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All-New Ford Edge SUV Offers Class-Leading Space and Driving Dynamics, Premium Comfort and Refinement

- All-new Ford Edge SUV delivers premium comfort, cutting-edge technologies and advanced driving dynamics for greater numbers of European SUV customers
- Ford's new flagship SUV for Europe offers class-leading space, harmonious, material-led interior design with premium execution, and bold, sporty exterior styling
- Superior refinement delivered using noise-cancelling Active Noise Control technology alongside noise-optimised chassis, powertrains and body aerodynamics
- Driver assistance technologies include Pre-Collision Assist with Pedestrian Detection, Intelligent Speed Limiter, and Front Wide-View Camera for tackling obscured junctions
- Ford Adaptive Steering enhances class-leading driving dynamics; standard Intelligent All Wheel Drive monitors road conditions to deliver a secure and responsive driving experience
- Edge in Europe is powered by Ford's highly efficient 2.0-litre TDCi diesel engines that produce up to 210 PS and return 5.8 l/100 km (48.7 mpg) fuel efficiency and 149 g/km CO_2*

COLOGNE, Germany, May 2, 2016 – The all-new Ford Edge upscale sport utility vehicle (SUV) delivers premium levels of comfort, sophisticated driver assistance features and class-leading driving dynamics to greater numbers of customers in Europe's best-selling vehicle segment.

Ford's refined and boldly styled new flagship SUV for Europe offers technologies including:

- Active Noise Control, which works like noise-cancelling headphones to counteract unwanted noises in the cabin
- Pre-Collision Assist with Pedestrian Detection, which can apply the brakes to avoid collisions with other vehicles or even pedestrians
- Ford Adaptive Steering, which automatically adjusts the steering ratio according to speed to optimise manoeuvrability and precision

The all-new Ford Edge sets new standards in its class for interior space; features high quality materials throughout the finely crafted interior; and offers comfort and convenience features including heated and cooled front seats and a panoramic roof.

Ford has developed the Edge to take the stress out of driving in town or country with sophisticated parking technologies that can locate and steer into or out of spaces hands-free; Front Wide-View Camera technology that can see around corners even when drivers cannot – reducing stress and potentially helping avert collisions; and standard Intelligent All Wheel Drive technology for optimised traction in slippery conditions. Powerful and fuel efficient diesel

engines that deliver 5.8 l/100 km (48.7 mpg), 149 g/km CO_2* and up to 210 PS make owning a large, upscale SUV more affordable than ever.

“The spacious and high-tech Ford Edge responds to our European customers’ demands for a more premium Ford SUV,” said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe. “Offering cutting-edge style with commanding presence and high specification including Ford Intelligent All Wheel Drive, the Edge makes advanced technologies and premium quality more accessible to Europe’s growing numbers of SUV customers.”

Ford plans to sell more than 200,000 SUVs in Europe this year – a 200 per cent increase compared to 2013. Consumer demand for SUVs is growing; last year the SUV segment became the best-selling segment in Europe for the first time with a 24 per cent increase year-on-year. Registrations of vehicles in the Edge’s mid-size SUV segment grew 42 per cent year-on-year.**

Material-led design
Harmonious, high-quality materials and cutting-edge design mean the Ford Edge interior conveys a premium impression from the moment the doors are opened. Functional components such as door handles, steering wheel controls, air-vents and cup holders are framed with a satin metal-finish, with a stylish piano black finish for the centre console. Soft, tactile materials are used for components occupants routinely handle. High quality leather covers the arm rests, steering wheel, and gear knob.

The instrument panel and centre console feature a one-piece design that flows seamlessly from beneath the windshield, through a floating centre stack with enough stowage space behind it for a foldaway umbrella, and into the front seat divide. The instrument panel design and materials merge into the front doors to create a streamlined, wrap-around effect. Customers can adjust between seven ambient LED lighting colours for the front and rear foot wells and storage areas.

Seats and interior detailing have a distinct look in each of the three different specification levels, Trend, Titanium and Sport. Leather is offered in a choice of three different colour schemes to match individual tastes; Ebony black, a pale cream hue called Ceramic, and rich brown Cognac.

Sport model seats can be specified in a combination of leather and Miko®-Dinamica, an ecological suede made from recycled polyester that accentuates the side bolsters to give a slim, sporty look. The same design and materials are used front and rear to deliver consistent quality for all occupants. The Edge logo is illuminated in the front scuff plates on Titanium and Sport.

