

# 2007 Fusion Pricing

## FORD FUSION ALL-WHEEL DRIVE ARRIVES FOR \$24,025, RIVALING COMPETITORS' FRONT-DRIVE MODELS

### New standard equipment, extended powertrain warranty, and unique marketing initiatives continue Fusion success story

- New, class-exclusive all-wheel-drive for Fusion now at dealers, starts at \$24,025; comparably priced to Camry and Accord V-6 models, which don't offer all-wheel drive at any price
- New Hot Wheels Ford Fusion, exclusively available in McDonald's Happy Meals and Mighty Kids Meals, help build Fusion brand awareness with millions of consumer impressions
- New standard equipment on 2007 Fusion includes MP3 auxiliary input jack, front-seat side air bags and side curtains, and powertrain warranty coverage extended to 5 years / 60,000 miles
- Improvements build upon Fusion's award-winning quality and value, recognized by JD Power and Associates, Strategic Vision, Smart Money and AAA / Parents magazine

DEARBORN, Mich., Oct. 26 - The Ford Fusion continues to build momentum and excitement in the midsize sedan segment. More than 112,000 Fusions have been sold in the first nine months of 2006, fueled by award-winning quality, outstanding value and spirited driving dynamics. This week, Fusion builds on that success with the arrival of the segment's only all-wheel-drive system and an additional \$1,000 worth of standard equipment.

In addition, this week Fusions will arrive at an unexpected place: McDonald's®, in the form of a limited-edition Hot Wheels® Fusion available with the purchase of a Happy Meal® or Mighty Kids Meal®.

“With 112,000 Fusions sold this year, it's clear we have a serious product in the heart of the mid-size sedan segment,” says Al Giombetti, President, Ford and Lincoln Mercury Marketing and Sales. “For 2007, we expect to be an even larger presence in the market, offering more standard features and the first all-wheel-drive system in the segment – a feature not offered by any of the competitive sedans from Toyota, Honda, Nissan, Chevrolet or Pontiac.”

### 2007 Fusion AWD starting at \$23,430

The first Fusion all-wheel drive (AWD) models arrive at dealers this week as the most affordable, V-6 powered AWD sedans on the market. Fusion SE AWD models start at \$24,025, including destination and delivery, while Fusion SEL AWD models start at \$25,120.

By comparison, the Toyota Camry LE V-6 starts at \$23,960 including destination, and the Honda Accord SE V-6 starts at \$23,945 with destination. However, the Accord and Camry are not available with AWD, at any price.

“For the same money as an Accord or Camry, we're offering a Fusion with all-wheel-drive for free,” says Giombetti. “The addition of all-wheel drive will be a huge advantage for Fusion, and shows that Ford is intent on leading – not following – this segment.”

Ford expects sales of vehicles equipped with AWD to double from 25 percent of the total U.S. market in 2003 to 50 percent by 2012. That increase will be largely driven by consumers who want to retain the confidence of four-wheel traction as they migrate from their current SUVs and trucks into new sedans and crossover vehicles.

## **Hot Wheels® Fusion Jets into McDonald's Happy Meals and Mighty Kids Meals**

This week, Fusions will also arrive at participating McDonald's restaurants in the U.S. and Canada. While supplies last, McDonald's customers can take home an exclusive Hot Wheels Fusion with the purchase of a Happy Meal or Mighty Kids Meal. The Fusion is one of a fleet of eight custom Hot Wheels cars, each carrying special features that make the vehicles exclusive to the McDonald's Happy Meal collection.

For example, a simple push of the rear spoiler on the bright-red Happy Meal Fusion reveals a pair of jet engines concealed in the trunk to provide extra propulsion. However, the Hot Wheels version is still instantly recognizable as a Fusion, retaining the production model's signature three-bar grille and swept-back headlamps. In addition, it comes with a sheet of stickers branded with the Fusion name and Ford blue oval, allowing little Happy Meals racers the opportunity to personalize Hot Wheels Fusion to their liking.

