

2011 Edge Featured Technology

2011 FORD EDGE CROSSOVER ADDS AWARD-WINNING TECHNOLOGIES, CLASS-EXCLUSIVE FEATURES

- The new 2011 Ford Edge features a wide suite of new convenience features and technologies, led by the available MyFord Touch™ driver connect technology and industry-first HD Radio™ technology with iTunes® Tagging capability
- Ford's popular industry-exclusive conveniences such as MyKey® and Easy Fuel® capless fuel filler are standard
- Additional available technologies include adaptive cruise control and collision warning with brake support, Blind Spot Information System (BLIS®) with cross-traffic alert, and Intelligent Access with push-button start

The award-winning MyFord Touch driver connect technology is just the start of an entire suite of class-exclusive convenience features and technologies available on the 2011 Ford Edge and not found on crossovers that cost twice the price.

“The 2011 Ford Edge delivers the perfect blend of style, technology and capability our customers demand,” said Jason Mase, crossover marketing manager. “The Edge has been at the forefront of consumer-focused features and conveniences such as SYNC®, which allowed customers to connect their devices in a vehicle like never before. Now MyFord Touch builds on that heritage with new driver connect technology that leads the industry.”

MyFord Touch won both *Popular Mechanics*' Editor's Choice Award and CNET's “Best of CES” in the car and GPS technology category at the 2010 International CES (Consumer Electronics Show).

MyFord Touch, standard on the 2011 Edge Limited, 2011 Edge Sport and available on the 2011 Edge SEL, defines an all-new in-car experience. It takes vehicle interior design into the realm of popular personal electronics devices such as laptop computers, mobile phones and MP3 players, using controls such as:

- Five-way buttons mounted on the steering wheel, naturally placed for a driver's thumbs to control menu commands and select functions
- An 8-inch LCD screen in the center stack and two 4.2-inch screens in the instrument cluster provide vehicle and infotainment information
- Voice control, including a new “flattened grammar” system that simplifies common commands and introduces voice control for more features, such as audio tuning and climate control
- Media hub with two USB 2.0 ports, audio and video input jacks and an SD card slot

Premium Sony sound system and interface

An upgrade to the MyFord Touch system is the Sony Audio System, which adds a Sony-designed electronic center stack panel with a high-gloss black finish and unique treatment of the touch-sensitive controls. The Sony panel is completely flat (except for the center knob), so the touch cells are executed as circular “landing zones” for the finger.

The heart of the Sony Audio System is its extraordinary sound quality. Comprised of 12 high-quality speakers and a Class D all-digital amplifier, the Sony system has the ability to pump out 390 watts of continuous power (RMS). Further, Dolby Pro Logic® II technology creates true virtual 5.1 channel surround sound throughout the car for a unique listening experience.

MyFord Touch is powered by Ford SYNC, the award-winning voice-activated communications and

entertainment system developed by Ford and Microsoft® that fully integrates Bluetooth®-enabled mobile phones and digital media players into the vehicle. Standard with SYNC is the Traffic, Directions and Information application, which provides simple hands-free access to personalized traffic reports, precise turn-by-turn driving directions and up-to-date information including business listings, news, sports and weather.

Google Maps is added to the “Send to SYNC” feature, allowing drivers to send destinations from Google Maps to their vehicle through the cloud-based SYNC Traffic, Directions and Information app. Drivers download destination information into the vehicle via their Bluetooth-enabled mobile phones; the information will be processed into audible turn-by-turn directions, eliminating the need to bring printed maps.

Like the song? You can tag it

Also available on the 2011 Ford Edge is the world’s first implementation of iTunes® Tagging in a factory-installed HD Radio™ receiver. With a simple push of the “TAG” button on the MyFord touch screen display, the song information will be stored in the radio’s memory.

Once a song is tagged, customers will dock their iPod® to the SYNC system and the “tagged” song information will transfer to that iPod. Up to 100 tags on SYNC can be stored until the iPod is connected. When the iPod is then synced to iTunes, a playlist of tagged songs will appear. Customers can preview, and if desired, purchase and download tagged songs from the iTunes Store.

One significant benefit of HD Radio technology, included with the Sony system, is the sound quality of the broadcast. With digital transmission, sound quality is dramatically better – FM sounds like a CD and AM sounds like today’s FM broadcasts. And unlike analog broadcasts, digital broadcasts aren’t susceptible to interference, fadeout and other issues.

More class-exclusive technology

New to the Ford Edge lineup is MyKey, which allows parents or other concerned owners to restrict certain features when in the hands of a MyKey driver. MyKey encourages seat belt usage, provides earlier low-fuel warnings, engages applicable driver-aid systems, and sounds chimes at preset speeds while limiting audio system volume and top vehicle speed.

Other new content on the 2011 Edge are standard Easy Fuel capless fuel filler system and available Intelligent Access with push-button start, which allows the driver (with key) to automatically unlock car doors when approaching the vehicle, allowing for push-button start.

Adaptive cruise control and collision warning with brake support leads the long list of available technologies. Adaptive cruise control allows the driver to set the vehicle’s speed, using advanced radar technology to monitor traffic ahead and scan for slower vehicles.

The system slows the vehicle to adapt for traffic conditions and maintain the preset distance between vehicles. Once traffic clears, the set speed returns. Gap distance settings can be customized from four predetermined options.

Collision warning with brake support uses radar to detect moving vehicles ahead and warns the driver of danger with an audible alarm and warning light. The system also automatically pre-charges brakes and engages an electronic brake assist system to help drivers stop more quickly.

Other available features and technologies on the 2011 Ford Edge include:

- **Blind Spot Information System (BLIS) with cross-traffic alert** helps detect vehicles in blind spots during normal driving as well as traffic approaching from the sides when reversing out of parking spots.
- **Ambient lighting** allows drivers to choose among seven colors with five intensity settings for

interior accent lighting now controlled through the MyFord Touch system's touch screen. The lighting highlights the interior details but also creates a sense of equilibrium and comfort at night by softly illuminating and defining the complete interior environment. Cupholders, front door map pockets, door release handle pockets, the media bin, console bin and footwells can be highlighted with ambient lighting, adjustable in intensity to reflect – or soothe – any mood or moment.

- Other convenience features include **rear view camera**; **rain-sensing wipers**, which detect moisture on the windshield and activate automatically; **remote start**; available **HID** (high-intensity discharge) **headlamps**; and **power liftgate**.

“The Edge has stood out from the competition from the very beginning, and the 2011 model will be a standout again, in the way it merges style our customers want with technology our competitors can't match,” said Mase.

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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.

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