







YOU WANT UNIQUE, STANDOUT LOOKS. YOU WANT TO GET UP TO SPEED AND RIDE LIKE A SPORTS SEDAN. YOU WANT THE ASSURANCE OF TOP SAFETY RANKINGS. YOU WANT YOUR CROSSOVER TO HANDLE EVERYTHING YOU THROW AT IT – AND IN IT. YOU WANT THE EDGE.

## **AESTHETIC & ATHLETIC**





in MOTION it stirs Emotion.

Edge Sport is rolling sculpture.

Wheels glistening as brilliantly as the 3-bar grille.

Chiseled lines with unique body-color fascias and trim.

A monochromatic paint scheme, front to back –

Punctuated with wide, bright dual exhaust tips.

Interior harmony is synthesized by Ambient Lighting

And exclusive Alcantara® Grey seat inserts.

Punch it up with this optional tandem: 22" wheels,

Plus a performance-tuned suspension.

Sport sizzles.





### QUICK. efficient.

The power of 6. As in a die-cast, aluminum-block **V6 engine**. Good for an impressive 265 horses and teamed with a sophisticated **6-speed automatic**. Tap into torque across the band: merges, passes – no sweat. The **fully independent suspension** facilitates handling. It features hydro-bushings and an isolated subframe attached at, you guessed it, 6 locations. Smooth and precise never had it so good.

Driving confidence can be elevated to enthusiast level on **Edge Sport**. Courtesy of optional 22" wheels, wrapped in high-performance Pirelli® Scorpion Zero tires, together with a custom-tuned suspension that incorporates a bigger front stabilizer bar and enhanced shocks, springs and steering. **A corner carver**.





PLOTS THE BEST ROUTE.
PLAYS TUNES ON REQUEST.
PLACES CALLS TOO.

#### NAVIGATION WITH SIRIUS TRAVEL LINK.<sup>TM</sup>

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). Class-exclusive<sup>1</sup> SIRIUS Travel Link is the source for **up-to-the-minute** local traffic, weather, fuel prices, sports scores and movie listings.<sup>2</sup> So you're always in the know.

#### SIRIUS® SATELLITE RADIO.

Standard on Edge SEL, Limited and Sport, SIRIUS Satellite Radio<sup>2</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.

<sup>1</sup>Medium 5-Passenger CUV class with standard 6-cylinder engine. <sup>2</sup>Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Subscription required after introductory 6 months service. Service only available in the 48 contiguous United States and the District of Columbia. <sup>3</sup>The vehicle's electrical system (including the battery), the wireless service provider's signal, and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a

crash. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed. 

4 Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. 

5 SYNC with Traffic, Directions and Information available Summer 2009. These SYNC services not available with SIRIUS Travel Link or Navigation System. See your dealer for details.





### RICH, LEATHER-TRIMMED LIVING ROOM...

#### ...WITH A FRESH INFUSION OF SIENNA.

The stylish seating surfaces are accented with **contrast stitching** – same holds true for the leather-wrapped steering wheel and shift knob. Floor mats are of the premium carpeted variety, embellished with the "EDGE" logo. There's also a hint of **dark**, **brushed-aluminum** with this engaging new Limited Interior Appearance Package option.





# enriching. enchanting. ENGAGING.

## Edge can do it all: All depends on what you envision.

- a. The handy **POWER LIFTGATE** raises and lowers at the simple press of one of 3 buttons – either on your key fob, on the dashboard or in the cargo area. It's an optional convenience.
- b. A real eye-opener: The VISTA ROOF™ encompasses nearly 40% of the top and creates a daylight opening 3X larger than the average moonroof. The front panel powers open; the rear stays put. This panoramic option also features dual power sunshades.
- c. DUAL INVISION™ DVD HEADRESTS available as a Ford Licensed Accessory – work independently and tout 7" adjustable monitors, game ports, infrared headphones and more.
- d. The standard **BLIND SPOT MIRRORS** integrate an innovative convex spotter that assists the driver by increasing visibility along each side of the vehicle.
- e. **ADAPTABILITY** is the word for Edge equipped with a 60/40 split fold-flat, reclining rear seat; folding center armrest; and a time-saving EasyFold™ rear seatback release on SEL, Limited and Sport.



















