

2011 Escape Hybrid Overview

NEW CONVENIENCE AND TECH FEATURES ADD TO FUN, FUEL-EFFICIENT 2011 FORD ESCAPE AND ESCAPE HYBRID

- 2011 Ford Escape adds HD Radio™ technology to an extensive list of family-friendly features like the MyKey™ programmable vehicle key and available Rear View Camera System
- Active Park Assist allows Escape owners to parallel park with the touch of a button, while Pull-Drift Compensation aids driving confidence by reducing the effects of side winds and road crowning
- Escape Hybrid is expected to remain America's most fuel-efficient and environmentally friendly SUV with 2010 EPA-estimated 34 mpg city and 31 highway

The Ford Escape compact SUV has made fans of families across the country thanks to a host of features making it a willing travel companion for road trips and the daily grind alike. Now, fresh off its second-best sales year ever, the 2011 Escape brings a wide array of standard and available upgrades like HD Radio technology, offering free access to digital radio broadcasts across the country, and the Ford-exclusive SYNC® with Traffic, Directions & Information – helping reduce distractions while accessing important route and traffic information.

Music lovers will enjoy the addition of HD Radio technology, which enables more listening options and digital sound quality. No additional equipment or cost is involved: To use HD Radio, listeners simply tune in their favorite station. If the station is broadcasting with HD Radio technology, the system automatically picks up the signal and will transition to digital audio once decoded.

SYNC with Traffic, Directions & Information leverages industry-leading voice-recognition software, integrated GPS technology and a customer's Bluetooth®-capable mobile phone. SYNC's new applications provide 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.

Innovations for Safe, Convenient Driving

Escape features Integrated Blind Spot Mirrors consisting of an outside rearview mirror designed with a secondary convex spotter in the top outer corner, which is aimed exclusively at the driver's blind spot. When traffic enters the driver's blind spot on either side of the vehicle, it is visible in the secondary convex mirror, helping provide the driver a broader peripheral view.

An available Rear View Camera System uses an exterior camera embedded in the rear of the vehicle that sends images to a video display in the rearview mirror or the navigation system screen, if equipped, to help enhance visibility directly behind the vehicle when it is in reverse. Ford is leveraging the affordability of high-quality video cameras to widely offer the technology.

To help encourage safe teen driving, Escape also comes standard with the Ford-exclusive MyKey system. Parents simply program the vehicle key through the message center to incorporate features such as:

- Limited top speed of 80 mph
- Traction control system that limits tire spin cannot be deactivated
- Audio system volume limited to 44 percent of maximum volume
- A speed alert chime at 45, 55 or 65 mph

All Escape models come with an Anti-lock Brake System and Ford's exclusive AdvanceTrac® with RSC (Roll Stability Control™). The only available electronic stability control system with two gyroscopic effect sensors, AdvanceTrac with RSC measures vehicle motion about both the yaw and

roll axes.

Technology Improves Confidence while Parking, Driving

The class-exclusive Active Park Assist system uses sensors on the front and rear of the vehicle, working in conjunction with Electric Power Assist Steering (EPAS), to guide the vehicle into a parking space. Here's how it works:

- The driver activates the system by pressing an instrument panel button, which activates the ultrasonic sensors to measure and identify a feasible parallel parking space
- The system then prompts the driver to accept the system assistance to park
- The steering system then takes over and steers the vehicle into the parking space hands-free. The driver still shifts the transmission and operates the gas and brake pedals
- A visual and/or audible driver interface advises the driver about the proximity of other vehicles, objects and people and provides instructions
- While the steering is all done automatically, the driver remains responsible for safe parking and can interrupt the system by grasping the steering wheel

EPAS can also control steering characteristics that enhance drive quality. An example found on Escape is Pull-Drift Compensation, a software-based technology designed to help drivers offset vehicle pulling or drifting that can occur in steady crosswinds or on uneven roads.

Using sensors, EPAS constantly measures the steering input applied by the driver to maintain the vehicle's path; it continually resets to adapt to changing road conditions or the vehicle turning a corner. Ford's pull-drift software technology gives the EPAS system the added ability to compensate for slight steering torque changes caused by environmental factors such as road crowning or steady crosswinds.

