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WHAT'S NEW

This page is about:

- New Technology
- Exterior and Interior Changes
- Feature/Availability Changes
- Functional/Package Changes

2010 Flex

What's New

Overview

Key Messages

FLEX



- Flex is a true crossover, with the ride, handling and fuel economy of a car with the towing, storage and seating of an SUV
- All-new 3.5L EcoBoost™ twin-turbo V6 engine with gasoline direct injection and 6-speed SelectShift Automatic™ transmission with paddle shift controls
- New technology includes Active Park Assist, MyKey™ and the latest version of SYNC® with Traffic, Directions and Information

New Technology

- Active Park Assist
- Standard MyKey

Exterior Changes

- 17" aluminum wheels now standard on SE
- 20" wheels restricted to EcoBoost-equipped and Limited models
- Colors added:
 - Ingot Silver Metallic (UX)
 - Red Candy Metallic with Tinted Clearcoat (U6)
 - Steel Blue Metallic (UN)
 - Tuxedo Black Metallic (UH)
- Colors deleted:
 - Black
 - Brilliant Silver Metallic
 - Light Ice Blue Metallic
 - Redfire Metallic

Interior Changes

- Standard second-row 60/40 split bench seat with auto-fold feature on passenger "40" side

Feature/Availability Changes

- Cloth seats standard on SEL, leather-trimmed seats optional
- Second-row refrigerated console available on Limited only
- SYNC now standard on SEL
- Sony® premium audio system now optional on SEL and standard on Limited
- Voice-activated Navigation System standard on Limited

Functional Changes

- 3.5L EcoBoost twin-turbo V6 engine with gasoline direct injection available on SEL and Limited
- 6-speed SelectShift Automatic transmission with paddle shift controls included with 3.5L EcoBoost V6 engine
- SYNC now includes Traffic, Directions and Information functionality⁽¹⁾

Package Changes

- Class III Trailer Tow Package now includes Trailer Sway Control
- Lighting Package no longer available on SEL

Key Competitors

- **GMC Acadia** is positioned as the "Professional Grade" crossover with sophistication and style. Shares a platform with the Chevrolet Traverse
- **Chevrolet Traverse** was all-new in 2009 and is based on the same platform as the GMC Acadia. Chevrolet claims the Traverse is a vehicle that concedes nothing and exceeds everything you've come to expect in a crossover
- **Honda Pilot** was redesigned for 2009 and continues to offer traditional SUV styling and capability. The 3.5L V6 engine with Variable Cylinder Management delivers an average 250 horsepower and is mated to a 5-speed automatic transmission. The primary Pilot advantage is seating for 8
- **Toyota Highlander** is a smooth, quiet vehicle with conservative, traditional SUV styling

(1) When paired with Voice-activated Navigation System, SYNC Traffic, Directions and Information services are replaced by the vehicle's Navigation System and SIRIUS Travel Link™ functionality.

NOTE: See the latest Dealer Ordering Guide for feature availability.

2010 Flex

What's Important

WHAT'S IMPORTANT

This page is about:

Product Highlights

Product Highlights

FLEX KEY FEATURES

MyKey™
(pgs. 7, 9)

**3.5L EcoBoost™ twin-turbo V6 engine
with gasoline direct injection**
(pgs. 18, 20)

**AdvanceTrac® with RSC®
(Roll Stability Control™)**
(pgs. 24, 25)

Available All-Wheel Drive
(pgs. 18, 23, 25)

**Class-exclusive⁽¹⁾
second-row
refrigerated console**
(pgs. 7, 10)



**Voice-activated
Navigation System with
SIRIUS Travel Link™**
(pgs. 7, 13, 30)

Active Park Assist
(pgs. 7, 8)

Comfort/Convenience

- First-in-class⁽¹⁾ Easy Fuel™ capless fuel filler
- Active Park Assist
- SecuriCode™ Keyless Entry Keypad
- Multi-panel Vista Roof™
- Power liftgate
- MyKey
- Reverse Sensing System
- 6- or 7-passenger seating
- Command Seating™ with front bucket seats
- Second-row 60/40 split bench seat (3-passenger) with power release auto-fold passenger "40" side
- Second-row 40/40 (2-passenger) power release auto-fold bucket seats
- Third-row 50/50 split bench, fold-flat, in-floor seat
- Fold-flat seatbacks for all passenger seats
- Power adjustable accelerator and brake pedals
- Class-exclusive⁽¹⁾ second-row refrigerated console
- 110-volt inverter (power point outlet)
- 390 watt Sony® premium audio system with 12 premium speakers
- SYNC® voice-activated communications and entertainment system
- Voice-activated Navigation System with SIRIUS Travel Link
 - Rearview Camera
 - 10 GB Music Jukebox
- SIRIUS® Satellite Radio

Design/Styling

- 3-series lineup: SE, SEL and Limited
- Signature tri-bar chrome grille
- HID (High-Intensity Discharge) headlamps
- Grooves in the side panels and liftgate
- Chrome exterior door handles, beltline, mirror caps and fog lamp bezels
- 17", 18", 19" and 20" aluminum wheels
- Integrated rocker panel design
- Satin aluminum tailgate appliqué with grooves
- LED (Light-Emitting Diode) taillamps
- Two-tone roof
- Ice Blue backlighting for the interior controls
- Ambient interior lighting
- Chrome interior door handles, door panel trim, shifter handle insert and vent surrounds
- Satin silver center stack and steering-wheel accents

Performance/Handling

- 3.5L Duratec® DOHC V6 engine mated to a 6-speed automatic transmission
- 3.5L EcoBoost twin-turbo V6 engine mated to the 6-speed SelectShift Automatic™ transmission with paddle shift controls
- Aggressive Deceleration Fuel Shut-off (ADFSO)
- Front-wheel drive or available All-Wheel Drive
- Independent front and rear suspension
- Rack-and-pinion steering
- Class III Trailer Tow Package with Trailer Sway Control

Safety/Security

- Flex received the highest 5-star ratings in all crash tests performed by NHTSA⁽²⁾
- IIHS "Top Safety Pick"⁽³⁾
- Six standard airbags
 - Dual-stage front airbags
 - Front-seat side airbags
 - Safety Canopy® System with rollover sensor
- AdvanceTrac with RSC (Roll Stability Control)
- Anti-lock Braking System (ABS)
- Personal Safety System™ with Front Passenger Sensing System
- SOS Post Crash Alert System
- LATCH (Lower Anchors and Tethers for Children) System
- Adjustable head restraints
- Rear-door child safety locks
- SecuriLock® passive anti-theft system
- Tire Pressure Monitoring System (TPMS)

Quality/Reliability/ Durability

- Solid unibody construction
- 6-month/7,500-mile oil change interval
- Spark plugs rated for 90,000 miles⁽⁴⁾
- Duratec self-adjusting accessory drive belt is rated for 150,000 miles⁽⁴⁾
- 5-year/60,000-mile Powertrain Limited Warranty and Roadside Assistance Program

(1) Class is large CUVs.

(2) Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).

(3) Based on 2009 ratings. 2010 testing information not available at time of print. Please visit IIHS.org for additional information.

(4) Under normal driving conditions.

NOTE: See the latest Dealer Ordering Guide for feature availability.

2010 Flex Model Lineup

Model Lineup Pages

The Model Lineup pages are based on the Dealer Ordering Guide and are designed to show key features/equipment on that model as well as Rapid Spec content. As you move through the model lineup, each model adds to or upgrades the equipment of the preceding model, except where additions/exemptions are noted. Flex is available in 3 models:

- SE
- SEL
- Limited

SE — Standard model



Comfort/Convenience

- Accessory delay
- Audio system — Single-disc CD/MP3 capability with 6-speakers
- Auto headlamps — halogen, windshield wiper activated
- Auxiliary audio input jack
- Battery Saver
- Cabin particulate air filter
- Center stack — cockpit integrated display (compass, driver/passenger temp, outside temp and audio info)
- Climate control
 - Single-zone air conditioning with second-row ducts
 - Rear auxiliary
- Coat hooks (2), second row
- Console:
 - Front-row center with armrest, storage, two cup holders and rear pull-out drawer with storage and two cup holders for second-row passenger use
 - Overhead with map lights and sunglasses holder
- Cruise control
- Cup holders/bottle holders (up to 10)
- Defroster — rear window
- Door locks — power with Autolock
- Easy Fuel™ capless fuel filler
- Floor mats — carpeted, first and second rows
- Glass, privacy — second row, third row and liftgate
- Glove box — locking, damped
- Grab handles — (3) retractable roof-mounted
- Grocery bag hooks in cargo area
- Illuminated entry

- Instrumentation — includes tachometer, TPMS indicator, lamp outage, low washer fluid, low oil pressure, oil change, door ajar, liftgate ajar and low coolant indicator
- Lights:
 - Cargo area over third row
 - Reading lamps for second- and third-row passengers
- Map pockets — front seatback
- Message Center with trip computer
- Mirror, interior rearview — electrochromic auto-dimming
- Mirrors, exterior — power, manual folding
- MyKey™
- Power points — (4) 12-volt
- Remote Keyless Entry with two integrated keyhead transmitters
- Reverse Sensing System
- Seats:
 - 7-passenger (3 rows of seating)
 - Second-row 60/40 cloth split bench with auto-fold feature on passenger “40” side
 - Third-row 50/50 cloth split bench, fold-flat, in-floor
 - Driver, 6-way power with manual recline and lumbar
 - Dual front-row cloth bucket seats
 - Passenger, 2-way manual recline
 - All passenger seats — fold-flat seatbacks
- SecuriCode™ Keyless Entry Keypad
- Shift knob — leather-wrapped
- Steering column — tilt adjustable, manual
- Steering wheel:
 - Leather-wrapped
 - Redundant audio and cruise controls
- Storage:
 - Front floor console bin
 - Instrument panel storage bin
 - Integrated door storage (pockets), first and second rows

- Sun visors — sliding driver and passenger with illuminated vanity mirrors
 - Windows — power with one-touch up/down driver window
 - Windshield wipers:
 - Front, intermittent speed-sensitive
 - Rear, 2-speed
- #### Design/Styling
- Black beltline
 - Chrome HVAC vent surrounds, shifter handle, door trim and door handles
 - Door handles, exterior — painted body-color
 - Exhaust tips — bright polished
 - Fog lamp bezels — painted body-color
 - Grille — chrome tri-bar
 - Grooves — side panel and liftgate
 - Mirror caps — black
 - Wheels — 17" painted aluminum

Performance/Handling

- Brakes — 4-wheel disc
- Engine — 3.5L Duratec® DOHC V6
- Spare tire, mini

- Steering — rack-and-pinion
- Tires — P235/60R17 all-season
- Transmission — 6-speed automatic

Safety/Security

- Adjustable head restraints
- AdvanceTrac® with RSC® (Roll Stability Control™)
- Airbags:
 - First, second- and third-row Safety Canopy® System with rollover sensor
 - Dual-stage front airbags
 - Front-seat side airbags
- Anti-lock Braking System (ABS)
- Belt-Minder® (driver and front passenger)
- Child safety locks — rear door
- Front Passenger Sensing System
- LATCH (Lower Anchors and Tethers for Children)
- Perimeter anti-theft system
- Personal Safety System™
- SecuriLock® passive anti-theft system
- SOS Post Crash Alert System
- Tire Pressure Monitoring System (TPMS)

FLEX SE RAPID SPEC OPTIONS

Rapid Spec
Option Group 100A • Includes SE standard equipment
Freestanding Options
Comfort/Convenience
• All-weather floor mats
• SYNC® voice-activated communications and entertainment system
• 6-disc/MP3 capable audio system with SIRIUS® Satellite Radio
• Second-row 40/40 reclining seats with cloth trim (6-passenger seating)
Design/Styling
• Two-tone roof (see page 33 for availability)
• Roof rack side rails — Black
Performance/Handling
• Class III Trailer Tow Package
– Receiver hitch
– Wiring harness with 4/7 pin connectors
– Engine oil cooler
– Tire mobility kit
– Trailer Sway Control

NOTE: The above information is an excerpt to be used with pages 2–3 of the 6/22/09 Flex Dealer Ordering Guide. For the latest Dealer Ordering Guide go to fmcdealer.com.

