

## All-New Ford Escape: Smarter Utility Vehicle Saves Customers Fuel, Money; New Technologies to Make Owners' Lives Easier



**LOS ANGELES, Nov. 16, 2011** – The Ford Escape, America's best-selling SUV, will raise the bar even higher with the debut of an all-new model that features 11 new exclusive features and fuel economy projected to top any vehicle of its kind on the market today.

"We call our all-new Ford Escape the 'Smarter Utility Vehicle' because it offers the strengths that customers today really value – fuel economy, versatility and new technology that makes driving and living with the vehicle easier and more fun – all wrapped in a sleek, more modern design," said Derrick Kuzak, group vice president, Global Product Development. "Ford understands that more people every year are looking at vehicles like Escape, and we want to give them even more reasons to buy."

Sixty percent of Americans shopping for a vehicle next year will look at either a midsize car or small SUV, making Escape part of one of the most cross-shopped and fastest-growing segments in the auto industry.

"Escape is America's best-selling utility vehicle, and the Ford team has worked hard to make sure we deliver even more of what small SUV owners really want," Kuzak said.

In addition to more cargo volume behind the first and second rows than today's vehicle, the new Escape delivers:

- Eleven features no other small SUV offers
- Clever technologies that make Escape even more versatile, including an available hands-free power liftgate that allows quick and easy access to cargo with the kick of a foot
- Projected best fuel economy of any compact SUV, up to 5 mpg

better than previous Escape

- Driving dynamics that make the drive experience more engaging on-road and a new Ford Intelligent 4WD System that provides even better traction off-road

- Sleek new design, with better interior materials and more finishing touches

**Escape technology makes life better.** An array of clever technologies adds to the new Escape's versatility, helping make life easier for its owners. Key features include:

- An available hands-free power liftgate brings new technology to the SUV market and is enabled by motion technology used in today's video game systems. A gentle kicking motion under the center of the rear bumper activates, unlocks and raises the liftgate when the driver has the Escape key fob. This allows quick and easy access to the cargo area without needing to set down packages or dig out keys. The same process closes the hatch

SYNC with MyFord Touch offers multiple ways for customers to manage and control information through voice commands.

- Parallel parking the Escape is virtually stress-free with active park assist. With the press of a button, the system detects an available parallel parking space and automatically steers the vehicle into the space. Drivers control only the gas and brake pedals

- Maneuvering parking lots and traveling open roadways becomes even safer and less stressful with Escape's sensor-based BLIS (Blind Spot Information System) with cross-traffic alert. BLIS displays an alert in the side mirror when a vehicle is detected entering a blind spot. Cross-traffic alert warns if traffic is detected approaching from the sides, such as when Escape is leaving a parking space in reverse
- The all-new Ford Escape is the first Ford SUV to combine class-exclusive technology to automatically slow the vehicle when it's cornering too fast (Curve Control) or help accelerate through a turn

(Torque Vectoring Control); a new Intelligent 4WD System helps deliver outstanding handling on pristine pavement and in adverse conditions as well, along with excellent traction off-road

### Spirited performance with outstanding fuel economy

Escape offers Ford's broadest nameplate range of EcoBoost® engine choices yet. Strong fuel economy comes from either the available 2.0-liter EcoBoost engine or 1.6-liter EcoBoost engine, which makes its American debut in the new Escape.

Both new engines combine EcoBoost's core technologies of direct fuel injection and turbocharging and add twin independent variable camshaft timing (Ti-VCT) to deliver even better miles per gallon and save customers money on fuel.

In Escape, EcoBoost engines are mated to specially calibrated, six-speed SelectShift Automatic™ transmissions, which are standard and allow drivers who want more hands-on experiences to manually control gear selection from a switch on the left-hand side of the shifter.

The gearbox features a new torque converter for improved driving feel, silky smooth shifts and even better fuel economy. Engineers also installed revised gear ratios for a balanced driving feel in all situations.

The standard engine in North America is an updated 2.5-liter, giving the new Escape a comprehensive lineup of four-cylinder offerings. It also is matched to a SelectShift Automatic six-speed.

Also aiding fuel economy is Escape's sleeker design. The new model is nearly 10 percent more aerodynamic than the outgoing model.

Plus, the new Escape's active grille shutter system, which is on all models with the 1.6-liter EcoBoost and 2.5-liter four-cylinder engines, reduces wind resistance. Grille slats stay open when extra engine cooling air is required, such as low-speed stop-and-go driving. When cruising on the highway at steady speeds, the grille slats automatically close to improve aerodynamics and fuel efficiency.

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## Off Beat News?

STOCKHOLM (AP)—A seemingly intoxicated moose has been discovered entangled in an apple tree by a stunned Swede.

Per Johansson, 45, says he heard a roar from his vacationing neighbor's garden in southwestern Sweden late Tuesday and went to have a look. There, he found a female moose kicking about in the tree. The animal was likely drunk from eating fermented apples.

With the help of police and rescue services, Johansson later managed to set the moose free in part by sawing off tree branches. But the animal appeared confused and wandered into Johansson's garden, where she was still resting Thursday.

Other neighbors in the Goteborg suburb Saro had seen the animal sneaking around the area for days. Johansson said the moose appeared to be sick, drunk, or "half-stupid."

## Ford updates MyFord / MyLincoln Touch - Customers speak, automaker listens.

Ford's high-tech touch-screen dashboard interface, MyFord Touch, has proven to be a lightning rod for criticism. To address this, Ford today announced interface and performance upgrades for the system. These changes launch with the redesigned 2013 Ford Escape and updated 2013 Flex and Taurus. They will also be available as a free upgrade for current owners of MyFord (and MyLincoln) Touch-equipped vehicles.

Ford states that these changes are a response to customer feedback. It's very likely that they also address reliability issues highlighted by Consumer Reports and J.D. Power surveys. Ford's press release notes that MyFord Touch was a key factor in buyers purchase decisions. However, while the system looks impressive in a showroom, the need for these upgrades show that customers have found the technology to be frustrating on the road.

We had a long list of complaints with MyFord Touch. Many on-screen fonts and "buttons" are small, and the screens are cluttered. There are also performance issues, including slow-to-update screens. Some owners have had the system completely crash and reboot.

While there have been earlier patches to fix some of the most immediate performance issues, these updates go deeper. The interface is now less cluttered with fewer buttons, larger fonts, and bigger touch points. Ford also states that the system will be much more responsive and reliable.

One paradigm shift is that owners with previous MyFord Touch-equipped vehicles will be able to update their system by downloading software from a flash drive at home. This saves a trip to the dealer, although customers can also have it done at the dealership if they prefer.

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