NEW FORD EVEREST PUSHES THE BOUNDARIES FOR OFF-ROAD SUVS WITH ADVANCED TECHNOLOGIES

- The new Ford Everestis powered by advanced and practical technologies that make it one of the smartest SUVs on or off the road.
- SYNC 2 boasts an 8-inch touchscreen with color-coded corners for easy menu navigation; simplified voice commands let drivers use natural language – for example, say “I'm hungry” to search for nearby restaurants.
- Intuitive technologies create a new driving experience, with first-in-class features like Lane Keeping Aid, Active Park Assist and Adaptive Cruise Control helping to take the hassle out of driving.
- Advanced active safety features give drivers greater confidence: Collision Mitigation System and Roll Stability Control, and segment-first features like Curve Control help drivers stay in command even in the most challenging situations.
Engineered to meet the world’s toughest safety standards, the Ford Everest is armed with an array of safety features, including seven airbags, an advanced safety cage with ultra-high-strength boron steel, and first-in-class features like Emergency Assistance for absolute peace of mind.

The unshakable off-road toughness of the new Ford Everest is complemented by a wide array of intuitive and practical technologies that make the rugged seven-seat SUV one of the smartest vehicles in its segment.

The new Ford Everest is as at home on the morning commute as it is on a week-long off-road adventure. Its rugged capabilities, fun-to-drive spirit and intuitive control are made possible by Ford’s smart, advanced technologies.

“In every aspect, the new Ford Everest is one of the smartest vehicles on the road,” said Trevor Worthington, vice president, Product Development, Ford Asia Pacific. “Technology is the bedrock of the Everest, and helps set it apart from its competitors. With its intelligent four-wheel drive system and its array of first-in-class smart and safe technologies, the new Ford Everest gives drivers a sense of confidence and comfort.”

Drawing on Ford’s global expertise in innovative driver-assist technologies, in-car connectivity systems and advanced safety features, the new Ford Everest comes equipped with technologies that make life on the road better, safer and more convenient for drivers.

**Stay connected with SYNC 2**

Connecting your car and life has never been easier. The new Ford Everest is available with SYNC 2, the latest version of Ford’s in-car connectivity system, which seamlessly integrates voice commands, a central touchscreen and a vehicle control screen in the instrument cluster to let drivers personalize their time behind the wheel. The system is also equipped to be a Wi-Fi hotspot, via a USB modem or connected smartphone.

SYNC 2 makes it more intuitive than ever for drivers to control the car’s entertainment system, climate controls, navigation system (if equipped) and connected mobile devices using simplified voice commands in languages including Mandarin Chinese and Australian English. Looking for food? Tell SYNC “I’m hungry,” and the system will list nearby restaurants. Voice controls for navigation, phone controls, music and more have been similarly simplified.

“With these simplified commands, SYNC 2 lets drivers keep their focus where it needs to be – on the road,” said Worthington. “The entire experience is more intuitive than ever, allowing drivers to smoothly move between using voice control, the touchscreen, and controls on the steering wheel and instrument panel to personalize their driving experience.”

The 8-inch SYNC 2 touchscreen available in the new Ford Everest offers color-coded corners to make menu navigation a breeze. The four easy-access corners give passengers display information to control the audio system, paired phones, navigation (if equipped) and the car’s climate settings. Drivers can even personalize the touchscreen’s wallpaper by uploading photos via USB or with an SD card.

For an immersive in-car audio experience played from the radio, a CD, a USB stick or via Bluetooth, the Ford Everest is available with a 10-speaker sound system featuring an integrated subwoofer for powerful and accurate sound reproduction, whatever the genre of music.

**Confidence-Inspiring Advanced Technology**

The new Ford Everest’s innovative and smart technologies give drivers the confidence they need to embark on any journey, be it to a child’s first day of school or a far-flung destination across
rugged terrain. The new Everest's active safety technologies – many of which are segment-first – give all types of drivers the peace of mind they need on the road.

“All drivers want to feel safe, secure and confident when they’re behind the wheel, no matter how they use their vehicle,” said Worthington. “The technology in the Ford Everest has it all, from segment-first safety technology to smart driving systems ready to help out in any situation.”

In a first for the off-road medium SUV segment, the new Ford Everest is available with Curve Control, designed to help drivers keep control of their vehicles in the event of misjudging a turn. The Curve Control system can sense when a vehicle is entering a curve too quickly, and can apply four-wheel braking and reduce engine torque to slow the vehicle by as much 16 km/h in about one second.

To decrease the likelihood of collisions, Forward Alert with Collision Mitigation employs front radar to measure the distance between the vehicle and moving objects ahead. If the system determines that the “time to collision” is below a certain threshold, it issues a warning – both aurally and visually via an indicator light projected on the windscreen. If the driver doesn’t react, the braking system is pre-charged, and brakes are automatically applied with 0.3 g of deceleration as soon as the driver lifts off the gas pedal.

Ford’s Blind Spot Information System (BLIS) also contributes to peace of mind by using radar sensors to help to detect vehicles in blind spots during normal driving above 10 km/h. The system provides a warning LED light in the wing mirror when a vehicle is detected, increasing driver awareness and reducing stress.

To increase awareness in even more situations, BLIS works in conjunction with Cross Traffic Alert, which uses side radar to alert drivers of vehicles they cannot see. Cross Traffic Alert is especially useful when parked between two larger vehicles: It can detect a vehicle approaching from as many as seven parking spaces away on either side, informing the driver and giving improved confidence when backing out.

