.

Titanium. White Platinum Metallic Tri-coat. Available equipment.

¹EPA-estimated ratings: 25 city/37 hwy/29 combined mpg, Fusion 1.6L EcoBoost I-4 with 6-speed manual. Actual mileage will vary; 47 city/47 hwy/47 combined mpg, Fusion Hybrid. Actual mileage will vary; 108 city/92 hwy/100 combined MPGe, Fusion Energi. Actual mileage will vary. MPGe is the EPA equivalent measure of gasoline fuel efficiency for electric mode operation. ²Available feature. Availability varies by model. ³Models produced or recalibrated after 7/8/2013. ⁴EPA-estimated rating: 44 city/41 hwy/43 combined mpg, 14-gal. fuel tank; 21 miles electric. Range calculation based on www.fueleconomy.gov. Actual mileage will vary.

MUSTANG

Legendary muscle **and** modern efficiency.



The Ford Mustang family hits the streets with more attitude than ever in 2014, led by the most powerful production V8 engine in the world.² The Shelby® GT500® delivers 662 hp,³ 631 lb.-ft. of torque,³ and a track-tested top speed of more than 200 mph. In fact, power is a dominant trait among these siblings. Mustang GT pounds out 420 hp.³ While V6 delivers 305 hp and an impressive EPA-estimated rating of 31 hwy mpg.¹ Of course, the advancements are not limited to what's happening under the hood. All 3 Mustang models sport an aggressive, powerful look with signature HID headlamps, which help you see what's destined for your sequential LED taillamps as you leave others far behind. Coupe, convertible⁴ or glass roof⁴ – yours to choose. The 2014 Mustang.

GT Premium. Grabber Blue. Available equipment.

¹EPA-estimated rating: 19 city/31 hwy/23 combined mpg, V6 coupe automatic. Actual mileage will vary. ²Based on current production models and manufacturer horsepower data. ³Figures achieved using 93-octane premium fuel. ⁴Available feature. Shelby and GT500 are registered trademarks of Carroll Hall Shelby Trust.

TAURUS+SHO

Best-in-class fuel efficiency **and** world-class comfort.



Ford Taurus offers you a choice of 3 engines: a standard 3.5L Ti-VCT V6 and 2 EcoBoost® options – best-in-class fuel economy¹ when equipped with the 2.0L I-4² or 365 hp³ with the intense 3.5L V6 on Taurus SHO. Every Taurus features Curve Control for sharp turn assistance, and Torque Vectoring Control to help keep you firmly planted in the corners. Plus, Taurus has been an Insurance Institute for Highway Safety (IIHS) “Top Safety Pick” 6 years in a row (2008–2013). Inside, you can use simple voice commands to control your phone, media player and more via SYNC® with MyFord Touch.⁴ Experience luxurious comfort with Active Motion® front seats.² And take advantage of other innovative Taurus systems like the new Lane-Keeping System² and more. Always innovating. That's the 2014 Taurus.

SHO. Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹EPA-estimated rating: 22 city/32 hwy/26 combined mpg, 2.0L EcoBoost I-4, FWD. Actual mileage will vary. Class is Full-Size Non-Hybrid Sedans vs. 2013/2014 competitors. ²Available feature. ³Figures achieved using 93-octane premium fuel. ⁴Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

ESCAPE

Sips fuel **and** gushes technology.



Foot-activated liftgate² **and** a leg up on the competition.



EcoBoost® engines² employ turbocharging and direct injection to help Escape provide an outstanding driving experience – including hwy fuel economy¹ that's unsurpassed in its class³ when equipped with the 1.6L EcoBoost.² In curves and corners, Torque Vectoring Control seamlessly enhances the vehicle's hold on the road. The carefully crafted interior provides more cargo room than the previous generation – up to 67.8 cu. ft. And you'll be connecting, navigating and maneuvering with ease and confidence thanks to some of its most advanced features. Plus, it's a 2013 IIHS "Top Safety Pick," and the only thoroughly modern, 5-passenger SUV fueled by the fun-loving, adventurous spirit of Escape. *Motor Trend* sums it all up perfectly: Ford Escape "proves you can get style, function, and fun in one well-priced package."⁴

Titanium. Ingot Silver Metallic. Available equipment.

¹EPA-estimated rating: 23 city/32 hwy/26 combined mpg, 1.6L EcoBoost, FWD. Actual mileage will vary. ²Available feature. ³Class is Small Utilities with automatic transmissions vs. 2013/2014 competitors. ⁴September 2012 issue.

Escape has the only foot-activated hands-free liftgate² in the class. To open it, simply kick your foot under the rear bumper with your Intelligent Access² key fob tucked away in your pocket or purse. Sensors detect your leg motion and the proximity of the fob, triggering the liftgate to open. The same action triggers it to close. You can even program its fully opened height to the position that works best for you. Loading cargo into your SUV has never been easier than with the foot-activated hands-free liftgate² on the 2014 Escape.

EDGE

Brilliantly tech-savvy **and** smart with gas.



