

2009 Edge Overview

2009 FORD EDGE BRINGS NEW ENERGY, FEATURES TO FORD'S CROSSOVER LINE-UP

- **Sporty New Model:** A brand-new model, the Ford Edge Sport, arrives as the first factory-customized crossover, with class-exclusive 22-inch wheels and an eight-piece body kit for a sportier look and feel.
- **Travel Made Easy:** Now available on Edge is the next generation, voice-activated navigation system and the class-exclusive SIRIUS® Satellite Radio Travel Link, which comes free for six months.
- **Lighten Up:** A new ambient lighting package borrows a page from the latest home design to offer a color range of soft lighting to illuminate the vehicle's footwells and cupholders.

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The Ford Edge crossover is an ideal choice with its bold design, flexible interior, dynamic driving characteristics and shopping list of exclusive signature technologies and innovative features.

The Edge delivers fuel efficiency, a spirited performance and a smooth, quiet ride from its class-exclusive 265-horsepower V-6 engine and 6-speed automatic transmission. Edge also delivers on safety, with a host of standard safety features including Ford's exclusive AdvanceTrac® with RSC®. Edge boasts a Top Safety Pick from the Insurance Institute for Highway Safety and achieved front and side driver five-star crash-test ratings from the National Highway Traffic Safety Administration.

The 2009 Edge is available in SE, SEL, Limited and Sport trims.

New Features Give Ford an Edge on the Competition

The 2009 Ford Edge lives up to Ford Motor Company's commitment to deliver more vehicles customers want to buy.

The big story for 2009 is the new Edge Sport model, aimed at customers who want a sportier look and a personalized vehicle.

The Edge Sport rolls on available 22-inch polished aluminum wheels or the standard 20-inch premium painted wheels with branded hubs, both mounted on 40-series Pirelli Scorpion Zero tires to complete the look. This marks the first time a 22-inch wheel-and-tire combination has been offered on any crossover.

The Edge Sport 22 inch wheel/tire handling package elevates the already sporty Edge to a new level of handling and control. It feels at home on a road course or twisty mountain road, but still delivers a ride agreeable for even a daily driver. High performance P265/40-R22 Pirelli Scorpion Zero tires are mounted on massive 22X9 forged, polished aluminum wheels delivering a jaw-dropping stance. Performance tuned shocks, springs and steering components deliver stunning handling.

The Sport model also shows its personality with an eight-piece, factory-installed body kit that includes a unique front air dam, side skirts, lower door caps and a rear skirt, all finished in body color, instead of the dark lower finish on other Edge models. The front air dam comes with integrated fog lamps and a lower grille insert. The sport model is available in four exterior colors: Black, Redfire, Brilliant Silver and a limited-run Sport Blue.

Also coming in 2009 is the latest version of SYNC which adds 911 Assist – with no monthly fees –

to the industry-first system of voice-activated control and connectivity for mobile phones and MP3 players.

Available for 2009 is the next generation navigation system with SIRIUS™ Travel Link, which gives drivers and passengers access to up-to-the-minute information and entertainment including coast-to-coast coverage of real-time traffic and weather reports; fuel options from more than 120,000 stations sorted by price and distance; major league pro and college sports as well as movie listings from more than 4,500 theaters.

Other features include a new in-cabin ambient lighting package and such customer-friendly standard features as passenger grab handles and a cargo management system with four hooks, two tie-downs and a cargo net. Also available are 20-inch wheels and a universal garage door opener.

For 2009, the Edge comes in Brilliant Silver Clearcoat Metallic, White Platinum Tri-Coat, Black Clearcoat Metallic, White Suede Clearcoat Metallic, Sterling Gray Clearcoat Metallic, Cinnamon, Light Ice Blue Clearcoat Metallic, Dark Ink Blue Clearcoat Metallic and a Sport Blue Clearcoat Metallic (available only on Edge Sport or with Blue Suede interior appearance package).

The blue suede interior appearance package includes Charcoal black leather-trimmed seats with Alcantara® Blue Suede inserts and Blue contrast stitching on leather-wrapped steering wheel and shift knob. Available with Black, Brilliant Silver, Sterling Grey or Sport Blue exterior colors

Class-Exclusive Panoramic Vista Roof™

Edge's available panoramic Vista Roof opens up a whole world of possibilities. The large glass moon roof provides a grand view of the sky and a sense of freedom that accentuates Edge's sporting nature.

