



*really?*



People spend about 2 years of their lives on the phone?

Most car horns in the U.S. beep in the key of F?

The *Mona Lisa* has no eyebrows?

Pearls dissolve in vinegar?

Elephants purr like cats?

A vehicle that cools drinks?

Cars that can talk?

A glass roof?

A grass roof?

Ford? Really?



really

## Ford builds the most fuel-efficient SUV on the planet?'

Sure thing. It's the Escape Hybrid: the first full-hybrid SUV ever manufactured. Using both gasoline and electric engines, plus an advanced battery pack, this socially conscious SUV gives you outstanding fuel efficiency with the benefits of V6-like acceleration performance. The electric engine captures kinetic energy whenever you apply the brakes, so it recharges the battery without you ever having to plug it in.

*learn more at [fordvehicles.com/escapehybrid](http://fordvehicles.com/escapehybrid)*



[34 lush, green miles per gallon, city.<sup>1</sup>]





Ford has gone global with the Verve concept? Definitely, and doing it with vision and a lot of vigor. The Ford Global Design Team has done it this time. They've taken the concept of a small car from cheap to chic. Affordable to unexpected. This athletic little package is big on personality. Plus, it looks great in a bikini. Especially a hot red one.







Take a quantum leap into the future of fashion-forward, totally enlightened, dynamic design for the American driver. Verve electrifies with a shape best described as controlled tension: a harmonious paradox of sensuous, flowing shapes and razor-sharp, taut edges. Xpressive marks the spot.

Tinted clearcoat provides that deep, lustrous glow. The headlamps are stretched along the sheet metal and accentuated with LED arrays. At the rear? A lower diffuser with integrated center exhaust. Verve's profile is defined by the pillarless window shape. And it's topped off by a panoramic roof that reaches from front to back. Unlimited skies.

This is the vehicle for lives that thrive on high tech. Inside is your personal mobile playground. The glowing center stack spreads its wings to open the world to you. Push a button and turn it on. Contact.












**Ford has more 5-Star crash test ratings<sup>2</sup> than anyone?**

In the country? That's right. We also offer more vehicles equipped with All-Wheel Drive (AWD) and 4WD than any other brand in the United States. Why? Because drivers have more demands on them than ever. And so we're committed to giving them more control – and protection. Than ever.



A top-down view of a car's interior with the rear hatch open. The car is a dark red color. The interior features beige leather seats with brown suede-like inserts on the backrests. Two large, white, side-impact airbags are deployed from the rear seat area, extending forward to protect the front seats. The front seats are also visible, with a steering wheel and dashboard in the background. The text "[We bring safety technologies to more people, faster. Every minute counts.]" is overlaid at the bottom of the image.

[We bring safety technologies to more people, faster. Every minute counts.]



*stop by [fordflex.com](http://fordflex.com) for more*

Ford goes from concept to reality with the all-new Flex?  
There's no denying: it's provocative, even at first glance. Flex is the latest example of Ford launching a vehicle from "it could happen" to "drive it now." Yes, it has a unique shape, and yes, it's brimming with surprising features. It exudes an uncommon sense of style and an unusual flair for "what's next." Whether it's a catalyst for discussion or a topic of debate, one thing is certain: Flex is an eye opener. Own one, and you'll understand. Coming Summer '08.