2010 Flex

Model Lineup

MODEL LINEUP

This page is about:

SEL —

SEL — All SE content, plus:



Comfort/Convenience

- Audio
 - 6-disc in-dash CD/MP3 capability
 - SIRIUS® Satellite Radio
- Cargo net
- Climate control — Dual-zone Electronic Automatic Temperature Control
- Mirrors, exterior — heated, power
- Seating:
 - First row, heated
 - Driver, 10-way power
 - Passenger, 6-way power with manual lumbar
 - Third-row seat is vinyl
- SYNC® voice-activated communications and entertainment system
- Universal garage door opener

Design/Styling

- Chrome beltline
- Chrome door handles
- Chrome fog lamp bezels
- LaCrosse Ash woodgrain appearance appliqué on instrument panel and door trim
- Mirror caps — body-color
- SEL badge
- Wheels — 18" machined aluminum

Performance/Handling

- Tires — P235/60R18 all-season

FLEX SEL RAPID SPEC OPTIONS

Rapid Spec

Option Group 205A

- Includes SEL standard equipment

Option Group 206A

- Late availability
- Convenience Package
 - Power adjustable pedals with memory
 - Power liftgate
 - Memory driver's seat and mirrors
 - Heated mirrors
 - Security approach lamps
 - 110-volt inverter (power point outlet)

Option Group 207A

- Convenience Package
- First- and second-row leather-trimmed seats (third row is vinyl)
- Sony® premium audio system with 12 speakers in 10 locations

Option Group 208A

- 3.5L EcoBoost™ Twin-turbo V6 engine with gasoline direct injection
- Dual exhaust
- 6-speed SelectShift Automatic™ transmission with paddle shift controls
- All-Wheel Drive (AWD)
- Convenience Package
- First- and second-row leather-trimmed seats (third row is vinyl)
- Sony® premium audio system with 12 speakers in 10 locations
- 20" Bright painted aluminum wheels with P255/45R all-season tires

Freestanding Options

Comfort/Convenience

- Second-row console (only applicable with second-row 40/40 seating)
- Second-row 40/40 reclining seats (6-passenger seating)
- All-weather floor mats
- Dual head restraint DVD Entertainment System (late availability) — not available with 205A
 - Color-matched upholstered front head restraints with 7" adjustable monitors
 - Top-slot loading DVD player
 - Gaming ports
 - Remote control
- Active Park Assist (208A only)

Design/Styling

- Two-tone roof (see page 33 for availability)
- Roof rack side rails — chrome (not available with Vista Roof™ 43P)
- Multi-panel Vista Roof (not available with 205A)
- White Platinum Metallic Tri-coat paint
- Red Candy Metallic with Tinted Clearcoat paint

Performance/Handling

- Class III Trailer Tow Package
 - Receiver hitch
 - Wiring harness with 4/7 pin connectors
 - Engine oil cooler
 - Tire mobility kit
 - Trailer Sway Control
- All-Wheel Drive (AWD; included with 208A)

NOTE: The above information is an excerpt to be used with pages 4–5 of the 6/22/09 Flex Dealer Ordering Guide. For the latest Dealer Ordering Guide go to fmcdealer.com.

May 2009

MODEL LINEUP**This page is about:**

Limited

2010 Flex

Model Lineup

Limited — All SEL content, plus:**Comfort/Convenience**

- 110-volt inverter (power point outlet)
- Ambient interior lighting
- Analog clock
- Footrests — second-row
- Mirrors — folding power, heated with memory and security approach lamps
- Voice-activated Navigation System with SIRIUS Travel Link™ and Rearview Camera
- Power adjustable pedals with memory
- Power liftgate
- Seats
 - Perforated leather-trimmed seats with contrast stitching (third row is vinyl)
 - First-row memory
- Steering wheel with real-wood inlay

Design/Styling

- Chrome doorsill scuff plates
- HID (High-Intensity Discharge) headlamps
- LED (Light-Emitting Diode) taillamps
- Limited badge
- Mirror caps — chrome
- Olive Ash Copper woodgrain appearance appliqué on instrument panel and door trim
- Satin aluminum liftgate appliqué with grooves
- Wheels — 19" polished aluminum

Performance/Handling

- Tires — P235/55R19 all-season

FLEX LIMITED RAPID SPEC OPTIONS**Rapid Spec****Option Group 302A**

- Includes Limited standard equipment

Option Group 303A

- Multi-panel Vista Roof™
- Second-row bucket seats
- Second-row refrigerated console
- 20" Bright painted aluminum wheels with P255/45R20 all-season tires

Option Group 304A

- 3.5L EcoBoost™ twin-turbo V6 engine with gasoline direct injection (with 304A)
- Dual exhaust
- 6-speed SelectShift Automatic™ with paddle shift controls
- All-Wheel Drive (AWD)
- 20" Bright painted aluminum wheels with P255/45R20 all-season tires

Freestanding Options**Comfort/Convenience**

- Second-row console (only applicable with second-row 40/40 seating)
- Second-row 40/40 reclining seats — perforated-leather trim (6-passenger seating)
- Second-row refrigerated console (requires second-row console)
- All-weather floor mats
- Dual head restraint DVD Entertainment System (late availability)
 - Color-matched upholstered front head restraints with integrated 7" adjustable monitors
 - Top-slot loading DVD player
 - Gaming ports
 - Remote control
- Active Park Assist (304A only)

Design/Styling

- Two-tone roof (see page 33 for availability)
- Roof rack side rails — chrome (not available with Vista Roof 43P)
- Multi-panel Vista Roof
- White Platinum Tri-coat paint
- Red Candy Metallic with Tinted Clearcoat paint
- 20" Bright painted aluminum wheels with P255/45R20 all-season tires

Performance/Handling

- All-Wheel Drive (AWD; included with 304A)
- Class III Trailer Tow Package
 - Receiver hitch
 - Wiring harness with 4/7 pin connectors
 - Engine oil cooler
 - Tire mobility kit
 - Trailer Sway Control

NOTE: The above information is an excerpt to be used with pages 6–7 of the 6/22/09 Flex Dealer Ordering Guide. For the latest Dealer Ordering Guide go to fmcdealer.com.

2010 Flex

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- MyKey™
- Class-exclusive Second-row Refrigerated Console
- Voice-activated Navigation System with SIRIUS Travel Link™
- SYNC®
- Industry-exclusive Easy Fuel™ Capless Fuel Filler
- Multi-panel Vista Roof™

Overview

Key Messages

Flex



- Seating for 6 or 7 passengers
- Best-in-class⁽¹⁾ second-row leg room with adjustable and removable footrests and over 7 inches more leg room than the 2009 Chevrolet Traverse and GMC Acadia
- Industry-exclusive Easy Fuel™ capless fuel filler
- Class-exclusive⁽¹⁾ second-row refrigerated console
- SYNC® now includes Traffic, Directions and Information functionality
- Voice-activated Navigation System with SIRIUS Travel Link™ also features a Rearview Camera and 10 GB Music Jukebox
- Reverse Sensing System

Key Features

Seating

Three rows of seating with best-in-class⁽¹⁾ leg room for second-row passengers provide room for 6 or 7 passengers and include adjustable head restraints for all seating positions and a third-row split bench seat that folds flat into the floor.

Power release auto-fold feature for the second-row 40/40 bucket seats and for the passenger-side "40" of the second-row 60/40 split-bench seat provides one-touch folding operation for access to the third-row seats.

Fold-flat seatbacks for all passenger seats provide cargo-carrying flexibility with nearly 10' of cargo length from the instrument panel to the tailgate.



Interior

MyKey™ allows parents or fleet owners to help increase the safety of at-risk drivers, such as teenagers, with the ability to:

- Restrict vehicle top speed
- Restrict maximum audio system volume
- Establish a persistent Belt-Minder® alert that mutes the audio system until front passenger safety belts are fastened
- Establish an earlier Low Fuel Warning indicator
- Restrict the disabling of certain safety features, if equipped

New dual head restraint DVD Entertainment System includes dual, adjustable 7" LCD monitors integrated into the rear of the front-seat head restraints. Includes two sets of wireless headphones, remote control and dual-media feature that allows front passengers to enjoy the audio system while rear passengers watch a movie.

Class-exclusive⁽¹⁾ second-row refrigerated console operates similarly to a home refrigerator, has cool and freeze modes and keeps up to seven 12-ounce beverages cold on a long trip.



Interior cont'd

Voice-activated Navigation System with SIRIUS Travel Link

includes a Rearview Camera, 10 GB Music Jukebox and an easy-to-use 8" LCD touch screen. SIRIUS Travel Link provides traffic and weather updates, fuel prices, sports updates and movie listings.⁽²⁾



SYNC® voice-activated communications and entertainment system⁽³⁾ now includes Traffic, Directions and Information functionality for 2010. This latest version of SYNC provides access to turn-by-turn directions, personalized traffic reports and business search (411) — all accessed by voice commands — in addition to 911 Assist™ and Vehicle Health Report (VHR) functionality. See pages 13 and 14 for feature descriptions and restrictions.

Exterior

Active Park Assist is designed to help take the tension out of parallel parking. This system uses forward sensors and the Reverse Sensing System to help drivers avoid obstacles directly in front of and behind the vehicle and will "scan" both sides of the road for parking spaces with sensors located in the front and rear fascias to assist them in parking.

Industry-exclusive SecuriCode™ Keyless Entry Keypad lets the driver lock/unlock the doors and open the trunk by simply using the numbered keypad on the driver's door B-pillar.

Industry-exclusive Easy Fuel capless fuel filler eliminates the need for a fuel filler cap and helps make fill-ups easier — no more hassle of fumbling with a fuel filler cap.

Multi-panel Vista Roof™ brightens the interior and gives front-seat passengers a power moonroof and second- and third-row passengers their own personal skylight, all with manual sunshades.

(1) Class is large CUVs.

(2) Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service available in the 48 contiguous states and Washington, D.C. SIRIUS Travel Link is a trademark of SIRIUS XM Radio, Inc.

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

- Active Park Assist
- Easy Fuel™ Capless Fuel Filler

2010 Flex

Comfort/Convenience

Exterior Features

Active Park Assist

- Works in conjunction with forward sensors and Reverse Sensing System to help drivers avoid any obstacle directly in front of or behind the vehicle
- To activate the system, drivers press the Active Park Assist button located on the front console in front of the gear shifter
- Once activated, a message appears in the Message Center, indicating the system has begun searching for available parking spaces
 - Sensors located in the front and rear fascias “look” for adequately sized parking spaces on the passenger side of the road
 - The system default is to check the passenger side; moving the turn signal to the left will change the scan direction to the driver’s side
 - The system scans the spaces, measuring the size of the openings
 - When an available, adequately sized parking space is identified, Active Park Assist alerts the driver to stop by sending a message to the Message Center as well as by sounding an audible chime inside the cabin
- Once the driver has stopped the vehicle, the driver shifts the vehicle into Reverse and lets go of the steering wheel
- Active Park Assist works in conjunction with the Electric Power-Assisted Steering (EPAS) to take control of the steering input while the driver continues to control the gas, brake and transmission (forward and reverse), slowly easing into the parking space — helping take the tension out of parallel parking
- If a driver manually moves the steering wheel, the Active Park Assist maneuver will automatically cancel
- Compared to the Lexus LS 460 L Advanced Parking Guide System, Active Park Assist can help parallel park the vehicle:
 - Nearly 3 times faster
 - Approximately 6 inches closer to the curb
 - About 3 times more consistently

Easy Fuel™ Capless Fuel Filler

- Industry exclusive
- Fill-ups are easier and quicker since there is no need for a fuel filler cap
- A standard-size unleaded fuel nozzle inserts directly into the filler neck, opening a spring-loaded door to the tank
- No more dirty hands since there is no cap to fumble with and a rubber seal on the fuel filler door helps keep dirt from entering the Easy Fuel filler opening
- Helps reduce fuel tank evaporative emissions by eliminating the potential for customers to drive off with a missing or improperly installed gas cap
- An emergency funnel is included and is *required* to properly open the Easy Fuel filler opening to accept fuel from a gas can or other secondary refueling device. The funnel is stored near the spare tire jack. See the vehicle Owner’s Guide for more information
- For additional security, there’s a locking fuel filler plug available from Ford Accessories



PRESENTATION TIP: Easy Fuel Capless Fuel Filler

Be sure to fully understand the functionality of the Easy Fuel capless fuel filler and present the benefits during a demonstration drive and at delivery. Show the customer how it’s different than a traditional system, including the fuel door seal. In addition, be sure to show the customer where the emergency funnel is located in the vehicle — it is stored near the spare tire jack — since the funnel is required for the customer to add fuel from a portable container.