"If you're on the expressway and the road is crowned to the left or right for better water drainage, for example, you may need to make a slight steering compensation for that crowning," said Brian Kosztowny, Ford Vehicle Dynamics development engineer. "With Pull-Drift Compensation, the EPAS system gradually will dial in steering assist for easier steering in these conditions without the driver feeling it in his or her fingers or needing to make an extra effort. The electric motor does more, so you don't have to."

Maximizing Fuel Economy

Ford Escape continues to offer advanced powertrain options that maximize performance and fuel efficiency. Buyers can choose a 171-horsepower, 2.5-liter I-4 engine with Intake Variable Cam Timing (i-VCT) or an available 3.0-liter V-6 that produces 240 horsepower with i-VCT. A five-speed manual transmission is standard with the I-4 engine; I-4 buyers can also opt for the fuel-saving six-speed automatic transmission that's standard on V-6 models.

Refined aerodynamics and low-rolling-resistance tires also enhance fuel economy while contributing to a quiet, refined cabin environment. The powertrain also incorporates electronic throttle control (ETC). This technology replaces the manual linkage between accelerator and throttle with a control unit that calculates the optimal throttle position from a number of sensors. ETC is a form of state-of-the-art, drive-by-wire technology.

Additionally, the EPAS system replaces the traditional hydraulic power steering pump. Because it operates only when required for steering assistance, it contributes to lower fuel consumption than a hydraulic pump, which operates whenever the engine is running.

Escape scores in both comfort and sustainability with their eco-friendly seats. The seats include soy-based foam that substitutes for petroleum-based products to conserve limited resources and reduce CO2 emissions. Eco-friendly seat fabrics made from 100 percent postindustrial recycled

materials also are offered on Escape Hybrid.

More Choices for Hybrid Buyers

Escape Hybrid for 2011 expects to continue its claim as America's most fuel-efficient and environmentally friendly SUV, based on 2010 EPA estimates.

Hybrid models use a 2.5-liter I-4 designed to run on the Atkinson combustion cycle. An advanced engine processor enables nearly imperceptible transitions between gas and electric vehicle mode, and hybrid models also feature a powertrain damping system to reduce vibrations and feedback to the driver and other vehicle occupants.

The Escape Hybrid Limited is packaged for environmentally conscious buyers who still want a full complement of accessories and equipment. Along with its gas counterpart, the Escape Hybrid Limited features 16-inch bright machined aluminum wheels and exterior chrome accents, a standard six-speaker audio system, chrome and ebony interior touches and a luxury and convenience package that includes ambient lighting, heated front leather seating surfaces, a power moonroof, reverse sensing system, rearview camera and universal garage door opener.

Safety Technologies

Standard and available 2011 Ford Escape safety features include:

- AdvanceTrac traction control with RSC (Roll Stability Control)
- Safety Canopy®, a side air curtain technology offering protection for the first and second seating rows
- Personal Safety System™, a suite of seven safety technologies, including dual-stage front air bags for the driver and front-seat passenger, side air bags and a front passenger sensor system
- MyKey programmable vehicle key
- Tire Pressure Monitoring System (TPMS)
- LATCH (Lower Anchors and Tether anchors for CHildren) system on rear seating positions

Technology and Connectivity Features

Standard and available 2011 Ford Escape technology features include:

- SYNC voice-activated communications and entertainment system with Traffic, Directions & Information
- SIRIUS® Satellite Radio with an initial six-month subscription
- Electric Power Assist Steering (EPAS) with Pull-Drift Compensation
- Voice-Activated Navigation with SIRIUS Travel Link™ and HD Radio, including iTunes song-tagging ability
- Integrated Blind Spot Mirrors for better blind-spot visibility
- Rear View Camera System to aid rear visibility while backing up
- Active Park Assist automatic parallel parking system
- Easy Fuel® Capless Fuel-Filler System
- Ambient lighting allowing drivers to change interior lighting color palette
- Steering wheel audio controls
- 110V AC power outlet (Hybrid models only)

Ford Escape and Escape Hybrid are built at the Kansas City Assembly Plant in Kansas City, Mo.