## the ABCs of AWD.

WORKS FOR MORE PEACE OF MIND IN ALL KINDS OF WEATHER, OR FOR GREATER HANDLING FINESSE EVEN ON DRY PAVEMENT: **ALL-WHEEL DRIVE** (AWD) IS OPTIONAL TO CONSTANTLY MONITOR CONDITIONS AND ACT IN AN INSTANT, **ON-DEMAND**. THE IDEAL AMOUNT OF TORQUE IS DELIVERED TO ALL 4 WHEELS, WELL BEFORE ANY SLIPPAGE. FACT IS, THIS AWD SYSTEM HELPS KEEP YOU MOVING – EVEN IF ONLY ONE WHEEL **MAINTAINS TRACTION**.





## TOP SAFETY PICK.

### 3 YEARS RUNNING.

Once, twice, three times a *TOP SAFETY PICK* – for the 2007–2009 model years – per the Insurance Institute for Highway Safety (IIHS). Edge achieves the **highest rating possible** in rigorous front, side and rear crash tests. Kudos to all those side-intrusion door beams, energy-absorbing door-trim panels, and bumper-to-bumper flow-through rails. Passenger compartment energy management at its finest.

#### a SAFETY CANOPY® SYSTEM

The patented Safety Canopy System deploys **side-curtain airbags** to enhance protection for outboard-seated occupants in the event of certain side-impact collisions.

#### **b PERSONAL SAFETY SYSTEM™**

With its sophisticated network of sensors and **front airbags**, the Personal Safety System enhances protection for the driver and front passenger in the event of certain frontal collisions. **Front-seat side airbags** are standard too.

### C ADVANCETRAC® WITH RSC® (ROLL STABILITY CONTROL™)

The industry's only such system with **2 gyroscopic sensors** – one of which is a unique vehicle-roll motion sensor – AdvanceTrac with class-exclusive RSC¹ works with the 4-wheel disc **Anti-lock Brake System** (ABS), **traction control** and **yaw control**. It automatically determines when to apply individual brakes and modify engine power to help keep all 4 wheels firmly planted.

#### d SOS POST-CRASH ALERT SYSTEM™

In the event of an airbag deployment or safety belt pretensioner activation in certain collisions, the SOS Post-Crash Alert System automatically **flashes the hazard lights** and **sounds the horn** to attract attention<sup>2</sup>

<sup>1</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 AdvanceTrac with RSC, visit fordvehicles.com. <sup>2</sup>SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner.



## Specs.

#### **DIMENSIONS & CAPACITIES**

#### Exterior

ALCHOI	
Wheelbase	111.2"
Length	185.7"
Height (with options)	69.0"
Width – Excluding mirrors	75.8"
Width – Including mirrors	87.5"
Width – Mirrors folded	79.1"
Minimum running ground clearance	7.9"
Liftover height	30.8"
Overhang – Front	37.0"
Overhang – Rear	37.5"

Interior	front/rear
Head room (without Vista Roof™)	40.0"/39.3"
Shoulder room	58.9"/58.8"
Hip room	54.8"/56.3"
Leg room	40.7"/39.6"

#### Capacities

Capacities		
Passenger volume (cu. ft.)	108.4	
Cargo volume behind front seats (cu. ft.)	69.0	
Cargo volume behind rear seats (cu. ft.)	32.2	
Fuel capacity (gal.)		
FWD	19.0	
AWD	20.0	

### 2010 HORSEPOWER, TORQUE & EPA-ESTIMATED FUEL ECONOMY

#### 3.5L Duratec® V6 engine

Horsepower	265 @ 6250 rpm		
Torque (lbft.)	250 @ 4500 rpm		
6-speed automatic			
FWD	18 mpg city/25 hwy.		
AWD	17 mpg city/23 hwy.		

