



2007MY
Vehicle Line: EDGE
Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- The Edge is an all-new Ford Division entry into the emerging Crossover Utility Vehicle Segment.
- The Ford Edge will infuse energy into the Ford brand through its bold design and flexibility, sporty handling and energetic performance.
- The Edge will appeal to customers seeking a capable vehicle w/package flexibility that does not sacrifice style and performance.

Key Selling Points:

- **Bold Design:** bold chrome grill, dual exhaust and sporty, confident stance
 - Standard 17" and avail. 18" Wheels w/eye-catching designs
 - Textured aluminum & chrome accents, contrast seat stitching on avail. leather-trimmed seats and two tone door panels
 - Class exclusive two panel Panoramic Vista Roof™ w/dual power shades
- Available luxury technology: Navigation System, satellite radio and rear DVD entertainment system and MP3/Audio input jack (standard)
- Flexibility: avail. fold-flat passenger and standard 2nd row fold flat seats w/an avail. EasyFold™ 2nd row release switch in cargo area
- Sporty Handling: Independent multilink suspension designed to deliver responsive, confident handling
- Energetic Performance: All-new 3.5L Duratec 35 V6 engine w/best-in-class 265hp and 250 lb-ft of torque
- Standard Ford Safety: AdvanceTrac® w/RSC® (Roll Stability Control), Safety Canopy™, and Side Impact Airbags

Recommended Mix:

	<i>Retail Mix***</i>	
	<i>SE</i>	<i>SEL</i>
	35%	65%
<i>Drivetrain</i>		
AWD	45%	55%
FWD	55%	45%**
<i>Engine Type</i>		
3.5L V6 Duratec 35 Engine	100%	100%
6-Speed Auto Transmission	100%	100%
<i>Key Packages</i>		
Convenience Group	40%	100%
Premium Package	—	15%
Seating Flexibility Package	—	20%
SEL "PLUS" (Premium Pkg. plus Seating Flexibility Pkg.)	—	30%
<i>Key Options</i>		
Audiophile Sound System w/CDX6 & 9 Speakers & Steering Wheel Controls	—	33%
Navigation System, DVD w/Audiophile	—	16%
Panoramic Vista Roof™	—	40%
Rear Entertainment System, DVD	—	10%
Reverse Sensing System	—	30%
SIRIUS™ Satellite Radio w/6 Month	15%	30%
18" Painted Aluminum Wheel	—	45%
18" Premium Chrome-clad Wheel	—	40%

*** Rates above represent full model year projections.

2007 EDGE MAJOR PRODUCT SUMMARY

The following equipment is standard as indicated. Each series includes the standard equipment of the previous series, except where additions/exceptions are noted:

SE	SEL	SEL "PLUS" ¹
<p>Powertrain/Functional</p> <ul style="list-style-type: none"> • Brakes – 4-wheel Anti-Lock Braking System (ABS) • Engine – 3.5L V6 Duratec 35 engine w/6 speed auto transmission <p>Exterior</p> <ul style="list-style-type: none"> • Door handles – black • Dual steel exhaust tips • Grille – 3-bar Chrome • Headlamps – quad beam halogen • Power mirrors – black exterior manual fold • Power locks w/autolock • Remote keyless entry w/integrated keyfob transmitter (2) • Rear spoiler – black • Rear Wiper - dual speed • Rocker moldings – black • Roof mounted antenna • Tires – P235/65R17 BSW • Wheels – 17" painted aluminum wheel • Windshield Wipers - Intermittent speed sensitive <p>Interior</p> <ul style="list-style-type: none"> • 12V power points (4) – Front IP, front console, 2nd row & cargo area • Accessory delay • Air conditioning <ul style="list-style-type: none"> – Single zone manual air conditioning – 2nd row heat & AC vents • Audio – AM/FM stereo/clock/single CD/MP3 w/4 Speakers • Audio/MP3 input jack • Battery saver • Cargo area light • Cargo area tie-downs (2) • Center console gear shifter w/urethane shift knob & chrome bezel • Coat hooks (2) • Cupholders/bottle holders (6) • Dome map lamps – 1st & 2nd rows • Door handles – chrome • Front console w/deep bin, 2 cupholders, & 1 powerpoint • Front & rear floor mats • Glass <ul style="list-style-type: none"> – Privacy glass on rear door, qtr windows & back window – Solar tinted driver/pass windows • Glove box – non-locking, damped • Grab handles – B-pillar (2) • Horn – dual tone electric • Heated backlight • Map pockets – front seat backs • Power steering • Rear armrest w/2 cupholders • Rear seat manual recline • Seats <ul style="list-style-type: none"> – 1st row cloth bucket seats w/driver manual lumbar – 2nd row cloth 60/40 fold-flat bench • Steering wheel - Urethane wrapped w/speed control • Steering column –manual tilt & telescope • Sunvisors • Window – power w/driver one-touch down & front/rear disable <p>Safety/Security</p> <ul style="list-style-type: none"> • Adjustable head restraints • AdvanceTrac® w/RSC® (Roll Stability Control) • Belt-Minder® (driver & passenger) • Child safety locks, rear door • Height adjustable safety belts (front row) • Illuminated entry • LATCH System (2) in 2nd Row • Occupant Classification System • Personal Safety System™ (PATS) • Safety Canopy™ w/roll over sensor (2 rows of protection) • Securilock® Encrypted Passive Anti-Theft System (EPATS) • Side Impact Airbags 	<p><i>All SE content, plus:</i></p> <p>Exterior</p> <ul style="list-style-type: none"> • Body color painted door handles, skull caps and rear spoiler • Dual chrome rolled exhaust tips • Fog lamps w/chrome bezel • SEL badge <p>Interior</p> <ul style="list-style-type: none"> • Audio – In dash CDX6/MP3, 4 speakers & steering wheel audio controls • Leather steering wheel and shifter covers • Message Center/compass • Overhead console w/sunglass holder • Sunvisors, w/Dual illuminated visor mirrors • Unique chrome interior treatments • Unique aluminum instrument panel finish • Upgraded cloth interior – w/manual driver lumbar & 6-way power driver seat • Convenience Group <ul style="list-style-type: none"> – Automatic headlamps w/wiper activation – Electrochromic autodimming rearview mirror – Illuminated door entry keypad 	<p><i>All SEL content, plus:</i></p> <p>Interior</p> <ul style="list-style-type: none"> • Leather trimmed front row & 2nd row seats • Premium Package <ul style="list-style-type: none"> – Dual electronic climate control – Exterior puddle lamps – Heated seats & exterior mirrors – Memory seats & exterior mirrors – Particulate air filter – Steering wheel climate controls • Seating Flexibility Package <ul style="list-style-type: none"> – 6-way power passenger seat – Front row passenger fold flat seat – Second row EasyFold™ remote seat release

Please see Standard Equipment pages for more details.

¹ The SEL "PLUS" is an array within the SEL series.

Product Features Availability

Features, options and package content subject to change. Please check www.fmcdealer.com or Dealer eStore for the most current information.

2007 EDGE STANDARD EQUIPMENT

The following items are standard on every all-new 2007MY Ford Edge:

POWERTRAIN/FUNCTIONAL

- Axle ratio – final drive ratio 2.77 FWD (3.16 AWD)
- Brakes – 4-wheel Anti-Lock Braking System (ABS)
- Engine/Transmission – 3.5L V6 Duratec 35 engine w/6 Speed Auto. Trans
- Fuel tank – 19.0 gallon FWD (20 gallon AWD)

EXTERIOR

- Autolock
- Dual exhaust tips
- Grille - 3-bar Chrome
- Headlamps – quad beam halogen
- Mini spare tire
- Mirrors – folding exterior power side
- Power windows, locks & mirrors
- Rear Wiper, dual speed
- Remote keyless entry
- Rocker moldings – black
- Tires – P235/65R17 BSW
- Wheels – 17" painted aluminum wheel
- Windshield wipers – intermittent speed sensitive

INTERIOR

- 12V power points (4) – Front IP, front console, 2nd row & cargo area
- Accessory delay
- Air conditioning – manual single zone w/2nd row heat & A/C vents
- Audio – AM/FM stereo/clock/single CD/MP3 w/4 Speakers
- Audio/MP3 Input Jack
- Battery saver
- Cargo area light
- Cargo tie-downs (2)
- Coat hooks (2)
- Cupholders/bottle holders (6)
- Dome/Map lamps – 1st & 2nd row
- Front & rear floor mats
- Front console w/armrest, storage tray & divider, (1) powerpoint in deep bin, & (2) cupholders
- Glass – privacy glass on rear door, qtr windows & back window and solar tinted front windows
- Glove box – non-locking, damped
- Grab handles – B-pillar grab handles (2)

INTERIOR (Continued)

