



## All-New Ford Edge Courts More Global Customers with More Driver-Assist Technologies, Improved Performance, Design

- All-new Ford Edge to launch in North America in early 2015, with sales following in South America, Europe and Asia Pacific; Edge will be offered for the first time in Western Europe
- Edge is a showcase of Ford innovation – from a new design that excites to technology that comforts, the all-new Edge sets a new benchmark for Ford utility vehicles
- Utility vehicle demand continues to grow across global markets, with Ford Motor Company selling a record 1.2 million utilities in 2013 – up 38 percent from 2012

**DEARBORN, Mich., June 24, 2014** – Ford Edge is about to expand its global footprint in a big way. An all-new 2015 model arrives in North America early next year as a showcase of smart technology from Ford. Sales in South America, Europe – now including Western Europe – and Asia Pacific will follow. Eventually, Edge will be sold in more than 100 markets worldwide.

That's what happens when a leader gets better by every measure.

The new Edge, shown for the first time today in North America and Europe, has been completely transformed from wheels to roof. Based on Ford's successful global midsize vehicle architecture – which also underpins the Ford Fusion sedan in the North America market – Edge has been reshaped to be more visually athletic, retooled to meet higher expectations for quality around the world and reengineered with more advanced technologies to make the driving experience more rewarding.

“Great product development is driven by innovation,” said Mark Fields, incoming president and CEO, Ford Motor Company. “At Ford, our job is to understand how global consumers are changing, anticipate their needs, and ultimately deliver the great products they want. This new Edge is an excellent example of Ford at its best.”

With its December 2006 launch in North America – biggest utility vehicle market in the world – Edge helped to define the segment and establish the term “crossover SUV.” The car-based vehicle delivered better on-road comfort, fuel efficiency and overall driving dynamics than traditional, truck-based SUVs. It was proof a utility vehicle could meet the demanding needs of an everyday commuter, and customers quickly embraced Edge as a cross between SUV and traditional sedan. Strong sales ensued.

In North America, Edge is consistently the top-selling vehicle in its segment, posting near record sales in 2013. Edge is also sold in Russia, select markets in South America, as well as Eastern Asia, including China.

Edge helped make Ford the top-selling utility vehicle brand in North America for a third consecutive year in 2013. Ford utility vehicle sales are strong elsewhere as well, increasing nearly 20 percent in Europe last year, and growing exponentially in China, where Ford's share of the utility vehicle segment grew to 4.5 percent from less than 1 percent in 2012.

The new Edge is slightly larger than the model it replaces, but retains its familiar four-door, five-seat configuration. It will be available for the first time with front camera technology to help drivers see better in certain instances, and an enhanced active park assist system to enable perpendicular and parallel parking in tight quarters. A premium-level Titanium series will be available for the first time.

In North America, Edge will come standard with a 2.0-liter EcoBoost<sup>®</sup> engine, tuned to deliver a balanced mix of fuel economy and performance. A normally aspirated, 3.5-liter V6 engine will also be available. A unique Sport model will feature Ford's most advanced EcoBoost yet – a 2.7-liter V6, along with standard 21-inch wheels; this will be the highest-performance Edge.

Smart technology is available on Edge to improve efficiency. Auto Start-Stop can improve fuel economy by turning off the engine when it is not needed, such as when the vehicle is stopped at a traffic light. Edge also features smart air inlets at the front that can direct air along the vehicle sides – creating an “air curtain” – to enable greater aerodynamic efficiency at high speeds.

Other technology features include Ford's hands-free liftgate, SYNC<sup>®</sup> with MyFord Touch<sup>®</sup>, and inflatable rear safety belts. A heated steering wheel along with heated and cooled front seats will be available as well.

The all-new Edge will be the newest utility in Ford's global family of utility vehicles, which includes Expedition, Explorer, Everest, Escape (known as Kuga in Europe and Asia) and EcoSport, among others.

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**About Ford Motor Company**

*[Ford Motor Company](http://corporate.ford.com), a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 183,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit <http://corporate.ford.com>.*

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