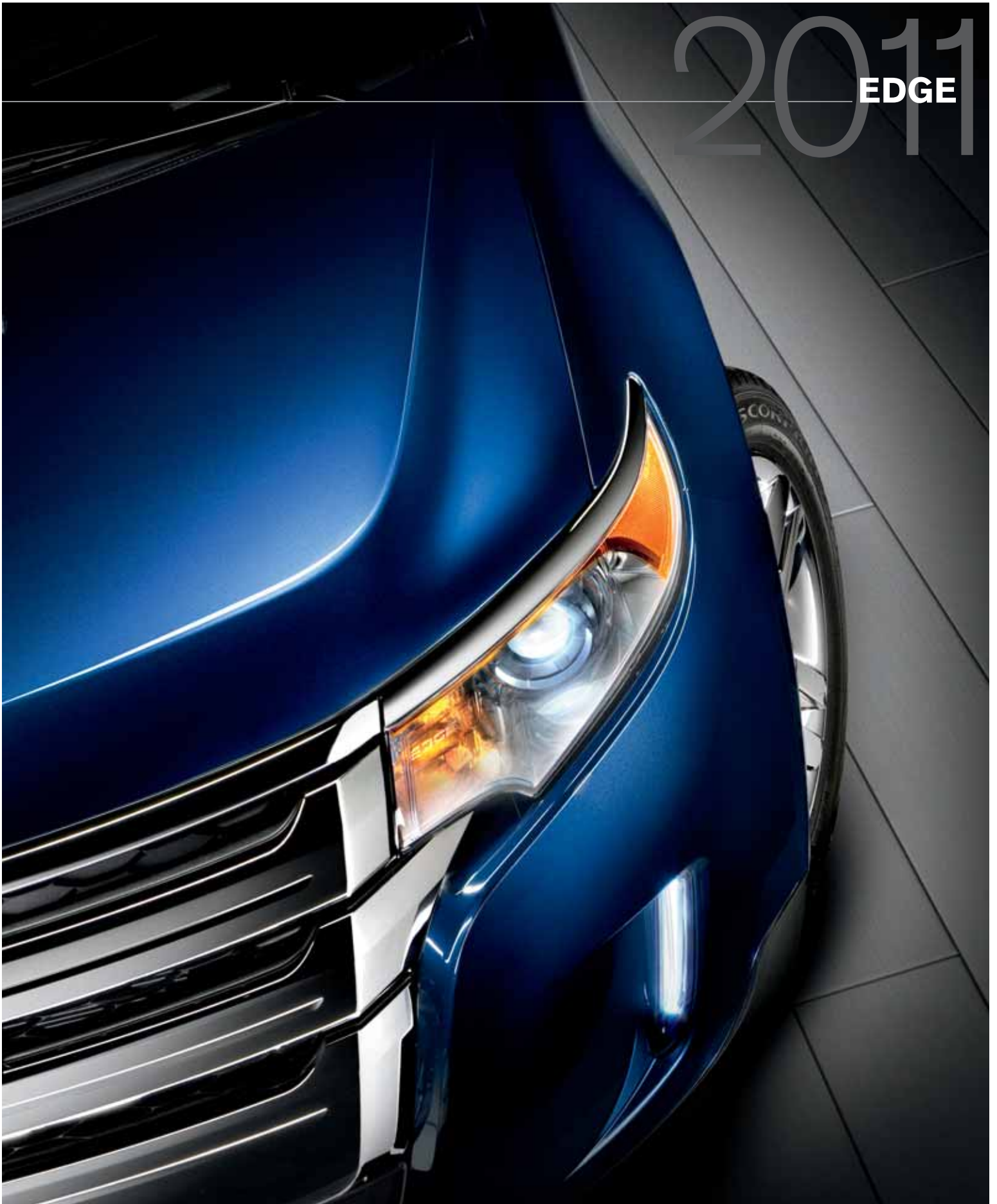


2011
EDGE



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Drive one.

Thank you for your interest in the **2011 Ford Edge**. Included in this brochure you'll find information about:

DESIGN: From the bold grille through the smooth and fluid lines, aerodynamic shape and commanding profile, the new Ford Edge looks like nothing else on the road.

TECHNOLOGY: Edge introduces MyFord Touch™ technology. This milestone approach to interacting with your vehicle is one of 11 exclusive features in the class of mid-size crossovers.

VERSATILITY: Edge adapts easily to your active and varied lifestyle, with an interior you can configure to your particular needs. Storage space is plentiful as well as flexible.

PERFORMANCE: Experience the power of the new 3.5L Ti-VCT V6 engine with advanced Twin Variable Cam Timing technology. Or up the performance ante with the new 3.7L Ti-VCT V6 in the exciting Edge Sport.

