



## DRIVE QUALITY

**BIG IDEAS. SMART SOLUTIONS.  
OUTSTANDING RESULTS.**

- Not even Honda or Toyota can beat Ford quality<sup>1</sup>
- Toyota Camry and Honda Accord can't beat Ford Fusion quality<sup>1</sup>
- Ford Focus quality is equal to the best in its segment<sup>2</sup>
- Ford F-Series. Most trucks on the road with 250,000 miles<sup>3</sup>

## DRIVE GREEN

**FUEL EFFICIENCY. POWER.  
PERFECT HARMONY.**

- 2010 Ford Fusion Hybrid is the most fuel-efficient midsize sedan in America<sup>4</sup>
  - Best-in-class 41 mpg<sup>4</sup>
  - Beats Camry Hybrid by 8 mpg city
- Escape Hybrid is the most fuel-efficient SUV on the planet<sup>5</sup>
- Escape Hybrid seat cushions are made with an environmentally friendly, soy-based foam, and create less of an environmental impact than petroleum-based foam

<sup>1</sup>Based on cumulative survey data of 2008 model year Ford and competitive owners at three months of service in three surveys conducted 9/07-5/08. <sup>2</sup>Class is Compact Coupes and Sedans. <sup>3</sup>Based on vehicle registration data and latest odometer readings available to R. L. Polk & Co. for 1992 and newer model year full-size pickups still on the road in the U.S. as of 4/08. <sup>4</sup>EPA-estimated 41 city/36 hwy mpg. Actual mileage will vary. Midsize class per R. L. Polk & Co. <sup>5</sup>Based on unadjusted city fuel economy from EPA (10/08) and VCA (5/08). EPA-estimated 34 city/31 hwy mpg, front-wheel drive. Actual mileage will vary. Excluding vehicles built by Mazda.

## DRIVE SAFE

**THE WORRIERS. THE WARRIORS.  
THE SAFE HAVEN.**

- No other car company has earned more IIHS Top Safety Picks and NHTSA five-star crash test ratings<sup>6</sup>
- The '09 F-150 is the safest full-size pickup in America<sup>7</sup>
  - Five-star crash test rating
  - IIHS Top Safety Pick
  - Most standard advanced safety features of any half-ton pickup

## DRIVE SMART

**TECHIES. REGULAR FOLKS.  
ONE BIG PLAY GROUP.**

- Ford-exclusive SIRIUS Travel Link™ and SYNC® with 911 Assist™ and Vehicle Health Report<sup>8</sup>
- Ford F-Series is the only full-size pickup to offer Ford Work Solutions™ with in-dash computer and business productivity solutions
- Voice-activated Navigation System<sup>8</sup>
- SIRIUS Travel Link™ (includes fuel prices, live weather and more)<sup>8</sup>

<sup>6</sup>Star ratings are part of the U.S. Department of Transportation's Safercar.gov program ([www.safercar.gov](http://www.safercar.gov)). <sup>7</sup>Based on both NHTSA five-star crash test ratings and IIHS Top Safety Pick. <sup>8</sup>Optional feature not available on all Ford models. SIRIUS Travel Link is a trademark of SIRIUS XM Radio, Inc.