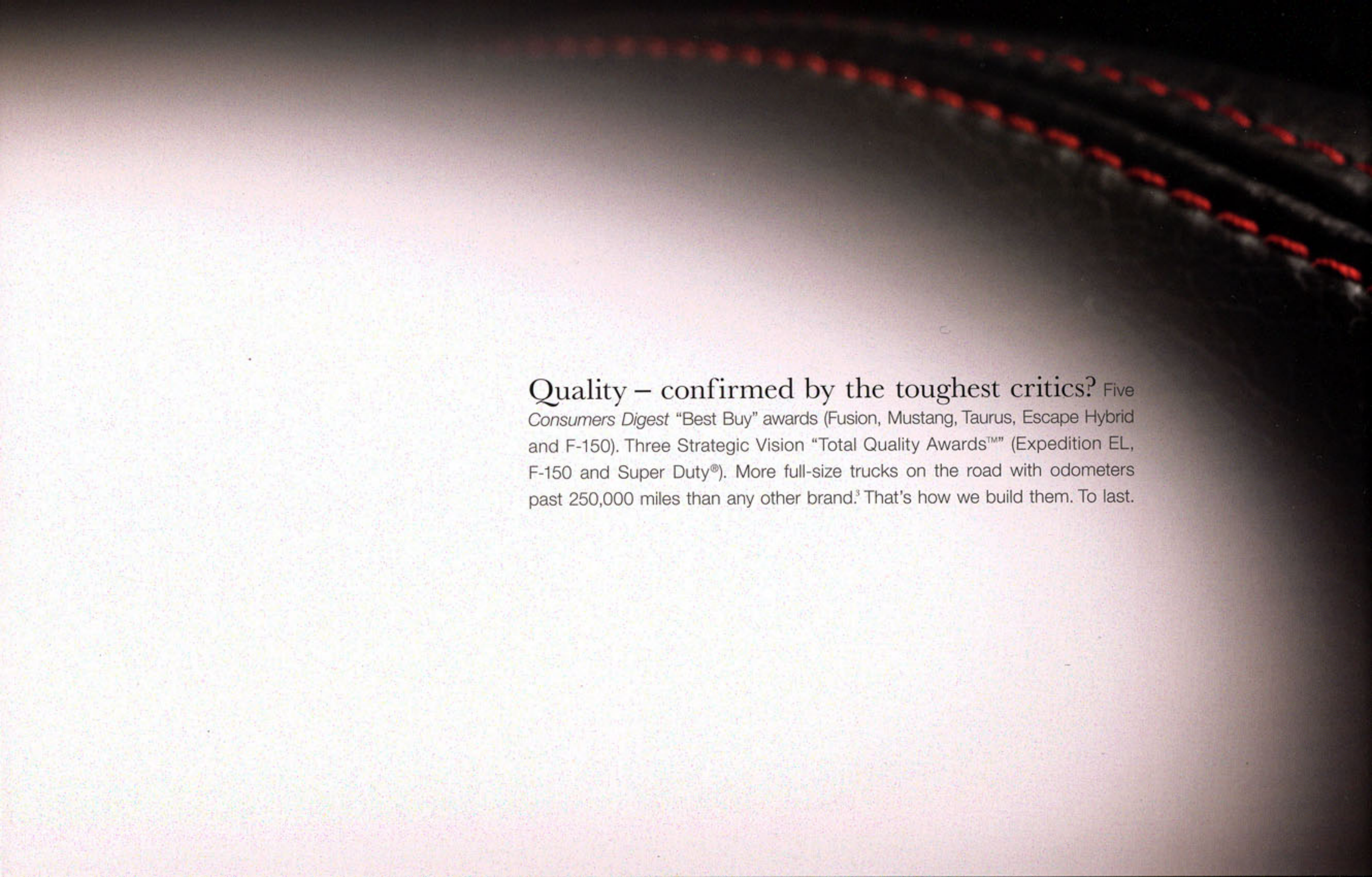
What grabs you first are the grooves. They communicate without saying a word: *Be confident. Stand for something.* Express who you are with an available two-tone contrast roof. Sit it all on top of big, available 19" wheels, and Flex stands solid, proud and confident. Underneath is the stability of available All-Wheel Drive (AWD) and standard AdvanceTrac® with RSC® (Roll Stability Control™), plus the power of a 3.5L Duratec V6 engine with 6-speed transmission and capless fuel fill.

Slip inside. Look around. Attention to detail. Wide-open space. Flex is full of limo-like comfort with 3 rows of seats that flip and fold like origami (all but the driver's). And the openness? It's the result of the optional multi-panel Vista Roof™ that lets it all in – sunlight, moonlight, blue skies, freedom.

