



## Multi-Contour, Maximum Comfort

For the average driver who spends almost 12 hours per week on the road, seats can make a big difference, not only in enhancing comfort, but in reducing fatigue. Ford's Multi-Contour Seats with Active Motion™ contain seven air cushions that pad the driver and passenger's entire back, including three for lumbar support and four for the seat pad. The bottom cushion features Active Motion technology, which provides a subtle continuous massage, designed to lessen back pain on long trips. This industry-exclusive seat launches first on the 2010 Ford Taurus this summer.



2010 Ford Taurus

**Lumbar support massage:** These cushions, which offer a configurable massage in a gentle rolling pattern, work in conjunction with the Active Motion technology in the seat pad to offer maximum comfort. The three overlapping air bladders allow occupants to personalize the support to allow the maximum comfort for their height, size and shape.

**Active Motion technology:** The "active motion" is a very subtle massage that not only provides continuous comfort, but encourages blood flow, which helps prevent driver fatigue. Driver fatigue can occur when muscles become tired from remaining stationary for long periods of time. Computer controls actually create active motion by individually inflating and deflating an array of four air bladders within the seat pan. This effect transmits subtle, changing movements in the seat occupant's pelvis that cause continuous changes in muscular activation.