**For immediate release**

**The Ford Expedition: Where will Your Expedition Take You?**

**DUBAI, UAE, October 6, 2020** – The Ford Expedition has always put families first, with class-leading levels of comfort, safety and convenience, delivering all the power, capability and space your next adventure may demand.

With a bold stance and refined styling, the Expedition turns heads no matter where it is or what it’s doing. And with a powerful 3.5-litre Ecoboost V6, capable seven-mode Terrain Management System, all-wheel-drive capability and space for up to eight people, the Expedition is ready for action.

Spending time with family and friends is a great way to reconnect and make new memories. So, where will your Expedition take you, and what memories will you create? We’ve put a few ideas together to help inspire your next adventure.

**Shopping Expedition**Granted, this one doesn’t take you very far off the beaten path, but the Expedition’s space and technology makes driving around town easy.

Loaded with confidence-inspiring driver-assist technologies, the Expedition keeps you in control. Its 360-degree camera helps you manoeuvre at low speeds with a complete view of your surroundings, while Enhanced Park Assist will help you to into tricky parking spaces. Adaptive Cruise Control with Stop and Go, Lane-Keeping Assist, Auto High Beam headlamps, Pre-Collision Assist with Automatic Emergency Braking and Pedestrian Detection also help keep you safe on the road.

At more than 5.3 metres long and 2.1 metres wide, the Ford Expedition is the most spacious eight-seat SUV on the market. It has more cargo space behind the seats than its chief rivals – in all three seating configurations – so has loads of space to cope with your biggest grocery shop, or trip to the mall.

With the Expedition, there are more ways to utilise space for passengers and cargo. Its second-row seats tip-and-slide forward for easy third-row access. Power fold-flat second and third-row seats make it easy to shift between more passengers or more cargo while an advanced Cargo Management System helps you stow items securely.

**Off-Road Expedition**

The New Generation Expedition is designed with tough terrain capability in mind, delivering EcoBoost power with up to 400hp and 650Nm of torque, teamed with a 10-speed SelectShift® automatic transmission maximizing performance and fuel economy.

Expedition’s all-new easy-to-use Terrain Management System™ lets customers select from seven special drive modes that help Expedition automatically adapt to different road conditions. This includes Normal for around town driving, Sport for more spirited trips, Tow/Haul for improved towing and hauling performance, Eco for enhanced fuel economy, Grass/Gravel/Snow for loose terrain, Mud/Rut for uneven surfaces, and Sand mode for driving in soft, deep sandy conditions found throughout the Middle East.

To give the Expedition true go-anywhere capability, Ford fitted four-wheel-drive equipped vehicles with a two-speed transfer case and electronic limited slip differential (eLSD). The eLSD enables the vehicle to react more quickly when it detects wheel slip on one side versus the other. The ability to fully lock helps when driving out of difficult situations in deep sand.

**Desert Expedition**

Sand mode was developed with the Middle East in mind. Expedition’s Terrain Management System (TMS) is an intelligent four-wheel-drive control programme that configures the vehicle for the conditions ahead. It uses a combination of sensors and an onboard gyroscope to work out what the vehicle is doing, and what can be done to assist the driver.

Undulating dunes of soft sand can confuse systems that are designed to work on reasonably level, hard-packed surfaces – while drivers usually need to switch off traction control systems to stop from bogging down in the sand.

But Ford’s clever TMS system makes this easy. Switching to Sand mode automatically limits the amount of traction control assistance and also manages both engine speed and transmission shifts – holding lower gears longer so that you can use high rpm and high wheel speed.

Clever electronics paired with all the mechanical advantages of the low-speed transfer case and the electronic locking rear diff really do make the Expedition a very capable large SUV for off-road adventures.

The available FX4 package takes that even further by adding off-road ruggedness and capability to the company’s eight-passenger SUV. The FX4 package includes; athletic all-terrain tyres on 20-inch aluminium rims and premium off-road-tuned shocks.

Seven underbody skid plates, including a new sand shield to protect turbocharger intercoolers, steel plates to protect steering gear, engine, transmission and transfer case, and a full-length guard for the fuel tank. A chin spoiler beneath the front bumper is shortened to improve approach angles for climbing over steep obstacles.

Chrome-plated running boards with angular step bars add off-road protection and passenger convenience.

**Solo Expedition**

Of course, escaping the madding crowd needn’t be a group exercise. If you’re able to slip away for the weekend on a solo trip, the Expedition’s capability and space means you can extend your trip further and longer.

The available B&O PLAY™ Premium Audio System by HARMAN – with specifically engineered 12-speaker placement, tuning and calibration – makes it easy to enjoy every drive. SYNC 3 allows you stay connected on the move should you wish, and the smart charging ports mean your phone will always be ready to use.

Once you’ve found a spot to camp up, you can connect your smartphone to the Dual-Headrest Rear Seat Entertainment System to view content. Content can also be accessed via SD card, HDMI cable and USB device.

And, if you’re camping in the wild, the Expedition also has you covered. Press a button to fold the second- and third-row seats flat, roll out your mattress and sleeping bag, and enjoy a perfect evening stargazing beneath the power panoramic Vista Roof.

The 2020 Expedition is available in showrooms across the country now.

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***About Ford Motor Company*** *Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit* [*www.corporate.ford.com*](http://www.corporate.ford.com)*.​​*

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