Behind the wheel, you quickly get to know the voice-activated Ford SYNC™ music and phone system. Turn up the SONY® 6-disc, 10-speaker sound system and let it rip. Discover the adjustable Ambient Lighting, GPS, next-generation SIRIUS Satellite Radio, DVD Entertainment System and one other little hidden gem: a built-in refrigerator cleverly nestled between the seats in the 2nd row. Time to chill. (Some features discussed are optional.)

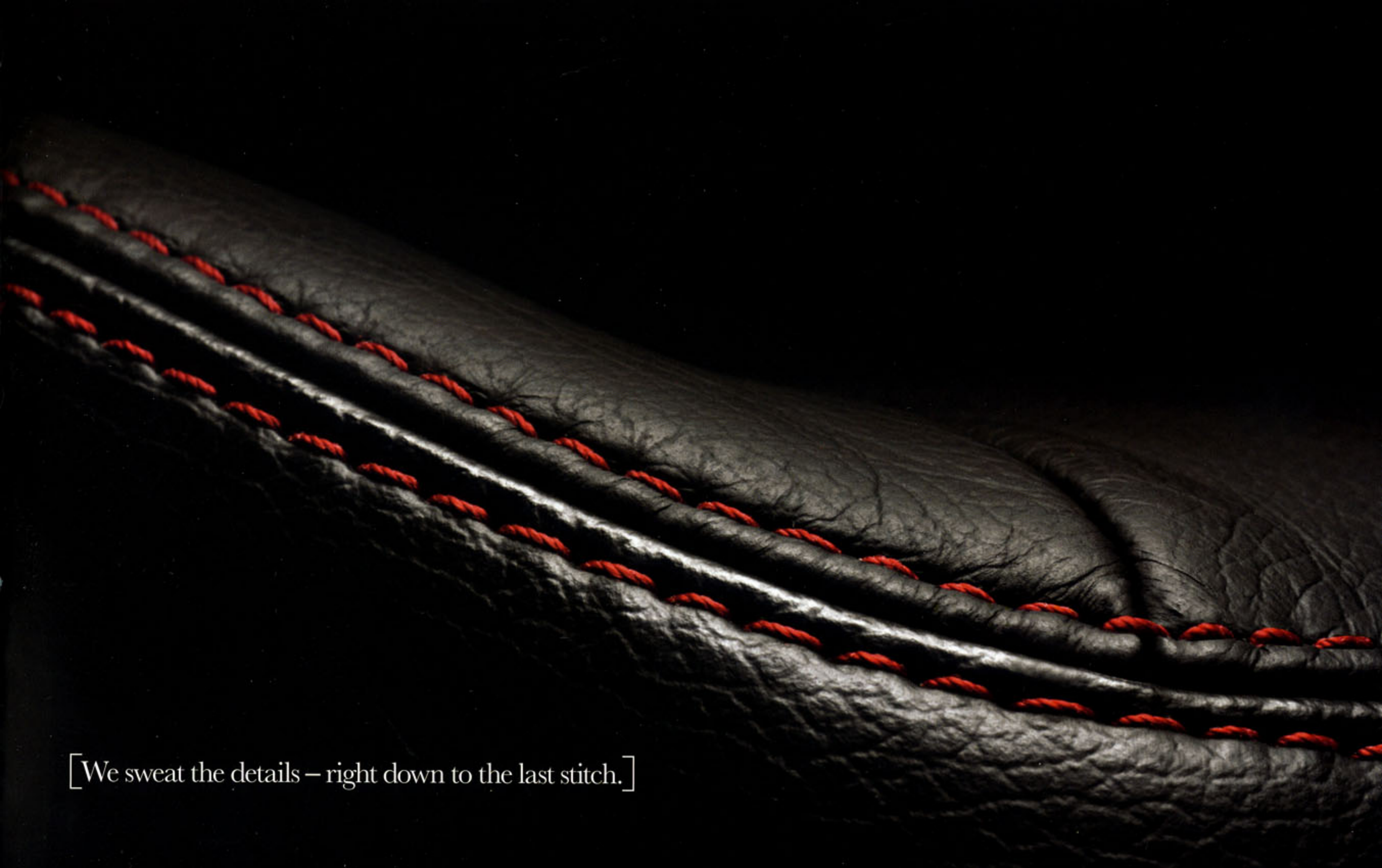






**Quality – confirmed by the toughest critics?** Five *Consumers Digest* “Best Buy” awards (Fusion, Mustang, Taurus, Escape Hybrid and F-150). Three Strategic Vision “Total Quality Awards™” (Expedition EL, F-150 and Super Duty®). More full-size trucks on the road with odometers past 250,000 miles than any other brand.<sup>3</sup> That’s how we build them. To last.





[We sweat the details – right down to the last stitch.]



*catch it at [fordvehicles.com/mustangbullitt](http://fordvehicles.com/mustangbullitt)*

Mustang BULLITT<sup>®</sup> is returning to the scene? Mustang dropped the jaws of moviegoers in '68, shaking the streets of San Francisco like nothing before or since. Saluting the 40<sup>TH</sup> anniversary of that classic car and chase, BULLITT<sup>™</sup> is back – badder than ever – for '08. Available in the spring. Steve would be proud.





Shown on a closed course with a professional driver. Do not attempt this.





It's armed with the latest in Ford Racing technology, from a cold-air induction Power Upgrade Pack to a strut tower-to-tower brace replete with an exclusive BULLITT serialization label. The sport-tuned suspension rides low, while V8 output shoots to 315 hp, torque ups to 325 lb.-ft., redline boosts to 6000 rpm, and top-end speed soars to 151 mph.

That unique rumble coming out of the oversized dual exhaust tips is straight from the movie's soundtrack. A stealthy, undercover look also pays homage to the original. Dark Highland Green Metallic, exclusive cast-aluminum wheels, black-mesh upper grille. No fog lamps. No badge. No spoiler. BULLITT gun-sight says it all.

BULLITT makes good on an inside job. The gunmetal swirl finish on the IP is hand-machined. Underfoot: race-inspired pedal covers. BULLITT logo sill plates and the custom-made ball shifter add polish. There's even exclusive gun-sight graphics on the tach and speedo. Grab the wheel – it's time to lay down the law.







