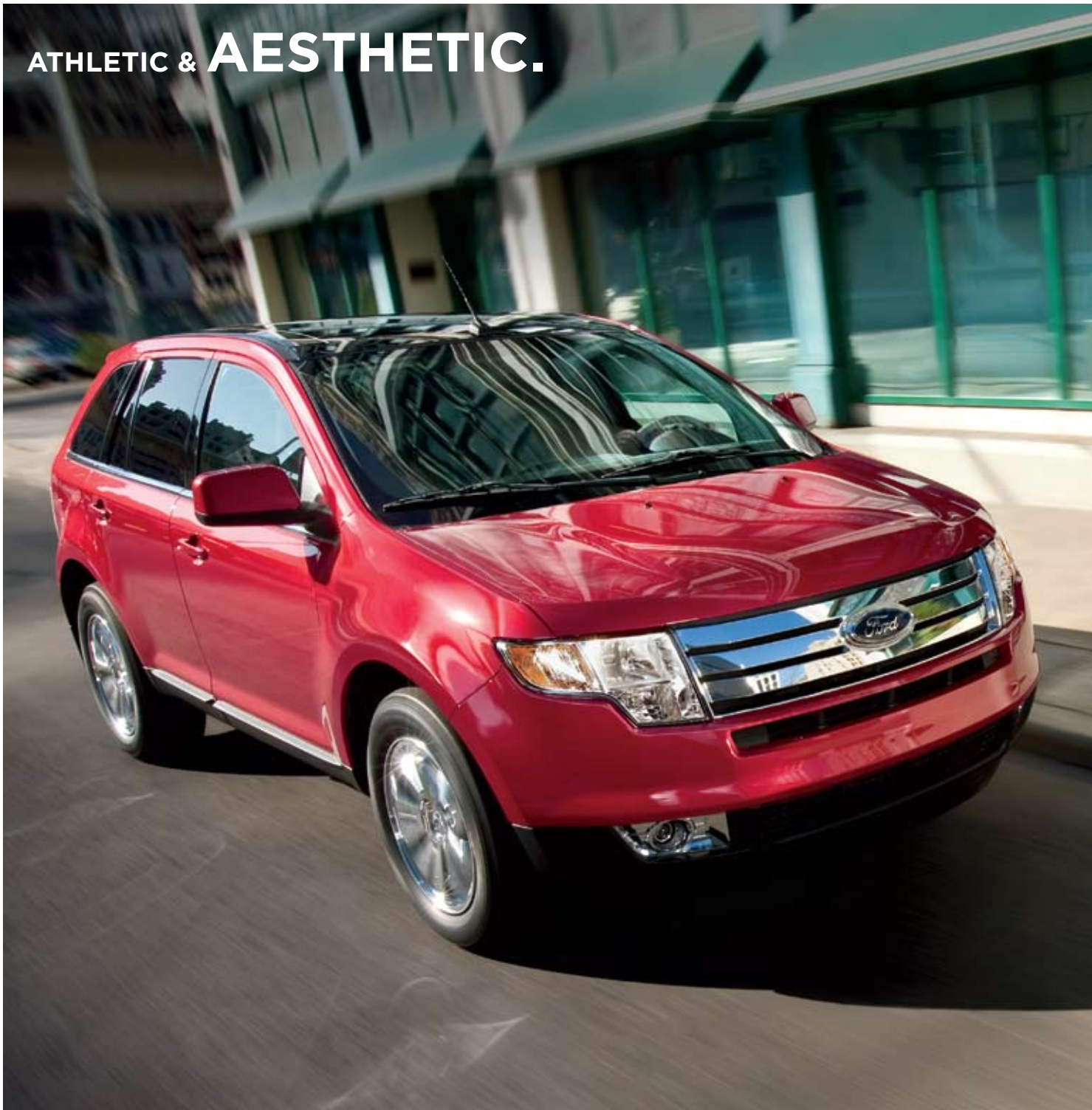


2010 | EDGE



Drive one.

ATHLETIC & AESTHETIC.