2010 Flex

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- Power Liftgate
- Reverse Sensing System
- Rearview Camera
- Industry-exclusive SecuriCode™ Keyless Entry Keypad
- MyKey™
- Multi-panel Vista Roof™

Exterior Features cont'd

Power Liftgate

- Open or close the liftgate with the touch of a button on the instrument panel or on the integrated keyhead transmitter
- Liftgate can also be opened by the button under the liftgate handle and closed by the button inside the cargo area
- Provides functionality and convenience by making it easier to load and unload cargo
- Message Center includes a liftgate enable/disable function
- For additional safety, the liftgate will reverse the opening or closing motion if an obstacle is detected

Reverse Sensing System

- Automatically alerts the driver with an audible tone to certain objects up to 6 feet behind the vehicle
- Audible tone increases in frequency as vehicle nears an object until it becomes a continuous tone when the vehicle is less than 10 inches from the object
- Very helpful when parallel parking, slowly backing up or hitching a trailer

Rearview Camera

- Provides added driver convenience when backing up and is especially useful when parallel parking
- System automatically engages when the vehicle is placed in Reverse
- Camera located on liftgate
- Video is shown on the Navigation System screen with an image providing vehicle centerline, rear bumper orientation, and green, yellow and red trajectory lines to relate an object's proximity to the rear of the vehicle

Industry-exclusive SecuriCode™ Keyless Entry Keypad

- Located on the driver's-door B-pillar
- A light touch or tap of the keypad area illuminates the keypad backlight for ready use
- Smooth button interface and backlighting feature make the keypad "invisible" when not in use
- A bright red LED behind each key illuminates when it registers a key press to help prevent the keys from inadvertently being pressed twice, or too quickly
- Unlocks the driver's door and/or all four doors and unlocks the liftgate without a key by using a programmable 5-digit code
- Pressing and holding the 7/8 and 9/0 buttons at the same time — for 2 seconds — locks the vehicle
- Owner can program up to three individual 5-digit codes
- Can also be programmed for memory settings of power seats, mirrors and adjustable pedals (if equipped)



Interior Features

MyKey™

- A Ford Motor Company first and an industry exclusive
- Allows owners to program a "key limit" to certain vehicle functions to help promote safe driving habits
- Default restrictions include:
 - Persistent Belt-Minder® alert that mutes audio system until front safety belts are fastened
 - Earlier Low Fuel Warning indicator
 - Restriction of disabling certain features, if equipped
- Programmable restrictions include:
 - Limited vehicle top speed
 - Speed alert chimes (45, 55 or 65 mph)
 - Maximum audio system volume
- Programming MyKey is done via the Message Center
 - One standard key will be the Administrator Key while the other will operate as MyKey with the programmed restrictions

Multi-panel Vista Roof™

- Brightens the interior
- Power moonroof for front-seat passengers
- Two fixed glass skylights for second-row passengers
- Single fixed glass skylight for third-row passengers
- Manual sunshades for moonroof and skylights



This page is about:

- Class-exclusive Second-row Refrigerated Console
- 110-volt Inverter (Power Point Outlet)
- Front Console

Interior Features cont'd

Class-exclusive⁽¹⁾ Second-row Refrigerated Console

- Refrigerated compartment keeps up to (7) 12-ounce cans, (4) half-liter or (2) 20-ounce beverages cold on a long trip in a unit with 5.5 liters of volume
- Accessed via a forward-opening lid in the rear center console
- Compressor-driven system is self-contained in the rear console, functions similar to a home refrigerator and is designed to be more efficient than thermoelectric or air conditioner-based systems found in other vehicles
- Functions when the vehicle is in Run or Start mode
- Three modes:
 - **Off Mode**
 - **Cool Mode** is designed to keep the unit at 41 degrees Fahrenheit/5 degrees Celsius
 - **Freeze Mode** is designed to keep the unit at 23 degrees Fahrenheit/-5 degrees Celsius

PRESENTATION TIP: Second-row Refrigerated Console

Be sure to familiarize customers with Flex's available second-row refrigerated console. This system will be a favorite with passengers. Get to know the location and functionality of the refrigerated console and be able to demonstrate the Cool Mode and Freeze Mode. And be sure to explain that the refrigerated console is a compressor-driven system similar to a home refrigerator. You just can't beat filling the Flex refrigerated console up with some beverages knowing they'll stay cold for the long drive.

110-volt Inverter (Power Point Outlet)

- Designed to power laptops, mobile phones, etc., with a household-style outlet
- Provides power while the engine is running or while the ignition is in the Run position
- Located in the rear of the front console
- Includes "plug and turn" engagement feature and a cover for safety
- Overload protected



Front Console

- Auxiliary audio input jack
- Two cup holders for front-seat passengers next to the shifter handle
- Auxiliary 12V power point for second-row passengers
- Coin holder and CD storage inside console
- Pull-out storage bin and cup holders for second-row passengers located in the lower back of the first-row console



(1) Class is large CUVs.

2010 Flex

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- Second-row Console
- Cabin Particulate Air Filter
- Rear Auxiliary Climate Control
- Dual-zone Electronic Automatic Temperature Control
- Remote Keyless Entry System with Integrated Keyhead Transmitter
- Power Adjustable Accelerator and Brake Pedals

Interior Features cont'd

Second-row Console

- Includes two cup holders and a storage bin
- Center armrest opens in a forward motion to provide access to the storage bin
- Forward opening armrest design also provides a flat loadfloor combined with the fold-flat seatbacks
- Is available only with the 40/40 second-row seats and provides 6-passenger seating
- Second-row console and refrigerated second-row console are separate features

Cabin Particulate Air Filter

- Located in the glove box
- Filters out particulates from the outside air before they reach the passenger cabin, including microscopic particles of dust, pollen and molds to which vehicle occupants might be allergic

Rear Auxiliary Climate Control

- Provides additional heating and cooling components, rear vents and rear controls for second- and third-row comfort
- Controls are located on the back of the front-row floor console

Dual-zone Electronic Automatic Temperature Control

- A set-and-forget feature
- System automatically maintains the preset temperature settings
- Allows the driver and front passenger to adjust individual temperature settings for personal preferences in a range between 60 degrees and 80 degrees Fahrenheit
- Can also be controlled with the Navigation System touch screen or voice commands



Remote Keyless Entry System with Integrated Keyhead Transmitter

- Replaces the standard key and separate Remote Keyless Entry fob combination with a single integrated keyhead transmitter
- System operates all door and liftgate locks and power liftgate (if equipped) and includes a panic button

Power Adjustable Accelerator and Brake Pedals

- Can be moved from the standard position to approximately 3 inches closer to the driver
- Includes memory feature on Limited models

Universal Garage Door Opener

- Operates up to three functions such as opening a security gate, garage door or turning on house lights
- Located on the driver's sun visor

ENGINEERING INSIGHT

Integrated Keyhead Transmitter

The integrated keyhead transmitter is designed so customers won't accidentally activate the panic alarm while inserting or removing the key from the ignition or their pocket. To avoid any confusion or unnecessary repair visits, review these features with your customers:

- Lock/unlock functions work the same as traditional Ford key fobs
- To activate the panic alarm, press and hold the button for 1.5 seconds or longer
- To use the "car finder" feature, push the Lock button twice in 3 seconds
- Horn will chirp and the vehicle turn signals will flash once

For more details on the recommended handling of the integrated keyhead transmitter, refer to the vehicle Owner's Guide.

2010 Flex

Comfort/Convenience

This page is about:

- Command Seating™
- Fold-flat Passenger Seatbacks
- Adjustable Head Restraints
- Second-row Seating
- Second-row Footrests
- Third-row Seating

Seating

Command Seating™

- Front bucket seats sit higher than a typical sedan, but lower than an SUV — giving driver and front passenger clear vision in all directions and a more confident position
- Raised seat height helps provide effortless vehicle entry and exit

Fold-flat Passenger Seatbacks

- All passenger seatbacks fold flat for cargo-carrying flexibility
- There's up to 10 feet of open pass-through storage from the liftgate to the instrument panel when the front-passenger and second-row seatbacks are folded flat, and third-row seats folded into the floor
- Provides convenient space for transporting long objects

Adjustable Head Restraints

- Adjustable head restraints offer driver and passenger comfort when in use and can be lowered for improved visibility when not in use
- Standard for all seating positions

Second-row Seating

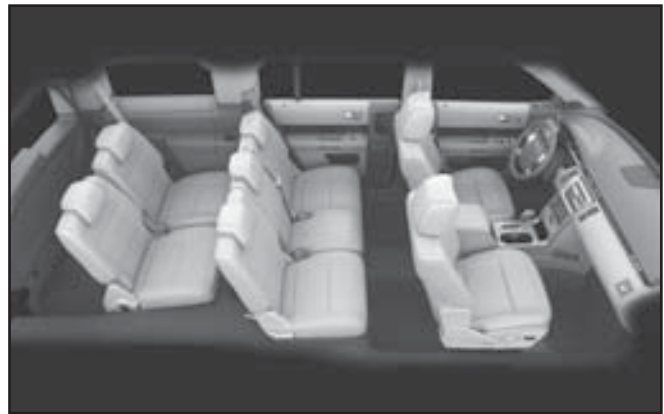
- Best-in-class⁽¹⁾
 - Second-row head room
 - Second-row leg room
 - Second-row passenger room
- Standard 60/40 reclining split bench includes power release auto-fold feature on passenger "40" side
- Available power release auto-fold 40/40 reclining bucket seats provide 6-passenger seating and easy access to the third-row seats
- Power release auto-fold feature provides:
 - One-touch folding operation for access to third-row seats
 - Button conveniently located on the C-pillar trim
- Fore/aft adjustable for optimum leg room
- SEL offers leather-trimmed seats
- Limited offers heated, perforated leather-trimmed seats
- Map pockets and bottle holders located in the doors
- Seven more inches of leg room than the 2009 Chevrolet Traverse and GMC Acadia

Second-row Footrests

- Wedge-shaped design elevates occupants' feet, providing a more comfortable seating position for second-row passengers
- Adjustable and removable
- Exclusive friction hook design allows adjustment to a desired location, or stowage under the driver and passenger front seats when not in use
- Color-keyed carpet-wrapped design matches the carpeting and provides increased durability

Third-row Seating

- Unsurpassed⁽¹⁾ third-row leg room
- 50/50 split bench
- Seats stow by folding flat into the floor, providing a flat-floor cargo area
- Each outboard armrest features an integrated storage bin and cup holder



(1) Class is large CUVs.