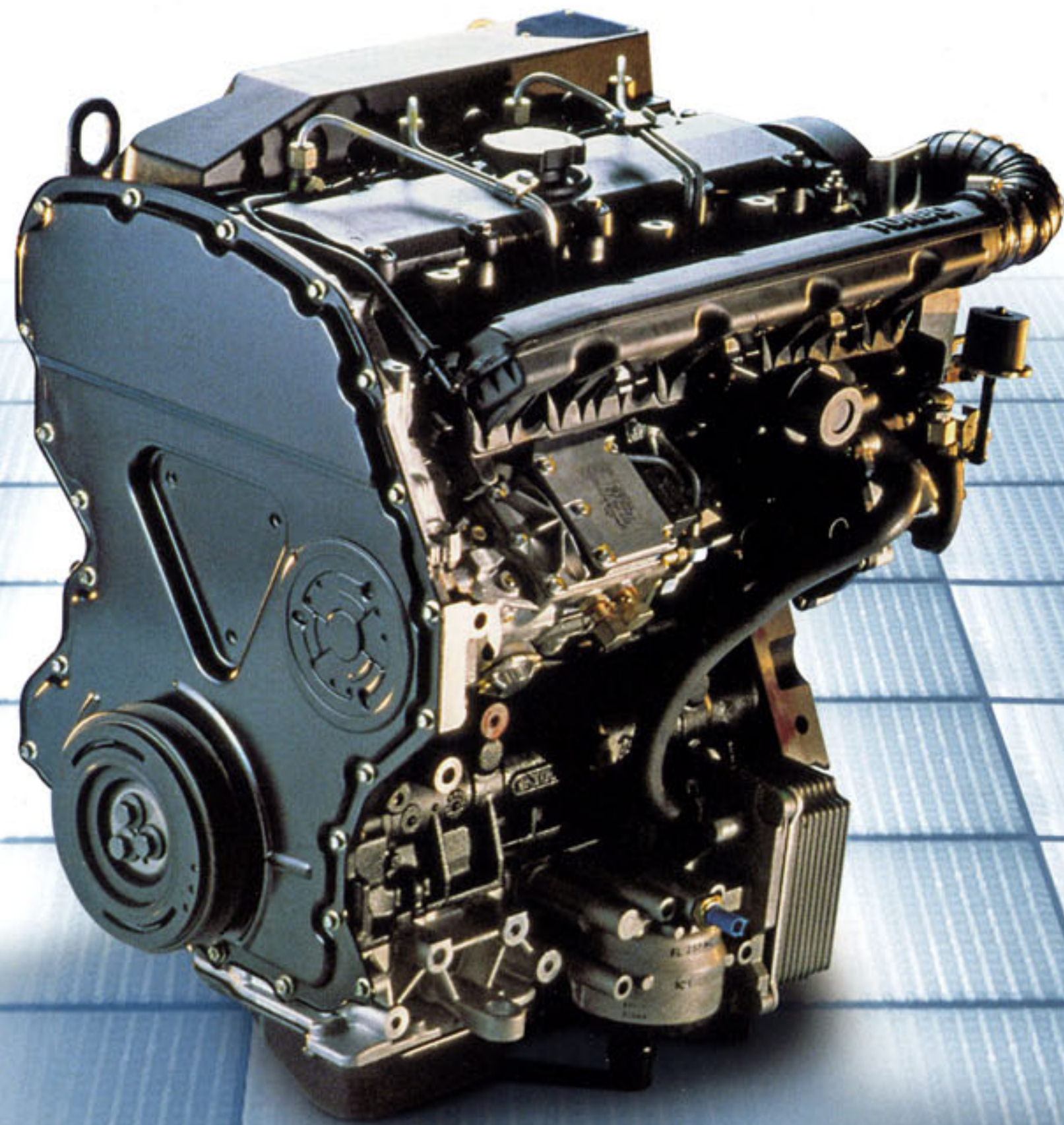
Mustang is going from fastback to glassback? Oh yeah! In celebration of the 45<sup>th</sup> anniversary of America's Pony car, the '09 Mustang coupe offers an all-new glass roof option. Get the open-air feel of a convertible without the wind or noise – just clear skies, side to side, front to back. The glass is thicker than the metal it replaces. And its solar-performance interlayer blocks nasty UV rays, keeping you as cool as you look.





**Better fuel economy?** Up to 20%. And more power. Simple fact: Even with advanced technologies, the majority of vehicles worldwide will be gasoline powered. That's millions. Ford's new gas-turbo direct-injection engines can help. Because the direct-injected fuel is used optimally, these powerplants realize huge increases in efficiency and output. A 6-cylinder produces power like a V8; a 4-cylinder, like a V6. In addition, our 6-speed transmission (offered on a wide range of '09 Ford vehicles, and first-in-class for Fusion and Taurus) offers smoother acceleration and better economy.





[New engines add up to a cleaner world – and a thicker wallet.]