Dealer Information

Find up-to-date contact information for your local Ford dealer. To visit a local dealer Web site and view a map of their location, click on one of the links below.

[Borgman Ford Sales Inc](#)

3150 28th St SW
Grandville, MI 49418

(616) 534-7651

EXPERIENCED MY FORD YET? Get an inside look at the benefits of Ford ownership at the My Ford owner Web site. It's a one-stop spot for managing important vehicle information – 24/7, whenever you need it. It's free to register for personalized maintenance schedules, incentives and offers, and much more. You can even access your Ford Credit information and online bill payment services. Log on to www.myford.fordvehicles.com to get started.



Striking new look.
Smart new engines.
Revolutionary new technologies.

An entirely new take on NEW.



EDGE LIMITED. BORDEAUX RESERVE RED METALLIC. AVAILABLE EQUIPMENT.

The New 2011 Edge

Behind the fresh face, a new **3.5L Ti-VCT V6** engine delivers 285 horsepower – **the best standard horsepower in the class.**¹ It also gives you **27 mpg hwy**² – **maximum V6 mileage no one else can beat.**¹ Available all-new, industry-first **MyFord Touch™ driver connect technology** fully integrates your digital world with your vehicle. And the available new **BLIS® (Blind Spot Information System)** and class-exclusive **adaptive cruise control** help you maneuver smarter. A crossover that does all this – with inspiring handling and sportier looks than ever? Must be the new Ford Edge.

¹Class is Midsize Crossovers. ²EPA-estimated 19 city/27 hwy/22 combined mpg, FWD with 6-speed SelectShift Automatic.™

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UNBEATEN MAX.
IN ITS CLASS | **27** MPG HWY



EDGE LIMITED. KONA BLUE METALLIC. AVAILABLE EQUIPMENT.

Thrills with more power and mpg.

Twin independent variable camshaft timing (Ti-VCT) on the new standard **3.5L Ti-VCT V6** engine helps Edge deliver **maximum V6 efficiency and power no one in the class can beat**. We're talking **27 mpg hwy** and best-in-class **285 horsepower**, not to mention 253 lb.-ft. of torque. On top of all that, every Edge is equipped with a **fully independent suspension** that's been retuned for even sharper handling. The available new 6-speed **SelectShift Automatic™** transmission is engineered to hold your manually selected gears for a truly engaging drive. Of course, you can also allow it to choose the best gear for you. Either way, you're in for an **exhilarating experience**.

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Introducing MyFord Touch

First-of-its-kind technology – only from Ford.

Introducing revolutionary all-new MyFord Touch™ driver connect technology – powered by the latest version of our award-winning Ford SYNC® system. The 2011 Edge is the **first and only vehicle** to bring you anything like it. Vibrant LCD screens. Intuitive controls. Voice activation. Together, they make it easy to access your entertainment, phone, navigation and more. Available MyFord Touch features two 4.2-in screens in the gauge cluster, 5-way controls on the steering wheel, an 8-in. touch screen and an extensive media hub. It's an innovative new way of interacting with your vehicle that allows you to **keep your hands on the wheel and your eyes on the road.**



MyFord Touch features correct at time of release.
Certain functions require compatible mobile devices.

Centrally located
4.2-in. screens

Vibrant 8-in.
LCD touch screen

Easy 5-way controls

More direct, faster
voice commands

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2011 **EDGE**


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Drive one.

MyFord Touch

Connects your worlds with your drive.

Touch to activate. Touch again to dive deeper. It's as easy as that. The available MyFord Touch™ system's 4 main categories – **Entertainment** | **Phone** | **Navigation** | **Climate** – are color coded and instantly accessible by touching a corner from any screen. From placing a call to browsing music, MyFord Touch follows your lead.¹ The fun begins at **home**  – where you can choose to display your favorite snapshot or fill the screen with hot-button shortcuts to the features you use most. You set it up however you want it to work. Here are just a few of the ways you can **make it all yours**.



¹Driving while distracted can result in loss of vehicle control. Only use mobile phones/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear.



Plays your music. CDs. USBs. MP3s. SYNC works with lots of sources to play tunes using easy **voice commands**.

Displays album art. Browse the contents of your MP3 player by album in a cool **3D carousel** with MyFord Touch²

²Only available when the vehicle is in Park or moving less than 3 mph.

Brings your phone book to life. Voice-activated **hands-free calling** now lets you "see" who's calling when MyFord Touch displays your phone book **contact photos**.