2010 Flex

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- Audio Systems
- SIRIUS® Satellite Radio
- Dual Head Restraint DVD Entertainment System
- SYNC®
- Voice-activated Navigation System with SIRIUS Travel Link™
- SIRIUS Travel Link

Audio/Entertainment/Navigation

Audio Systems	SIRIUS® Satellite Radio	Dual Head Restraint DVD Entertainment System
<ul style="list-style-type: none"> • Single-disc CD/MP3 capability 6-speaker system • 6-disc in-dash CD/MP3 capability with SIRIUS® Satellite Radio and 6 speakers • Sony® Premium 6-disc in-dash CD/MP3 capability with SIRIUS Satellite Radio and 12 speakers <p>NOTE: See page 29 for more information.</p>	<ul style="list-style-type: none"> • Over 130 channels • Commercial-free music • Digital sound quality • Seamless coverage anywhere in the contiguous 48 states and Washington, D.C. • 6-month complimentary subscription subject to geographic location and availability <p>NOTE: See page 31 for more information.</p>	<ul style="list-style-type: none"> • New for 2010 • Dual, adjustable 7" LCD monitors • Monitors are integrated to the rear of the front-seat head restraints • Dual-media feature allows front passengers to enjoy the audio system while rear passengers watch a movie • Includes two sets of wireless headphones and remote control • Universal audio/video jacks for video gaming systems or a camcorder <p>NOTE: See page 31 for more information.</p>

SYNC®(1)

Ford and Microsoft® have teamed up to develop SYNC. This Ford-exclusive technology will change the way customers use their digital media and Bluetooth®(2) wireless technology enabled mobile phones. SYNC allows drivers to stay connected to the information, entertainment and people they care about while on the road. SYNC features:

- Traffic, Directions and Information is new for 2010
 - Includes a complimentary 3-year prepaid subscription
- 911 Assist™
- Vehicle Health Report (VHR)
- Voice-activated hands-free calling
- Uninterrupted connections that allow going directly from mobile phone to the vehicle's hands-free phone during the call
- Audible text messages
- Advanced calling features like caller ID, call waiting, conference calling and more
- Voice-activated control of an MP3-style media player
- Instant voice recognition
- Ringtone support
- Automatic phone book transfer for mobile phones with this feature
- Multilingual intelligence (English, French, Spanish)
- For more information, go to syncmyride.com

NOTE: SYNC Traffic, Directions and Information services are replaced by the vehicle's Navigation System and SIRIUS Travel Link™ functionality in vehicles equipped with the combination of SYNC and the Voice-activated Navigation System. See page 14 for more information.

Voice-activated Navigation System with SIRIUS Travel Link™

- 8" LCD touch-screen display
 - Real-time traffic and weather reports provided by SIRIUS Travel Link
 - 10 GB Music Jukebox for storage and access to around 2,400 songs
 - Integrated climate control functions
 - Temperature
 - Mode
 - Fan speed
 - Voice-activated climate control functions
 - Temperature
 - Fan speed
 - Rearview Camera displays on the LCD screen
 - Fast route calculations, zooming, scrolling and route previews
 - Audible step-by-step route guidance feature that announces upcoming maneuver with specific street names
 - Capable of playing DVD-based movies while vehicle is in Park
 - Standard on Limited
- NOTE:** Includes a single-disc version of the Sony® Premium audio system. See page 30 for more information.

SIRIUS Travel Link(3)

- 6-month complimentary subscription subject to geographic location and availability
 - Real-time traffic updates every 2.5 minutes and includes automatic rerouting capability
 - Weather updates provide current weather and five-day forecast
 - Fuel pricing for over 120,000 gas stations
 - Sports updates and movie listings
- NOTE:** See page 30 for more information.

(1) Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it's safe to do so.
 (2) The Bluetooth word mark is a trademark of the Bluetooth, SIG, Inc.
 (3) Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service available in the 48 contiguous states and Washington, D.C. SIRIUS Travel Link is a trademark of SIRIUS XM Radio, Inc.

This page is about:

- Traffic, Directions and Information
- 911 Assist™
- Vehicle Health Report (VHR)

2010 Flex

Comfort/Convenience

SYNC® Technology

Traffic, Directions and Information⁽¹⁾

- Ford-exclusive technology
- Includes a complimentary 3-year prepaid subscription
- Provides simple voice command access to traffic reports, turn-by-turn driving directions, business listings, sports scores, weather forecasts and news
- Updatable by logging on to syncmyride.com
- **Traffic** provides traffic reports between two points, such as home and work
 - Also provides text message traffic alerts to the owner's mobile phone
 - Customers can use their online SYNC owner account to set up personalized address points
- **Directions** provide easy-to-understand in-vehicle driving directions to businesses, personalized locations or specific street addresses
 - The Directions service uses the same personalized address points that are used for Traffic
- **Information** provides access to:
 - Business Search by name or category with results provided in vehicle, including turn-by-turn directions and telephone number
 - News reports in a variety of categories
 - Sports scores
 - Weather information for a number of U.S. cities
 - Favorites allows customers quick access to their favorite news, sports and weather information

NOTE: SYNC Traffic, Directions and Information services are replaced by the vehicle's Navigation System and SIRIUS Travel Link™ functionality in vehicles equipped with the combination of SYNC and the Voice-activated Navigation System.

911 Assist™

- Assists occupants in placing a 911 call in certain vehicle crashes by using a properly paired and connected mobile phone inside the vehicle⁽²⁾
- Occupants can cancel the call by pressing and holding the phone button on the steering wheel, or by confirming the cancellation message on the Navigation System screen
- Connects to a 911 operator informing them of the accident
- Opens the SYNC microphone to allow vehicle occupants to communicate hands-free with the 911 operator

Vehicle Health Report (VHR)⁽¹⁾

- Produces an easy-to-understand report accessible on syncmyride.com
- Customers are able to monitor the operating condition of their vehicle and work closely with the dealership to keep it in peak running condition
- VHR combines data from multiple sources to communicate diagnostic, recall and maintenance information
- Provides the capability to seamlessly schedule dealership service via the dealer Web site, via Genuine eService or by e-mail
- Vehicle Health Overview includes:
 - Brakes and suspension
 - Checks, fluids and filters
 - Engine, transmissions and emissions systems
 - Restraints and driver assistance
- Will notify the customer of:
 - Recommended scheduled maintenance based on current odometer reading
 - Recalls and Field Service Actions requested by Ford Motor Company to repair certain safety- or emissions-related concerns



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

(2) The vehicle electrical system (including the battery), the wireless service provider's signal and a connected mobile phone all must be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC and the 911 Assist feature enabled for 911 to be dialed.

2010 Flex

Design/Styling

DESIGN/STYLING

This page is about:

- Unique Greenhouse and Horizontal Grooves —
- Satin Aluminum Liftgate Appliqué —
- SecuriCode™ Keyless Entry Keypad —
- Two-tone Roof —
- Premium Fit and Finish —
- Multi-Panel Vista Roof™ —

Overview

Key Messages

Flex



- Daring design with a confident stance and horizontal grooves on the side panels and liftgate
- 17", 18", 19" and 20" aluminum wheel designs
- Integrated rocker panel design makes getting in and out easy
- Three distinct models — SE, SEL and Limited
- Multi-panel Vista Roof™ provides personal open-air enjoyment and skylight ambiance for all passengers
- HID (High-Intensity Discharge) headlamps and LED (Light-Emitting Diode) taillamps provide a distinctive look and increased lighting performance

Key Features

Daring Design — Outside

Signature tri-bar chrome grille builds on the family "face" of Ford and gives a look of elegant sophistication.

Unique all-black greenhouse describes the windshield, side and rear windows, and pillars separating the glass. The roof and body of Flex are seamlessly tied together with a black window pillar treatment and privacy glass on all windows behind the B-pillar.

Horizontal grooves on the side panels and liftgate give Flex a modern appearance from the profile and provide a sense of motion.

Satin aluminum liftgate appliqué echoes the clean lines of the bold tri-bar grille and includes the horizontal grooves.

SecuriCode™ Keyless Entry Keypad is located on the B-pillar and features "touch-sensing" backlighting and smooth interface for the buttons — making the keypad nearly "invisible" when not in use.

Two-tone roof is available in White Suede or Ingot Silver for a personalized styling statement. Monotone roof is standard in all exterior colors.

Integrated rocker panel design helps make getting in and out of the vehicle easier.

Pronounced wheel arches add to competent stance and give presence to the striking wheel designs.

HID (High-Intensity Discharge) headlamps provide a distinctive look and excellent nighttime visibility. HID lamps are also designed to last longer and produce more light than halogen headlamps.

LED (Light-Emitting Diode) taillamps illuminate faster, require less power and last longer than traditional bulbs.

Dual bright exhaust tips and more aggressive rear fascia on models with the 3.5L EcoBoost™ V6 engine.

Daring Design — Inside

Premium fit and finish with tight tolerances, soft-touch surfaces throughout and the use of complementing materials and colors give the interior a finely finished look.

Sophisticated instrument panel includes satin aluminum accents and provides excellent readability and ergonomic placement of controls.

Analog clock is carefully placed in the center console, beautiful in appearance and simply elegant in function.

Ambient interior lighting illuminates the interior in a choice of aqua, blue, green, purple, red, white or yellow LED lighting.

Multi-panel Vista Roof provides a power moonroof over the front-seat passengers and skylights over the second and third rows. Also features manual sunshades for all three rows.



- Exterior Distinctions
- Exterior Colors

2010 Flex

Design/Styling

Exterior Distinctions

Exterior Distinctions — SE

- Door handles — painted body-color
- Fog lamps — painted body-color bezel
- Mirrors — black
- Wheels — 17" painted aluminum

Exterior Distinctions — SEL

- Chrome beltline
- Door handles — chrome
- Fog lamps — chrome bezel
- Mirrors — body-color
- SEL badge
- Wheels — 18" machined aluminum

Exterior Distinctions — Limited

- HID (High-Intensity Discharge) headlamps
- LED (Light-Emitting Diode) taillamps
- Limited badge
- Satin aluminum liftgate appliqué
- Mirrors — chrome caps, folding power heated
- Wheels — 19" polished aluminum



Exterior Colors

Exterior Colors

- New Ingot Silver Metallic
- New Red Candy Metallic with tinted clearcoat
- New Steel Blue Metallic
- New Tuxedo Black Metallic
- Cinnamon Metallic
- Dark Ink Blue Metallic
- Sterling Grey Metallic
- White Platinum Metallic Tri-coat — SEL and Limited only
- White Suede

Exterior Colors with White Suede Two-Tone Roof

- Cinnamon Metallic
- Dark Ink Blue Metallic
- Ingot Silver Metallic
- Red Candy Metallic with tinted clearcoat
- Sterling Grey Metallic

Exterior Colors with Ingot Silver Two-Tone Roof

- Steel Blue Metallic
- Tuxedo Black Metallic
- White Suede

NOTE: See page 33 for exterior color and two-tone roof availability.

