



Drive one.

Ford is making technological strides, setting records in quality, and continuing to find new ways to go green – all while remaining a leader in safety. From the latest hands-free SYNC system to the most fuel-efficient SUV, you might be surprised to see what's new at forddriveone.com.



Drive Quality: Big Ideas. Smart Solutions. Outstanding Results.

- Ford Division and Toyota brand are in a dead heat when it comes to quality¹
- Five *Consumers Digest* Best Buy Awards
- More trucks on the road with 250,000 miles than any other brand²



Drive Green: Fuel Efficiency. Power. Perfect Harmony.

- Ford Escape Hybrid and Ford Focus, both with over 34 mpg³
- First full-hybrid SUV/most fuel-efficient SUV on the planet⁴
- First-in-class introduction of six-speed automatic transmission technology⁵
- Ford offers six models that have a maximum cruising range of over 500 miles⁶



Drive Safe: The Worriers. The Warriors. The Safe Haven.

- More five-star crash test ratings than any other brand/company in U.S. history⁷
- Rated the safest full-size car in America – 2008 Taurus⁸
- Personal Safety System[®] pioneered by Ford is being legislated into all vehicles driven in the U.S.



Drive Smart: Techies. Regular Folks. One Big Play Group.

- For the 2008 model year, Ford has more industry firsts than ever
 - Voice-activated SYNC technology, powered by Microsoft^{®9}
 - Ford Work Solutions,[™] in-dash computer and business productivity solutions¹⁰
 - Voice-activated Navigation System
 - SIRIUS Travel Link[™] (includes fuel prices, live weather, and more)¹¹

For more info on our commitment to making quality, fuel-efficient, safe and technologically advanced vehicles, visit forddriveone.com.

¹Based on cumulative survey data of 2007 model year Ford and competitive owners at three months of service in three surveys conducted 9/06–5/07. ²Based 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. ³Ford Focus: EPA-estimated 24 city/35 hwy mpg, manual transmission. Ford Escape Hybrid: EPA-estimated 34 city/30 hwy mpg, FWD. Actual mileage will vary. ⁴Based on U.S. EPA rankings and best city mileage in VCA data. ⁵Five-passenger Large Car, Midsize Sedan and Midsize SUV classes. ⁶Based on EPA-estimated mpg hwy and fuel tank capacity. ⁷Star ratings are part of the U.S. Department of Transportation's SaferCar.gov program (www.safercar.gov). ⁸Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) new car assessment program (www.safercar.com). ⁹Driving 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. ¹⁰Coming fall 2008. ¹¹SIRIUS service not available in Alaska or Hawaii.