#### STANDARD

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3.5L Duratec V6 engine with 6-speed automatic transmission
4-wheel power disc brakes with Anti-lock Brake System (ABS)
Front-wheel drive
Independent front and rear suspension
Mini spare tire
Power rack-and-pinion steering

#### Safety & Security

Personal Safety System™ for driver and front passenger includes dual-stage front airbags! safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System

module and Front-Passenger Sensing System
AdvanceTrac® with RSC® (Roll Stability Control™)
Autolock
Battery saver with headlamps-off delay
Belt-Minder® front safety belt reminder
Child-safety rear door locks
Front-seat side airbags <sup>1</sup>
Front height-adjustable shoulder safety belts
Illuminated entry system

LATCH – Lower anchors and tether anchors for child-safety seats (2 in rear)

Safety Canopy® System with side-curtain airbags¹ and rollover sensor

SecuriLock® passive anti-theft ignition system

SOS Post-Crash Alert System™ flashes hazard lights and sounds horn after airbag deployment or safety belt pretensioner activation in certain collisions

Tire Pressure Monitoring System (excludes spare)

#### Interior

4 12-volt power points (1 each in instrument panel, center console, rear seat and cargo area)

Accessory delay for power features

Adjustable driver and front-passenger sun visors

Air conditioning with rear-seat vents

Auxiliary audio input iack

Cargo area hooks and net

Center console with deep-bin armrest, dividers, power point and 2 cupholders

Coat hooks (2)

Cupholders/beverage holders (6)

Dual-note electric horn

Front and rear carpeted floor mats

Front and rear dome/map lights

Front-passenger (1) and B-pillar (2) assist handles

Instrumentation (tachometer, lamp outage, low fuel warning, low washer fluid, low oil pressure, door ajar, liftgate ajar and coolant temperature indicator)

Map pockets in driver and front-passenger seatbacks and in all 4 door panels, with 2 beverage holders in front door panels

Overhead console with sunglasses holder

Power door locks

Power windows with one-touch-up/-down driver-window feature

Rear-seat fold-down armrest with 2 cupholders

Rear-window defroster

Steering wheel-mounted cruise control

Tilt and telescoping steering column

#### Exterior

Chrome 3-bar grille

Power sideview mirrors with Blind Spot Mirrors and manual fold-away design

Privacy glass (rear doors, rear quarter windows and liftgate window)

Rear spoiler

Remote keyless-entry system with 2 integrated keyhead transmitter remotes

Rocker moldings

Roof-mounted antenna

Windshield wipers – Front: variable-intermittent with washer; rear 2-speed with washer

<sup>1</sup>Always wear your safety belt and secure children in the rear seat.

New Vehicle Limited Warranty. We want your Ford Edge ownership experience to be the best it can be. So under this warranty, your new vehicle comes with 3-year/36,000-mile Bumper-to-Bumper Coverage, 5-year/60,000-mile Powertrain Warranty Coverage, 5-year/50,000-mile Safety Restraint Coverage, and 5-year/unlimited-mile Corrosion (Perforation) Coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

Roadside Assistance. Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle, or need towing. Your Ford Dealer can provide complete details on all of these advantages.

Ford Credit. Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.

Ford Extended Service Plan. For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.

