



Drive smart.

Ford is offering smart technologies across the entire vehicle lineup that make the driving and riding experience easier and more enjoyable. A distinct set of characteristics has been identified as uniquely Ford. These are coupled with intelligent features to provide customer value and set Ford cars, crossovers and trucks apart from the competition.

Ford Brand DNA

Ford is using sound and touch, to help differentiate its brand, evoke emotional responses in customers and deliver unique personalities for different vehicle types.

Items such as switch harmony, steering wheel feel, seat comfort and powertrain sound are all key elements of Ford Brand DNA, helping to increase customers' perceived quality and define what makes a Ford, uniquely a Ford.

Ford DNA depends on tried-and-true metrics, engineering know-how and the perfect blend of materials and craftsmanship to ensure that all customers feel that their Ford was built to fit them perfectly.



When it comes to enhancing perceived quality and customer impressions, a Ford DNA-designed vehicle will have:

- A driving experience that will be engaging with steering and brakes that are precise, responsive and confident.
- A powertrain sound that conveys strength, power and responsiveness during acceleration, but sounds smooth, controlled and effortless while cruising.
- Seats that fit perfectly across the back to support the driver for unparalleled comfort.
- A steering wheel with just the right level of softness and a perfect shape that feels natural to anyone's hands, conveying the perfect balance of control and comfort.
- Interior switches, from window controls to hazard lights, that have a precise and harmonious feel.
- Doors whose sounds convey strength and quality when they close.
- Illumination that is clear, crisp and welcomes entrants.
- Interior chimes and sounds that are pleasant and refined to the ear.

The all-new 2009 Ford Flex is one of the first Ford products to embody all the critical Ford DNA characteristics and debuts Ford's new chime strategy. Instead of the typical bland single tone, the Flex has a multi-tonal chime, set at an appropriate frequency depending on alert level, to more effectively relay information, provide warning and urge action when needed.



Smart Technologies

Smart, compelling technologies also work in harmony with Ford's Brand DNA to deliver vehicles that customers want and value. Examples of Ford signature technologies that will soon migrate across the Ford, Lincoln and Mercury lineups include:

SYNC, a voice-activated in-car communication and entertainment system developed by Ford and Microsoft. The system fully integrates most Bluetooth-enabled mobile phones and digital media players allowing them to be used with voice commands providing customers hands-free cell phone and music selection capabilities.

SIRIUS Travel Link™, an industry-leading technology exclusive to Ford combined with an exclusive, industry-leading technology that offers a suite of data services including real-time traffic data with accident and incident information, coast-to-coast weather data including current conditions and five-day forecasts, fuel price information for over 120,000 gas stations.

Go to <http://media.ford.com> for news releases and high-resolution photographs. For more information please contact Alan Hall at 313-594-3744



Blind Spot Mirror

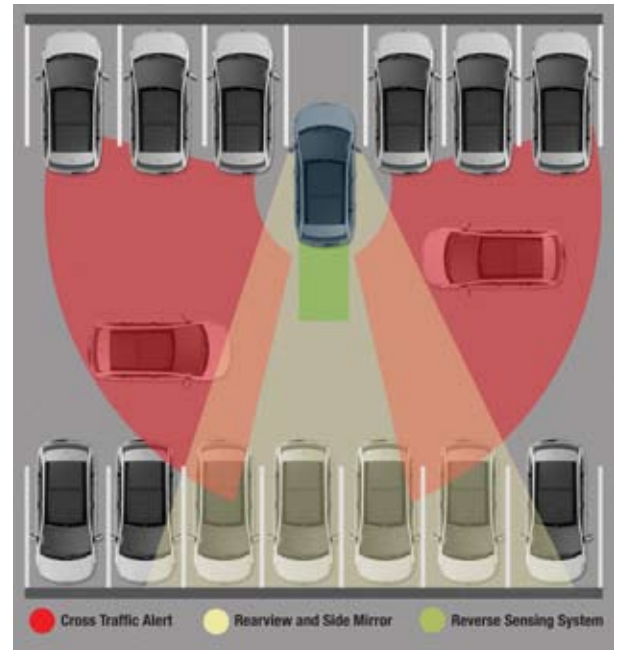
The integrated spotter mirror helps eliminate a driver's blind spot, making lane changes, parallel parking and backing with a trailer less dangerous. This technology consists of a simple outside rearview mirror designed with a secondary convex spotter in the top outer corner, which is aimed at the driver's blind spot. When an approaching vehicle enters the blind spot on either the driver or passenger side, it appears in the convex spotter, immediately alerting the driver of pending danger.

Ford will be first to market with the Blind Spot Mirror in 2009. The signature feature will eventually be offered as standard equipment across the Ford, Lincoln and Mercury product lineup.



The Cross Traffic Alert System

Working in conjunction with the blind spot information system, Cross Traffic Alert warns the driver of impending traffic while backing out of a parking spot. When cross traffic is approaching, an indicator light provides a warning in the corresponding outside mirror, as well as an audible warning.



Cross Traffic Alert utilizes the blind spot system's two multibeam radar modules, which are packaged in the rear quarter panels – one per side. These modules identify when a vehicle enters the defined blind spot zone, and then an indicator light provides a warning in the outside mirror corresponding to the side in which the vehicle is approaching.

It can pick up an object moving at up to 18 miles per hour within a 65-foot range – or three parking spaces – from either the left or right side of the vehicle.



Ford Work Solutions

A collection of industry-first features that will provide Ford customers connectivity, flexibility and security to better run key aspects of their business from their Ford Truck, even on the job site.

- An in-dash computer developed powered by Microsoft Auto provides full high-speed Internet access via the Sprint Mobile Broadband Network and navigation by Garmin.
- Tool Link, a Radio-Frequency Identification (RFID) asset tracking system developed in partnership with DEWALT enables customers to maintain a detailed real-time inventory of the tools or equipment stored in the pickup box.
- Crew Chief, a fleet telematics and diagnostics system, allows small fleet owners to efficiently manage their vehicles, quickly dispatch workers to job sites and keep detailed vehicle maintenance records.
- Cable Lock security system developed in partnership with Master Lock®, the industry-leading lock manufacturer, discourages the theft of expensive tools too large to fit in the cab.



The next-generation Securicode™ keypad

Ford's next-generation keyless entry pad is craftily and seamlessly concealed inside the driver-side B-pillar, illuminating only at the slightest touch. Set to debut on the all-new 2009 Lincoln MKS and Ford Flex this summer, the keypad uses similar touch-sensitive technology found on today's electronic devices such as iPods.

Using a five-digit code, the pad can unlock one or all doors, illuminate puddle lamps and interior lights for a safer, more welcoming entry.

Ford was the first and remains the only automaker to offer a factory-installed keyless entry pad on most of its vehicles.