2010 Flex

Design/Styling

DESIGN/STYLING

This page is about:

- Multi-panel Vista Roof™
- Ambient Interior Lighting
- Interior Distinctions
- Interior Colors

Interior

Multi-panel Vista Roof™

- Brightens the interior and gives Flex front-seat passengers a power moonroof and second- and third-row passengers their own personal skylight
- Two second-row skylights are 17.0 x 11.9 inches each, for a total area of 405.9 square inches
- A single third-row skylight is 12.6 x 32.1 inches, for a total area of 404.1 square inches
- Includes manual sunshades for moonroof and skylight openings



Ambient Interior Lighting

- LED (Light-Emitting Diode) lights illuminate:
 - First- and second-row footwells
 - Front console cup holders
 - Front console storage bin
 - Second-row lower storage drawer/cup holders located at the rear of the front console
- Choice of aqua, blue, green, purple, red, white and yellow as a color
- Control switch is located under the armrest in the front center console

Interior Distinctions — SE

- Cloth seating surfaces with “tweed-like” bolsters and houndstooth inserts
- Leather-wrapped steering wheel and shift knob
- Satin silver center stack and steering-wheel accents
- Chrome HVAC vent surrounds, shifter handle, door trim and door handles
- Ice Blue backlighting for the instrument cluster and interior switches and controls

Interior Distinctions — SEL

- Cloth seating surfaces with “tweed-like” bolsters and houndstooth inserts
- Available leather-trimmed seats with contrast stitching
- LaCrosse Ash woodgrain appearance appliqué on instrument panel and door trim
- Satin silver center stack and steering-wheel accents
- Chrome HVAC vent surrounds, shifter handle, door trim and door handles
- Ice Blue backlighting for the instrument cluster and interior switches and controls

Interior Distinctions — Limited

- Perforated leather-trimmed seats with contrast stitching
- Steering wheel with real wood inlay
- Olive Ash Copper woodgrain appearance appliqué on instrument panel and door trim
- Chrome door sill scuff plates
- Satin silver center stack and steering-wheel accents
- Chrome HVAC vent surrounds, shifter handle, door trim and door handles
- Ice Blue backlighting for the instrument cluster and interior switches and controls

Interior Colors

- Dark Charcoal
- Medium Light Stone



2010 Flex

Performance/Handling

This page is about:

- New 3.5L EcoBoost™ V6
- 3.5L Duratec® DOHC V6 Engine
- Aggressive Deceleration Fuel Shut-off (ADFSO)
- Available All-Wheel Drive (AWD)
- Suspensions
- Rack-and-Pinion Steering

Overview

Key Messages


Flex



- All-new 3.5L EcoBoost™ twin-turbo V6 engine with gasoline direct injection delivers 355 horsepower and 350 lb.-ft. of torque and is mated to an all-new 6-speed SelectShift Automatic™ transmission with racing-inspired, steering-wheel-mounted paddle shifters
- 3.5L Duratec® DOHC V6 engine delivers 262 horsepower and 248 lb.-ft. of torque
- Available All-Wheel Drive (AWD) helps provide surefootedness in a variety of road conditions
- Fully independent front and rear suspensions provide car-like ride and handling
- Up to 24 EPA-estimated highway mpg (3.5L Duratec V6 with FWD) — unsurpassed in its class⁽¹⁾
- Rated to tow 4500 lbs. when properly equipped with the Class III Trailer Tow Package that now includes Trailer Sway Control

Key Features

Powertrain

New 3.5L EcoBoost V6 is a  twin-turbo, gasoline direct injected engine delivering a V8-busting 355 horsepower and 350 lb.-ft. of torque — in a V6 package. The EcoBoost V6 is mated to an **all-new 6-speed SelectShift Automatic™ transmission** that allows the driver the choice of a clutchless manual shifting with racing-inspired steering-wheel-mounted paddle shifters.

3.5L Duratec DOHC V6 engine combines durability and efficiency to deliver 262 horsepower and 248 lb.-ft. of torque and is mated to a 6-speed automatic transmission that provides smooth, quiet operation with impressive launch and acceleration.

Aggressive Deceleration Fuel Shut-off (ADFSO) technology helps maximize fuel economy.

Available All-Wheel Drive (AWD) uses an electrohydraulic limited-slip coupling to provide all-weather traction.

Chassis

Independent MacPherson strut front suspension features a coil-over-shock design with an L-shaped lower control arm for an excellent balance of spirited handling and crisp steering response.

Independent multi-link rear suspension is built on a stout, fully isolated boxed subframe allowing chassis engineers to better tune the suspension components for excellent ride and handling characteristics.

Rack-and-pinion steering provides responsive and linear steering response.

Large four-wheel vented disc brakes provide excellent braking performance and include an Anti-lock Braking System (ABS).

(1) Class is large CUVs.

Towing

4500-lb. maximum towing capacity when properly equipped with the Class III Trailer Tow Package that includes Trailer Sway Control.



Trailer Sway Control is a component within AdvanceTrac® with RSC® (Roll Stability Control™) and is designed to monitor the vehicle's performance while towing, working to correct unwanted trailer sway. Included in the Class III Trailer Tow Package.

2010 Flex

Performance/Handling

PERFORMANCE/HANDLING

This page is about:

- 3.5L Duratec® DOHC V6 Engine —
- Aggressive Deceleration Fuel Shut-off (ADFSO) —
- Electronic Throttle Control —
- Intake-Variable Cam Timing (i-VCT) —

Powertrain

3.5L Duratec® DOHC V6 Engine

- 262 horsepower @ 6250 rpm
- 248 lb.-ft. of torque @ 4500 rpm
- Aggressive Deceleration Fuel Shut-off (ADFSO) technology helps maximize fuel economy
- EPA-estimated 24 mpg highway with FWD models is unsurpassed in the class⁽¹⁾
- Requires only 87-octane regular grade fuel to help keep operating costs low
- Strong, lightweight die-cast aluminum block
- Lightweight aluminum cylinder heads have 4 valves per cylinder to help improve performance
- 10.3:1 compression ratio
- Intake was designed as a system, all the way from air inlet to the intake valves, to create optimum flow for peak power and to broaden the torque curve
- Forged steel, fully counterweighted crankshaft
- High-temperature cast aluminum alloy pistons with low-friction coating
- Low-maintenance spark plugs are rated for 90,000 miles under normal driving conditions
- Mating the 3.5L Duratec DOHC V6 engine to a 6-speed automatic transmission helps optimize performance for quick, responsive acceleration
- Closely spaced gears of the 6-speed transmission allow the engine to always find its “sweet spot” — the gear that maximizes engine power
- Close-coupled catalysts and i-VCT help Flex with the 3.5L Duratec DOHC V6 achieve:
 - Federal Tier 2 Bin 5 tailpipe emissions standards or California Ultra Low Emissions Vehicle (ULEV II) emissions standards

NOTE: See the Powertrain section in the Source Book Appendices or on **eSourceBook** for more information.

ENGINEERING INSIGHT

Aggressive Deceleration Fuel Shut-off (ADFSO)

- Helps maximize fuel economy
- Temporarily interrupts fuel delivery and consumption when the vehicle normally slows down while maintaining normal engine operation
- System uses the transmission to keep the engine running at a low, more fuel-efficient operating level whenever possible
- Normal fuel delivery resumes when the vehicle reaches a low speed or when the driver accelerates
- Excellent driveability is maintained by Ford-proprietary software that integrates this technology with the 3.5L V6 powertrain operation
- System is automatic and requires no interaction from the driver

ENGINEERING INSIGHT

Electronic Throttle Control

- Electronic throttle body uses an accelerator pedal sensor to read and interpret the driver’s intentions
- Electronic throttle control (ETC) is also known as “drive by wire.” ETC translates accelerator motions and other inputs into control of engine power
- The accelerator pedal controls the throttle with a computer-controlled stepping motor vs. a conventional linkage from pedal to throttle. ETC enhances control, driveability and performance

Intake-Variable Cam Timing (i-VCT)

- Allows the camshafts to operate the intake valves at different times in the combustion cycle, based on speed and load
- Adjusts cam timing to provide optimum performance and fuel economy
- Outstanding efficiency under low load conditions like idling or highway cruising
- Remarkable power when accelerating

(1) Class is large CUVs.

2010 Flex

Performance/Handling

This page is about:

- 3.5L EcoBoost™ V6 Engine
- EcoBoost Twin Turbochargers
- EcoBoost Gasoline Direct Injection
- EPA-estimated Fuel Economy

Powertrain cont'd

3.5L EcoBoost™ V6 Engine

- All-new for 2010
- Designed to deliver the power of a V8 engine in a V6 package
- First gasoline direct-injected twin-turbocharged V6 engine in North America
- 355 horsepower @ 5700 rpm⁽¹⁾
- 350 lb.-ft. of torque @ 1500–5250 rpm range⁽¹⁾
- More than 100 horsepower per liter of displacement
- New parallel twin turbochargers are water-cooled and operate at a maximum 12 psi of boost
- New direct injection fuel delivery system
- Includes dual exhaust
- The 3.5L V6 engine was developed with the capability of a performance variant in mind, so the core internal components such as the crankshaft, bearings and connecting rods were already designed to maintain durability at the level of power the 3.5L EcoBoost V6 delivers
- Premium fuel is recommended, but not required


ENGINEERING INSIGHT

EcoBoost Twin Turbochargers

- A turbocharger uses otherwise wasted energy from the engine's exhaust to rotate a turbine wheel
- The turbine wheel is coupled to a compressor that pressurizes air coming into the engine — this is called "boost" and allows the engine to breathe in air as if it was larger in displacement since more air is "forced" into the intake
- The more air an engine breathes, the more power it generates
- A twin-turbo design offers many benefits compared to a larger, single-turbo approach
 - Compact design and low NVH (Noise, Vibration and Harshness) characteristics
 - Less engine compartment heat
 - Turbo lag is virtually eliminated — the turbos will spool up faster than a single-turbo engine and allow the 3.5L EcoBoost V6 to reach peak power faster
 - Driver will feel an immediate response when they step on the accelerator
- Combined with gasoline direct injection, the twin-turbo design allowed the Ford engineers to generate V8-like power in a V6 package

ENGINEERING INSIGHT

EcoBoost Gasoline Direct Injection

- Direct injection is a key technology behind the performance capability and fuel efficiency of the 3.5L EcoBoost V6 engine 
- Fuel is injected directly into the combustion chamber of each cylinder by solenoid-controlled high-pressure injectors, compared to traditional fuel injection where fuel is mixed with intake air prior to entering the chamber
 - Fuel is pumped from the tank at a normal pressure of around 200 psi to the engine compartment
 - A cam-driven high-pressure fuel pump increases fuel pressure to around 2150 psi, depending on the demands of the engine
- Direct injection fuel injectors are located inside the combustion chamber
- Each injector delivers a precise fuel spray into each cylinder, allowing a higher compression ratio to help improve engine performance and reduce fuel consumption
- An electronic control system varies the timing and intensity of the fuel delivery according to the engine's operating conditions
- Precise control of the fuel provides the customer:
 - Increased protection against engine knock/detonation to help allow for improved performance and excellent transient response
 - Great balance of performance and fuel economy — **the power of a V8 in a V6 package**

EPA-estimated Fuel Economy	City mpg	Highway mpg
3.5L Duratec® V6/6-speed Automatic FWD	17	24
3.5L Duratec V6/6-speed Automatic AWD	16	22
3.5L EcoBoost V6/6-speed Automatic AWD	16	22

(1) Ratings achieved using 93-octane fuel. The use of 87-octane fuel may reduce performance.

Powertrain cont'd

6-speed Automatic Transmission

- Mated to the 3.5L Duratec® DOHC V6 engine
- Wide 6.04:1 gear ratio delivers good fuel economy and performance
- Short first and second gears provide impressive launch and acceleration
- Tall overdrive gear is designed to provide better fuel economy
- Short steps between intermediate gears enhance performance and feel by finding the right gear for the most-efficient operating conditions
- Every part of the transmission is designed to provide smooth, quiet operation
- Transmission fluid is "filled for life" to help lower cost of ownership

6-speed SelectShift Automatic™ Transmission with Paddle Shift Controls

- All-new for 2010
- Mated to the 3.5L EcoBoost™ twin-turbo V6 engine
- Engineered for quiet and high quality
 - Hard-finish gears with a precise fit help reduce gear whine
 - Die-cast aluminum housing helps reduce noise
 - Optimized pump porting helps reduce transmission fluid pressure "ripple" and noise
- Transmission fluid is "filled for life" to help lower cost of ownership

Paddle Shift Operation

- Racing-inspired and steering-wheel-mounted
- Allows the driver to shift gears quickly, as both hands can remain on the steering wheel
- To manually upshift, push up on the back part of either paddle shifter (moving the paddle shifter toward you)
- To manually downshift, push down on the front part of either paddle shifter (moving the paddle shifter away from you)
- If driving in Automatic Mode, using a paddle shifter to shift will temporarily place the SelectShift transmission in Manual Mode
 - System will return to Automatic Mode if the driver does not shift with the paddle shifters or does not accelerate for a certain time

6-speed SelectShift Automatic™ Transmission with Paddle Shift Controls cont'd

Manual Mode

- SelectShift Manual Mode allows driver to change gears, up or down, without using a clutch
- Manual Mode is engaged by moving the shifter to the Manual (M) position
- Gear selection is shown below the transmission gear indicator in the Message Center
- Manual Mode is also operated by the racing-inspired steering-wheel-mounted paddle shifters
- For manual upshifts, push up on the back part of either paddle shifter (moving the paddle shifter toward you)
 - Upshifts will be held, even at redline, until the driver selects the next gear
- For manual downshifts, push down on the front part of either paddle shifter (moving the paddle shifter away from you)
 - Engine-speed matching helps provide fast and smooth downshifts
 - To prevent the engine from running at too low an rpm, SelectShift may automatically make some downshifts
 - Although SelectShift may automatically perform some downshifts, it will still allow the driver to downshift at any time as long as the engine will not be damaged from over-revving
- Includes Second Gear Start Mode
 - When engaged, the vehicle will start off from a stop in second gear instead of first
 - There is much less torque output starting out in second gear, helping provide improved traction while driving in slippery conditions
- Manual Mode disables Overdrive Cancel and Grade Assist Modes
- System automatically protects against damaging shift scenarios

PRESENTATION TIP:

6-speed SelectShift Automatic Transmission with Paddle Shift Controls

When conducting a test-drive with a Flex equipped with the 3.5L EcoBoost™ V6, be sure to show the customer how the Manual Mode operates, providing the performance of a manual transmission without the fuss of operating a clutch. Point out how the SelectShift transmission works in harmony with the 3.5L EcoBoost V6 engine. Also take the time to show them how the Message Center indicates the gear selection. The enthusiast Flex customer is sure to appreciate these performance benefits.