Insurance Services. Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

Comparisons based on 2009 competitive models (Medium 5-Passenger CUV class with standard 6-cylinder engine), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following the release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

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#### EDGE SE

Equipped with select standard features, plus:

#### Rapid Spec 100A:

17" painted-aluminum wheels

Quad-beam halogen headlamps

Black exterior door handles, sideview mirrors, rear spoiler and rocker moldings

Dual chrome exhaust tips

Cloth seats

Front bucket seats with driver manual lumbar

Rear 60/40 split fold-flat seat with manually reclining seatbacks and folding center armrest

AM/FM stereo/single-CD player with MP3 capability

#### Available Option Group

Rapid Spec 101A: Convenience Package: auto-dimming rearview mirror, automatic headlamps, SecuriCode™ keylessentry keypad, secondary steering wheel-mounted audio controls and Reverse Sensing System + SIRIUS Satellite Radio with 6-month subscription

#### **Available Options**

All-weather floor mats

Black roof side rails

Ford SYNC® voice-activated, in-vehicle communications and entertainment system1

<sup>1</sup>Requires Rapid Spec 101A. <sup>2</sup>Requires Rapid Spec 201A or 202A 3sRequires Rapid Spec 202A on SEL. 4Requires Rapid Spec 401A on Sport

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#### **EDGE SEL**

Equipped with all standard SE features, plus:

#### Rapid Spec 200A:

18" painted-aluminum wheels

Automatic headlamps with wiper activation

Body-color exterior door handles, sideview mirror accents and rear spoiler

SecuriCode keyless-entry keypad

Reverse Sensing System

Fog lamps with chrome bezels

"SEL" badge

Unique cloth seats

6-way power driver seat

EasyFold™ rear seatback release

Auto-dimming rearview mirror

Illuminated visor vanity mirrors

AM/FM stereo/6-disc in-dash CD changer with secondary steering wheel-mounted controls and MP3 capability

SIRIUS Satellite Radio with 6-month subscription

Leather-wrapped steering wheel and shift knob

Message center

Additional chrome accents on registers

Unique aluminum finish on instrument panel

#### **Available Option Groups**

Rapid Spec 201A: 18" premium aluminum chrome-clad wheels + Ford SYNC

Rapid Spec 202A: 18" premium aluminum chrome-clad wheels + Ford SYNC + Ambient Lighting + Leather Comfort Package: leather-trimmed seats, heated front bucket seats, 6-way power fold-flat front-passenger seat, and Dual-zone Electronic Automatic Temperature Control with particulate air filter

#### Available Options & Packages

All-weather floor mats

All-Wheel Drive (AWD)

Black roof side rails (not available with Vista Roof)

Cargo Package: power liftgate and Cargo Management

Class II Trailer Tow Package: hitch receiver, larger radiator, upgraded cooling fans, and wiring harness with 4-pin connector (3500 lbs. max.)

Navigation Package: voice-activated with a nearly 10-gigabyte hard drive, single-disc Premium Sound System with 9 speakers, and SIRIUS Travel Link™ services with 6-month subscription<sup>3</sup> Panoramic Vista Roof™ - 2-panel glass roof with power tilt and

open features on front panel and dual power sunshades<sup>2</sup>

SYNC



#### **EDGE LIMITED**

Equipped with all standard SEL features, plus:

#### Rapid Spec 300A:

18" premium aluminum chrome-clad wheels

Heated sideview mirrors with security approach lamps and

Body-color keypad surround

Chrome beltline moldings

"LIMITED" badge

Leather-trimmed seats

6-way power heated front buckets with driver-seat memory feature and fold-flat front-passenger seat

Dual-zone Electronic Automatic Temperature Control with particulate air filter

Ambient Lighting

Premium Sound System with AM/FM stereo/6-disc in-dash CD changer with 9 speakers (including A-pillar-mounted tweeters and an 8" subwoofer) with 320 watts

Unique brushed-aluminum finish on center-stack panel and doorsill scuff plates

Grey Metallic-faced gauges

Universal Garage Door Opener

#### **Available Option Groups**

Rapid Spec 301A: 20" premium aluminum chrome-clad wheels + panoramic Vista Roof

Rapid Spec 302A: Cargo Package + 20" premium aluminum chrome-clad wheels + panoramic Vista Roof + voice-activated Navigation System

#### Available Options & Packages

All-weather floor mats

All-Wheel Drive (AWD)

Black roof side rails (not available with Vista Roof)