Tracks your interests. Local **movie times**, today's **horoscopes**, **stock quotes** and more – it's all just a call away with exclusive Ford SYNC[®] Traffic, Directions and Information (**i**).

Displays landmarks in 3D. The available Navigation System is a convenient SD-card upgrade that provides **voice-guided turn-by-turn directions** as well as colorful maps that you can **zoom and scroll** with more accurate visual information including new 3D landmarks.³

³Some features are only available when the vehicle is in Park.

Saves your setting. One touch of the **MyTemp button** on the climate screen recalls your specific temperature setting. Fan speed, optional heated seats, and other climate-related features are easily accessible from the same screen.

MyFord Touch features correct at time of release. Certain functions require compatible mobile devices.

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Drive one.

MyFord Touch

Pulls it all together.



Inst Fuel Economy

Avg 27.0 MPG

Inst 0 20 40

364 mi to E

Hold OK to Reset

00122.0 mi



My MP3

2 / 12 1:28

Rock

Me & Joe Smith

80° N 3:00

Set it up your way.

The 5-way controls on the left side of your steering wheel operate the vibrant LCD screen to the left of the speedometer. It's where you go to choose your **display language**, check your **distance to empty** and set numerous system preferences. **All with your hands on the wheel.**

MyFord Touch features correct at time of release. Certain functions require compatible mobile devices.

Touch, talk, drive.

The most **frequently used features** of the available MyFord Touch system are repeated on the LCD screen to the right of the speedometer. So you can use the 5-way controls on the right side of the steering wheel, or voice commands if you prefer, to **make adjustments while keeping your eyes on the road.**



Share your music, photos, videos and more.

The available MyFord Touch™ system includes **2 USB ports**, an **SD card reader** and **audio/video input jacks**. Use them to access your music, photos and video on compatible portable devices like thumb drives, media and DVD players, camcorders, hard drives and more.¹ You can even plug in your video game console or use your air card to turn Edge into a **mobile Wi-Fi® hot-spot** for your passengers.

¹Some features are only available when the vehicle is in Park.



Know where you're going with bold new graphics.

The latest version of our exclusive Ford SYNC® **Traffic, Directions and Information** services allows you to listen to **turn-by-turn directions** and follow along on-screen with new graphic arrows, street names and distance markers. You can also get **personalized traffic reports** on demand, and set up **customized text-message alerts** to help you plan ahead.²

Visit SyncMyRide.com for the latest features and details.

²Traffic alerts and turn-by-turn directions available in select markets. Standard text messaging and data rates apply.

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Drive one.

25 | **305**
MPG HWY¹ | BEST-IN-CLASS HP



EDGE SPORT. RED CANDY METALLIC TINTED CLEARCOAT. AVAILABLE EQUIPMENT.



Outperforms the rest while turning heads.

Best-in-class **305 horsepower** and **280 lb.-ft. of torque** come courtesy of its all-new **3.7L Ti-VCT V6** engine. Racing-style paddle shifters provide ultimate control of its standard new 6-speed **SelectShift Automatic™** transmission. A **sport-tuned suspension** helps it deliver the engaging steering and spirited handling you crave in the corners, while maintaining a comfortable ride overall. Outside, aggressive front and rear fascias combine with a bold **Tuxedo Black Metallic grille**, jaw-dropping **22-in. aluminum wheels**, oval-shaped **chrome exhaust tips** and more to give Edge Sport a look that backs it all up.

¹EPA-estimated 18 city/25 hwy/20 combined mpg.

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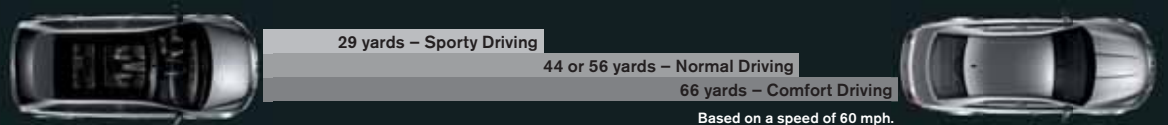
Drive one.

Keeps your distance.

Available **adaptive cruise control and collision warning with brake support** are smart new radar-based technologies no other vehicle in the class offers. Adaptive cruise control uses forward radar to monitor traffic and can adjust your cruising speed to **maintain a preset "headway" distance** to the vehicle in front of you. Collision warning with brake support is designed to **alert you if its sensors detect a potential collision** with the car in front of you by flashing a warning across the windshield and sounding an alarm. Since early warning is key to helping prevent an accident, the alert can provide 1.5 to 2.5 seconds for you to hit the brakes. If you don't react in time, it pre-charges the brakes and increases brake-assist sensitivity to **provide full responsiveness when you brake.**



EDGE LIMITED. TUXEDO BLACK METALLIC. AVAILABLE EQUIPMENT.