This page is about:

- Independent MacPherson Strut Front Suspension
- Independent Multi-link Rear Suspension
- Hydrobushings

2010 Flex

Performance/Handling

Chassis

Independent MacPherson Strut Front Suspension

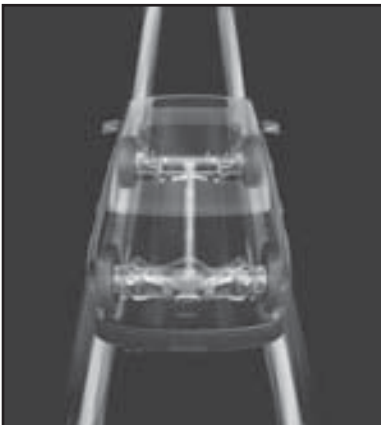
The MacPherson strut independent front suspension is a proven design that delivers an excellent balance of spirited handling and crisp steering response.

Ride and Handling

- The front struts feature a coil-over-shock design with an L-shaped lower control arm
- Each wheel reacts to road irregularities with no effect on the opposite wheel
- Coil-over-shock design locates the shock absorber in the center of the coil spring, which reduces offset and allows the spring and shock to move in precision. This also limits twisting or lateral forces that could bind the shock and cause a harsher ride
- Use of high-strength steel combined with coil-over-shock design allows the use of lightweight springs
- Suspension bushings are tuned independently for responsive steering and a smooth ride
- Large bushing at the top of each strut mount helps resist vertical movements from uneven road surfaces and resists side deflection to deliver crisp steering feel
- Hydrobushing at the rear of the L-shaped lower control arm uses oil-filled internal chambers to dampen road forces from passenger compartment
- Outboard-mounted front stabilizer bar provides precise roll control and steering response

Compact Design

- Front struts feature a coil-over-shock design that is more compact than double-wishbone front suspensions
- Allows the maximum amount of room in front of the suspension to help improve crash performance
- Provides more room in the engine compartment for powertrain components



Independent Multi-link Rear Suspension

Front and rear suspension components are tuned for consistent and balanced shock absorption front to rear, delivering precise handling without the sacrifice of a smooth ride.

Strong

- Multi-link design is built on a stout fully isolated boxed subframe
- Shock absorbers are mounted as far outboard as possible — allowing chassis engineers to tune them to handle higher road impacts and deliver an excellent balance of ride and handling
- Independent suspension design lets each wheel react to road irregularities with no effect on the opposite wheel

Ride and Handling

- During heavy braking, the suspension causes slight toe-in — which is how much the front part of two opposite wheels point toward the center of the vehicle. This helps enhance steering stability
- Strong foundation allows chassis engineers to better tune the suspension components for excellent ride and handling characteristics

PRESENTATION TIP: Hydrobushings

To explain hydrobushing or hydromount vs. solid bushing or mount, use the concept of a water balloon vs. a hockey puck. The hockey puck represents a traditional solid bushing or engine mount.

Have your customer imagine hitting the puck with a solid object like a coffee mug.

- Point out that the puck wouldn't absorb the force from being struck very well
- Solid bushings or mounts, like the solid puck, don't do a very good job of absorbing engine or road vibrations

Next, have them imagine a water balloon as a hydrobushing or hydromount, and doing the same thing.

- The water balloon (hydrobushing or hydromount) absorbs the forces much better than the hockey puck
- So does the liquid-filled bushing or engine mount better absorb road and engine vibrations to keep them from reaching the passenger compartment

The point will be clear.

2010 Flex

Performance/Handling

PERFORMANCE/HANDLING

This page is about:

- Available All-Wheel Drive (AWD)
- Trailer Sway Control
- Class III Trailer Tow Package
- Rack-and-pinion Steering
- Four-wheel Disc Brakes
- Electronic Brake Force Distribution (EBD)

Chassis cont'd

Available All-Wheel Drive (AWD)

- AWD is seamless to the driver and provides performance and safety benefits for SEL and Limited
- Continuously monitors vehicle speed, throttle input, steering angle and wheel slip to seamlessly deliver torque to the appropriate wheel(s)
- Helps eliminate torque steer and helps balance the vehicle when cornering
- In a curve, the front wheels steer the vehicle to maintain direction as well as propel the vehicle forward
- AWD system sends power to the rear wheels, allowing the rear wheels to help propel the vehicle
- AWD helps improve overall handling by allowing the front tires to apply more available traction to steer the vehicle
- AWD works together with traction control to distribute up to 100 percent of the available torque to the wheel(s) with the most traction
- System operates as front-wheel drive during normal driving to help reduce fuel consumption

Engineering Insight

AWD Performance

- All-Wheel Drive uses electromagnetic activation of an internal clutch pack
- It engages when sensors detect wheel slip in the front wheels, and often acts preemptively to prevent slip from happening in the first place
- When activated, the system uses force from an electromagnet to push clutch plates together
- Driveshaft torque is transmitted through the unit to the rear wheels, taking power from the front wheels and sending it to the rear wheels
- System can react within milliseconds to distribute up to 100 percent of the available torque to the rear wheels
- Check out the Flex section of **eSourceBook** for an AWD animation



Trailer Sway Control

- Works in conjunction with the AdvanceTrac® with RSC® (Roll Stability Control™) system to expand the vehicle's dynamic stability control capabilities, adding an additional layer of confidence and control while towing a trailer
- AdvanceTrac control module incorporates additional software to monitor the vehicle's performance while towing
- The added software measures the yaw motion of the vehicle to determine if the trailer is swaying and then responds to eliminate the sway condition by reducing engine power and/or applying brake pressure to certain wheels to help the driver regain control of the trailer

Class III Trailer Tow Package

- Rated to 4500 lbs. and optional on all models
- Receiver hitch and wiring harness with 4-/7-pin connector
- Engine oil cooler
- Tire mobility kit
- Trailer Sway Control

Rack-and-pinion Steering

- Rack-and-pinion steering maintains linear steering effort as the driver turns the wheel. The result is responsive steering that naturally follows a straight line as the wheel is turned
- 41-foot (curb-to-curb) turning diameter
- Quick steering ratio of 17:1 means drivers don't have to turn the wheel very far to go around a tight corner

Four-wheel Disc Brakes

- Large brake rotors (12.8" front and 13.0" rear) for a large swept area and powerful braking. Front rotors are vented for better heat dissipation, to help reduce brake fade
- Twin-piston front calipers provide a precise and powerful braking performance
- Low-metallic, high-friction brake pad material for durability and dust control. The results are potentially lower maintenance costs and cleaner wheels

Electronic Brake Force Distribution (EBD)

- EBD sends the optimum amount of braking pressure to the rear brakes at all times under a variety of loads
- Whether there's one person or five people and their gear, EBD ensures the driver can apply the brakes with confidence in all conditions
- EBD means fewer occurrences of ABS activation and improved braking under heavy loads, and it allows all four wheels to give optimum braking

This page is about:

- Accident Avoidance
- Occupant Protection
- Child Safety
- Personal Security

2010 Flex

Safety/Security

Overview

Key Messages

Flex



- Flex received the highest 5-star ratings in all crash tests performed by NHTSA⁽¹⁾
- “Top Safety Pick” from the Insurance Institute for Highway Safety (IIHS)⁽²⁾
- Flex has six standard airbags — dual-stage front, Safety Canopy[®] System with side curtain airbags and industry-exclusive rollover sensor and front-seat side airbags
- AdvanceTrac[®] with RSC[®] (Roll Stability Control[™]) automatically enhances vehicle control in wet or slippery conditions
- All-Wheel Drive helps provide surefootedness in a variety of road conditions

Key Features

Accident Avoidance

Available All-Wheel Drive helps maintain traction in a variety of driving conditions, including adverse conditions such as icy or wet pavement or on loose surfaces such as gravel.

AdvanceTrac with RSC (Roll Stability Control) helps the driver maintain vehicle control in adverse driving situations or when making evasive maneuvers on slippery pavement.

Traction Control helps provide control by limiting wheel spin to maximize available traction.

Four-wheel Anti-lock Braking System (ABS) prevents wheel lock during excessive braking to help maintain steering control.

Brake Assist provides maximum assist when the brakes are applied suddenly but without enough force to provide full deceleration.

Electronic Brake Force Distribution (EBD) automatically balances the front-to-rear brake force distribution to reduce the tendency for rear-wheel lockup and optimize braking performance according to vehicle load of passengers and/or cargo.

Tire Pressure Monitoring System (TPMS) monitors actual tire pressure of the road wheels and alerts driver if a tire is significantly underinflated.

Occupant Protection

Six standard airbags

- Dual-stage front airbags
- Safety Canopy System with rollover sensor
- Front-seat side airbags

Personal Safety System[™] deploys front airbags based on crash severity, safety belt usage, driver’s-seat position and a Front Passenger Sensing System that activates/deactivates the passenger airbag dependent upon occupant weight classification.

Safety Canopy System with rollover sensor deploys side curtain airbags for all outboard seating occupants in side-impact and rollover situations.

Front-seat side airbags help protect front-seat occupants in certain side collisions.

Occupant Protection cont’d

Three-point safety belts for all seating positions.

Collapsible steering column collapses in different ways depending on crash severity.

Energy-absorbing side door trim helps move crash energy away from occupants.

Autolock/unlock locks the doors and liftgate when all doors are closed and the vehicle reaches a speed of 12 mph. Ignition must be in the On position and vehicle in gear for system to function. Doors will automatically unlock when vehicle is placed in Park.

“Safety cell” construction utilizes extensive use of high-strength steel to provide a rigid structural cage around the occupants.

Side-intrusion door beams help prevent intrusion into the passenger compartment in a side-impact collision.

Belt-Minder[®] chimes and flashes the safety belt warning light for up to 5 minutes or until the driver and/or passenger fasten their safety belts.

Child Safety

Lower Anchors and Tethers for Children (LATCH) System helps provide secure and correct installation of LATCH-compatible child safety seats.

Rear-door child safety locks prevent rear-seat occupants from opening the door from the inside.

Personal Security

SecuriLock[®] passive anti-theft system uses an electronically coded key (with billions of possible codes) to start the vehicle.

SOS Post Crash Alert System activates the hazard flashers and sounds the horn after a crash in which the airbags deploy.⁽³⁾ Sounding the horn and flashing the hazards makes the vehicle easier to locate if the accident happens off the roadway. System operates until deactivated or battery power is depleted.

