



FORWARD WITH FORD 2011

Global Design Convergence

Empowered consumers are eager to express themselves and display their individuality through the products they purchase and the companies they favor. To meet that challenge, Ford now offers more quality products for consumers, designed specifically with their needs and wants in mind.

Color, color everywhere

Ford knows that color matters. That's why designers at Ford consistently research new technology, new trends, new ways of making vehicles shine in shades that catch consumers' eyes, hues like Lime Squeeze or Tuxedo Black. In fact, the next generation of color at Ford promises to be even more dramatic, designers say. Using advanced technology, they're developing colors that will be deeper, more complex, even mysterious. Because color, with the emotional connection it brings, is worth it:

- Research shows that up to 40 percent of car buyers said they would walk out of a dealership if they could not buy a vehicle they wanted in the color they desired
- U.S. customers on the coasts and customers in most European countries prefer the classic core colors – white, black, silver and gray
- One of the new colors being introduced in the 2013 Ford palette is Ruby Red, says Susan Swek, Ford chief designer for Color and Materials. She describes it as a “juicy, bold color that takes red to the next level”



Global Ford Focus

The distinctive Ford Focus demonstrates how Ford is answering the call from consumers who want expressive, beautifully designed products – no matter where they live. Developed in Europe, the Focus will be sold in more than 120 markets spanning six continents. Eighty percent of the car's components are common around the globe, ensuring this head-turner also meets safety requirements everywhere it is sold.

Beautiful and sustainable



Sustainability and great design go hand-in-hand in the current Taurus SHO and the new Mustang Boss, which feature soft, suede-like seat inserts that are made from 100 percent recycled yarns created from pop bottles. It takes 20 pop bottles to make one square meter of fabric.

Body art for vehicles



Tattoos are more than just body art. Ford Custom Graphics is now offering more than 200 unique vinyl wrap tattoos in an array of different colors at www.fordcustomgraphics.com. They're available for the new Ford Focus, Mustang, F-150, Explorer and Fiesta.



Less time, more personalization

Ford is creating global vehicles with common technologies and parts that allow it to offer more products in less time; Ford also offers more choices and accessories for customers looking to personalize their vehicles.

DID YOU KNOW?

- Life stage is key for Millennials. Family-oriented and safety features, for example, rate higher as a “most important reason for purchase” when buying a vehicle compared with other generations
- Millennials have been raised in an on-demand society: Think Google, TiVo, Netflix and iTunes. They want it now, and whenever possible, they want it personalized