With its array of driver-assist technologies, Edge can help you change lanes,² back out of parking spaces,² and even maintain your cruising distance.² Voice-activated SYNC[®] with MyFord Touch^{®3} keeps you connected with hands-free calling, music and more. For an EPA-estimated rating of 30 hwy mpg,¹ you'll want the 2.0L EcoBoost[®] engine.² It also provides plenty of low-end torque for acceleration and passing. The standard 3.5L Ti-VCT V6 has an EPA-estimated rating of 27 hwy mpg.¹ And the 3.7L Ti-VCT V6 on Edge Sport offers an exhilarating 305 horsepower.⁴ Edge has also been an IIHS "Top Safety Pick" 3 years in a row (2011-2013).⁵ Plus, it's available in your choice of front-wheel drive or all-wheel drive.² Intensify your drive in the 2014 Edge.

Limited. Deep Impact Blue Metallic. Available equipment.

¹2013 EPA-estimated ratings: 19 city/27 hwy/22 combined mpg, 3.5L, FWD, Actual mileage will vary; 21 city/30 hwy/24 combined mpg, 2.0L, FWD, Actual mileage will vary. ²Available feature. ³Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. ⁴Based on 2013 data. ⁵Vehicles built after February 2011.

FLEX

Space to share **and** efficiency to spare.



Space reigns supreme inside the 2014 Ford Flex, as evidenced by the most 2nd- and 3rd-row leg room in the class.² Efficient power originates from the standard 3.5L Ti-VCT V6 engine with an EPA-estimated rating of 25 hwy mpg,¹ or a compelling 365-hp³ 3.5L EcoBoost[®] V6⁴ that has an EPA-estimated rating of 23 hwy mpg.¹ Stay connected to calls, music and more with both hands on the wheel.⁵ Let Flex help you maintain your cruising distance,⁴ see your path more clearly,⁴ and even steer itself into parallel parking spaces.⁴ You'll also travel with confidence knowing Flex has been an IIHS "Top Safety Pick" for 5 years in a row (2009-2013). It's the modern way to keep your busy family on the go – the 2014 Flex.

Limited. Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹EPA-estimated ratings: 18 city/25 hwy/20 combined mpg, 3.5L Ti-VCT V6, FWD, Actual mileage will vary; 16 city/23 hwy/18 combined mpg, EcoBoost, AWD, Actual mileage will vary. ²Large Utility Class vs. 2013 competitors. ³Figure achieved using 93-octane premium fuel. ⁴Available feature. ⁵Available feature. 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. Not all features are compatible with all phones.

EXPLORER

Leader of adventures **and** hwy mpg.



Ford Explorer inspires with terrain-conquering capability, plus best-in-class² hwy fuel economy that even the hybrid competition can't beat – an EPA-estimated rating of 28 hwy mpg¹ when equipped with the 2.0L EcoBoost[®] engine.³ The 3.5L EcoBoost V6, standard on Explorer Sport, produces best-in-class V6 power and torque for the performance-driven: 365 hp⁴ and 350 lb.-ft. of torque.⁴ Tow up to 5,000 lbs. when properly equipped. Maximize your traction on any model with the turn of a dial on the highly capable Terrain Management System.³ Stay connected using voice-activated SYNC^{®5} for hands-free calling and more. Increase your confidence with driver-assist technologies³ and the knowledge that Explorer has been an IIHS "Top Safety Pick" 3 years in a row (2011-2013). It's the ultimate 7-person adventure machine – the 2014 Explorer.

Limited. Dark Side Metallic. Available equipment.

¹EPA-estimated rating: 20 city/28 hwy/23 combined mpg, FWD. Actual mileage will vary. ²Class is Large Utilities vs. 2013/2014 competitors. ³Available feature. ⁴Figures achieved using 93-octane premium fuel. ⁵Available feature. 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. Not all features are compatible with all phones.

EXPEDITION+EL

Fully capable **and** totally comfortable.



Whatever your day brings, Ford Expedition and Expedition EL are built to help you power through it with ease. There's roomy seating for up to 8 and plenty of cargo space at the ready – up to 108.3 cu. ft. on Expedition and 130.8 on Expedition EL.² New for 2014, the rear load-leveling suspension³ utilizes a mechanical setup for quiet performance in addition to optimizing the vehicle's ride height in response to changing load conditions. The Forward Sensing System³ and standard Reverse Sensing System assist you with parking. Control Trac[®] 4-wheel drive³ includes a convenient 4x4 AUTO mode that senses when Expedition is on a loose or slippery surface and automatically transfers power to the appropriate wheels for maximized traction. Plus, Expedition can help you tow up to 9,200 lbs. when properly equipped. Do it all in the 2014 Expedition.

Limited EL. Tuxedo Black Metallic. Available equipment.

¹2013 EPA-estimated rating: 14 city/20 hwy/16 combined mpg, Expedition 4x2. Actual mileage will vary. ²Cargo and load capacity limited by weight and weight distribution. ³Available feature.