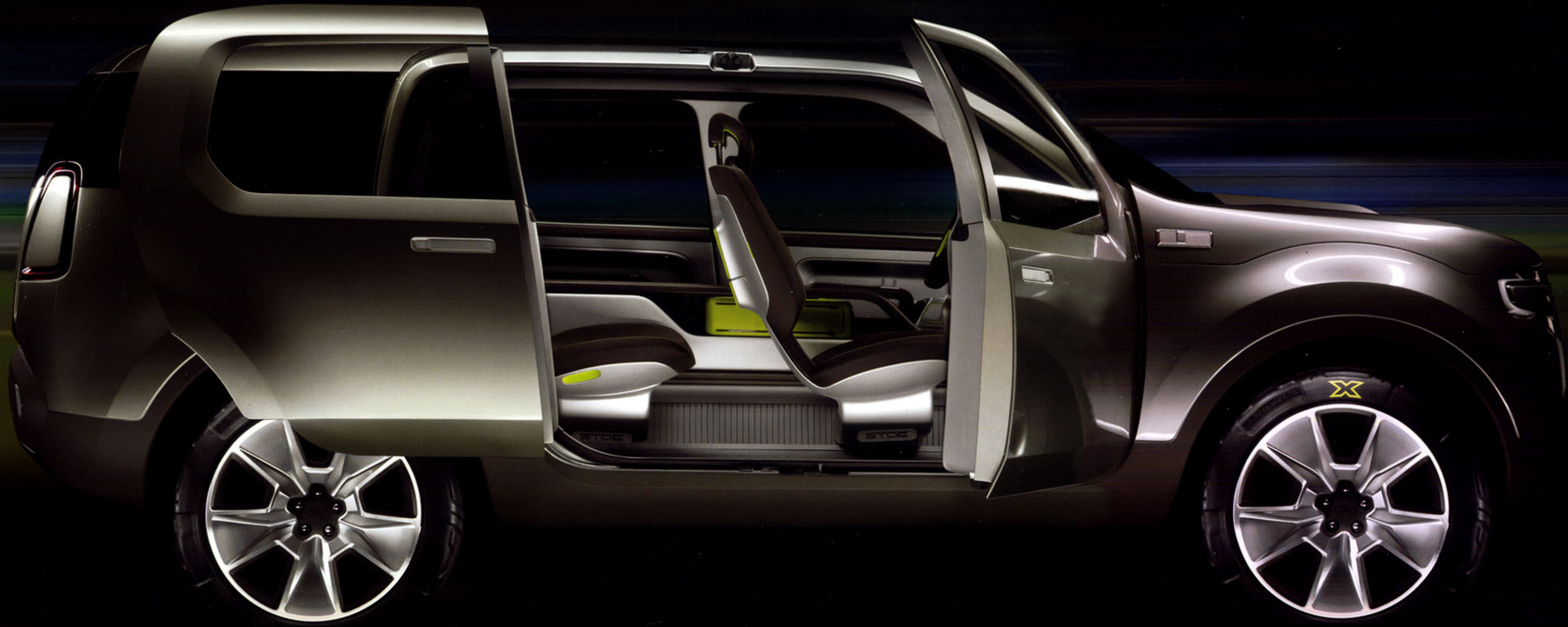
## 6.5 million sold and Ford Explorer is still getting better?

The world changes, as do the icons that define it. Meet the Explorer America concept. One of America's best-selling SUVs is now forging new ground. A weight-saving unibody platform is the foundation for this dynamic model of efficiency. Whether it's the concrete jungle of urban landscapes or rough terrain and open skies, the Explorer America is outfitted to roam. In rugged, high-tech style.









Explorer America is bold and sculpted, as if forged of metal, then machined to create the shape. A remarkably clean profile includes integrated side cameras (instead of sideview mirrors), a low beltline (for surprising interior openness), and a sliding door that pivots out and glides on an invisible track. So easy.

That space-age, 3-dimensional dome on the instrument panel is the Navigation System. Inspired by modern yacht compasses, this remarkable centerpiece guides your travels, wherever you explore. At your side: a soft center console with a fully outfitted, removable bag. And at the rear, 2 flush aluminum panels pull out from the bumper to offer seats for tailgating (with retractable table). Or instant steps. So convenient.

Inside, style and functionality take 1st, 2nd and 3rd rows. The seats float, as if suspended in midair. The highly styled head restraints are equipped with flat-screen monitors for rear passengers' entertainment. And, with large windows that span the length of the roof, the environment is open. Airy. So inviting.