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EDGE LIMITED. BORDEAUX RESERVE RED METALLIC. AVAILABLE EQUIPMENT.

Senses traffic you may not see.

The available new **BLIS® (Blind Spot Information System) with cross-traffic alert** uses sophisticated radar-based technology to detect vehicles in the surrounding lanes while you're driving. If BLIS detects a vehicle in your blind-spot zones, a **warning light** appears in the appropriate sideview mirror. Cross-traffic alert uses similar technology to watch for traffic behind you while you're slowly backing up. When it detects vehicles up to 15 yards away (about 5 parking spaces), it sends an **audible warning**, a **message center alert**, and a **visual display** in the corresponding mirror. New technology to help prevent a bad day.



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Drive one.



EDGE LIMITED. CHARCOAL BLACK. AVAILABLE EQUIPMENT.

Surrounds you with new luxuries.

Graceful new lines effortlessly guide your eye along the dashboard and down the **flow-through center console**, merging into a singularly inviting interface. The new Edge is designed to comfort like never before with supple leathers, **new seat fabrics**, softer trim materials and more padding at essential touch points. And for your ears: a new 390-watt **Audio System from Sony** is standard on Limited and Sport. Its unique Sony-designed finish panel features touch-sensitive switches and is completely flat except for the multifunction dial. This system includes new HD Radio™ technology to deliver your favorite AM and FM channels, plus new local FM channels, in crystal-clear digital sound. With HD Radio, you can even use the "TAG" button on the touch screen to **tag songs for purchase** at the iTunes Store.

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Drive one.



EDGE LIMITED. CHARCOAL BLACK. AVAILABLE EQUIPMENT.

Broadens your view of everything.

With a daylight opening that encompasses nearly 40% of the top, the available **panoramic Vista Roof™** gives you and your passengers access to lots of sunshine and fresh air, not to mention the amazing new scenes you'll be inspired to seek out. Enjoy it all from the comfort of the available new **10-way power, heated, leather-trimmed driver's seat** – standard on Limited and Sport. It includes power-adjustable lumbar support for a precise fit and a memory feature that makes it easy to share with another driver. To personalize your Edge, there's customizable **ambient lighting** (also standard on Limited and Sport) with 7 different hues. And on the practical side, every Edge gets a 60/40 split reclining rear seat that folds flat, with an **EasyFold® rear seat back release** on SEL, Limited and Sport that enables you to adapt in a snap.



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EDGE LIMITED. BORDEAUX RESERVE RED METALLIC. AVAILABLE EQUIPMENT.

Protects with state-of-the-art safety.

Bumper-to-bumper flow-through rails. Side-intrusion door beams. Energy-absorbing door-trim panels. All standard. **AdvanceTrac® with RSC® (Roll Stability Control™)** works automatically to help keep all 4 wheels firmly planted.¹ It's the only brake-based electronic stability control system in the class to utilize a roll-rate sensor, monitoring the vehicle's roll motion at least 100 times per second. You also get **6 standard airbags** and the **SOS Post-Crash Alert System™**. Optional **all-wheel drive (AWD)** helps keep you moving even if only one wheel maintains traction. It provides more peace of mind in all kinds of weather, and greater handling finesse even on dry pavement.

¹Remember 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.

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Drive one.

Standard Features

Mechanical

4-wheel disc Anti-Lock Brake System (ABS)
17-in. spare tire
Easy Fuel [®] capless fuel filler
Front-wheel drive (FWD)
Hill start assist
Independent front and rear suspension
Power rack-and-pinion steering

Seating

Front bucket seats
Rear 60/40 split fold-flat seat with manually reclining seat backs and folding center armrest

Interior

4 12-volt powerpoints (1 each in center console bin, passenger side footwell, rear seat and cargo area)
Accessory delay for power features
Adjustable driver and front-passenger sun visors
Air conditioning with rear-seat vents
Cargo area hooks and net
Center console with deep-bin armrest, dividers, powerpoint and 2 cupholders
Coat hooks (2)
Cupholders/beverage holders (8)
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 seat backs and in all 4 door panels, with beverage holders in front and rear door panels
Overhead console with sunglasses holder
Power door locks
Power windows with one-touch-up/-down driver's side window feature
Rear-seat fold-down armrest with 2 cupholders
Rear-window defroster
Steering wheel-mounted cruise, audio and 5-way MyFord [™] controls (2)
Tilt and telescoping steering column

Exterior

Bi-functional projector-beam halogen headlamps
Power sideview mirrors with integrated 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