The roof features a large 27.3-inch by 29.4-inch forward panel that offers tilt and slide opening, and a 15.75-inch by 31.3-inch fixed rear glass panel. The oversized front panel provides open-air touring. Close the forward roof and the enormous skylights allow natural light to flood the cabin while protecting the cabin from the elements. Twin power-operated cloth shades can be closed simultaneously to block 100 percent of ultra-violet rays.

Safety Begins with Accidents Avoided

Helping earn the Edge a Top Safety Pick from the Insurance Institute for Highway Safety is Ford's comprehensive approach to safety including standard active safety technology and comprehensive passive safety features.

Ford's AdvanceTrac® with RSC®, standard on Edge, is the industry's only electronic stability control system that uses two gyroscopic sensors to monitor both yaw and roll motions. Monitoring both motions allows for yaw-control enhancements, providing class-leading side-slip and roll stability control.

Edge offers several layers of side-impact protection, including solid unibody construction with cross-member ladder frame, a reinforced greenhouse and energy-absorbing side door trim.

Other standard safety features include:

- **Ford's exclusive Safety Canopy™ side curtain air bags.** Designed for both rows of seats, this feature utilizes roll-fold technology to efficiently deploy the air bag when an occupant's head is resting against the side glass. In the event of a crash, the roll-fold bag will deploy between the occupant's head and the side of the vehicle.
- **Ford's Personal Safety System®.** This suite of safety features includes dual-stage driver and front passenger air bags, thorax side air bags for front seat occupants, safety belt pretensioners,

seat weight sensing system for the passenger seat and crash severity sensing.

- **Ford's BeltMinder™ safety belt reminder for driver and front passenger.** Edge also comes equipped with such standard features as child safety locks on the rear doors, the LATCH child safety restraint system and Ford's tire pressure monitoring system.

Driving Dynamics Set Edge Apart

Edge's modern car-based foundation facilitates its excellent driving character. The front suspension features MacPherson struts and an isolated subframe, firmly attached in six locations. To further smooth out the ride, hydro-bushings are used.

The four-link independent rear suspension uses stamped steel control blades for precise suspension tuning. The rear dampers are mounted as far outboard as possible in the vehicle and behind the wheel center to improve ride and handling. Edge comes standard with four-wheel-disc anti-lock brakes.

Edge's 3.5-liter V-6 engine features a strong, lightweight, die-cast aluminum block and lightweight 4-valve-per-cylinder heads for smooth operation at high rpm. A 10.3:1 compression ratio and close-coupled catalysts will help it meet stringent ultra-low emission vehicle (ULEV) II regulations.

The 6-speed automatic transmission uses a wide 6.04:1 gear ratio to deliver good fuel economy and performance. Short first and second gears provide impressive launch and acceleration, while the tall overdrive gears deliver 7 percent better fuel economy than a 4-speed automatic.

Edge's available intelligent all-wheel-drive (AWD) system was tuned with an emphasis on performance while offering confident all-weather driving. By constantly monitoring and predicting traction, the system delivers torque to all four wheels, even before the wheels begin to slip. An active on-demand coupler can deliver the precise amount of torque to the rear wheels. Paired with available AdvanceTrac® traction control, intelligent AWD can transfer torque front to rear and side to side.

Impressive Interior Quietness

Edge's well-rounded, modern performance extends to impressive refinement, enhancing the driving experience. In fact, testing has proven that the Edge's interior is quieter than the Lexus RX350.

Engineers spent hundreds of hours fine-tuning Edge's interior ambiance when the vehicle launched. For example, the side mirrors were specifically designed to reduce wind noise. Even the radio antenna was scrutinized. By modifying the pitch and height of the spiral by tenths of a millimeter, wind noise was reduced by as much as 2 decibels.

Modern Design Provides Dramatic Edge

The Edge's bold American design is defined by its distinctive three-bar chromed grille. An aggressively raked windshield and fast-sloping back window with high-mounted rear spoiler accentuate the feeling of motion. Quad-beam headlamps and a "powerdome" hood accentuate the purposeful front-end look.

The wheels are pushed to the corners, giving Edge its powerful, yet graceful stance. The raised beltline emphasizes strong, sculpted shoulders formed around sharp wheel arches. Matte black lower front and rear fascias and rocker panels give Edge a sleek look while on the Sport model, these pieces in body color serve up a sporty look.