Roll Stability Control monitors the vehicle’s movement and its interaction with the road. When it detects a potential rollover situation, the system can apply brakes and reduce engine torque to mitigate the chance of a rollover. Similarly, Electronic Stability Program helps keep the Ford Everest on track – especially in slippery driving conditions – by applying the brakes and reducing engine power to keep passengers safe and the vehicle on course.

The new Ford Everest features some of the smartest headlights on the road. Auto High Beam Control uses a front-mounted camera to actively identify and classify light sources like traffic and streetlights, and automatically activates the high beams as needed. The system is designed to maximize visibility at night to reduce driver fatigue and stress without creating a nuisance for other drivers.

The Ford Everest has both high-intensity discharge (HID) headlamps and LED daytime running lamps (DRLs) powered by smart technology, enabling them to automatically adjust themselves based on available light. For added safety, the Ford Everest runs its energy-efficient DRLs all day to increase visibility to other vehicles and to provide a distinctive face of Ford to other road users in all driving conditions.

Meeting the World’s Toughest Safety Requirements
Beyond active safety technologies, the new Ford Everest is built to Ford’s strict safety standards, helping it to meet the world’s most demanding safety requirements. The Ford Everest is engineered with an advanced safety cage featuring high-strength and ultra-high-strength steels,
including boron steel. The cabin is outfitted with seven airbags – including front, side, curtain and knee airbags – as well as seatbelt pre-tensioners, and second- and third-row child seat anchors.

In the event of an accident, Ford Emergency Assistance is there to help, giving drivers absolute peace of mind. Emergency Assistance connects drivers to emergency service responders through the SYNC interface – with no associated subscription fees.

If the airbag is discharged or the emergency fuel pump cut-off is initiated, SYNC uses a paired mobile device to connect the driver to emergency service responders. Should the driver be unable to communicate, the system plays an introductory message indicating that an accident has occurred, and relays the vehicle’s location using GPS coordinates.

**Convenient Technology Shifts SUV Driving Experience**

In addition to all the active safety features that help mitigate the chances of collisions, the new Ford Everest is full of smart, intuitive technologies that make driving more enjoyable and convenient. First-in-class features like Lane Keeping Aid, Active Park Assist and Adaptive Cruise Control help reduce driver stress and reduce the hassle of the daily commute.

Designed to prevent the vehicle from drifting out of its lane, Lane Departure Warning uses a front-facing camera to track lane markings on the road ahead. It issues a haptic vibration warning in the steering wheel if it detects that the vehicle is weaving out of the lane without signaling at speeds above 65 km/h. If the vehicle continues to drift out of its lane, Lane Keeping Aid activates the electronic steering system to deliver a smooth steering torque intervention. The sensitivity of the haptic warning and steering intervention can be adjusted to fit drivers’ personal preferences.

Parallel parking in a crowded city can often be difficult and frustrating for a larger vehicle. Using Active Park Assist – a first-in-class feature in the new Ford Everest – drivers can leave that stress behind with the touch of the button. When the system is activated, it scans the road for suitable parking spots. Once it finds a place to park, it handles the steering while the driver operates only the gas, brake and shifting input.

Helping to relieve fatigue on long highway drives, Adaptive Cruise Control automatically adjusts the cruise control speed to maintain a safe distance from vehicles ahead at any speed above 30 km/h. If the radar-based system detects a slower car ahead, it reduces the vehicle’s speed. Once the traffic clears, the system will accelerate the vehicle smoothly to the driver’s preferred cruise control speed, adapting to changing driving conditions with ease.

To avoid unintentionally exceeding speed limits, the Adjustable Speed Limiter in the new Ford Everest lets drivers select a speed that cannot be exceeded with normal gas pedal operation or in situations such as driving downhill. If a driver intends to exceed the set speed, he or she can override the system by pressing down firmly on the gas pedal.

For parents concerned about the safety of their children behind the wheel, the new Ford Everest features Ford’s MyKey smart key technology. By programming a special key, parents can limit the vehicle’s top speed and audio volume, and encourage seatbelt use through a persistent Belt-Minder warning. Other settings block incoming calls on phones paired with SYNC, and display earlier low-fuel warnings to remind young drivers to fill up.

The new Ford Everest also comes equipped with rear- and front-facing cameras and sensors, ensuring drivers are aware of their surroundings in parking situations. For further driver awareness, the vehicle’s Tire Pressure Monitoring System monitors each tire and alerts drivers when an individual tire is low.
To deliver an enhanced driving experience, the new Ford Everest features a carefully tuned suspension paired to an electric power-assisted steering (EPAS) system, which optimizes the vehicle’s steering and boosts fuel efficiency.

EPAS is intelligent enough to vary steering assistance based on vehicle speed, steering wheel angle, cornering forces and acceleration, and is calibrated to deliver accurate responses at high speeds while remaining light and nimble at low speeds, such as when parking. The result is responsive handling that rewards the expert driver and flatters the novice, delivering Ford's fun-to-drive spirit.

“The new Ford Everest is fully loaded with advanced technologies that provide real-world benefits: It’s about providing the best driving experience, not just technology for its own sake,” said Worthington. “The Ford Everest reshapes what consumers can expect in a rugged, capable off-road SUV.”

Editor’s note: Specific feature availability varies by market

**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 186,000 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 [www.corporate.ford.com](http://www.corporate.ford.com).*

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