

2009 Explorer Overview

2009 FORD EXPLORER ADDS TRAILER SWAY CONTROL, XLT SPORT PACKAGE TO AN IMPRESSIVE LIST OF FEATURES

- 2009 Ford Explorer adds standard Trailer Sway Control to its class leading suite of safety technologies. Trailer Sway Control works with Advance Trac® with RSC® to add an extra layer of security for Explorer customers who tow with their vehicles
- Addition of XLT sport package brings back sporty appeal of Explorer
- Explorer has latest technology with addition of next-generation navigation system with Sirius® Travel Link™

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Ford will bolster the 2009 Explorer by enhancing its proven stability control system with the addition of Trailer Sway Control. Trailer Sway Control joins an already impressive list of standard safety features including industry-exclusive AdvanceTrac® with RSC® (Roll Stability Control) this summer.

“When we first introduced AdvanceTrac with RSC on the Explorer in 2004 we offered customers even more security than traditional stability control systems by including roll sensing,” said Steve Kozak, Ford’s chief safety engineer. “And now with Trailer Sway Control we are giving our customers who tow trailers more control of their load. Ford is committed to continuing to develop features and technologies that help make the driving experience easier and safer.”

Ford’s AdvanceTrac with RSC unique functionality has been independently judged as the best performing stability control system of any pickup, SUV or crossover. In general, the National Highway Transportation Safety Administration (NHTSA) and Insurance Institute for Highway Safety (IIHS) both agree stability control systems could save more than 10,000 lives annually.

Trailer Sway Control works in conjunction with AdvanceTrac with RSC to determine from the yaw motion of the vehicle if the trailer is swaying and take measures – such as applying precise braking or reduced engine torque – to bring both vehicle and trailer under control.

Advance Trac with RSC delivers a level of performance that competitive stability control systems can’t match. Unlike competitors systems, Advance Trac® with RSC® utilizes a second gyroscopic roll rate sensor to determine the vehicle's body roll angle and roll rate.

If the unique roll rate sensor detects a significant roll angle, the system applies additional countermeasures — such as applying brakes to one or more wheels or reducing engine power — to enhance vehicle rollover resistance.

The IIHS reports that electronic stability control (ESC) systems could prevent nearly one-third of all fatal crashes and reduce rollover risk by as much as 80 percent. The IIHS researchers estimate that if all vehicles were equipped with ESC, as many as 10,000 fatal crashes could be avoided each year.

Ford Motor Company continues to advance its safety leadership. AdvanceTrac® with RSC® is currently standard equipment on most 2008 Ford Motor Company SUVs. By 2010, AdvanceTrac® with RSC® will be standard equipment on more than five million Ford and Lincoln Mercury trucks, SUVs and vans.

2009 Explorer will also feature the XLT sport package. The interior features Charcoal Black cloth seats, a white instrument cluster and all-weather floor mats. Black-accented wheel lops, exterior step

bar, and fascia show off the sporty side of Explorer. The XLT sport package is available in the following exterior colors: Sport Blue, Colorado Red, Brilliant Silver, and Black.

New to the Explorer for 2009, a voice-activated navigation system with Sirius Travel Link™ lets you access to up-to-the-minute information and entertainment content through the vehicle's navigation system. The information includes: current gas prices from an estimated 120,000 filling stations; up to the minute traffic information for 78 markets; weather conditions; sports scores, and movie listings.

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.