Sleek lines create a dynamic stance and unmistakable look. The ergonomic interior is just as compelling – roomy and intensely flexible too, making short work of any task. Sports-sedan handling and 265-hp V6 acceleration combine for spirited appeal, while the 6-speed automatic delivers smooth efficiency. Take comfort from a slew of standard safety features, including AdvanceTrac® with RSC® (Roll Stability Control™). It all adds up to one smart do-everything crossover: Ford Edge, available in SE, SEL, Limited or Sport trim.



Drive one.

Edge Limited in Red Candy Metallic Tinted Clearcoat with available equipment.

SEIZE THE OPEN SKIES.



Edge SEL with Charcoal Black leather-trimmed interior and available equipment.

The awe-inspiring Vista Roof™ encompasses nearly 40% of the top, equating to an overhead view 3X larger than the average moonroof. The front panel fully opens; the rear stays put. A wind diffuser and dual power sunshades are also intrinsic to this panoramic option.



A FRESH INFUSION OF SIENNA

Leather-trimmed seat surfaces are crafted in a stylish new look and detailed with contrast stitching. There's also a hint of dark, brushed-aluminum in this optional Limited Interior Appearance Package.



A MORE EFFECTIVE REAR VIEW

Designed specifically for Edge, the standard Blind Spot Mirrors integrate an innovative convex spotter for increased visibility along each side of the vehicle.

IN MOTION IT STIRS EMOTION.



FWD GETS UP TO AWD GETS UP TO

8.1L

PER 100 KM HWY.
11.8/100 KM CITY
(24 mpg city/35 hwy.)

8.8L

PER 100 KM HWY.
12.5/100 KM CITY
(23 mpg city/32 hwy.)

Fuel consumption ratings based on Transport Canada approved test methods.

Edge Sport in Sport Blue Metallic with available equipment.

Edge Sport sizzles. The 22-in. machined-aluminum wheels and large, bright dual exhaust tips glisten. Its suspension is performance tuned, and monochromatic paint extends to the unique side mouldings. Alcantara® Grey seat inserts synthesize interior harmony.



THE POWER OF 6

As in an aluminum-block V6 engine for every Edge, good for spirited 265-hp performance. It's teamed with a sophisticated 6-speed automatic transmission that ensures optimum fuel economy.



THE ABCs OF AWD

All-Wheel Drive (AWD) is available to predict traction and deliver the precise amount of engine torque — transferring it front to rear, and side to side among all wheels — *even before* slippage occurs. Standard on Sport.

ENRICHING. ENCHANTING. ENGAGING.

SYNC
Powered by **Microsoft**

SIRIUS
SATELLITE RADIO

Ford SYNC,^{®1} voice-activated, in-vehicle communications and entertainment system is available to work with your paired Bluetooth[®]-enabled mobile phone and digital media player or USB drive — all at the touch of a button or by simple spoken commands. SYNC even offers 911 Assist.^{™2} SIRIUS[®] Satellite Radio³ fills airwaves on all models.



VOICE-ACTIVATED NAVIGATION, PLUS

This optional hi-tech helper displays colour graphics on a generous 6.5-in. LCD touch screen. It also provides nearly 10 gigs of storage space for photos (on your home page) and music (up to 2400 songs).



DUAL INVISIOn™ DVD HEADRESTS

An optional Ford Licensed Accessory, they function independently of each other and tout 7-in. adjustable monitors, game ports, infrared headphones and much more.

Edge Limited with Camel leather-trimmed interior with available equipment.