STAC

STAC









**Hello? Vehicles that talk?** And follow commands. Developed in concert with Microsoft,<sup>®</sup> the industry-exclusive Ford SYNC<sup>™</sup> communications and entertainment system allows you to voice-activate Bluetooth<sup>®</sup>-enabled mobile phones, MP3 players and more.<sup>5</sup> Tell it to call Jennifer. Ask it to play a specific tune. No problem. You talk. SYNC listens.<sup>™</sup> Take it everywhere you go. It's taken "best of" awards everywhere *it* goes.



**A car that finds the best gas price?** Yessir, with this powerful driving companion: SIRIUS Travel Link.<sup>™6</sup> Working with your nav system, Travel Link can find the best gas price, identify an accident and redirect your route, even provide the weather forecast (complete with radar maps). The latest sports scores and movie listings are also in its repertoire. And it's all in addition to SIRIUS's music, sports, entertainment and talk channels. It's all new, and Ford is the only manufacturer to offer it on all '09 vehicles. We call it "information rich." You'll call it SIRIUSly awesome.



[Connect by voice with SYNC. Enjoy your ride.]





*check it out at [fordvehicles.com/2009F150](http://fordvehicles.com/2009F150)*

The new '09 F-150 is tougher than ever? Absolutely. We've added a stronger frame, enhanced powertrains and a truckload of innovations that no other pickup can match. Like new standard Trailer Sway Control, that helps keep your trailer in line. Or the exclusive Box Side Steps for faster, easier access to the cargo box. All the legendary capabilities you expect, and a whole lot more. '09 F-150: New truck. Same Built Ford Tough.<sup>®</sup> Coming Fall 2008.













F-150 goes all-V8 power in 2009, adding a new available 6-speed automatic transmission.<sup>7</sup> Plus, its frame is stronger and lighter. You reap big-time benefits in power delivery, fuel efficiency, payload and towing performance.

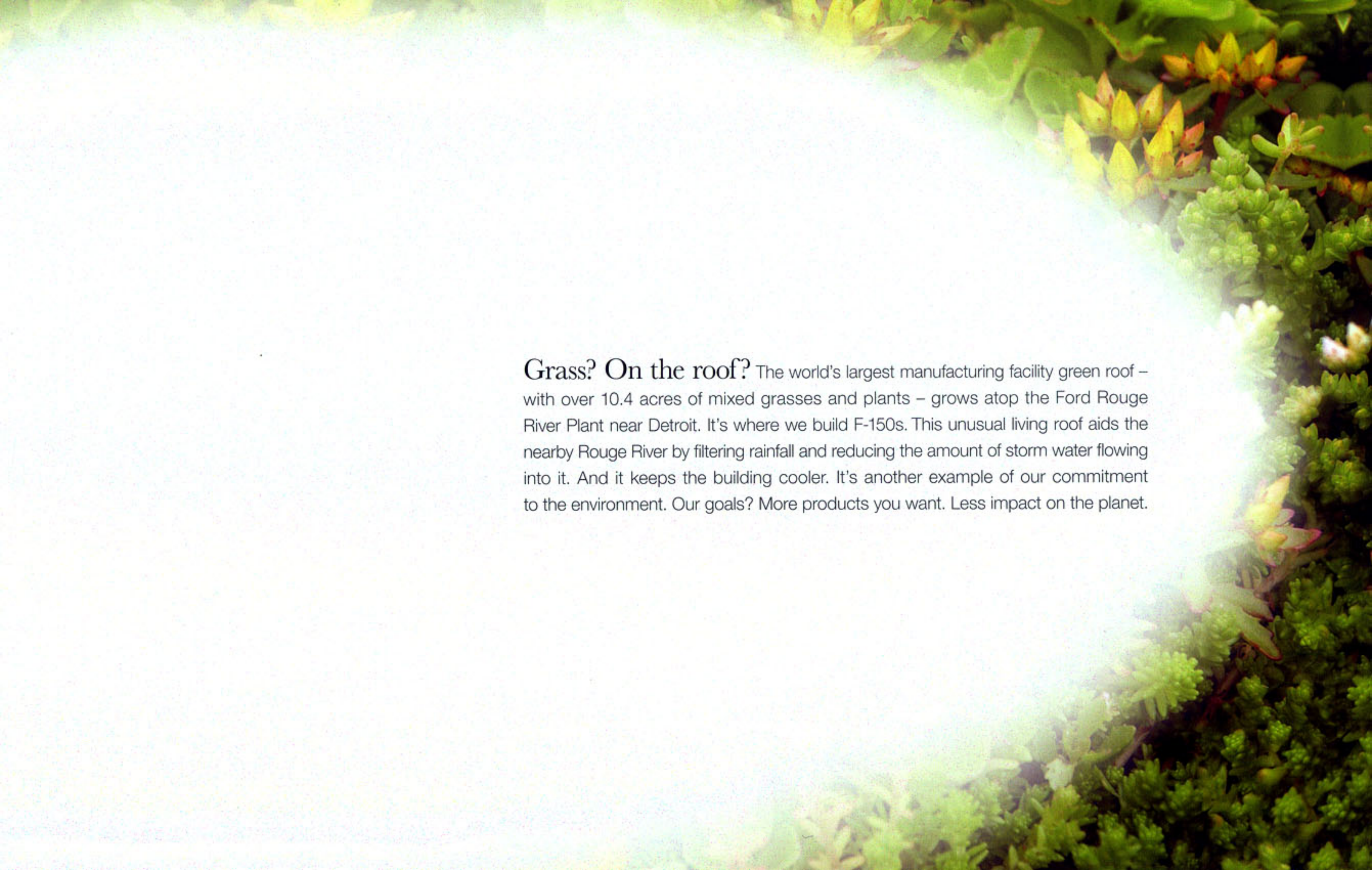
New innovative features make work or play easier. Such as an available Tailgate Step offering outstanding access to the cargo box, or an available Integrated Trailer Brake Controller for improved towing efficiency and confidence.