#### Cargo Package

#### Class II Trailer Tow Package

Limited Interior Appearance Package: Sienna leathertrimmed seats with contrast stitching; contrast stitching on steering wheel and shift knob; dark brushed-aluminum centerstack panel; and premium floor mats with "EDGE" logo

Panoramic Vista Roof

Voice-activated Navigation System with a nearly 10-gigabyte hard drive, single-disc Premium Sound System with 9 speakers, and SIRIUS Travel Link services with 6-month subscription



#### **EDGE SPORT**

Equipped with all standard SEL features, plus:

#### Rapid Spec 400A:

20" premium aluminum chrome-clad wheels with "SPORT" center caps (shown above with optional 22" bright polishedaluminum wheels)

Unique body-color front and rear lower fascias

Body-color door cladding and side-skirt rocker moldings Unique headlamp and taillamp blackout treatment

Larger 31/2" bright dual exhaust tips

"SPORT" badge

Contrast stitching on leather-wrapped steering wheel and

Leather-trimmed seats with Alcantara® Grey inserts

Ambient Lighting

Unique dark brushed-aluminum finish on center-stack panel with "SPORT" logo

Cargo Management System

#### Available Option Group

Rapid Spec 401A: Premium Package: Dual-zone Electronic Automatic Temperature Control with particulate air filter, Universal Garage Door Opener, security approach lamps, heated front bucket seats and sideview mirrors with memory, 6-way power fold-flat front-passenger seat and power liftgate

#### Available Options & Packages

22" bright polished-aluminum wheels and sport-tuned suspension

All-weather floor mats

All-Wheel Drive (AWD)

Navigation Package

Panoramic Vista Roof



Interior Colors

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### Exterior colors.



Red Candy Metallic with Tinted Clearcoat



Ingot Silver Metallic

Tuxedo Black Metallic





Cinnamon Metallic



SE

Ingot Silver Metallic White Suede

Dark Ink Blue Metallic

Tuxedo Black Metallic SEL/Limited

Red Candy Metallic with Tinted Clearcoat<sup>1</sup>

	No.
Rlue Metallic	White Platinum Metallic Tri-Coat



Sport Blue Metallic

			Cinnamon Metallic
White Suede	Dark Ink Blue Metallic	White Platinum Metallic Tri-Coat	White Platinum Metallic Tri-Coat <sup>1</sup>
			Sterling Grey Metallic
			Tuxedo Black Metallic
			Sport
			Red Candy Metallic with Tinted Clearcoat <sup>1</sup>
			Ingot Silver Metallic
			Tuxedo Black Metallic
			Sport Blue Metallic

<sup>1</sup>Extra-cost option. <sup>2</sup>Not available on Limited. Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options.

INTERIORS: 

Camel 

Medium Light Stone 

Charcoal Black

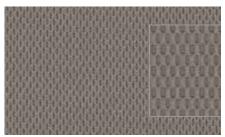
Sterling Grey Metallic



### Interior colors.



Cloth - Charcoal Black with Charcoal Black inserts Standard on SE



Cloth - Medium Light Stone with Medium Light Stone inserts Standard on SE



Cloth - Medium Light Stone with Unique Medium Light Stone inserts Standard on SEL



Cloth - Charcoal Black with Unique Charcoal Black Standard on SEL



Leather - Charcoal Black with Charcoal Black inserts Standard on Limited, Optional on SEL

Leather - Charcoal Black with Alcantara® Grey inserts



Leather - Camel with Camel inserts Standard on Limited, Optional on SEL



Leather - Medium Light Stone with Medium Light Stone Standard on Limited, Optional on SEL



Leather - Charcoal Black with Sienna seating surfaces Standard with Limited Interior Appearance Package



fordvehicles.com

Standard on Sport



## Wheels.



### 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."



Drive green.

FACT: Ford builds the most fuelefficient midsize sedan in America (Fusion Hybrid: 4I 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.4



**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 to learn more.