Safety & Security

Personal Safety System [™] for driver and front passenger includes dual-stage front airbags, ¹ safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control 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 ¹
Front height-adjustable shoulder safety belts
Illuminated Entry System
LATCH – Lower anchors and tether anchors for child-safety seats (2 in rear)
MyKey [®] owner controls feature
Safety Canopy [®] System with side-curtain airbags ¹ and rollover sensor
SecuriLock [®] Passive Anti-Theft System
SOS Post-Crash Alert System ^{™2} unlocks doors, flashes hazard lights and sounds horn after airbag deployment or safety belt pretensioner activation in certain collisions
Tire Pressure Monitoring System (excludes spare)

Horsepower, Torque & EPA-Estimated Fuel Economy

3.5L Ti-VCT V6 Engine

Horsepower	285 @ 6,500 rpm
Torque (lb.-ft.)	253 @ 4,000 rpm
6-speed automatic	
FWD	19 city/26 hwy/21 combined mpg
6-speed SelectShift Automatic [™]	
FWD	19 city/27 hwy/22 combined mpg
AWD	18 city/25 hwy/20 combined mpg

3.7L Ti-VCT V6 Engine

Horsepower	305 @ 6,500 rpm
Torque (lb.-ft.)	280 @ 4,000 rpm
6-speed SelectShift Automatic	
FWD	18 city/25 hwy/20 combined mpg
AWD	17 city/23 hwy/19 combined mpg

Dimensions & Capacities

Exterior	
Wheelbase	111.2"
Length	184.2"
Height	67.0"
Width – Excluding mirrors	76.0"
Width – Including mirrors	87.5"
Width – Mirrors folded	79.1"
Liftover height	30.8"
Interior	
Head room	40.0"/39.3"
Shoulder room	58.9"/58.7"
Hip room	54.8"/56.1"
Leg room	40.7"/39.6"

Capacities

Passenger volume (cu. ft.)	108.4
Cargo volume behind front seats (cu. ft.)	68.9
Cargo volume behind rear seats (cu. ft.)	32.2
Fuel capacity (gal.)	
FWD	18.0
AWD	19.0

Dimensions may vary by trim level. Cargo and load capacity limited by weight and weight distribution.

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 2010/2011 competitive models (class is Midsize Crossovers), 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 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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Sony is a registered trademark of the Sony Corporation.

HD Radio is a proprietary trademark of iBiquity Digital Corp.

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iPod and iTunes are registered trademarks of Apple, Inc. All Rights Reserved.

¹Always wear your safety belt and secure children in the rear seat.
²SOS 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.



SE

Rapid Spec 100A
Includes all standard features, plus:

Mechanical

3.5L Ti-VCT V6 engine with 6-speed automatic transmission
17-in. painted aluminum wheels

Seating

Cloth seats
Front bucket seats with driver's manual lumbar

Interior

AM/FM stereo/single-CD player with MP3 capability and 6 speakers
Dark Slate Metallic center stack finish
MyFord with 4.2-in. color LCD displays in instrument cluster and center stack, media hub with auxiliary audio input jack, and steering wheel-mounted 5-way controls (2)
Textured Black instrument panel appliqué

Exterior

Black door handles, sideview mirrors, rear spoiler and rocker moldings
Bright, round exhaust tips
Chrome grille



SEL

Rapid Spec 200A
Includes select SE features, plus:

Mechanical

6-speed SelectShift Automatic transmission
18-in. painted aluminum wheels

Seating

6-way power driver's seat
EasyFold® rear seat back release
Unique cloth seats

Interior

Auto-dimming rearview mirror
Below-floor Cargo Management System
Compass
Dual-zone electronic automatic temperature control with particulate air filter
Illuminated visor vanity mirrors
Leather-wrapped steering wheel and shift knob
Pewter instrument panel appliqué
SIRIUS® Satellite Radio with introductory 6-month subscription

Exterior

Automatic headlamps with wiper activation
Body-color rear spoiler and heated sideview mirrors with security approach lamps
Chrome door handles
Reverse Sensing System
SecuriCode™ keyless entry keypad
"SEL" badge
Supplemental park lamps



LIMITED

Rapid Spec 300A
Includes select SEL features, plus:

Mechanical

18-in. chrome-clad aluminum wheels

Seating

Heated front buckets with 10-way power driver's seat with memory feature and 6-way power, fold-flat front-passenger seat
Leather-trimmed seating surfaces