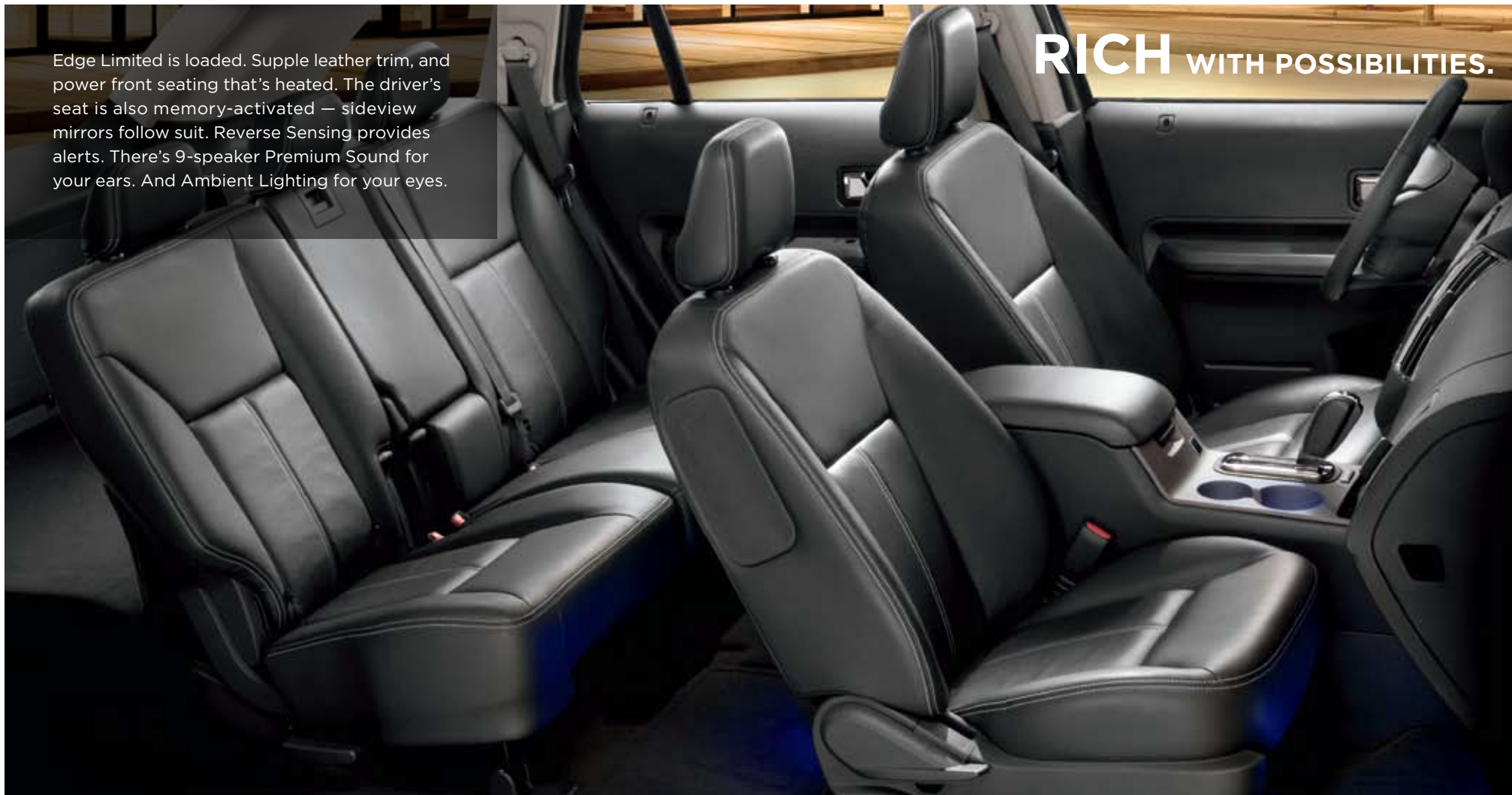
¹Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so.

²The 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.

³See your Ford of Canada Dealer or contact SIRIUS at 1-888-539-7474 for more information.

Edge Limited is loaded. Supple leather trim, and power front seating that's heated. The driver's seat is also memory-activated — sideview mirrors follow suit. Reverse Sensing provides alerts. There's 9-speaker Premium Sound for your ears. And Ambient Lighting for your eyes.

RICH WITH POSSIBILITIES.



Edge Limited with Charcoal Black leather-trimmed interior.



INDIVIDUALIZED COMFORT

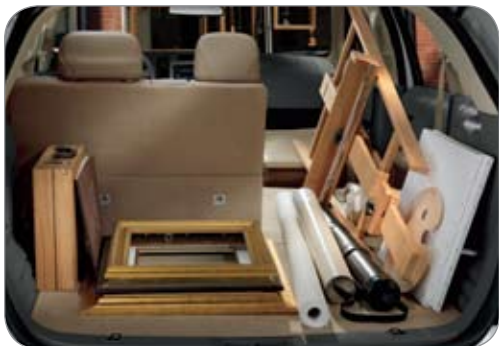
Dual-zone Electronic Automatic Temperature Control — with a particulate air filter — is available so the driver and front passenger can personalize the climate.



