



Quality: Seeing Form and Function in a New Light



Light shows the way; it also has the power to set the mood or boost energy. The right kind of lighting – that blend of color, intensity, shape and placement – brings a look and feel of real quality to the home, a favorite shop or restaurant, and even to our cars.

Whether it's placing a light in just the right spot to help drivers see a map, or providing ambient light in a color that helps calm a fidgety passenger, lighting is a powerful design component in Ford's vehicles.

"Our customers use their vehicles for a variety of purposes each day, and we want the lighting in the vehicle to reflect that versatility," said Mahendra Dassanayake, technical specialist for Design. "Day or night, front seat or back, our lighting is designed to help customers in any situation."

Color as science and art

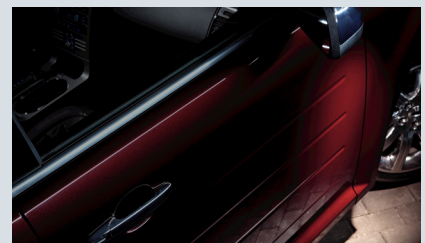


At Ford, researchers explore not only which colors people prefer, but also how their eyes and brains react to different colors. Because color is so important to the driver's state of mind, Ford offers seven choices for lighting. Blue accent lighting can help keep drivers and passengers more alert, while green can help relax them. Red or yellow can make a car feel more cozy, while bluish-white tones give that feeling of luxury. Feeling fine? Then that little zip of color can be just for fun.

Beyond functionality

Different types of lighting play different roles, and Ford engineers are taking interior lighting beyond simple functionality. They've studied the science of lighting to find the right balance and put illumination exactly where occupants need it.

Lighting balance



Task lighting can help occupants find what they need inside a vehicle, and also ensures they can get in and out safely. It's bright enough that it puts light where customers need it, but subtle enough that it won't wake sleeping passengers. But that's not all. Ford has learned how to use courtesy lighting to execute the vehicle's "welcome strategy," providing a sense of security and belonging for occupants.

Accent your ambience



Accent lighting is just what it says – a touch of lighting that adds a bit of "wow" and personalization to the look of the vehicle. Ford has found that drivers don't necessarily notice or need accent lighting, but that they would miss it if it wasn't there. And because of their small size and higher immunity to vehicle vibration, LEDs offer maximum flexibility in terms of options for this lighting style.