Comfort and convenience
Luxurious seating options include front and rear heated leather seats that enhance comfort in cold winter weather, and cooled front seats that offer relief to occupants on hot days by directing cold air from the climate system through perforations in the seat leather.

A heated steering wheel and heated front windscreen help drivers to get moving faster on cold mornings, but winter can bring another common problem for drivers; sun that is lower in the sky. To help prevent occupants from being dazzled, the Edge features sliding sun visors that, when turned sideways to block light from the door windows, can be extended to offer greater coverage.

Customers who welcome the sunshine into their cars will enjoy Edge’s expansive panoramic glass roof, with two large glass panels that add to the spacious, open and airy feel of the

interior. The front panel slides rearward to create an opening three-times the size of a conventional sunroof. Quiet and water-tight even when opened to the vent position, the roof's design prevents water leaking into the vehicle even if ajar during heavy downpours. A power-operated sunshade can be used to conceal the panoramic glass roof when not required, or to keep the interior cool when parked in strong sunlight.

Every inch of the Edge interior has been utilised to make the most of the available space. Rear seat passenger comfort is enhanced with class-leading second-row head room of 1023 mm and shoulder room of 1536 mm – greater than larger competitors including the Audi Q7 and Volkswagen Touareg. Front row passenger space is also among the best in class.

An electronic parking brake button in place of a conventional parking brake lever helps maximise space in the centre console, which houses adjustable cup holders and a deep storage box with enough space for books, toys and tablets. An even larger swing-bin glovebox sits under the dashboard, and further stowage is available in the instrument panel top.

Luggage capacity of 1,847 litres with the rear seats folded is among the largest in the segment, and additional stowage areas are located around the wheel arches. Even the space around the spare wheel has been utilised; a removable, lightweight polystyrene storage tray slots neatly in to place to make use of space that would otherwise be wasted.

Superior refinement
A three-stage approach enabled engineers to minimise noise, vibrations and harshness (NVH) in the Ford Edge, delivering a more refined and relaxing driving experience for consumers.

An initial focus on reducing NVH at source included:

- Developing a stiff body that minimises twisting forces
- Optimising powertrains to reduce knocking sounds often associated with diesel engines
- Tuning the induction and exhaust systems to minimise intrusive noise

Engineers additionally worked to isolate the cabin from road and powertrain noise, using;

- An underbody shield and special aerodynamic features on the front bumper, wing mirrors and rear window to reduces aerodynamic noise
- Sound deadening material in the headlining and interior panels
- Acoustic laminated glass for the windscreen, panoramic roof, and driver and front passenger door windows
- Windscreen and windscreen-pillar aerodynamics that reduce wind noise

The final stage is the introduction of Ford's sophisticated Active Noise Control technology that works in a similar way to noise-cancelling headphones. Three microphones placed throughout the cabin monitor engine noise in the interior. The system then directs opposing sound waves through the audio system to cancel out engine noise and improve cabin ambience, even when the entertainment system is switched off.

"Noise is intrusive and reduces the driver's mental processing power, and can lead to distraction and stress," said Dr John Cartwright, chief medical officer, Ford of Britain. "By removing unwanted powertrain noise, Ford is helping customers to complete their journey calmly and in comfort."

Advanced technology and safety
Ford SYNC 2 with voice control enables drivers to operate phone, entertainment, climate and navigation systems using simple conversational language. A useful tool for family road trips or holidays, drivers can even bring up a list of local restaurants by saying: “I’m hungry” or search for attractions and points of interest by name.

SYNC 2 features Emergency Assistance, which directly connects the vehicle occupants to local emergency services operators after an accident, in the correct language for the region. Also available for Edge Titanium models, and standard for Edge Sport models, is a navigation system, plus a premium audio system from Sony featuring 12 speakers including a subwoofer for improved sound quality.

The Ford Edge uses cameras, radars, and ultrasonic sensors to support 18 advanced technologies that can reduce the stress of driving and help you control your vehicle, including:

- Pre-Collision Assist with Pedestrian Detection, which applies braking if a collision with another vehicle ahead is imminent, and is designed to detect people in or near the road ahead and automatically apply the brakes if a potential collision is detected
- Adaptive LED headlamp technology, which employs Ford’s Adaptive Front Lighting System to adjust the headlight beam angle to match the driving environment
- Glare-Free Highbeam technology, which detects vehicles ahead, both on-coming and travelling in the same direction, and blocks out light that could dazzle from the adaptive LED headlamp technology while retaining maximum illumination for other areas