PERSONALIZED TRAVEL

Providing generous amounts of leg and head room, the comfortable rear seats are split 60/40, and each seatback reclines to a favourite position. Passengers in back will also appreciate the fold-down centre armrest.

Do it all: The available power liftgate makes loading things even easier. Automatically raise it or lower it using one of 3 convenient buttons — on the key fob, on the dashboard or in the cargo area itself. Edge is definitely adept at adaptability.



BRING IT ON

The available fold-flat front-passenger seat accommodates items a full 2.44 m (8 ft.) long. With rear seatbacks folded, there's 1971 litres (69.6 cu. ft.) of open space behind the first row.



THE EASYFOLD™ WAY

Handily located in the cargo compartment, the available EasyFold release allows you to lower the 60/40 split rear seatbacks at the push of a button: Create a flat loadfloor in mere seconds.



MASTER THE ART OF **VERSATILITY.**

Edge Limited in Red Candy Metallic Tinted Clearcoat with available equipment.

IN THE NAME OF ASSURANCE.

This 5-passenger crossover comes equipped with advanced safety attributes, including an energy management system built into its structure. Side-intrusion door beams, energy-absorbing door-trim panels, and bumper-to-bumper flow-through rails help to divert collision forces away from occupants. Edge never lets its guard down.

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 dual-stage front airbags, the Personal Safety System enhances protection for the driver and front passenger in certain frontal collisions.

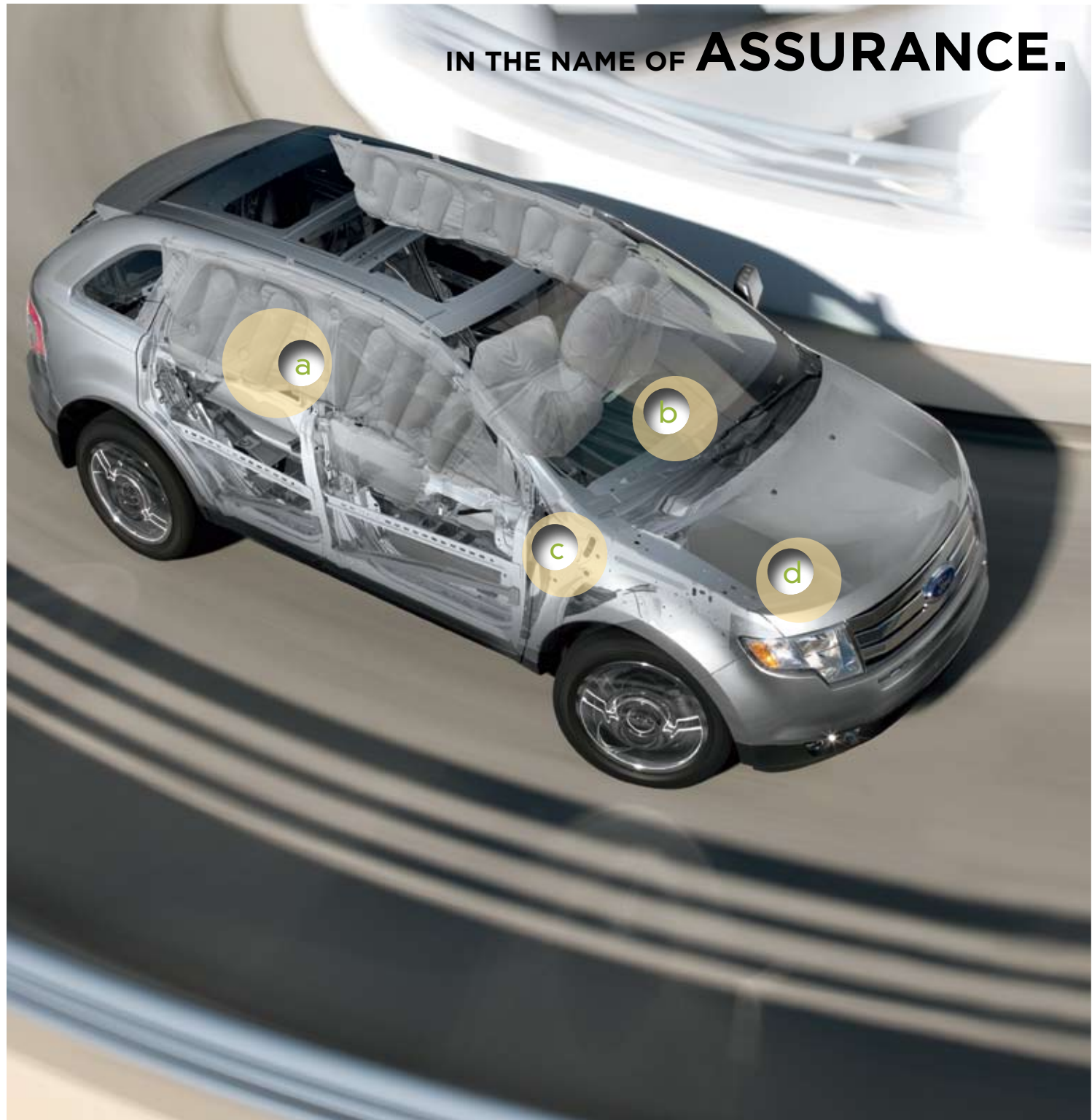
c. ADVANCETRAC® WITH RSC® (ROLL STABILITY CONTROL™)¹ The industry's only system with 2 gyroscopic sensors — one of which is a unique vehicle-roll motion sensor — AdvanceTrac with class-exclusive² RSC works with the 4-wheel disc Anti-lock Brake System (ABS), traction control and yaw control. It automatically determines when to apply individual brakes and modify engine power to help keep all 4 wheels firmly planted.