The new SuperCrew is stretched 6" behind the front seats for even more back-seat comfort and to accommodate a massive, flat rear loadfloor.

Cutting-edge technology keeps you connected. Choices include a new, available state-of-the-art Navigation Radio and Ford SYNC™ voice-activated communications and entertainment system. Why all the improvements? You asked for them, and the new '09 F-150 delivers.







**Grass? On the roof?** The world's largest manufacturing facility green roof – with over 10.4 acres of mixed grasses and plants – grows atop the Ford Rouge River Plant near Detroit. It's where we build F-150s. This unusual living roof aids the nearby Rouge River by filtering rainfall and reducing the amount of storm water flowing into it. And it keeps the building cooler. It's another example of our commitment to the environment. Our goals? More products you want. Less impact on the planet.





[Greener pastures. Now and for the future.]



Really? Yes, it's all true.

<sup>1</sup> Based on U.S. EPA rankings and best city mileage in VCA data. EPA-estimated 34 mpg city/30 hwy. for FWD. Actual mileage will vary.

<sup>2</sup> Star ratings are part of the U.S. Dept. of Transportation's SaferCar.gov program ([www.safercar.gov](http://www.safercar.gov)).

<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 1/1/07.

<sup>4</sup> TM and © Warner Bros. Entertainment Inc. (S08).

<sup>5</sup> Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc. Only use mobile phones and other devices, even with voice commands, when it is safe to do so, and use extreme caution. Driving while distracted may take the driver's focus off the road, which can result in loss of vehicle control, accident and injury. The driver's primary responsibility is the safe operation of the vehicle.

<sup>6</sup> Service not available in Alaska or Hawaii. See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for more information. ©2008 SIRIUS Satellite Radio Inc. "SIRIUS," the SIRIUS dog logo and "The Best Radio on Radio" are registered trademarks of SIRIUS Satellite Radio Inc.

<sup>7</sup> Based on preliminary Ford test data.

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