



## THE FACTS ABOUT FORD.



### Drive quality.

**FACT:** On top of earning 8 *Consumers Digest* "Best Buy" awards for 2009 models, Ford Motor Company is **unsurpassed** by Toyota and Honda when it comes to quality.<sup>1</sup>



### Drive green.

**FACT:** Ford builds the **most fuel-efficient midsize sedan** in America (Fusion Hybrid: 41 mpg city)<sup>2</sup> and the **most fuel-efficient SUV** on the planet (Escape Hybrid: 34 mpg city).<sup>3</sup>



### Drive safe.

**FACT:** No other car company offers you more vehicles that have received both 2009 IIHS "Top Safety Pick" and NHTSA 5-Star crash test ratings.<sup>4</sup>



### Drive smart.

**FACT:** The voice-activated **Ford SYNC** customizable media system and **EcoBoost™ V6 engines** are just a few of the innovative technologies you can only find in a Ford.

Visit [fordvehicles.com](http://fordvehicles.com) to learn more.



Drive one.



Printed in USA. Please recycle.

<sup>1</sup>Based on RDA Group's QORS cumulative survey at 3 months of service in 3 surveys of 2008 MY Ford and competitive owners conducted 9/07-5/08. <sup>2</sup>EPA-estimated 23 mpg city/34 hwy., 27 mpg combined, Fusion S I-4 automatic; 41 mpg city/36 hwy., Fusion Hybrid. Actual mileage will vary. Midsize class per R. L. Polk. <sup>3</sup>Based on unadjusted city fuel economy from EPA (10/08) and VCA (5/08). 2009 EPA-estimated 34 mpg city/31 hwy. for Escape Hybrid FWD. Excluding vehicles built for Mazda. <sup>4</sup>Based on NHTSA 5-Star ratings for all 4 crash test categories. Star ratings are part of the U.S. Department of Transportation's Safercar.gov program ([www.safercar.gov](http://www.safercar.gov)).



## Delivering freedom of **choice.**

When you take the wheel of Explorer, you're driving one of the most **popular, versatile, capable** vehicles of its kind. For millions of owners, Explorer means the freedom to go where you want, and do what you want. It's a **proven off-roader** with the guts to take on the backcountry. It's a **powerful towing machine**. And of course, Explorer is very **comfortable and accommodating**, with room for all your stuff. If you're looking for one vehicle to keep up with your active life, it's right here. Do as you choose. Explorer is ready.



Explorer Limited in Brilliant Silver Metallic with available equipment





Explorer Eddie Bauer® in Dark Copper Metallic with available equipment



4x4

## You've got a lot of capabilities to call on.

Explorer **hugs the road** and delivers a quiet, comfortable ride. Yet it's also off-road ready with optional **Control Trac® 4-wheel drive**. Properly equipped, Explorer tows **up to 7115 lbs!** And every Explorer is equipped for extra confidence with standard **Trailer Sway Control!** Get maximum power with the available 4.6L 3-valve V8, first-in-class<sup>3</sup> 6-speed automatic transmission and **fuel efficiency** of up to 20 mpg<sup>4</sup>. In short, one **hugely talented transport** indeed.

<sup>1</sup>Based on 2009 model year ratings. Maximum capability less vehicle occupants, cargo and other equipment. See your Owner's Guide, your Ford Dealer and the RV and Trailer Towing Guide for safety information and limitations. <sup>2</sup>Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. For more information on Trailer Sway Control, visit [fordvehicles.com](http://fordvehicles.com). <sup>3</sup>Truck-based Midsize SUV class, excluding other Ford Motor Company vehicles. <sup>4</sup>2009 EPA-estimated 14 mpg city/20 hwy. with 4.0L engine on 4x2; 14 mpg city/19 hwy. with 4.6L engine on 4x4.



# Technology keeps you **connected.**

## **NAVIGATION WITH SIRIUS TRAVEL LINK.™**

Displayed on a generous **6.5" LCD touch screen**, the optional GPS-linked Navigation System offers voice activation for everything from driving directions to accessing music. It also provides nearly **10 gigs of storage space** for photos (on your home page) and music (up to 2400 songs). SIRIUS Travel Link is the source for **up-to-the-minute** local traffic, weather, fuel prices, sports scores and movie listings.<sup>1</sup> So you're always in the know.

## **SIRIUS® SATELLITE RADIO.**

Available SIRIUS Satellite Radio<sup>1</sup> comes with a 6-month subscription: Surf more than **130 channels** – including **100% commercial-free** music, plus the best of sports, news, talk and entertainment, coast-to-coast.



**SYNC**  
Powered by **Microsoft**

## You talk. SYNC listens.™

### **FORD SYNC® WITH 911 ASSIST,™<sup>2</sup> PLUS NEW TRAFFIC, DIRECTIONS AND INFORMATION.**

Our available **Ford SYNC** system works with your Bluetooth®-enabled mobile phone to make calls, and your digital media player or thumb drive to play music – all with the touch of a button or a voice command.<sup>3</sup> This latest version of Ford SYNC includes these convenient Driver Services:

- 911 Assist • Turn-by-turn directions<sup>4</sup> • Business searches<sup>4</sup>
- Vehicle Health Reports • Real-time weather and traffic<sup>4</sup>
- Personalized business, sports and entertainment news, and more<sup>4</sup>

With **911 Assist**, the system can make an emergency call from your phone if any airbag has deployed. And, unlike other systems that send you to a call center first, SYNC connects you directly to a 911 operator.

For more information on all these features, visit [SyncMyRide.com](http://SyncMyRide.com).

<sup>1</sup>Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Subscription required after introductory 6 months expire. Service only available in the 48 contiguous United States and the District of Columbia.

NOTE: See "Ford SYNC Footnotes" on Specs page for additional details and restrictions.





Seat 7 in  
**comfort and style.**

Supple leather trim sets **a sophisticated tone**. Cozy heated 1st-row seats **fit like a glove**, while Dual-zone Electronic Automatic Temperature Control ensures the climate is **always just right**. Choose amenities to help ensure that you and your passengers arrive relaxed and refreshed from every drive.

Explorer Limited Interior in Charcoal Black with available equipment



# One flexible **cargo carrier.**

Not only does Explorer offer you everyday transportation, off-road capability and towing – when you need it to carry **lots of cargo**, you'll find Explorer is more than **up to the task**. And look at all the **flexibility** you get in the bargain. From seats that fold in lots of **convenient configurations**, to handy **Ford Custom Accessories** to help keep you organized, Explorer is ready for just about **anything, anytime, anywhere**.



a. Behind the 1st row, 7-passenger models hold **UP TO 83.7 CU. FT.** of gear and 5-passenger models hold **UP TO 85.8 CU. FT.**<sup>1</sup>

b. Our class-exclusive **POWERFOLD® 3RD-ROW SEAT** is standard on Limited and conveniently controlled with buttons located in the rear cargo area.

c. A **RETRACTABLE CARGO SHADE** is standard on XLT.

d. The **INTERIOR CARGO ORGANIZER** is a removable and adjustable divider system. Available from Ford Custom Accessories.

e. Available seating configurations: Take 7 with the standard **2ND-ROW 60/40 SPLIT-FOLDING SEAT** and the available **3RD-ROW 50/50 SPLIT FOLD-FLAT SEAT**. For 6, choose available **QUAD BUCKET SEATING** and the optional 3rd row. To seat 5, all you need is the standard 2nd row.

<sup>1</sup>Cargo and load capacity limited by weight and weight distribution.



