Interior

Ambient lighting
Audio System from Sony with 12 speakers and HD Radio™ technology
Brushed-aluminum finish on front door-sill scuff plates
Ford SYNC® voice-activated, in-vehicle connectivity system
High-gloss Black center stack finish
MyFord Touch™ with 2 configurable displays in cluster; 8-in. LCD touch screen in center stack; media hub with 2 USB ports, SD card reader and audio/video input jacks; and steering wheel-mounted 5-way controls (2)
Unique wood appearance instrument panel appliqué
Universal garage door opener

Exterior

Body-color door handles and keypad surround
Bright beltline moldings
Heated, body-color sideview mirrors with security approach lamps and memory
"LIMITED" badge
Rear view camera



SPORT

Rapid Spec 400A
Includes select SEL features, plus:

Mechanical

3.7L Ti-VCT V6 engine
6-speed SelectShift Automatic transmission with paddle activation
22-in. polished aluminum wheels with Tuxedo Black spoke accents
Sport-tuned suspension

Seating

Charcoal Black leather-trimmed seating surfaces with Silver Smoke Metallic inserts and contrast stitching
Heated front bucket seats with 10-way power driver's seat with memory feature and 6-way power, fold-flat front-passenger seat

Interior

Aluminum brake and accelerator pedal covers
Ambient lighting
Audio System from Sony with 12 speakers and HD Radio technology
Brushed-aluminum finish on front door-sill scuff plates
High-gloss Black center stack finish
Liquid Silver Smoke appearance instrument panel appliqué
MyFord Touch with 2 configurable displays in cluster; 8-in. LCD touch screen in center stack; media hub with 2 USB ports, SD card reader and audio/video input jacks; and steering wheel-mounted 5-way controls (2)
SYNC voice-activated, in-vehicle connectivity system

Exterior

Body-color door cladding, side-skirt rocker moldings and keypad surround
Chrome oval exhaust tips
Heated, body-color sideview mirrors with security approach lamps and memory
Painted Tuxedo Black Metallic grille
Rear view camera
"SPORT" badge
Unique body-color front and rear lower fascias
Unique headlamp and taillamp treatment



SE & SEL



EDGE SEL. CHARCOAL BLACK. MYFORD TOUCH™ AND OTHER AVAILABLE EQUIPMENT.



EDGE SEL. TUXEDO BLACK METALLIC. AVAILABLE EQUIPMENT.

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SE & SEL OPTIONAL FEATURES

SE Available Rapid Spec

Rapid Spec 101A – SIRIUS Satellite Radio with introductory 6-month subscription + **Convenience Package** includes auto-dimming rearview mirror, automatic headlamps, SecuriCode™ keyless entry keypad, compass, Reverse Sensing System and below-floor Cargo Management System

SE Available Options

All-weather floor mats

Roof rack

SE Exterior Colors

SE Exterior Colors	Interior Colors
White Suede	●
Bordeaux Reserve Red Metallic	● ●
Kona Blue Metallic	● ●
Ingot Silver Metallic	● ●
Tuxedo Black Metallic	● ●

Interiors: ● Medium Light Stone Cloth ● Charcoal Black Cloth

SEL Available Rapid Spec

Rapid Spec 201A – MyFord Touch with Ford SYNC® voice-activated, in-vehicle connectivity system, which includes 2 configurable displays in cluster; 8-in. LCD touch screen in center stack; media hub with 2 USB ports, SD card reader and audio/video input jacks; steering wheel-mounted 5-way controls (2); and Dark Copper center stack finish + rear view camera

Rapid Spec 202A – Includes all content of Rapid Spec 201A + ambient lighting + **Leather Comfort Package** includes leather-trimmed seating surfaces, heated front seats, 10-way power driver's seat and 6-way power, fold-flat front-passenger seat

SEL Available Options & Packages

18-in. chrome-clad aluminum wheels (requires Rapid Spec 201A or 202A)

All-weather floor mats

All-wheel drive (AWD)

Class II Trailer Tow Package includes hitch receiver, larger radiator, upgraded cooling fans, wiring harness with 4-pin connector and trailer sway control (3,500 lbs. max.)

Panoramic Vista Roof™ (requires Rapid Spec 201A or 202A)

Roof rack (n/a with Vista Roof)

Vision Package includes BLIS® (Blind Spot Information System) with cross-traffic alert and rain-sensing wipers (requires Rapid Spec 202A)

Voice-activated Navigation System with SD card reader for map and POI storage, and integrated SIRIUS Traffic™ and SIRIUS Travel Link™ with introductory 6-month subscription (requires Rapid Spec 202A)

