

# 2011 Edge Exterior/Interior

## 2011 FORD EDGE EMBRACES BOLD, VIBRANT DESIGN

- Ford's popular Edge midsize crossover has been freshened for the 2011 model year with more vibrant exterior design, including an all-new hood, front fenders, front fascia, grille, headlamps and taillamps
- New 18- and 20-inch wheels join the lineup; freshened Edge Sport has class-exclusive 22-inch wheels standard
- The fluid, dynamic design further communicates the advanced available features that help define the 2011 Ford Edge, including available MyFord Touch™ driver connect technology, Blind Spot Information System (BLIS®), MyKey® and adaptive cruise control

The designers of the 2011 Ford Edge decided to throw customers of this popular midsize crossover a curve. A few curves, actually.

The 2011 Ford Edge abandons straight lines in favor of a more flowing, harmonious design to make an immediate and lasting statement about what this unique vehicle stands for and offers: style and technology in a compelling package.

“Everything about the 2011 Ford Edge is bolder and more flowing,” said Hak Soo Ha, exterior design manager. “All of the new lines are more expressive, which very much defines the Edge customer.”

Increased presence is announced through a bolder grille and a chin spoiler that appears more crafted. The A-pillar flows into the hood, which adds subtle undulations to create a heightened sculptural quality. The flowing, wrapping lines emphasize both the front end and the new wheel lineup, which includes new 18- and 20-inch wheels.

“The goal of the newly designed wheels is to make them more organic and less chiseled and straight in appearance,” said Ha. “The new treatment ties very nicely to the look of the front end.”

The new Edge Sport features class-exclusive 22-inch polished aluminum wheels with Tuxedo Black spoke accents, and other cues, including a Tuxedo Black grille, unique headlamp and taillamp treatment, body-color rocker moldings, oval chrome exhaust tips, body-color door cladding, and revised, more integrated body-color lower front and rear fascias.

### **High-tech look from front to back**

Craftsmanship and attention to detail is apparent in the treatment of the headlamps and auxiliary lamps. The headlamps are no longer simply encased among the hood, fender and fascia. Instead, the execution allows a more floating, less encapsulated appearance. The LED supplemental parking lamps are vertical rather than a rudimentary square or round shape, adding to the technical appearance of the front end.

The harmonious design is carried through to the rear fascia. The taillamps also are executed with style and technology to create a more modern, almost jewel-like appearance. Key to the execution is a secondary inner lens with a unique floating shape combined with unconventional reflective pieces. Larger, 4-inch bright exhaust tips and a two-piece liftgate appliqué round out the new exterior enhancements at the rear.

“Technology is one of the dominant themes of the 2011 Edge, so we wanted to express that throughout the exterior,” said Ha.

***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 159,000 employees and about 70 plants worldwide, the company's automotive brands include Ford, Lincoln and Mercury, production of which has been announced by the company to be ending in the fourth quarter of 2010. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit [www.ford.com](http://www.ford.com).*

Aug. 16, 2010