

# 2010 Edge Overview

## 2010 FORD EDGE BOASTS FUEL ECONOMY IMPROVEMENTS TO COMPLEMENT CONVENIENCE, STYLE & TECHNOLOGY

- **Improved Fuel Economy:** Both Edge FWD and AWD have been refined to maximize real-world fuel economy, resulting in increases of as much as 2 mpg city.
- **Travel Made Easy:** Available on Edge is the next generation, voice-activated navigation system and the class-exclusive SIRIUS Travel Link™, with service free for six months.
- **Limited Interior Appearance Package:** A unique new interior package blends Sienna leather-trimmed seats with contrasting stitching on seats, steering wheel and shift knob, along with a dark brushed aluminum center stack pane and premium Edge-logo floor mats.

The Ford Edge crossover is an ideal choice with its bold design, flexible interior, dynamic driving characteristics and long list of exclusive signature technologies and innovative features. And for 2010, Edge's 265-hp engine and six-speed automatic transmission have been refined to increase fuel mileage.

### Major Mileage Improvements

Thanks to powertrain and aerodynamic refinements, 2010 Edge now delivers:

- FWD: EPA estimated 18 mpg city/25 mpg highway – up 1 mpg each from 2009
- AWD: EPA estimated 17 mpg city/23 mpg highway – up 1 mpg highway and 2 MPG city from 2009

Best of all, the economy increases were achieved without losing any of the spirited performance and smooth, quiet operation Edge has become known for.

Edge's 3.5-liter V-6 engine features a strong, lightweight, die-cast aluminum block and lightweight four-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 six-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 seven percent better fuel economy than a four-speed automatic.

### Sport Model Gives Ford an Edge on the Competition

The 2010 Edge Sport continues to be aimed at customers who want a sportier look and a personalized vehicle.

The Edge Sport, when equipped with the available 22-inch wheel/tire handling package elevates the already agile 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 22-inch 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. Edge Sport is available in four exterior colors: Black, Red Candy, Ingot Silver and a limited-run Sport Blue.

### **Cutting-Edge Technology**

Edge for 2010 also is available with Ford SYNC® – with no monthly fees – the industry-first system of voice-activated control and connectivity for mobile phones and MP3 players. The newest SYNC feature provides Traffic, Directions & Information, with turn-by-turn route guidance and the capability to access and personalize content.

Edge can also be optioned with a voice-activated navigation system featuring SIRIUS Travel Link™, which gives drivers and passengers access to up-to-the-minute information and entertainment including coast-to-coast (48 contiguous states and D.C.) coverage of real-time traffic in select markets 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 (when voice-activated navigation with SIRIUS Travel Link is selected, SYNC: Traffic Directions & Information is not available).

Other features include an 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.

### **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 nearly 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® (Roll Stability Control™), 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-exclusive side-slip and roll stability control.

Edge offers several layers of side-impact protection, including solid unibody construction with a 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 even when an

occupant's head is resting along the side glass. In the event of a crash, the roll-fold bag is designed to 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, safety belt pretensioners, seat weight sensing system for the passenger seat and crash severity sensing.
- **Ford's Belt-Minder® 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 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 needed to the rear wheels. Paired with 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. 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, and even the radio antenna was scrutinized.

### **Modern Design Provides Dramatic Edge**

Edge has a bold American design 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.

For 2010, Ford Edge comes in a wide palate of colors: Ingot Silver Metallic, White Platinum Metallic Tri-Coat, Tuxedo Black Metallic, Red Candy Metallic Tinted Clearcoat, White Suede, Sterling Grey Metallic, Cinnamon Metallic, Dark Ink Blue Metallic and a Sport Blue Metallic (available only on Edge Sport).

### **Flexible and Friendly Interior**

The modern design flows into the interior, evident in the instrument panel and distinctive center stack. The center stack design incorporates two 9x2-inch vertical vents that bracket the audio and

climate-control switches. Available leather seating surfaces feature contrast stitching inspired by the fashion industry.

Edge is designed to fit the customer's need for cargo space and adaptability as well. 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 heated six-way power-adjustable front seats and adult-size 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 eight 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.

### **Edge Safety Technologies**

Standard and available 2010 Ford Edge safety features include:

- Four-wheel anti-lock braking system (ABS)
- Adjustable head restraints
- AdvanceTrac with RSC
- Belt-Minder®
- Child safety locks
- Adjustable safety belts
- LATCH
- Personal Safety System™
- Tire Pressure Monitoring System (TPMS)

### **Edge Technology and Connectivity Features**

Standard and available 2010 Ford Edge technology features include:

- Audio/MP3 input jack
- One-touch integrated start
- AM/FM stereo/clock/CDx6/MP3 with four speakers
- SIRIUS® Satellite Radio
- Automatic headlamps with wiper activation
- Reverse Sensing System
- SecuriLock® passive anti-theft system
- Ford SYNC® hands-free communications and entertainment system
- Voice-activated navigation system
- Universal garage door opener

The 2010 Edge is available in SE, SEL, Limited and Sport trim levels. All Edge models are manufactured at Ford's Oakville Assembly Complex in Ontario, Canada.