SEL Exterior Colors

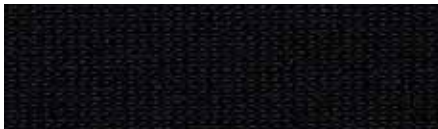
SEL Exterior Colors	Interior Colors
White Suede	● ■
Bordeaux Reserve Red Metallic	● ● ■ ■
Kona Blue Metallic	● ● ■ ■
Earth Metallic	● ● ■ ■
Mediterranean Blue Metallic	● ● ■ ■
Red Candy Metallic Tinted Clearcoat ¹	● ● ■ ■
White Platinum Metallic Tri-coat ¹	● ● ■ ■
Ingot Silver Metallic	● ● ■ ■
Tuxedo Black Metallic	● ● ■ ■

Interiors: ● Unique Medium Light Stone Cloth
● Unique Charcoal Black Cloth ■ Medium Light Stone Leather
■ Charcoal Black Leather

INTERIOR



Medium Light Stone Cloth
Standard on SE



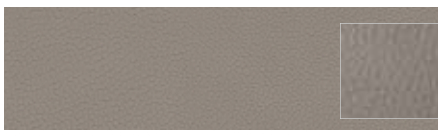
Charcoal Black Cloth
Standard on SE



Unique Medium Light Stone Cloth
Standard on SEL



Unique Charcoal Black Cloth
Standard on SEL



Medium Light Stone Leather
Available on SEL (requires Leather Comfort Package)



Charcoal Black Leather
Available on SEL (requires Leather Comfort Package)



17-in. Painted Aluminum Wheels
Standard on SE

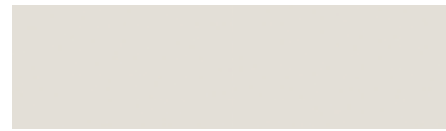


18-in. Painted Aluminum Wheels
Standard on SEL



18-in. Chrome-Clad Aluminum Wheels
Available on SEL

EXTERIOR



White Suede



Bordeaux Reserve Red Metallic



Kona Blue Metallic



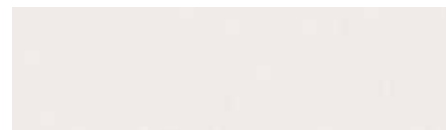
Earth Metallic



Mediterranean Blue Metallic



Red Candy Metallic Tinted Clearcoat



White Platinum Metallic Tri-coat



Ingot Silver Metallic



Tuxedo Black Metallic

Colors are representative only. See your dealer for actual paint/trim options.

¹Additional charge.

2011 EDGE

fordvehicles.com



Drive one.

LIMITED



CHARCOAL BLACK. AVAILABLE EQUIPMENT.



KONA BLUE METALLIC. AVAILABLE EQUIPMENT.

2011 **EDGE**

fordvehicles.com



Drive one.

LIMITED OPTIONAL FEATURES

Available Rapid Spec

Rapid Spec 301A – Panoramic Vista Roof™ + HID headlamps + voice-activated Navigation System with single-CD/MP3 player, SD card for map and POI storage, and integrated SIRIUS Traffic and SIRIUS Travel Link with introductory 6-month subscription + **Driver Entry Package** includes anti-theft perimeter alarm, Intelligent Access with push-button start, power liftgate and Remote Start System

Rapid Spec 302A – Includes all content of Rapid Spec 301A + adaptive cruise control and collision warning with brake support + **Vision Package** includes BLIS® (Blind Spot Information System) with cross-traffic alert and rain-sensing wipers

Available Options & Packages

20-in. chrome-clad aluminum wheels

All-weather floor mats

All-wheel drive (AWD)

Class II Trailer Tow Package includes hitch receiver, larger radiator, upgraded cooling fans, wiring harness with 4-pin connector and trailer sway control (3,500 lbs. max.)

Driver Entry Package

Panoramic Vista Roof

Roof rack (n/a with Vista Roof)

Vision Package

Voice-activated Navigation System with SD card for map and POI storage, and integrated SIRIUS Traffic and SIRIUS Travel Link with introductory 6-month subscription

Exterior Colors

Bordeaux Reserve Red Metallic

Kona Blue Metallic

Earth Metallic

Red Candy Metallic Tinted Clearcoat¹

White Platinum Metallic Tri-coat¹

Ingot Silver Metallic

Tuxedo Black Metallic

Interiors: ■ Charcoal Black Leather with Sienna seating surfaces

■ Medium Light Stone Leather ■ Charcoal Black Leather

Interior Colors

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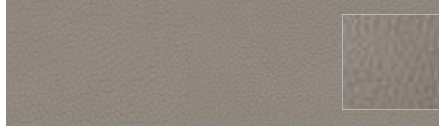
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INTERIOR



Charcoal Black Leather with Sienna Seating Surfaces – Standard



Medium Light Stone Leather Standard



Charcoal Black Leather Standard

EXTERIOR



Bordeaux Reserve Red Metallic



Kona Blue Metallic



Earth Metallic



Red Candy Metallic Tinted Clearcoat



White Platinum Metallic Tri-coat



Ingot Silver Metallic



Tuxedo Black Metallic



18-in. Chrome-Clad Aluminum Wheels Standard



20-in. Chrome-Clad Aluminum Wheels Available

Colors are representative only. See your dealer for actual paint/trim options.