- Heated back light (rear window defroster)
- Horn - dual tone electric
- Instrumentation (tachometer, lamp outage, low fuel warning, low washer fluid, low oil pressure, door ajar, liftgate ajar & coolant temperature indicator)
- Map pockets
 - Front seat back driver & passenger
 - Map pockets in four door panels w/bottle holders in front door panels
- Power steering
- Power windows – driver one-touch down & front/rear disable
- Rear armrest w/(2) cupholders
- Seats:
 - 2 rows of seats
 - Driver seat – manual lumbar
 - Front row buckets seats
 - 2nd row 60/40 split
 - 2nd row manual fold flat
 - 2nd row reclining seats
- Speed control on steering wheel
- Steering column – manual tilt & telescope
- Sunvisors – sliding driver & passenger

SAFETY/SECURITY

- Adjustable head restraints
- AdvanceTrac® w/RSC®
- Belt-Minder® (driver & passenger)
- Child safety locks – rear door
- Height adjustable safety belts (front row)
- Illuminated entry
- LATCH (Lower Anchors & Tethers for CHildren) System (2) in 2nd row
- Occupant Classification System
- Personal Safety System™ (seat belt pretensioners, load limiting retractors, dual stage front air bags, driver set position sensing & crash severity sensing)
- Safety Canopy™ w/roll over sensor (2 rows of protection)
- SecuriLock® Encryption Passive Anti-Theft System (EPATS)
- Side Impact Airbags

The following features are standard on selected all-new 2007 Edge vehicles:

KEY EXTERIOR FEATURES	SE	SEL	SEL "PLUS"
Door handles , Mirror Caps, Rear Spoiler			
Black – mold-in-color	•		
Painted – color keyed (body color)		•	•
Dual Exhaust Tips			
Steel	•		
Rolled, chrome		•	•
Fog lamps w/chrome bezel		•	•
Illuminated door entry keypad		•	•
Mirrors			
Black – mold-in-color folding power exterior side mirrors	•		
Body color – folding power exterior side mirrors		•	•
SEL Badge		•	•

2007 EDGE STANDARD EQUIPMENT

KEY INTERIOR FEATURES	SE	SEL	SEL "PLUS"
Audio/Entertainment			
AM/FM stereo/clock/single CD/MP3 w/4 Speakers	•		
AM/FM stereo/clock/CDx6/MP3 w/4 Speakers & steering wheel audio controls		•	•
Convenience			
Automatic headlamps w/wiper activation		•	•
Dual illuminated visor mirrors		•	•
Electrochromic autodimming rearview mirror		•	•
Message Center/trip computer w/compass		•	•
Overhead console w/sunglass holder		•	•
Dual electronic climate control w/steering wheel climate controls & particulate air filter			•
EasyFold™ 2 nd row seat release			•
Heated & memory seats & exterior mirrors w/exterior puddle lamps			•
Materials			
4-Gauge cluster w/basic Message Center and chrome major gauge rings	•		
4-Gauge cluster w/high line Message Center, chrome major gauge rings and satin cream-faced appliqué		•	•
Shift knob			
Shift knob – urethane, chrome PRNDL bezel	•		
Shift knob – color coordinated leather-wrapped w/chrome PRNDL bezel & stalk/shroud		•	•
Steering Wheel			
Steering Wheel –Urethane wrapped w/speed controls	•		
Steering Wheel –Color coordinated leather-wrapped w/speed & audio controls		•	•
Unique aluminum finish on instrument panel		•	•
Seats/Console			
Front Row Seats			
Front row bucket seats – cloth trim w/manual driver lumbar & driver/passenger recline	•		
Front row bucket seats – unique cloth trim w/6-way power driver, manual driver lumbar & driver/passenger recline		•	
Leather-trimmed front row seats w/6-way power driver & passenger, manual driver lumbar & driver/passenger recline w/fold flat passenger seat			•
2nd Row Seats			
2 nd row reclining 60/40 bench seats – cloth trim w/center seat fold-down armrest w/2 cupholders	•		
2 nd row reclining 60/40 bench seats – unique cloth trim w/center seat fold-down armrest w/2 cupholders		•	
Leather-trimmed 2 nd row 60/40 bench seats w/center seat fold-down armrest w/2 cupholders			•

2007 EDGE FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

***Final Drive Ratio: FWD 2.77**

***Final Drive Ratio: AWD 3.16**

WHEEL AVAILABILITY



17" Painted Aluminum Wheels
Standard on SE and SEL/SEL
"PLUS" (64F)



18" Painted Aluminum Wheels
Optional on SEL/SEL "PLUS"
(64R)



18" Premium Aluminum Chrome-
clad Wheels
Optional on SEL/SEL "PLUS" (64G)

* = The final drive ratios are dictated by the WOT 0-60 mph performance objectives, which are driven by vehicle weight. While the FDR seems high, because the transmission is a CVT, the effective drive ratio will always be the lowest at any road load operation condition. The effective drive ratio under road load conditions, at any given vehicle speed, will be lower than typical 4 and 5-Speed Step Ratio Transmissions, hence the engine speed will be lower for the CVT transmission.