d. SOS POST-CRASH ALERT SYSTEM™³ In the event of 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.

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.

²Medium 5-Passenger CUV class with standard 6-cylinder engine.

³SOS 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.



Standard Equipment

3.5L Duratec® V6 engine

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-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
Adjustable head restraints
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
Height-adjustable shoulder safety belts — Front
Illuminated entry system
LATCH — Lower anchors and tether anchors for child-safety seats (2 in rear)
Remote keyless-entry system with 2 integrated key fobs
Safety Canopy® System with side-curtain airbags ¹ and rollover sensor
SecuriLock® passive anti-theft engine immobilizer system
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

Accessory delay for power features

Antenna — Roof-mounted

¹Always wear your safety belt and secure children in the rear seat.
"SIRIUS," the SIRIUS dog logo, channel names and logos are trademarks of SIRIUS XM Radio Inc. Subscriptions governed by SIRIUS Terms and Conditions at siriuscanada.ca.

	3.5L Duratec® V6
Horsepower (hp @ rpm)	265 @ 6250
Torque (lb.-ft. @ rpm)	250 @ 4500

L/100 km (mpg)	City	Highway
FWD — 3.5L V6	11.8 (24.0)	8.1 (35.0)
AWD — 3.5L V6	12.5 (23.0)	8.8 (32.0)

Maximum Loaded Trailer Weight	
Class I	907 (2000)
Class II	1588 (3500)

Cargo and load capacity limited by weight and weight distribution.

Exterior mm (in.)	
Overall length	4717 (185.7)
Wheelbase	2824 (111.2)
Overhang — Front	940 (37.0)
Overhang — Rear	953 (37.5)
Width (with mirrors)	2212 (87.1)
Height (without options)	1702 (67.0)
Minimum running ground clearance	201 (7.9)
Liftover height	792 (31.2)
Ramp breakover angle	17.3°
Angle of approach	16.0°
Angle of departure	24.5°

Front	
Head room (without Vista Roof)	1016 (40.0)
Shoulder room	1496 (58.9)
Hip room	1392 (54.8)
Leg room	1034 (40.7)

