2010 Explorer Overview

STANDARD TRAILER SWAY CONTROL, XLT SPORT PACKAGE GIVE 2010 FORD EXPLORER BUYERS MORE CHOICE

- Standard Trailer Sway Control complements Explorer's extensive suite of safety technologies
- XLT Sport package provides a customizable, sporty alternative for Explorer buyers
- Explorer offers the latest technology including a next-generation navigation system with SIRIUS Travel Link™

Ford will bolster the 2010 Explorer by enhancing its proven stability control system with the addition of Trailer Sway Control, which joins an already impressive list of standard safety features including industry-exclusive AdvanceTrac® with RSC® (Roll Stability Control™).

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.

Ford's AdvanceTrac with RSC features unique functionality and a level of performance that competitive stability control systems can't match. Unlike competitors' systems, AdvanceTrac 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.

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.

Explorer XLT Sport
For 2010, Explorer will continue to offer the XLT Sport package, highlighted inside by Charcoal Black cloth seats, a white instrument cluster and all-weather floor mats. Black-accented wheel lips, exterior step bar and fascia show off the sporty exterior side of Explorer.

The XLT sport package is available in the following exterior colors: Blue Flame, Torch Red, Brilliant Silver, and Black.

Next-Generation Navigation
An available voice-activated navigation system with SIRIUS Travel Link™ lets Explorer owners 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 (available in the 48 contiguous states and District of Columbia).

Explorer Safety Technologies
Standard and available 2010 Ford Explorer safety features include:

- AdvanceTrac with RSC

- Air bags, second-generation driver and front passenger seats
- Battery saver feature
- Belt-Minder®
- Front Passenger Sensing System
- LATCH (Lower Anchors and Tethers for CHildren) system on rear outboard seat locations
- S.O.S. Post Crash Alert System™
- Safety Canopy® with roll over sensor
- Safety Belts, Pretensioner/Energy Management System w/adjustable height in 1st row
- Tire Pressure Monitoring System (TPMS)

Explorer Technology and Connectivity Features
Standard and available 2010 Ford Explorer technology features include:

- AM/FM single CD/MP3 player with audio input jack
- Premium AM/FM in-dash, six-CD/MP3 player with subwoofer and audio input jack
- Voice-activated navigation system
- Rear-seat DVD system
- Security – SecuriLock® Passive Anti-Theft System (PATS)
- Illuminated entry
- Keyless Entry Remote
- Power Code remote start
- Power adjustable pedals

Ford Explorer is available in three series: XLT, Eddie Bauer and Limited. Explorer is produced at the Louisville Assembly Plant in Louisville, Ky.