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2007 EDGE OPTIONAL EQUIPMENT

		SE	SEL	SEL "PLUS"
DRIVETYPE				
FWD (Front Wheel Drive)	Body Code	K36	K38	K39
	Order Code	100A	110A	120A
AWD (All Wheel Drive)	Body Code	K46	K48	K49
	Order Code	200A	210A	220A
GROUPS & PACKAGES (see Packaged Options/Emissions Page for Pkg. Content)				
Convenience Group	553	O	S	S
Class II Trailer Tow/Prep. Package	53G	O	O	O
Premium Package (To order w/Seating Flexibility Package, use SEL "PLUS" body codes)	65L	—	O	S
Seating Flexibility Package (To order w/Premium Package, use SEL "PLUS" body codes)	47F	—	O	S
		SE	SEL	SEL "PLUS" ¹
KEY OPTIONS				
All weather floor mats (in addition to standard carpet floor mats)	16W	O	O	O
DVD Rear Entertainment Center w/2 Wireless Headphones (NA w/Vista Roof™)	90C	—	O	O
Navigation System – DVD w/Audiophile sound system	58Q	—	O	O
Panoramic Vista Roof™ – 2 panel glass w/power tilt & open of front panel & dual power sun shades	43P	—	O	O
Radio – premium in dash, CDX6/MP3, 4 speakers & steering wheel audio controls	581	O	S	S
Radio – Audiophile Sound System w/9 speakers & steering wheel audio controls	916	—	O	O
Reverse sensing system	76R	—	O	O
Roof rack side rails – black (NA w/Vista Roof™)	68B	O	O	O
Rear Cargo Management System	63C	O	O	O
SIRIUS™ satellite radio (w/6 month subscription; avail. in US mainland – 48 states only)	85B	O	O	O
Wheels – 18" Painted Aluminum (incl. 18" P245/60R18 A/S BSW Tire)	64R	—	O	O
Wheels – 18" Premium Chrome-Clad (incl. 18" P245/60R18 A/S BSW Tire)	64G	—	O	O
FLEET ONLY OPTIONS (w/valid FIN code)				
Daytime Running Lights	942	F	F	F
Engine Block Heater	41H	F	F	F

¹ Key Options have the same availability on the SEL and SEL "PLUS"

S = Standard, O = Optional, P = Packaged Option, F = Fleet Option

07/10/06

2007 EDGE
COLOR & TRIM AVAILABILITY

		Interior Color		
		Camel	Med Lt Stone	Charcoal
SE	Cloth Seats	1C	1L	—
SEL	Unique Cloth Seats	2C	2L	2W
SEL	Leather-Trimmed Seats	3C	3L	3W
EXTERIOR COLOR		CODE	Availability	
SE				
	Redfire Metallic	G2	•	•
	Carbon Metallic	G5	•	•
	Blazing Copper Metallic	GW	•	—
	Pewter Metallic	HJ	—	•
	Dune Pearl Metallic	ND	•	—
	Light Sage Metallic	NH	•	•
	Creme Brulee Clearcoat	PH	•	—
	Black Clearcoat	UA	•	•
SEL/SEL "PLUS"				
	Redfire Metallic	G2	•	•
	Carbon Metallic	G5	•	•
	Blazing Copper Metallic	GW	•	—
	Pewter Metallic	HJ	—	•
	Dune Pearl Metallic	ND	•	—
	Light Sage Metallic	NH	•	•
	Dark Amethyst Metallic	PG	•	•
	Creme Brulee Clearcoat	PH	•	—
	Black Clearcoat	UA	•	•

2007 EDGE PACKAGED OPTIONS/EMISSIONS

CONVENIENCE GROUP (553)

Availability:

- Optional on SE and Standard on SEL/SEL "PLUS"

Includes:

- Automatic headlamps
- Electrochromic autodimming rearview mirror
- Illuminated door entry keypad

CLASS II TRAILER TOW/PREP PACKAGE

3500 lbs Max Towing Capacity (53G)

Availability:

