

Spotlight On...

Inside information you can pass on to customers.

Helping Your Customers Find the Ford Crossover or SUV That Best Fits Their Needs

Your customers' vehicle needs are constantly changing. From the size of the vehicle, to capabilities, to innovative technologies, there are many considerations. Sales Consultants need to be able to help customers get answers to their questions and choose a vehicle that best matches their needs.

This article is designed to help you define and differentiate the various characteristics and available technologies on Edge, Taurus X, Escape, Explorer and soon the all-new Ford Flex.

ASK

Ask About Their Vehicle Needs

By asking your customers the right questions and listening carefully to their answers, you can match them to the right Ford.

Customer Needs Drive Your Presentation

As you learn about your customers' vehicle needs, you can match them to the Ford that best meets those needs. The following vehicle highlights, features and innovative technologies can help you get started.

EDGE

- Sporty, confident stance is poised for action
- Seats 5 adult passengers
- Duratec 35 - 3.5L V-6 engine provides spirited acceleration with good fuel economy
- Designed for city and highway driving
- Standard 2000 lbs. towing. Optional 3500 lbs. maximum towing
- Standard AdvanceTrac® with RSC® (Roll Stability Control™)
- Fold-flat front-passenger seatback
- Available All-Wheel Drive (AWD)
- Available class-exclusive⁽¹⁾ Vista Roof™
- Available EasyFold™ rear seatback release
- Available Ford SYNC™
- Available power liftgate
- Available Rear-seat DVD Entertainment System
- Available Voice-activated Navigation System
- Optional 20-inch chrome-clad aluminum wheels with sport-tuned suspension

TAURUS X

- Smart, stylish, athletic design
- Rated America's safest 7-passenger crossover⁽²⁾
- Seating for 6 or 7 passengers
- Duratec 35 - 3.5L V-6 engine provides outstanding power and fuel efficiency
- 6-speed automatic transmission
- 24 mpg highway EPA estimated fuel economy (FWD)
- Standard 2000 lbs. maximum towing
- Standard AdvanceTrac®
- New Eddie Bauer edition
- Fold-flat front passenger seatback
- Available All-Wheel Drive (AWD)
- Available Ford SYNC™
- Available one-touch power release second-row flip-and-fold seats on Limited
- Available power liftgate
- Optional Rear-seat DVD Entertainment System
- Optional Voice-activated Navigation System

(1) Class is medium crossover vehicles with standard 6-cylinder engine.
(2) Based on both National Highway Traffic Safety Administration (NHTSA) five-star crash test ratings and Insurance Institute for Highway Safety (IIHS) "Top Safety Pick." Star ratings are part of the U.S. Department of Transportation's safecar.gov program (www.safecar.gov).



2008 EDGE LIMITED



2008 TAURUS X LIMITED

Match.Ford

LISTEN

Listen to What They Say

When customers tell you stories about their lives, interests, families and jobs, they're giving you information about how they use their vehicles and the role their vehicles play in their lives. Consider the following:

- How many people usually ride in the vehicle?
- What safety features are most important?
- What are your cargo/flexibility needs?
- When you think about vehicle performance, what do you desire?
- Where do you do most of your driving?
- Do you need off-road capability?
- Do you take long trips?
- What features interest you?
- How much weight are you expecting to tow?
- Value oriented or technology oriented?
- Price range?



2009 FORD FLEX

Get Ready for the All-New Ford Flex

The 2009 Ford Flex will be joining Edge and Taurus X in the Crossover lineup when it launches in the summer of 2008. Flex was created for people who know that it's the journey — not the destination — that matters most. Key features include:

- "Dares to be different" exterior styling
- Seating for up to 7 passengers with exceptional interior roominess
- Powerful and fuel-efficient Duratec 35 - 3.5L V-6 engine with new smooth 6-speed automatic transmission
- Designed for city and highway driving
- Standard AdvanceTrac® with RSC® (Roll Stability Control™)
- Capless fuel filler
- Available All-Wheel Drive (AWD)
- Optional multi-panel Vista Roof™
- Optional Ford SYNC™
- Optional Voice-activated Navigation System
- Optional rear console refrigeration system

ESCAPE

- Eye-catching, muscular styling
- Seats 5 adult passengers
- Offers a hybrid powertrain for exceptional fuel economy and low emissions
- Choice of I-4, V-6 or I-4 Hybrid
- Designed for city, highway and occasional off-road driving
- Standard 1500 lbs. (2.3L gasoline) or 2000 lbs. (3.0L) towing. Available 3500 lbs. maximum towing
- AdvanceTrac® with RSC® (Roll Stability Control™)
- Available Intelligent 4WD System
- Available industry-first eco-friendly seat surfaces

EXPLORER

- Stylishly rugged with a bold, aggressive stance
- Seating for 5, 6 or 7 passengers
- Choice of V-6 or V-8 engines
- Designed for city, highway and off-road driving including occasional mud and sand
- Standard 3500 lbs. towing. Available 7310 lbs. maximum towing
- Available Control Trac® 4x4 System
- Optional Ford SYNC™ (standard on Eddie Bauer and Limited)
- Optional PowerFold™ third-row seat
- Optional power running boards
- Optional Rear-seat DVD Entertainment System
- Optional Voice-activated Navigation System



2008 ESCAPE LIMITED



2008 EXPLORER XLT