(1) Star ratings are part of the U.S. Department of Transportation’s Safercar.gov program (www.safercar.gov).

(2) Based on 2009 ratings. 2010 testing information not available at time of print. Please visit IIHS.org for additional information.

(3) SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag.

This page is about:

- AdvanceTrac® with RSC
- Roll Stability Control
- Traction Control
- Four-wheel Anti-lock Braking System (ABS)
- All-Wheel Drive (AWD)
- Tire Pressure Monitoring System (TPMS)

Accident Avoidance



AdvanceTrac® with RSC®

- An electronic stability control system that helps the driver maintain vehicle stability in adverse driving situations or when making evasive maneuvers on slippery pavement
- Monitors vehicle's cornering behavior with steering angle, lateral acceleration and yaw rate sensors, and automatically makes braking and throttle adjustments to match vehicle's direction to the driver's intention using Anti-lock Braking System (ABS) and Traction Control components
- AdvanceTrac with RSC automatically activates whenever the vehicle is started, but may be turned off for certain situations such as when "rocking" a vehicle stuck in mud or snow

NOTE: See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

Roll Stability Control

- RSC is an additional vehicle control software module
- Builds on the ABS, Traction Control and yaw control systems of AdvanceTrac to help keep the vehicle tires on the ground by monitoring and helping control vehicle roll rate

NOTE: Please remember that even sophisticated, advanced technologies cannot defy the laws of physics. Encourage safer driving habits to your customers.

Traction Control

- Uses a combination of brake and/or engine control to maximize available traction on slippery or loose driving surfaces at any speed

Four-wheel Anti-lock Braking System (ABS)

- Helps drivers to maintain steering control in emergency or other hard-braking situations
- Electronically "pumps" the brakes several times per second when the computer-controlled sensors indicate wheel lockup during hard braking

All-Wheel Drive (AWD)

- Continuously monitors wheel speed, throttle position and steering angle to determine the vehicle's conditions and driver's intent
- System then determines the optimal amount of front and rear torque for the given conditions to not only reduce wheel slip but to prevent the slip from occurring in the first place, which helps keep the vehicle surefooted in a variety of conditions — slippery surfaces and anything that compromises traction

AWD Benefits

- No need to activate AWD — it's transparent to the driver and always there when it's needed, for wet or dry pavement, creating driving confidence and peace of mind
- Since the system can transfer torque away from the front wheels, it helps reduce the type of understeer often associated with front-wheel-drive vehicles, providing improved vehicle control
- When AWD is combined with Traction Control or AdvanceTrac with RSC, a high degree of torque can be sent to the wheel with the best traction, even if the other three wheels have no traction at all

NOTE: See the AWD/4WD Operations section in the Source Book Appendices or on **eSourceBook** for more information.



For an online animated demonstration of AWD, go to esourcebook.dealerconnection.com.

Tire Pressure Monitoring System (TPMS)

- Sensor-based system alerts the driver to significant underinflation in any of the tires, excluding the spare
- Pressure sensors detect actual tire pressure and activate a warning light in the vehicle's Message Center when a tire is significantly underinflated

NOTE: See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

This page is about:

- Personal Safety System™
- Safety Canopy® System with Rollover Sensor
- Front-seat Side Airbags

2010 Flex

Safety/Security

Occupant Protection

Personal Safety System™

The Ford Personal Safety System tailors airbag usage to the severity of the crash, driver and passenger safety belt use, driver's-seat position and passenger classification. System components include:

- Dual-stage driver and front passenger airbags
- Electronic front crash severity sensor
- Driver's-seat position sensor
- Front outboard safety belt usage sensor
- Restraint Control Module
- Front outboard safety belt energy management retractors
- Front outboard safety belt pretensioners
- Front Passenger Sensing System

NOTE: See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

Safety Canopy® System with Rollover Sensor

- Side curtain airbags provide head protection for all outboard seating positions
- System includes side curtain airbags and rollover sensor
- Located in the roof side rail behind the headliner, the side curtain airbags deploy downward and outward toward the side window opening to protect the heads of outboard passengers in all three rows
- Side air curtains are triggered independently of the driver and front passenger airbags by side-impact sensors or by the rollover sensor
- Roll-fold technology helps the airbag slide between the glass and occupant as it inflates
- Side curtain airbags will not interfere with properly installed child safety seats or booster seats
- Canopy is designed to stay inflated longer for added protection in a rollover or multiple side impacts

Front-seat Side Airbags

- Side-impact airbags help protect front-seat occupants in certain side collisions
- Airbags deploy from the front seats to protect occupants' chest
- Placed in the front seatbacks, so they are always in the optimum deployment position no matter where the seat is positioned
- Designed to help protect the chest in certain side collisions



2010 Flex

Safety/Security

SAFETY/SECURITY

This page is about:

- Crash Test Ratings —
- Child Safety —
- Personal Security —

Crash Test Ratings

NHTSA Tests

Flex achieved a 5-star rating in all four impact categories in tests performed by the National Highway Traffic Safety Administration.

- In the full-frontal test, vehicles are crashed into a fixed barrier at 35 mph, which is like a head-on collision between two similar vehicles, each moving at 35 mph
- Side-impact crash test represents an intersection-type collision with a 3015-lb. barrier moving at 38.5 mph into a standing vehicle
- Full frontal crash ratings should only be compared between vehicles within the same weight class (plus or minus 250 lbs.)

	Frontal-impact Rating		Side-impact Rating	
	Driver	Passenger	Front Seat	Rear Seat
Flex	★★★★★	★★★★★	★★★★★	★★★★★

What Do the Stars Mean?

Frontal-impact Testing

★★★★★ 5 stars = 10 percent or less chance of serious injury

Side-impact Testing

★★★★★ 5 stars = 5 percent or less chance of serious injury




IIHS Tests

2009 Flex received the highest possible rating in each of the following tests performed by the Insurance Institute for Highway Safety (IIHS). 2010 Flex is expected to receive the same ratings when tested.

Frontal Offset Test — vehicle impacts a fixed barrier at 40 mph. Only half of the vehicle's front surface makes contact with the barrier.

Side-impact Test — a 3300-lb. barrier moving at 31 mph strikes the side of a stationary vehicle.

Rear-impact Test — the vehicle's front seat is mounted on a platform which is accelerated forward. This simulates the stationary vehicle being hit from behind and tests for whiplash injury.

IIHS "Top Safety Pick"	
IIHS Test	Test Evaluation Result
Frontal Offset	 Good
Side Impact	 Good
Rear Impact	 Good
Stability Control	Available ⁽¹⁾

Child Safety

Lower Anchors and Tethers for Children (LATCH) System

- Consists of a top tether anchor point and two rigid bars located where the seat cushion meets the seatback
- Three upper anchorages are available:
 - Three in the second row with 60/40 bench seat
 - Two in the second row with 40/40 bucket seats
 - One in the third row on the passenger side
- LATCH-compatible child safety seat attaches to the lower anchor points by means of flexible tethers or rigid latch bars
- LATCH assists in providing a secure attachment and uniform installation method to help reduce the likelihood of an improper child safety seat installation

Personal Security

SecuriLock® Passive Anti-theft System

- Uses an electronically coded ignition key (with billions of possible codes) to start the vehicle
- Designed to help prevent the engine from being started unless a coded key programmed to the vehicle is used

Perimeter Anti-theft System

- Monitors against unauthorized entry of the doors, hood or liftgate when the vehicle is locked

24-Hour Roadside Assistance

- Toll-free number (1-800-241-FORD) operational 24 hours, 7 days a week
- Customers can request services to change a flat tire, jump-start a battery, deliver fuel or tow the vehicle
- Available for 5 years or 60,000 miles, whichever comes first

(1) Flex features standard AdvanceTrac® with RSC®.

2010 Flex

Quality/Reliability/Durability

This page is about:

- NVH (Noise, Vibration and Harshness)
- Easy Maintenance
- New Vehicle Limited Warranty
- 5-year/60,000-mile Powertrain Limited Warranty
- 24-Hour Roadside Assistance

Overview

Key Messages

Flex



- 90,000-mile spark plug maintenance interval⁽¹⁾
- Self-adjusting accessory drive belt is rated for 150,000 miles of normal service
- 3-year/36,000-mile Bumper-to-Bumper warranty with no deductibles
- 24-Hour Roadside Assistance

Key Features

NVH (Noise, Vibration and Harshness)

Laminated windshield helps lower wind noise levels.

Laminated front side-door glass on Limited models further improves the quiet interior environment.

Roll-axis engine mounts help reduce powertrain NVH levels.

Easy Maintenance

- Stainless-steel exhaust system helps resist corrosion
- 6-month/7,500-mile oil change interval
- Spark plugs rated for 90,000 miles⁽¹⁾
- The Duratec® engine's self-adjusting accessory drive belt is rated for 150,000 miles⁽¹⁾
- Sealing systems and gaskets rated for up to 15 years of service⁽¹⁾
- "Filled-for-life" transmission fluid⁽¹⁾

Warranty

New Vehicle Limited Warranty

- 3-year/36,000-mile Bumper-to-Bumper; no deductible
- 5-year/60,000-mile Powertrain Limited Warranty
- 5-year/unlimited-mileage Corrosion Perforation
- 5-year/60,000-mile Safety Restraint

5-year/60,000-mile Powertrain Limited Warranty

- Powertrain Limited Warranty for Ford vehicles is 5 years or 60,000 miles, whichever comes first
- That's an additional 2 years/24,000 miles of coverage for components such as the engine, transmission and front- and rear-wheel-drive parts beyond the vehicle's 3-year/36,000-mile Bumper-to-Bumper Limited Warranty
- Refer to the vehicle Warranty Guide for a complete list of all of the parts covered

24-Hour Roadside Assistance

- Toll-free number (1-800-241-FORD) operational 24 hours a day, every day
- Customers can request services to change flat tire, jump-start battery, unlock vehicle, deliver fuel or tow vehicle
- Available for 5 years or 60,000 miles, whichever comes first



⁽¹⁾ Under normal driving conditions.

Audio/Navigation/Entertainment

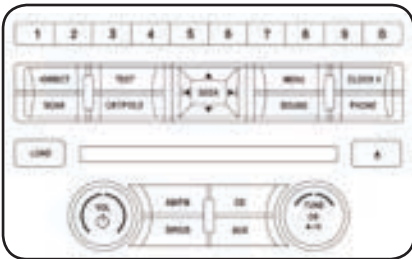
This page is about:

- Single-disc CD Player
- 6-disc In-dash CD Changer with SIRIUS® Satellite Radio
- Sony® Premium 6-disc In-dash CD Changer with SIRIUS Satellite Radio

All Flex Audio Systems Include

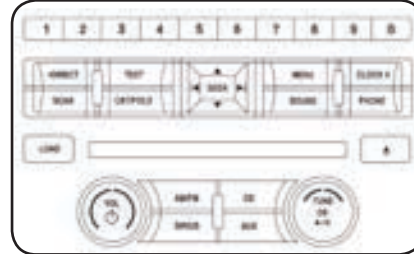
- MP3 capability
- Autoset (AST) automatically locates the 6 strongest AM or FM station signals
- Seek/Scan
- Auxiliary audio input jack

Single-disc CD Player



- 80 watts of power
- 6 speakers
- 30 station memory presets (20 FM and 10 AM)
- **Speed Compensated Volume (SCV)**
 - Compensates for changing ambient noise levels by adjusting the volume of the radio according to the vehicle's speed signal
 - Allows a choice of 7 volume adjustment levels and is adjustable through the menu
- **RBDS (Radio Broadcast Data System)** function allows the following:
 - Radio station call letters appear on radio display
 - Type of music format appears on radio display
 - Search for type of music format
 - Only for FM radio stations supporting RBDS capability
- **Compression** allows the audio dynamic range to be compressed so quieter music is boosted and louder music is lowered to compensate for ambient noise level when enabled during CD mode
- **Occupancy setting** allows for one of three vehicle acoustic settings to be chosen
- **Repeat** will play the selected track continuously until Repeat is deactivated when enabled during CD mode
- **Shuffle** plays CD/MP3 tracks in random order
- **Folder/track** mode allows the audio system to play and seek through disc tracks with or without folder option (available with MP3 discs only)

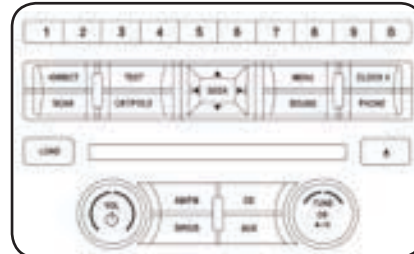
6-disc In-dash CD Changer with SIRIUS® Satellite Radio



In addition to the single-disc CD player, includes:

- 6-disc CD changer
- Traffic information broadcasts for the RBDS
- SIRIUS Satellite Radio

Sony® Premium 6-disc In-dash CD Changer with SIRIUS Satellite Radio



In addition to the 6-disc in-dash CD changer with SIRIUS Satellite Radio, includes:

- 390 watts of power
- 12 premium speakers, including a subwoofer (in 10 locations)⁽¹⁾
- 2 amplifiers (1 for subwoofer)
- Certified for Ford by Sony for best sound performance
- Delivers a unique, rich, clear sound
- Dolby® Surround Sound
 - 5.1 with DVD audio source
 - Simulated surround sound with all other sources (radio, CDs, etc.)