"The Happy Meal promotion speaks to the excitement Fusion has brought to the segment," says Kate Pearce, Fusion launch manager. "It's hard to imagine a boring, import sedan featured as a Hot Wheels car. But, Fusion has brought a much-needed jolt of excitement to the segment."

The McDonald's Happy Meal promotion also represents serious business, offering Ford millions of consumer impressions between the cars themselves, in-restaurant elements, and on line at HappyMeal.com. In addition, the Happy Meal promotion builds on the successful August promotion, which delivered an estimated six million impressions by including Hot Wheels® Fusion models in 600,000 boxes of Kellogg's Froot Loops®, Apple Jacks®, Frosted Flakes® and Cocoa Krispies®.

These promotions complement Ford's ongoing efforts to continue building Fusion's brand awareness, such as the Fusion NASCAR racing program, and affiliations with Kelly Clarkson's 'Addicted' concert tour and the Susan G. Komen Breast Cancer Foundation Race for the Cure.

"Teaming with Hot Wheels and McDonald's is another great opportunity to raise awareness for Fusion, reaching Hot Wheels car collectors, young and old," says Pearce. "We know that six out of 10 people who shop Fusion buy a Fusion. This promotion is a fun way to continue Fusion's momentum, keeping Fusion front and center in consumers' minds and on their shopping lists."

### **2007 Fusion Offers More Features, More Standard Equipment**

People who do put the 2007 Fusion on their shopping list will find it also offers a host of new features and standard equipment. New for 2007 is the availability of a DVD-based satellite navigation system, a factory-installed SIRIUS satellite radio, and an appearance package for Fusion SE models equipped with the four-cylinder engine.

Ford also has added up to \$1,000 worth of additional standard equipment on the 2007 Fusion, including:

- All Fusion models are equipped with an MP3 audio input jack as standard equipment
- All Fusion models now offer standard side-impact airbags, side air curtains, and a perimeter alarm, previously part of the \$595 Safety and Security Package
- Fusion SE and Fusion SEL models come standard with a new, fold-down front-passenger seat for greater cargo flexibility
- Fusion SE models now come standard with 16-inch aluminum wheels, a 6-disc in-dash CD changer, and foglights, previously part of the \$425 SE Sport Package
- Fusion SEL models now come standard with automatic headlamps, compass, self-dimming mirrors, and heated side mirrors with puddle lamps, previously included in the \$395 SEL Premium Package

## **Fusion Delivers Award-winning Quality, Value and Appeal**

In addition, all 2007 Fusion models are covered by Ford Motor Company's new, 5-year / 60,000-mile powertrain warranty, including complimentary roadside assistance – also not offered by Toyota or Honda.

The improvements further increase the value and appeal of the award-winning Fusion.

Internal Ford quality audits show the Fusion already delivers the best quality of any vehicle produced by Ford, and rivals that of Honda and Toyota. In addition, Ford customer research shows Fusion offers superior value and appeal over Honda and Toyota. That research has been supported by a number of prestigious recognitions in 2006, such as:

- JD Power and Associates ranked the Fusion as the 2006 Most Appealing Midsize Car, based on owner satisfaction with the design, content, layout and performance of their new vehicles
- Strategic Vision ranked the Fusion as the best midsize car in the 2006 Total Quality Awards, based on new-vehicle owner satisfaction
- AAA and Parents magazine named the Fusion one of the 2006 Best Sedans for Families, based on family road tests and top crash test ratings.
- Consumer Guide ranks the Fusion as a “Recommended” buy, stating the Fusion targets the Honda Accord and Toyota Camry, “and matches those perennial class leaders for room and road manners....”
- Smart Money selected Fusion as a “Best Value” in the midsize sedan market based on Fusion's features, comfort, ownership costs, and fuel economy

“We’re extremely proud of the success Fusion has enjoyed right out the gate,” says Giombetti. “With the improvements for the 2007 model year, we expect more customers to arrive at the same conclusion as industry experts such as JD Power and Parents magazine: The Fusion is simply one of the best midsize sedans on the market.”