¹Additional charge.

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Drive one.

SPORT



CHARCOAL BLACK. AVAILABLE EQUIPMENT.



RED CANDY METALLIC TINTED CLEARCOAT. AVAILABLE EQUIPMENT.

2011 **EDGE**

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Drive one.

SPORT OPTIONAL FEATURES

Available Options & Packages

All-weather floor mats

All-wheel drive (AWD)

Driver Entry Package includes anti-theft perimeter alarm, Intelligent Access with push-button start, power liftgate and Remote Start System

Vision Package includes BLIS® (Blind Spot Information System) with cross-traffic alert and rain-sensing wipers
Panoramic Vista Roof™

Voice-activated Navigation System with SD card for map and POI storage, and integrated SIRIUS Traffic and SIRIUS Travel Link with introductory 6-month subscription

Exterior Colors

Kona Blue Metallic

Red Candy Metallic Tinted Clearcoat¹

White Platinum Metallic Tri-coat¹

Ingot Silver Metallic

Tuxedo Black Metallic

Interior Color

Interior: ■ Charcoal Black Leather with Silver Smoke Metallic seating surfaces

INTERIOR



Charcoal Black Leather with Silver Smoke Metallic Seating Surfaces – Standard



22-in. Polished Aluminum Wheels with Tuxedo Black Spoke Accents Standard

EXTERIOR



Kona Blue Metallic



Red Candy Metallic Tinted Clearcoat



White Platinum Metallic Tri-coat



Ingot Silver Metallic



Tuxedo Black Metallic

Colors are representative only.
See your dealer for actual paint/trim options.

¹Additional charge.

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Drive one.

Available Technologies Enhance Your Experience

SONY

HD Radio[®]
Digital AM & FM



AUDIO SYSTEM FROM SONY WITH HD RADIO™ TECHNOLOGY



DUAL HEADREST DVD BY INVISION™



REMOTE START



REAR VIEW CAMERA



MYKEY® OWNER CONTROLS (STANDARD)



INTELLIGENT ACCESS WITH PUSH-BUTTON START



HID HEADLAMPS

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Drive one.

ALSO AVAILABLE:

APPEARANCE

Ford Custom Graphics by Original Wraps,™ Inc!
Paintable Grille Insert

ELECTRONICS

GPS Tracking and Recovery by SmartAlert™¹
Remote Start Systems
Vehicle Security System
Wiper De-Icer and Debris Cleaner
by Wiper Shaker¹
HitchScan™ Rear Park Assist Sensor
and Hitch Step by EchoMaster®¹
Forward or Reverse Bumper-Mounted
Parking Assist System by EchoMaster¹
Dual Headrest DVD by INVISION™¹

EXTERIOR

Roof Cross Bars
Roof Rails
Locking Fuel Plug
Hood Deflector
Splash Guards
Rear Bumper Protector
Trailer Hitch Balls/Drawbars
Trailer Hitch Wiring Harness
Trailer Hitch Assembly
Sportz® SUV Tents by Napier¹

INTERIOR

Leather-Trimmed Interior Seating by Katzkin®¹
Soft Cargo Organizers
(Large and Standard Sizes)
Soft Cargo Cooler Bag
Cargo Security Shade
Cargo Area Protector
Ash Cup/Coin Holder
Auto-Dimming Rearview Mirror
All-Weather Floor Mats
Interior Light Kit
Cargo Net

WHEELS

Wheel Lock Kit

¹Ford Licensed Accessories.

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THULE is a registered trademark of Thule Sweden AB.
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INVISION is a trademark of Audiovox Corporation.
Katzkin is a registered trademark of Katzkin Leather, Inc.



SPORT PEDALS



PORTABLE NAVIGATION SYSTEMS BY GARMIN®¹



ILLUMINATED DOOR SILL PLATES



RACKS AND CARRIERS BY THULE®¹



SIDE WINDOW DEFLECTORS



CARGO-LOGIC® SYSTEM

To learn more about Ford Custom Accessories and to shop online, visit fordaccessories.com.

Genuine Ford Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Contact your local Ford Dealer for details and a copy of the limited warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. Ford Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details regarding the manufacturer's limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.