Head room (without Vista Roof)	998 (39.3)
Shoulder room	1494 (58.8)
Hip room	1430 (56.3)
Leg room (max.)	1006 (39.6)

Behind front seats	1971 (69.6)
Behind back seats	909 (32.1)

SPECIFICATIONS

Features & Options

SE (FWD)				SE (FWD)			
SEL (FWD or AWD)				SEL (FWD or AWD)			
Limited (FWD or AWD)				Limited (FWD or AWD)			
Sport (AWD)				Sport (AWD)			
Mechanical				Exterior			
●	—	—	—	17-in. painted-aluminum wheels with P235/65R17 BSW tires	—	—	● ①
—	●	○	—	18-in. painted-aluminum wheels with P245/60R18 all-season BSW tires	—	○	● ①
—	○	●	—	18-in. premium chrome-clad aluminum wheels with P245/60R18 all-season BSW tires	○	○	—
—	—	○	—	20-in. premium chrome-clad aluminum wheels with P245/50R20 all-season BSW tires	—	○	○
—	—	—	●	22-in. machined-aluminum wheels with P265/40R22 all-season BSW tires	—	○	○
○	○	○	○	Engine block heater	—	○	—
Safety/Security				Packages			
—	○	○	○	Remote start	—	○	—
○	○	●	○	Reverse Sensing System (requires Convenience Package on SE)	—	○	○
Seating				—	○	○	—
●	—	—	—	Cloth trim — Front bucket seats with 4-way manual driver seat	—	○	○
—	●	—	—	Unique cloth trim — Front heated bucket seats with 6-way power driver seat, driver manual lumbar and driver/passenger recline	①	●	●
—	○	●	—	Leather trim — Front heated bucket seats with 6-way power driver and front-passenger seats, driver memory and driver manual lumbar	—	○	—
—	—	—	●	Leather trim — Front heated bucket seats with Alcantara® suede inserts, 6-way power driver seat, driver manual lumbar and driver/passenger recline	—	—	○
—	①	●	①	6-way power fold-flat front-passenger seat	—	—	○
Interior				—	—	—	○
—	○	●	○	Ambient Lighting	—	—	○
—	○	○	○	Dual INViSION™ DVD Headrests	—	—	○
○	○	○	○	Floor mats — Front and rear rubber (includes standard carpeted floor mats)	—	—	○
○	○	●	●	Ford SYNC® voice-activated, in-vehicle communications and entertainment system (requires Convenience Package on SE)	—	—	○
—	—	○	○	Navigation System — Voice-activated with nearly 10-gigabyte hard drive and single-CD/DVD/MP3 player	—	—	○
—	—	●	●	Premium Sound System with 9 speakers	—	—	○
—	—	●	①	Universal Garage Door Opener (integrated into sun visor)	—	—	○

Model-Specific Features

SE

Standard content:

17-in. painted-aluminum wheels • Black exterior door handles, power sideview mirrors, rear spoiler and rocker mouldings • Dual chrome exhaust tips • Metallic-painted instrument panel finish • Cloth seats • Front bucket seats with 4-way manual driver seat • Rear 60/40 split fold-flat seat with manually reclining seatbacks • AM/FM stereo/single-CD player with MP3 capability • SIRIUS Satellite Radio

SEL

Includes SE content, plus:

18-in. painted-aluminum wheels • Body-colour exterior door handles, sideview mirror accents and rear spoiler • Fog lamps with chrome bezels • Leather-wrapped steering wheel and shift knob • Message centre with trip computer and compass • Chrome accents on vents • Textured-aluminum instrument panel finish • Convenience Package with automatic headlamps, electrochromic rearview mirror, driver-side SecuriCode keyless-entry keypad, and secondary steering wheel-mounted audio controls • Front heated bucket seats with 6-way power driver seat • Rear 60/40 split fold-flat seat with EasyFold™ rear seatback release • AM/FM stereo with 6-disc in-dash CD changer • Dual-zone Electronic Automatic Temperature Control • Particulate air filter

Limited

Includes SEL content, plus:

18-in. premium chrome-clad aluminum wheels • Body-colour keypad • Power, heated sideview mirrors with security approach lamps and memory • “LIMITED” badge • Reverse Sensing System • Leather-trimmed seats • 6-way power driver seat with memory • 6-way power fold-flat front-passenger seat • Ford SYNC • Premium Sound System with AM/FM stereo/6-disc in-dash CD changer and 9 speakers • Ambient Lighting • Universal Garage Door Opener • Unique brushed-aluminum finish on centre-stack panel and door-sill scuff plates • Power liftgate

SPORT

Includes SEL content, plus:

All-Wheel Drive (AWD) • 22-in. machined-aluminum wheels • Unique front and rear lower fascias • Body-colour door cladding and side skirt rocker mouldings • Dark Metallic headlamp and tail lamp treatments • Large-diameter dual bright exhaust tips • “SPORT” badge • Contrast stitching on leather-trimmed steering wheel and shift knob • Leather-trimmed seats with Alcantara suede inserts • Premium Sound System with AM/FM stereo/6-disc in-dash CD changer and 9 speakers • Ford SYNC • Unique dark brushed finish on centre-stack panel

● Standard ① Select Availability ○ Optional — Not Available
Alcantara is a registered trademark of Alcantara S.p.A., Italy.
Microsoft is a registered trademark of Microsoft Corporation.
The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

ACCESSORIES

- A.** Hood Deflector
- B.** Rear Bumper Cover
- C.** Splash Guards
- D.** Trailer Hitch Balls/Draw Bar
- E.** Body Kit by 3dCarbon®¹
- F.** Remote Start Systems
- G.** Front Illuminated Sill Plates
- H.** Graphic Stripe Kit

Also available:

All-Weather Floor Mats
 Ashcup/Coin Holder/Smoker's Pack
 Electrochromic Mirrors
 Garmin® Portable Navigation Systems¹
 Interior Rear Cargo Shade
 Interior Soft Cargo Cooler Bag¹
 Interior Soft Cargo Organizers (standard and large sizes)
 Roof Cross Bars
 Side Window Deflectors
 Vehicle Security System
 Wheel Locks

¹Ford Licensed Accessories.

Garmin is a registered trademark of Garmin Ltd.



Ford of Canada warrants that its authorized Dealers will repair or replace any Genuine Ford Accessory that is properly installed by the authorized Dealer that sold the accessory and found to be defective in factory-supplied materials or workmanship. The accessory will be warranted for whichever provides you the greatest benefit: 12 months/20,000 km (whichever occurs first), or the remainder of your 36-month/60,000-km (whichever occurs first) Basic Coverage in the New Vehicle Limited Warranty. Contact your local Ford of Canada Dealer for details.

Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's limited warranty. The warranty coverage will vary by accessory manufacturer. Contact your local Ford of Canada Dealer for details regarding the accessory manufacturer's limited warranty and/or for a copy of the FLA product limited warranty offered by the accessory manufacturer.

Ford ESP PremiumCare Plan. Depending on the Ford ESP Plan you select, some Dealer-installed Genuine Ford Accessories can be covered up to 7 years or 150,000 km. See your Ford of Canada Dealer for details.



WHEELS



17-in. Painted-Aluminum
Standard on SE



18-in. Painted-Aluminum
Standard on SEL; Optional on Limited



18-in. Premium Chrome-Clad Aluminum
Standard on Limited; Optional on SEL



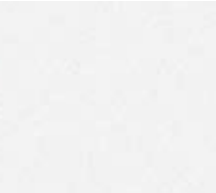
20-in. Premium Chrome-Clad Aluminum
Optional on Limited



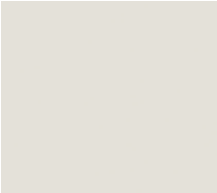
22-in. Machined-Aluminum
Standard on Sport

COLOURS

Exterior



White Platinum
Metallic Tri-Coat¹



White Suede



Red Candy Metallic
Tinted Clearcoat¹



Cinnamon Metallic



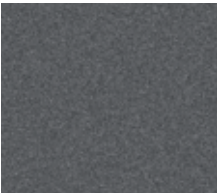
Sport Blue Metallic



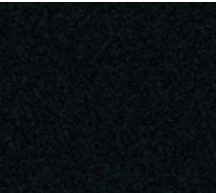
Dark Ink Blue Metallic



Ingot Silver Metallic



Sterling Grey Metallic



Tuxedo Black Metallic

Colours shown are representative only. Not all colours are available on all models. See your Ford of Canada Dealer for actual paint/trim options.