The all-new Edge sensor technologies also make parking easier:

- Perpendicular Parking can detect and reverse the car hands-free into spaces alongside other cars in the same way that Active Park Assist helps drivers to parallel park
- Park-Out Assist helps drivers exit a parallel parking space, the system operating the steering while the driver operates the accelerator and brake
- Side Parking Aid delivers audible alerts and on-screen distance indicators to obstacles around the vehicle
- Cross Traffic Alert warns drivers reversing out of a parking space of vehicles that may soon be crossing behind them

All-new Edge also is offered with Ford’s innovative Front Wide-View Camera, which can help drivers see around corners using a 1-megapixel camera in the front grille to display a wide-angle view – both left and right – on the vehicle’s 8-inch colour touchscreen. At a blind junction or exiting a driveway, the camera enables drivers to easily spot approaching vehicles, pedestrians or cyclists. A high-pressure jet washer is also discretely contained within the grille, extending to clean the camera lens when the headlight washer is activated, helping ensure maximum visibility.

The Edge also offers Intelligent Speed Limiter technology that scans traffic signs and adjusts the throttle to help drivers stay within legal speed limits and avoid fines. The system uses a windscreen-mounted camera to monitor road signs and when the speed limit is lower than that maximum set speed, slows the vehicle as required. As the speed limit rises, the system allows the driver to accelerate up to the set speed, providing it does not exceed the new speed limit. In vehicles equipped with onboard navigation, Intelligent Speed Limiter also uses map data for improved accuracy.

Further driver assistance technologies offered with all-new Edge include Blind Spot Information System, Traffic Sign Recognition, Lane Keeping Alert, Lane Keeping Aid and Driver Alert. A fully configurable 3D digital instrument cluster allows drivers to personalise the information displays to their own preferences, while maintaining a simple, elegant appearance.

The Ford Edge is the first Ford vehicle designed to meet the new 2016 Euro NCAP 5 star occupant and pedestrian protection standards. Ultra-high-strength steel makes up 44 per cent of the body to absorb impacts and re-direct crash forces around the occupants, while energy absorbing door trims and side airbags provide interior cushioning should an accident occur.

The front seatbelts incorporate pre-tensioners with load limiters that can reduce pressure on the occupant in a heavy frontal collision to minimise seatbelt injuries. Edge also offers Inflatable Rear Seatbelts, which rapidly expand in the event of an accident to disperse crash forces across a body area five times greater than that achieved by a conventional seatbelt.

Advanced driving dynamics
Built on the same highly acclaimed platform as Ford's Mondeo, Galaxy and S-MAX models, the Ford Edge has been developed to deliver class-leading driving dynamics.

A fun-to-drive, responsive and agile character is further enhanced with the sophisticated Ford Adaptive Steering system, which changes the ratio between the steering and road wheels according to vehicle speed. At lower speeds, such as when pulling into a parking space or manoeuvring in tight quarters, the system makes the vehicle more agile and easier to turn. At higher speeds, it enables the Edge to react more smoothly and precisely to driver input.

For drivers wanting a more sporting feel from the steering, the system also includes a driver-selectable Sport mode that raises the steering ratio so that even at higher speeds fewer turns are required to negotiate bends, making Edge highly responsive on fast, challenging roads.

Integral link rear suspension features reduced-weight aluminum components, high performance dampers and bushes designed to minimise road noise and harshness, enhancing refinement alongside ride quality and driving dynamics. The rear suspension is supported by a box-section sub-frame that is significantly stiffer than a frame with a conventional U-section design. This allows greater control of the suspension geometry for more precise and consistent handling.

"Ford vehicles have a deserved reputation for being the most fun to drive, and with the dynamic package we have developed for the Ford Edge, including Ford Adaptive Steering, we have set a new standard in the SUV segment," said Joe Bakaj, vice president, Product Development, Ford of Europe.

Athletic character
The all-new Ford Edge cuts a bold, sporty and imposing figure on European roads. Wheels pushed out to each corner give a wide, aggressive stance and help maximise interior space. Raised ground clearance enhances off-road capability, and delivers a seating position almost 50 mm higher than the Ford S-MAX, for a commanding view of the road.

A large trapezoidal front grille adds to the SUVs imposing presence, and is flanked by sleek headlamps and stylish LED daytime running lamps. A heavily sloped windscreen delivers a feeling of motion even when the car is stationary, while a raised waistline and strongly sculpted

wheel arches are designed to emphasise power and performance. The doors also wrap around a recessed floor that reduces the width of door sill, making it easier to get in or out.

