

2012 Edge Overview

2012 Ford Edge Highlights See Arrival of EcoBoost Engine and Additional Convenience Technology

- A new 2.0-liter EcoBoost® four-cylinder engine joins the lineup for the 2012 Ford Edge, delivering 21 mpg city and 30 mpg highway
- EcoBoost will be available on the Edge SE, SEL and Limited, adding another engine choice to a lineup that launched with unsurpassed fuel economy
- Available customer conveniences for the 2012 Ford Edge include 10-way power seats and increased availability of SYNC®

The outstanding fuel economy of the Ford Edge improves even more with the arrival of Ford's new 2.0-liter EcoBoost® four-cylinder engine for the 2012 model year.

The refreshed version of the popular crossover, which went on sale in late 2010, featured the debut of industry-first MyFord Touch® driver connect technology and unsurpassed fuel economy.

“With more than 500,000 sold since its debut in late 2006, Ford Edge has been enthusiastically embraced by customers because of its unrivaled combination of smart technology, a great driving experience, safety and outstanding fuel economy,” said Darci Gurney, Edge marketing manager. “We have added even more content for the 2012 model year.”

The new 2.0-liter Ford EcoBoost four-cylinder engine, with turbocharging and direct injection, delivers 21 mpg city and 30 mpg highway, becoming the 13th Ford model/powertrain combination to deliver an EPA fuel economy rating of 30 mpg or more.

The Edge EcoBoost four-cylinder produces 240 horsepower and 270 lb.-ft. of torque.

Also exclusive to 2012 Edge with EcoBoost are aerodynamic enhancements and other technologies to help save fuel, including side door rocker moldings and active grille shutters. Active grille shutters help optimize aerodynamics by using vents to control airflow through the grille to the cooling system and engine compartment.

If air is required to cool the engine, the vents are opened. If no airflow is needed the vents are shut, contributing to significantly reduced aerodynamic drag.

Quality

Decreasing both road and wind noise was a key area of focus with the refreshed Edge, and that story continues with the 2012 model. To further improve interior quietness, expandable foam baffles are now used in the fenders and D-pillars while a thicker windshield with acoustic laminated glass helps decrease wind noise.

New for 2012 is the 10-way power lumbar and reclining driver's seat (standard on SEL and Limited) and passenger seat (standard on Limited).

Green

Standard on 2012 Edge is the 3.5-liter V6, which produces 285 horsepower, tops among standard V6 competitors, and delivers 19 mpg city and 27 mpg highway (front-wheel drive). The Edge Sport, with a 3.7-liter V6, increases performance to best-in-class 305 horsepower with excellent fuel economy of 18 mpg city and 25 mpg highway (front-wheel drive).

Each engine in the Edge lineup is mated to a fuel-saving six-speed automatic transmission.

Also new for Edge are 18-inch low-rolling-resistance tires. Rolling resistance, a measure of the force required for the tire to travel down the road, is a key attribute in improving fuel economy. Research indicates that it's possible for a 10 percent improvement in rolling resistance to lead to a 1 to 2 percent improvement in fuel economy.

These low-rolling-resistance tires complement aerodynamic improvements, including a new rear liftgate spoiler and new exterior side mirrors.

Safe

The 2012 Ford Edge offers a suite of innovative safety technologies and, like the 2011 Edge, is expected to earn a Top Safety Pick rating from the Insurance Institute for Highway Safety (for models built after February 2011).

To earn an IIHS Top Safety Pick, a vehicle must receive a rating of "good" in offset frontal-, side- and rear-impact crash tests and roof strength evaluations, as well as offer electronic stability control. AdvanceTrac® with RSC® (Roll Stability Control™) is standard on every Edge.

In addition, Edge features a solid unibody construction, which provides an energy-absorbing structure to help protect occupants. Bumper-to-bumper flow-through side rails, structural design and A-pillars are meant to move crash energy away from occupants. Nearly half of the stiff shell is composed of high-strength steels, such as boron, for both increased strength and reduced weight.

When a crash becomes unavoidable, Edge relies on an array of airbags to protect occupants. Two front dual-stage and two side airbags are joined by a Safety Canopy® System consisting of side-curtain airbags for front and rear outboard passengers. Personal Safety System™ safety belts feature pretensioners and an energy management system with adjustable D-ring height in the first row.

Smart

Edge was the launch vehicle for industry-first Ford SYNC® with MyFord Touch driver connect technology. This technology provides an intuitive, easy-to-use system for accessing a multifunction color display and infotainment color display.

Options for 2012 include one 4.2-inch color LCD screen in the instrument cluster and one 4.2-inch color LCD screen in the center stack, all the way to two 4.2-inch color LCD screens in the instrument cluster and one 8-inch color LCD touch screen in the center stack, which can be controlled by voice commands or a five-way control on the steering wheel.

SYNC is now available on the base SE model and provides hands-free access with simple voice commands. Every vehicle equipped with SYNC offers hands-free calling via paired and connected Bluetooth®-enabled phone, hands-free music via USB-connected digital media player and customer support and software updates via SyncMyRide.com for registered owners.

Other available SYNC Services features include Traffic, Directions and Information, which allows customers to receive traffic alerts, turn-by-turn directions and a business search through the radio, hear personalized news, weather, horoscopes, stocks, movie times and sports content, get travel information and send directions directly to the SYNC system. Also available is Vehicle Health Report, which allows customers to receive an online report of vehicle diagnostics, and 911 Assist™, which can connect directly to a 911 operator through the paired mobile phone after an accident in which an airbag deploys.

A power liftgate also is available on Edge SEL.

Production location

The 2012 Ford Edge is built at Oakville Assembly Complex in Ontario, Canada.