Edge's modern design flows into the interior, evident in the instrument panel and distinctive center stack. The center stack design incorporates two, 9-inch by 2-inch vertical vents that bracket the audio and climate-control switches. Available all-leather seating surfaces feature contrast stitching inspired by the fashion industry.

Flexible and Friendly Interior

Edge is designed to fit the customer's need for style as well as cargo space and adaptability. The large center console uses a removable divider and tray to organize the space both vertically and horizontally for secure storage of everything from a laptop computer and handbag to coins and MP3 players.

The Edge has four power points, three within the driver's reach, along with a MP3 audio jack. Small slots molded into the side of the console keep phone and MP3 cords neat and organized. The console lid has a ticket clip, two penholders and a tissue holder.

Edge comfortably seats five, offering available six-way power, heated, adjustable front seats and adult headroom and legroom for the second row. The reclining 60/40-split second-row seat folds to provide a level load floor for carrying equipment in the large cargo area. Edge can transport items as long as 8 feet with the available fold-flat front passenger seat. Each rear seat can be folded manually using an industry-first single-hand release or automatically with an available EasyFold™ electro-mechanical remote release accessible from the rear cargo area.

Responding to consumers, the air vents in the 2009 Edge have been changed for more ease of operation and to give more control over air flow. Passenger grab handles have been added as standard as have cargo hooks, tie-downs and a cargo net.

Major Features and Options

Standard features include: Four-wheel anti-lock braking system (ABS); 265 horsepower V-6 engine; 6-speed automatic transmission; Air conditioning; Power side mirrors; Power windows, locks and mirrors; One touch up/down driver window; Dual-speed rear wiper; Remote keyless entry; 17-inch painted aluminum wheels; Four 12V power points (IP, front console, 2nd row and cargo area); Audio/MP3 input jack; Cargo area light; Floor mats; Privacy glass; Heated backlight; One-touch integrated start; Overhead console; Manual tilt and telescope steering wheel; Adjustable head restraints; Advance Trac® w RSC®; Belt-Minder®; Child safety locks; Adjustable safety belts; LATCH; Personal Safety System®; SecuriLock® passive anti-theft system; Tire Pressure Monitoring System (TPMS).

SEL adds: 18" Painted Aluminum wheels; Chrome exhaust tips; Fog lamps; Illuminated door entry keypad; AM/FM stereo/clock/CDx6/MP3 with four speakers; Sirius Satellite Radio; Automatic headlamps with wiper activation; Dual illuminated visor mirrors; Auto-dimming rearview mirror; Message center with trip computer and compass; Leather-wrapped shift knob; Leather-wrapped steering wheel with speed and audio controls; Aluminum instrument panel finish; Unique cloth seats with six-way power driver manual driver lumbar and driver/passenger recline; EasyFold™ second-row seats; Reverse Sensing System.

Sport adds (from SEL): 20" Aluminum Wheels; 8-piece body kit; smoked headlamp and taillamp lenses; unique center stack; unique grey suede-feel patterned seat inserts w/ contrast stitching; Ford SYNC™; Ambient Lighting.

Limited adds (From SEL): Audiophile sound system with nine speakers and AM/FM stereo/clock/six-disc CD/MP3; Ford SYNC™; Dual electronic climate control; Fold-flat six-way power passenger seat; Ambient Lighting; Unique brushed aluminum center stack;; Heated and memory seats and exterior mirrors; Leather-trimmed seats; Chrome beltline.

Optional features include: All-wheel drive; Panoramic Vista Roof™; Power liftgate; Reverse Sensing System; Roof rack with side rails; Rear cargo management system; Ford SYNC™ hands-free communications and entertainment system; Voice-activated navigation system; 18-inch

painted aluminum wheels; 18-inch chrome clad wheels; 20-inch chrome clad wheels; 22" Wheels with Sport-tuned suspension on Edge Sport; universal garage door opener, ambient lighting package.

Class II Trailer Tow/Prep Package includes: Class II receiver hitch; Engine oil cooler; Larger radiator; Upgraded cooling fans; Upgraded battery; Wiring harness with four-pin connector.

Interior Appearance Package includes: Premium Blue Suede-feel seat inserts; Contrast blue stitching on seats, steering wheel and shift knob.

All Edges are manufactured at Ford's Oakville Assembly Complex in Ontario, Canada.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 229,000 employees and about 90 plants worldwide, the company's core and affiliated automotive brands include Ford, Lincoln, Mercury, Volvo and Mazda. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit our website at www.ford.com.