

2010 Fusion Featured Technology

- New generation of SYNC, which adds 911 Assist and Vehicle Health Report, tops list of technology upgrades in 2010 Ford Fusion
- Segment-exclusive Blind Spot Information System (BLIS) with Cross Traffic Alert (CTA) adds peace of mind to customers of fun-to-drive mid-size car
- 2010 Ford Fusion continues as only car in mid-size class with available all-wheel drive

Not only is the 2010 Ford Fusion fun to drive, it's fun to enjoy, thanks to segment-exclusive features and new technologies.

“The wide range of features is the perfect complement to the performance and design upgrades we've made to the 2010 Ford Fusion,” said J.D. Shanahan, Chief Nameplate Engineer. “We've improved the Fusion everywhere that matters most to customers and continue to be the leader in the mid-size car segment.”

Segment-exclusive technology and features on the 2010 Fusion include:

- The next generation of Ford SYNC™, which adds 911 Assist and Vehicle Health Report
- Blind Spot Information System (BLIS) with Cross Traffic Alert (CTA) and Rear Park Assist
- Sony-branded audio system, which features 12 high-quality speakers and two amplifiers
- The next generation of the SIRIUS® Travel Link™ navigation system, which has the largest touch-screen in the mid-size segment
- Ambient lighting
- Easy Fuel™ capless fuel filler
- Available all-wheel drive (AWD)
- Passenger fold-flat seat

Leading the technology enhancements is SYNC, which adds two new features: 911 Assist and Vehicle Health Report (VHR). 911 Assist is designed to assist occupants to place a call to a local 911 emergency operator if an accident that activates an air bag or the emergency fuel cutoff occurs.

Before initiating the emergency 911 call, SYNC will provide a 10-second window to allow the driver or passenger to decide whether to cancel the call. If not manually cancelled within the 10-second window, SYNC will place the emergency call. A brief pre-recorded message will play when the call is answered, and occupants in the vehicle will then be able to talk directly with the 911 operator. Once the call is connected, 911 operators can respond properly.

Vehicle monitoring and appropriate maintenance can save time, money and improve the ownership experience. SYNC's new VHR feature will make staying up to speed with vehicle maintenance easier than ever at no additional cost. After users register at www.syncmyride.com and activate VHR, they can conveniently generate reports using simple voice commands in the vehicle for display on syncmyride.com.

SYNC VHR collects vehicle mileage and diagnostic data from the major vehicle electronic systems and transfers the data to Ford using the customer's Bluetooth-paired and connected mobile phone.

A comprehensive report is generated and includes system information and recommended actions for any displayed vehicle warning indicators, open recalls, Ford scheduled maintenance and unserviced maintenance and wear items from previous dealer visits.

“We're always looking for ways to better serve our customers, and SYNC with 911 Assist and Vehicle Health Report does just that,” said Doug VanDagens, director of Ford's Connected

Services. “SYNC is a strong platform that will continue to evolve to maintain its position as the premier hands-free connectivity system in the industry.”

Also adding peace of mind to the Fusion driving experience is the Blind Spot Information System (BLIS) with Cross Traffic Alert (CTA) and Rear Park Assist, which are segment-exclusives.

BLIS with CTA uses two multiple-beam radar in the rear quarter panels (one per side) for two different – but important – purposes. BLIS checks the defined blind spot zone, which is about 10 feet from the back of the bumper to the outside mirrors. When a vehicle is detected, an amber light in the outside mirror of whichever side the vehicle is on lights up.

“The driver is still responsible for any lane changes, but the Blind Spot Information System is there to help,” said Mark Aaron, Supervisor, Body Electrical Systems.

CTA notifies the driver of impending traffic when backing out of a parking spot and warns the driver when a vehicle is detected within three car widths of either side of the car. As with BLIS, the driver is warned with a light in the outside mirror on the side of the traffic. A warning beep also is sounded.

“It’s a quicker, shorter beep. It’s very noticeable,” Aaron said.

The Ford Fusion is the first mid-size sedan in North America to offer a Sony-branded audio system with surround sound and Sony DSP (Digital Signal Processor) as a factory option.

The Sony system uses Dolby Laboratory’s latest surround processing technology, Dolby Automotive Entertainment Program (DAEP). DAEP brings the home-theater performance of Dolby Pro Logic II technology into the mobile environment.

The system has 12 speakers with two amplifiers and makes substantial use of high-quality speaker materials, including polypropylene cones and three-layer soft dome tweeters.

The voice-activated TravelLink navigation system is upgraded as well. The 8-inch screen, the largest touch-screen in the class, has improved resolution, six-channel DVD-audio capability and voice recognition destination entry.

The system pronounces street names when route guidance is active. Real-time traffic information is available, as are gas station prices. In addition, once the vehicle reaches a low fuel level status, the instrument cluster alerts the driver and automatically populates the navigation screen map with gas stations.

New for 2010 is a smart weather feature embodied in the “nearby weather” button. When this button is activated, the system will automatically find and report weather conditions from the nearest weather station while driving.

Nearly 150 different categories of points of interest are available, making it easier for the customer to find a desired location. Additionally, listings for the top 40 movies playing are available.

Also improved is the voice interface between the driver and the system. “You don’t have to remember a list of commands,” said Andrea Chowanic, Product Planning Analyst. “As soon as you press the voice button on your steering wheel, the system displays a short list of commands and asks you the information it wants. That’s the beauty of this feature.”

The Ambient Lighting System allows drivers to customize the interior lighting of the vehicle to suit their mood through seven base colors – ice blue, purple, blue, orange, red, white and green.

Another clever feature standard on the 2010 Fusion is EasyFuel™ Capless Fuel-Filler System. This industry-exclusive feature helps to reduce evaporative emissions that create smog and global

warming. When fueling is completed, and the fuel pump nozzle is removed, the system automatically seals shut. There is no longer a need to handle a dirty gas cap.

Available all-wheel drive and passenger fold-flat seat continue as segment-exclusives. The fold-flat seat, combined best-in-class trunk capacity, adds storage versatility for the 2010 Fusion.

“The new Fusion is a strong combination of performance, appearance and features,” said Mike Dugan, Vehicle Engineering Manager. “We hope our customers will be delighted with all of the enhancements and additions.”