LED taillamps run along the width of Edge's rear, giving a premium, jewel-like and modern look. The tailgate window is steeply raked with a high mounted spoiler, adding to the cars feeling of movement, while chrome exhaust tail-pipes enhance the SUV's sporty, aggressive look.

Edge is available in 13 colours; one solid option of Oxford White; nine metallic choices – Blue Jeans, Canyon Ridge, White Gold, Shadow Black, Ingot Silver, Magnetic, Nautilus Blue, Kona Blue and Electric Spice; and three exclusive metallic paints – Ruby Red, Bronze Fire and White Platinum.

Powerful and fuel-efficient engines

The Ford Edge uses the latest powertrain technologies to deliver optimised fuel efficiency and CO_2 emissions, making powerful SUV performance accessible to even more customers.

The Edge is offered with a choice of two sophisticated 2.0-litre TDCi diesel engines; offering 180 PS with 0-100 km/h (0-62 mph) acceleration in 9.9 seconds and a top speed of 200 km/h (124 mph), or a 210 PS Bi-turbo version that achieves 0-100 km/h (0-62 mph) acceleration in 9.4 seconds and reaches 211 km/h (131 mph). Both versions deliver 5.8 l/100 km (48.7 mpg) and 149 g/km CO_2.***

Standard fuel efficiency-enhancing technologies include:

- Smart Regenerative Charging, which selectively engages the alternator and charges the battery when the vehicle is coasting and braking to recapture energy that would otherwise be lost – reducing engine load for less fuel usage
- Auto-Start-Stop, which automatically shuts down the engine when the vehicle is at idle and restarts the engine when the driver wants to move off

Innovative aerodynamic features include Front Aero Curtains that channel air through vertical slots in the front bumper and out across the outer edge of the front wheel, creating a wall of high speed air that reduces aerodynamic drag caused by the rotation of wheels.

Edge 2.0-litre TDCi 180 PS models are equipped with a six-speed manual gearbox, and 210 PS models with a six-speed PowerShift automatic option that can be operated via steering standard wheel-mounted paddles. All powertrains feature Ford's Intelligent All Wheel Drive system that delivers a seamless transition of torque between all four wheels to provide a more secure footing on the road especially in slippery conditions. The system gathers data from 25 different sensors to measure how the car's wheels are gripping the road surface and can adjust torque delivery up to 50/50 between the front and rear wheels in under 20 milliseconds – twenty times quicker than it takes to blink.

Intelligent All Wheel Drive can pre-emptively adjust torque distribution to avoid wheel spin, reducing the workload for drivers and delivering smoother journeys for passengers. By only delivering torque where and when it is needed, the system has minimal impact on fuel-efficiency, CO_2 emissions and tyre wear compared with permanent four-wheel drive systems.

"Our Intelligent All Wheel Drive technology means we can take the Edge through territory many customers would be surprised to learn it can handle," said Derek Ward, technical specialist,

Ford Global Advanced Vehicle Dynamics. “All-wheel drive technology is one of the most effective ways to enhance safety and confidence for our customers.”

Ford’s SUV family
The all-new Ford Edge is the third chapter in the company’s SUV expansion plan for Europe following the introductions of the Ford Kuga and Ford EcoSport SUVs.

The premium Ford Edge helped reshape the definition of an SUV and establish a crossover SUV segment in North America, where it is a top-selling vehicle in its segment with sales of 124,000 vehicles in 2015 – a 14 per cent increase over 2014. Edge also is sold in South America, Russia and eastern Asia, including China.

“In three years we will have tripled the number of Ford SUV sales here in Europe,” de Waard said. “More customers than ever before are buying Kuga, we have very high expectations for EcoSport, and with Edge joining them in our Ford showrooms we’ll have a full family of utilities, all leaders in design, remarkable technology, smart features and driving dynamics.”

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*The declared Fuel/Energy Consumptions, CO2 emissions and electric range are measured according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EC) 692/2008 as last amended. Fuel consumption and CO2 emissions are specified for a vehicle variant and not for a single car. The applied standard test procedure enables comparison between different vehicle types and different manufacturers. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel/energy consumption, CO2 emissions and electric range. CO2 is the main greenhouse gas responsible for global warming.

**JATO Dynamics results are based on information provided by JATO Consult, the company's bespoke consulting service. Figures are based on 30 European countries. For more information please visit www.jato.com.

***Equipped with 19-inch wheels

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***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

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