- Optional on SE and SEL/SEL "PLUS"

Includes:

- Class II receiver hitch
- Engine oil cooler
- Larger radiator
- Upgraded cooling fans
- Upgraded battery (68 Amp)
- Wiring harness w/4-pin connector

PREMIUM PACKAGE (65L)

Availability:

- Optional on SEL¹. Standard on SEL "PLUS"

Includes:

- Dual electronic climate control
- Exterior puddle lamps
- Heated seats and exterior mirrors
- Leather-trimmed front row & 2nd row seats
- Memory seats & exterior mirrors
- Particulate air filter
- Steering wheel climate controls

SEATING FLEXIBILITY PACKAGE (47F)

Availability:

- Optional on SEL¹. Standard on SEL "PLUS".

Includes:

- 6-Way power passenger seat
- Front row passenger fold flat seat
- Leather-trimmed front row & 2nd row seats
- Second row EasyFold™ remote seat release

¹ Premium Package & Seating Flexibility Package are not avail. together on SEL. For both packages order an SEL "Plus" array.

MISCELLANEOUS

COV Required.....	79V
Priced DORA.....	C09

CALIFORNIA EMISSIONS STATES/CROSS-BORDER STATES***

CALIFORNIA EMISSIONS SYSTEM.....	422
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Required on units for California, Maine, Massachusetts, New York, and Vermont registration. Optional for Cross-Border States.***

CALIFORNIA EMISSIONS SYSTEM NOT REQUIRED.....	423
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Control code for units either shipped to California Emissions States dealers or ordered by California Emissions States dealers for registration in non-California States locations. **Note:** In Maine and Vermont, dealers cannot order vehicles for customers in non-California Emission State locations (except Public Service/Emergency Vehicles – 936)

CALIFORNIA PUBLIC SERVICE/EMERGENCY VEHICLE EXCEPTION.....	936
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Only available on units sold to authorized governmental units and privately-owned ambulance companies. Must also use Code 423 when ordering.

NON-CALIFORNIA/NON-CROSS-BORDER STATES DEALER ORDER FOR CALIFORNIA STATES REGISTRATION.....	93N
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Required on all units ordered by dealers for California Emissions States registrations when the vehicles are being delivered to non-California Emissions, non-Cross-Border States locations. Also requires 422 California Emissions System.

***CROSS-BORDER STATES

Cross-Border States are Arizona, Connecticut, Nevada, New Hampshire, New Jersey, Oregon, Pennsylvania, and Rhode Island.

ENGINE BLOCK HEATER

Standard and only available in states of AK, MN, ND, SD, MT, WI and WY. Other states available via FCSD.

NOTE: Fleet Only – Engine block heater optional in all states with valid FIN code.

**2007 EDGE
POWERTRAIN/DIMENSIONS**

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES		
		F.E. LABEL ADJUSTED CITY	F.E. LABEL ADJUSTED HIGHWAY	ESTIMATED ANNUAL FUEL COST
FWD				
3.5L V6 Duratec	6-Speed Auto	TBD	TBD	TBD
AWD				
3.5L V6 Duratec	6-Speed Auto	TBD	TBD	TBD

ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER H.P. @ RPM	TORQUE FT. LB. @ RPM
FWD				
3.5L V6 Duratec	6-Speed Auto	TBD	265 @ 6250	250 @ 4500
AWD				
3.5L V6 Duratec	6-Speed Auto	10.0?	265 @ 6250	250 @ 4500

DIMENSIONS*

MODEL (inches)	Measurements Base Vehicle
Front Tread	65.2
Overall Length	185.7
Overall Height	67.0
Overall Width	75.8
Rear Tread	64.9
Wheelbase	111.2
FRONT/REAR SEATING	
Hip Room (inches) (front/2 nd row)	54.8/56.1
Head Room (inches) (w/o Vista Roof™) (front/2 nd row)	40.0/39.3
Leg Room (inches) (front/2 nd row)	40.7/38.1
Shoulder Room (inches) (front/2 nd row)	58.9/58.8
Seating Capacity	5
PASSENGER/LUGGAGE/FUEL CAPACITY	
Cargo Capacity (cu. ft.) (behind 1 st row)	69.6
Cargo Capacity (cu. ft.) (behind 2 nd row)	32.1
Fuel Capacity (gal.) (FWD/AWD)	19/20
Passenger Volume (cu. ft.) (front/2 nd row)	55.5/52.8
Total Interior Volume (w/o Vista Roof™)	140.5

*preliminary figures