

2010 Fusion Exterior/Interior

- The redesigned exterior compliments the more powerful and fuel efficient powertrains by providing a look that is sportier, more upscale, and more technical on all models throughout the Fusion line
- The new interior design complements the exterior by providing a driver and passenger environment that is more upscale, contemporary, comfortable, and sporty

When the exterior design team at Ford set out to improve the look of the 2010 Fusion, the objective was simple: “We needed to communicate that this is a fun car to drive,” said Design Manager Solomon Song.

Ideas in mind, the design team heavily leveraged computer-aided design technology to streamline the design process and drive as many dramatic, dynamic new elements into the new Fusion as possible.

“Customers love the appearance of the Fusion, but we knew we could improve it,” said Darrell Behmer, Fusion chief designer. “From a design standpoint, we wanted to amplify the sporty look and make it more modern. The 2010 Fusion is bolder, sportier and even more fun to drive. With the added technology and beautiful, dynamic interiors to go along with even better performance all-around, the 2010 Fusion is the ‘can’t-miss’ mid-size car.”

One of the guiding themes was to make the base Fusion S model as sporty as possible and continue that throughout the portfolio all the way to the Sport version.

To create a wider, sportier look for the front, significant changes were made to the headlamps, grille and fog lamps to emphasize the aggressive front fascia. The iconic three-bar grille in particular is larger with a more modern look. Wraparound projector beam headlamps add to the high tech and leaner appearance. The fog lamps are housed below in a trapezoidal-shaped lower opening to help complete the more-muscular look.

“When you’re talking about performance, you want the car to look the part,” Song said.

Design refinements carry through to the rear of the 2010 Ford Fusion as well, with modernized taillights and decklid to help give the vehicle a more unified look from front to rear. The decklid mounted LED center stop lamp also contributes to the high tech look and better visibility.

A sportier-looking car hints at all the technology inside Fusion, including the latest version of SYNC, Sony-branded audio with SIRIUS satellite radio and the Voice-Activated Navigation system.

The interior design team created a specific look and feel for each member of the Fusion portfolio. Overall, the goal was to create a more detailed, contemporary environment with a more technical look, mirroring the added content found in each model.

The instrument panel was changed, with new metal finishes on the control knobs, and a stainless look that carries through to the doors, center console and steering wheel for a unified theme throughout the 2010 Fusion. The redesigned seats feature contrasting stitching for a more a more modern appearance. The seat bolsters are smooth, with the inserts getting a textural treatment for contrast.

“Our customers will notice a big difference in the seats,” said Designer Golnaz Armin. “They are much more comfortable, with more side support and increased softness. We really focused on the details in improving the new Fusion.”

The Fusion S model features a brushed finish with Charcoal Black and Stone. The SEL model adds more wood trim. The Fusion Sport line features a bold look with an anodized finish on the center stack and either red or blue high tech soft touch spears across the binnacle. The red or blue choice is carried through the seat inserts and contrasting stitching. An all-black with a dark stainless finish also is available on the Sport.

“If customers don’t get excited about the exterior, they’ll never come look at the interior and all the great features we have or even come into the showroom,” Song said. “We made sure they can’t miss this vehicle from the outside when you compare it to other mid-size sedans.”