Interior



Medium Light Stone Cloth
Available on SE



Charcoal Black Cloth
Available on SE



Unique Medium Light
Stone Cloth
Available on SEL



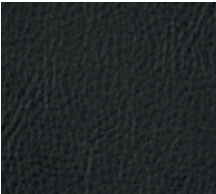
Unique Charcoal Black Cloth
Available on SEL



Camel Leather
Available on SEL and
Limited



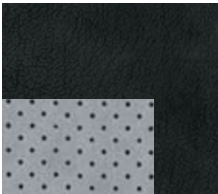
Medium Light
Stone Leather
Available on SEL and Limited



Charcoal Black Leather
Available on SEL and
Limited



Charcoal Black Leather with
Sienna Seating Surfaces
Standard on Limited
with Limited Interior
Appearance Package



Charcoal Black Leather
with Grey Alcantara®
Suede Inserts
Standard on Sport

Camel		
Medium Light Stone		
Charcoal Black		
SE		
● ●	White Suede	
● ●	Red Candy Metallic Tinted Clearcoat ¹	
● ●	Dark Ink Blue Metallic	
● ●	Ingot Silver Metallic	
● ●	Tuxedo Black Metallic	
SEL/Limited		
● ● ●	White Platinum Metallic Tri-Coat ^{1,2}	
● ● ●	White Suede ³	
● ● ●	Red Candy Metallic Tinted Clearcoat ¹	
● ●	Cinnamon Metallic ²	
	Sport Blue Metallic	
● ●	Dark Ink Blue Metallic	
● ●	Ingot Silver Metallic ²	
● ●	Sterling Grey Metallic ²	
● ● ●	Tuxedo Black Metallic ²	
Sport		
●	Red Candy Metallic Tinted Clearcoat ¹	
●	Sport Blue Metallic	
●	Ingot Silver Metallic	
●	Tuxedo Black Metallic	

¹Extra-cost option.

²Available with Limited Interior Appearance Package.

³Not available on Limited.

For more information on
Ford of Canada products and services,
please visit our website:



Our commitment to you... Peace-of-Mind Protection

- Basic Coverage:
3 years/60,000 km
- Powertrain Warranty:
5 years/100,000 km
- Corrosion Warranty:
5 years/unlimited distance
- Roadside Assistance:
5 years/100,000 km

Certain conditions apply. For more information on
these warranties and coverages, ask your local
Ford of Canada Dealer or visit ford.ca.

For prompt, courteous answers to your questions:

Ford Customer Relationship Centre
1-800-565-3673
Ford Credit Customer Service Centre
1-877-636-7346

Please note: The electronic version of the
Ford of Canada vehicle brochure is a condensed
version of the original printed version.

Competitive comparisons are based on 2009 competitive models, publicly available information and Ford data at the time of printing of the 2010 original printed version. 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 publication of the 2010 original printed brochure, 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 of Canada Dealer is your best source for up-to-date information. Ford Motor Company of Canada, Limited, reserves the right to change product specifications at any time without incurring obligations. Colours may not be exactly as illustrated. Please see your sales consultant for specific colour and model availability. Please visit your local dealer or ford.ca for complete vehicle details.

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 help protect you from the cost of unexpected repairs. To add to your peace of mind and help protect your investment beyond your New Vehicle Basic Warranty, complement your ESP with a prepaid maintenance plan that covers all required scheduled maintenance items for your vehicle and 8 wear items. Ask your Dealer for a Ford ESP, the only service contract backed exclusively by Ford Motor Company of Canada, Limited, and honoured at all Ford and Ford Lincoln Dealerships across North America. Certain limitations and exclusions apply, see your Dealer for details.

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 local Ford of Canada Dealer for details or check us out at fordcredit.ca.



Edge



Flex