TRANSIT CONNECT WAGON

All-new wagon **and** master of multi-function.



The 2014 Ford Transit Connect Wagon is a multi-purpose vehicle designed for multi-motivated you. Need to get 5 or 7 people across town? Treat them to the comfort and convenience of amenities such as SYNC® with MyFord Touch,® a panoramic fixed-glass Vista Roof,® sliding doors with power windows on both sides and a 3rd-row seat¹ that slides to enhance leg room. You'll also find plenty of cargo room behind the 2nd-row seat, or up to 104 cu. ft. of cargo space with the 2nd- and 3rd-row seats folded flat.¹ Under the hood, you can go with the standard 2.5L DOHC I-4 engine. Or choose the turbocharged, direct-injection 1.6L EcoBoost® engine¹ on short-wheelbase models. With the flexibility of 2 different wheelbases, plus 3 distinctive levels of trim, Transit Connect Wagon empowers you to live life your way.

Titanium Long Wheelbase Wagon, Solar Metallic. Available equipment.

¹Available feature. Vehicles available early 2014. Pre-production vehicle shown.

TRANSIT CONNECT VAN

All-new van **and** hardworking helper.



The 2014 Transit Connect Van works hard to help you work smart. It's Built Ford Tough® in your choice of short- or long-wheelbase models. Maximum payload ratings go up to 1,710 lbs.¹ Maximum towing capacities go up to 2,000 lbs.¹ Long-wheelbase models offer up to 130 cu. ft. of cargo space.¹ And short-wheelbase models feature a tight turning radius to help negotiate narrow city streets and access awkward delivery areas. Equip it for your specific line of work with easy upfits – everything from an engine block heater² to cargo management packages.² Then take advantage of its large exterior side panels to showcase your company name and key messages. Transit Connect Van is always working for you.

XLT Long Wheelbase Van, Ingot Silver Metallic. Available equipment.

¹Preliminary rating. When properly equipped. Cargo, load and trailer tow capacities limited by weight and weight distribution. ²Available feature. Vehicles available early 2014. Pre-production vehicle shown.

F-150

Seriously efficient *and* powerfully capable.



Seeking efficiency? F-150 has an EPA-estimated rating of 23 hwy mpg¹ with its standard 3.7L V6 engine. All about payload? Haul up to a best-in-class² 3,120 lbs.³ with the 5.0L V8.⁴ Need to pull a trailer? Tow up to 11,300 lbs.³ with the 3.5L EcoBoost[®] or the 411-hp 6.2L V8.⁴ As always, F-150 offers a wide array of options to help deliver the capability you need and suit your individual style, including class-exclusive HID headlamps.⁵ New packages for 2014 include the STX Sport and Tremor. For a vibrant red leather-trimmed interior, exclusive bodyside graphics, and unique wheels, add the new RAPTOR Special Edition Package to your F-150 SVT RAPTOR. And drive with confidence knowing F-150 SuperCrew has been an IIHS "Top Safety Pick" for 2 years in a row (2012-2013). 9 trim levels. 3 cabs. 3 box lengths. 4 smart engines. All Built Ford Tough.[®] That's the 2014 F-150.

XLT SuperCrew 4x4. Ruby Red Metallic Tinted Clearcoat. Available equipment.

¹2013 EPA-estimated rating: 17 city/23 hwy/19 combined mpg, 4x2. Actual mileage will vary. ²Class is Full-Size Pickups under 8,500 lbs. GVWR non-hybrid vs. 2013/2014 competitors. ³When properly equipped. ⁴Available feature. ⁵HIDs are optional on XLT, FX, LARIAT, KING RANCH[®] and RAPTOR. HIDs are standard on PLATINUM and LIMITED.

SUPER DUTY[®]

Trusted by those who own work *and* built to go the distance.



Construction. Heavy Hauling. Emergency Vehicles. Agriculture. Forestry. Utility Services. Within these and countless other essential industries, the guys who do the toughest work count on one heavy-duty truck more than any other¹ – Ford Super Duty. Built Ford Tough[®] powertrains deliver best-in-class² gas horsepower and torque. Plus, the 2014 Super Duty pickup with Power Stroke[®] 6.7L diesel has best-in-class diesel fuel economy,³ horsepower, and standard torque. Backed by best-in-class max. payload and conventional towing capabilities,⁴ standard trailer sway control, and the most configurations in the class, Super Duty helps you get the job done when no one else can. No wonder F-Series has been America's best-selling truck for 36 years.

F-350 LARIAT SRW Crew Cab 4x4. Blue Jeans Metallic. Available equipment.

¹Percentages based on Polk U.S. heavy-duty pickup and class 2-5 conventional chassis cab combined new registrations (2011 CYE-2012 CYTD JUNE) within listed vocations. ²Class is Full-Size Pickups over 8,500 lbs. GVWR vs. 2013/2014 competitors. ³Based on Ford simulated city-suburban drive-cycle tests of comparably equipped 2014 Ford and 2011-2013 competitive models, consistent with SAE Standard J1321. ⁴When properly equipped.

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