(1) Two rear-door speakers are a coaxial design that combines a woofer and tweeter in one speaker.

For More Audio Information

- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle Owner's Guide

This page is about:

- Voice-activated Navigation System with SIRIUS Travel Link™
- SIRIUS Travel Link

2010 Flex

Audio/Navigation/Entertainment

Voice-activated Navigation System with SIRIUS Travel Link™



- Includes a **single-disc version of the Sony® Premium audio system** with:
 - 18 station memory presets (12 FM and 6 AM)
 - 18 satellite radio station memory presets
- **Voice activation** recognizes certain voice commands to operate the system hands-free
- **Large 8" LCD touch screen** operates navigation and audio functions
- Integrated **climate control** functions
- Includes **Rearview Camera System**
 - Automatically engages when vehicle is placed in Reverse
 - Camera is located in the liftgate under the Ford logo
 - Video is shown on the Navigation System screen
- **Traffic and weather information, fuel pricing, sports updates and movie listings** provided by SIRIUS Travel Link
 - Learn more about the capabilities of SIRIUS Travel Link in the "A Closer Look" box at right
- **Bird's-eye map** provides a "3D" view of route, landmarks and Points of Interest (POI)
- **Hard-drive-based system** includes 10 GB of storage for music and photos
- **Music Jukebox capability** allows for storage and access to around 2,400 songs
 - Browse the music library via the touch screen or by voice recognition
 - Music can be sorted by playlists
- **Upload photos** to the home screen
- **Park and Play** mode allows DVDs to be played while vehicle is in Park
- **Destination selection search** methods include:
 - Street address
 - Increased Points of Interest (POIs) including retail
 - Freeway entrance/exit search
 - Previous destination
- **Route Guidance** with turn-by-turn voice directions
 - Street name announcements
 - Freeway exit, turn and ramp transition lane guidance
 - Speed limit display on freeways
- Supports North American English, Canadian French and Mexican Spanish

- **Help menu** for basic operation, driving restrictions and navigation DVD
- **Automatic rerouting** recalculates a new route if a turn is missed
- **Emergency button** provides nearest emergency facility to choose as a destination (hospital or police)
- **Valet Lockout Mode** disables operation of the navigation and audio systems
- **Address book** saves the most frequently used destinations for quick and easy routing

A CLOSER LOOK:
SIRIUS Travel Link⁽¹⁾

- **6-month complimentary subscription** subject to geographic location and availability included with Navigation System
- **Real-time traffic info**
 - Provides incident, speed and flow information for 80 major cities in the continental U.S.
 - Updates every 2.5 minutes
 - View graphical overlay of incidents
 - Route recalculation based on traffic data
- **Real-time weather info**
 - Provides current weather and 5-day forecast reports that are updated every 5 minutes
 - Current conditions update every 30 minutes
 - Region of interest can be defined by customer
- **Fuel pricing** for over 120,000 gas stations
 - Search for pricing en route or based on current location
 - Displays pricing for regular, mid-grade and premium when available
- **Sports updates and movie listings**
 - Score summaries and schedules for major sports
 - Updates every 5 minutes
 - User can personalize for favorite teams
 - Movie listings for over 4,500 theaters, including times, movie summary and directions to the theater
- More information is available online at www.sirius.com or toll-free at (888) 539-SIRIUS (7474)

(1) Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service available in the 48 contiguous states and Washington, D.C. SIRIUS Travel Link is a trademark of SIRIUS XM Radio, Inc.

For More Audio Information

- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle Owner's Guide

Audio/Navigation/Entertainment**This page is about:**

- SIRIUS® Satellite Radio —
- Dual Head Restraint DVD Entertainment System —
- Auxiliary Audio Input Jack —

SIRIUS® Satellite Radio

- Includes 6 months of SIRIUS service subject to geographic location and availability
- Unit is preactivated from the factory
- SIRIUS Satellite Radio can be accessed using existing radio head controls:
 - **Aux button** — press and release to enter satellite radio mode
 - **Seek/Scan** — use these buttons to change channels
- Key benefits of SIRIUS Satellite Radio include:
 - Over 130 channels of the best music, talk, news, sports and information (65 music channels)
 - 100 percent commercial-free music
 - Seamless coverage anywhere in the 48 contiguous states and Washington, D.C.
- More information is available online at www.sirius.com or toll-free at (888) 539-SIRIUS (7474)

Dual Head Restraint DVD Entertainment System

- New for 2010
- Dual, adjustable 7" wide-screen LCD monitors integrated into the rear of the front-seat head restraints
- Dual-media feature allows front passengers to enjoy the audio system while rear passengers watch a movie
- Includes two wireless headphones
- Infrared remote control with illuminated keypad
- Universal RCA audio/video input jacks allow use of other equipment such as media players and video games
- Plays MP3, CD-R, CD-R/W, DVD-R and DVD-R/W formats

NOTE: Any other equipment requires the use of a power adapter. The DVD player provides the audio/video input jacks, but not the power source.

Auxiliary Audio Input Jack

- Standard on all models
- Located in the center console
- Allows the use of portable MP3 players
- Includes USB port auxiliary jack on vehicles equipped with SYNC®

**For More Audio Information**





- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle Owner's Guide

WHEELS

2010 Flex Wheels

This page is about:

- 17" Aluminum
- 18" Machined Aluminum
- 19" Polished Aluminum
- 20" Bright Painted Aluminum

Wheel		SE	SEL	Limited
17" Aluminum Wheel ⁽¹⁾		S	—	—
18" Machined Aluminum Wheel		—	S	—
19" Polished Aluminum Wheel		—	—	S
20" Bright Painted Aluminum Wheel		—	○ (Included with 208A)	○

— = Not available S = Standard ○ = Optional
NOTE: See the latest Dealer Ordering Guide for wheel availability.

2010 Flex

Color and Trim

COLOR AND TRIM

This page is about:

Color and Trim Availability —
Interior Trim —

Color and Trim Availability

Paint Name	Order Code	SE			SEL/Limited			SE		SEL		Limited	
		Two-Tone Roof			Two-Tone Roof			Cloth		Cloth/Leather		Leather	
		White Suede	Ingot Silver	Monochromatic	White Suede	Ingot Silver	Monochromatic	Medium Light Stone	Charcoal Black	Medium Light Stone	Charcoal Black	Medium Light Stone	Charcoal Black
		87W	87G		87W	87G		CS	CW	CS/LS	CW/LW	PS	PW
New Ingot Silver Metallic	UX	■		■	■		■	■	■	■	■	■	
New Red Candy with Tinted Clearcoat ⁽¹⁾	U6				■		■			■	■	■	
New Steel Blue Metallic	UN		■	■		■	■	■	■	■	■	■	
New Tuxedo Black Metallic	UH		■	■		■	■	■	■	■	■	■	
Cinnamon Metallic	HT	■		■	■		■	■	■	■	■	■	
Dark Ink Blue Metallic	DI	■		■	■		■	■	■	■	■	■	
Sterling Grey Metallic	UJ	■		■	■		■	■	■	■	■	■	
White Platinum Metallic Tri-Coat ⁽¹⁾	UG						■			■	■	■	
White Suede	WS		■	■		■	■	■	■	■	■	■	

(1) Extra-cost option.

Interior Trim

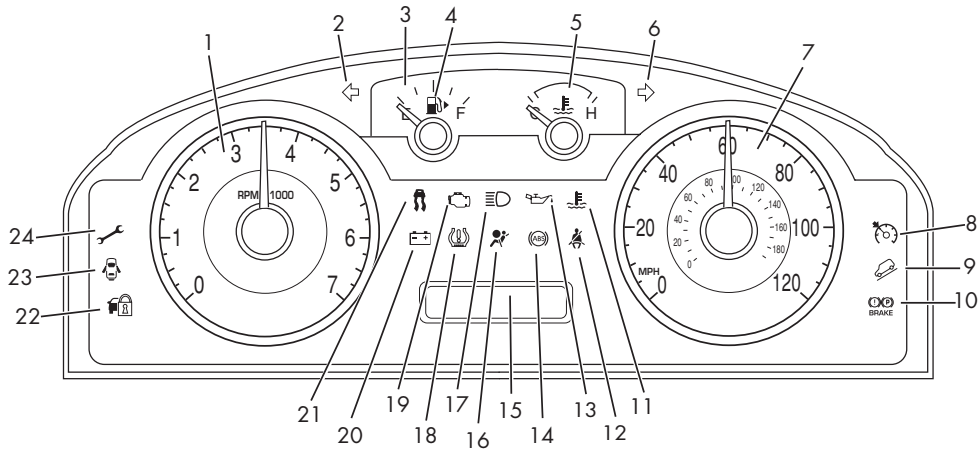
Model	Style/Material	Interior Description
SE/SEL	Cloth	Cloth
SEL	Leather	Leather-trimmed seats
Limited	Leather	Perforated leather-trimmed seats

NOTE: See the 2010 Color & Upholstery Selections Guide or the Specifications section on eSourceBook for illustrations of the available seating choices.

2010 Flex

Instrument Cluster

Instrument Cluster



- | | | |
|--|--|--|
| 1. Tachometer | 11. Engine coolant temperature warning light | 18. Low tire pressure warning light |
| 2. Left turn signal indicator | 12. Fasten safety belt warning light | 19. Service engine soon warning light |
| 3. Fuel gauge | 13. Low engine oil pressure warning light | 20. Charging system warning light |
| 4. Fuel filler door location indicator | 14. Anti-lock Braking System (ABS) readiness indicator/warning light | 21. AdvanceTrac®/Traction Control active indicator light |
| 5. Engine coolant temperature gauge | 15. Message Center | 22. Anti-theft system active indicator |
| 6. Right turn signal indicator | 16. Airbag readiness indicator/warning light | 23. Door ajar warning light |
| 7. Speedometer | 17. High-beam indicator | 24. Throttle control/transmission fault warning light |
| 8. Cruise control active indicator | | |
| 9. Overdrive cancel and grade assist indicator light | | |
| 10. Brake system warning light/parking brake indicator | | |

Key Product Specifications⁽¹⁾

Model	All
Wheelbase	117.9
Length	201.8
Height, excluding options	68.0
Width, including mirrors	88.8
Track (Front/Rear)	65.4/65.4
Base Curb Weight (approx. lbs.)	
Front-wheel Drive (3.5L)	4471
All-Wheel Drive (3.5L/EcoBoost)	4643/4839

Seating	All
Capacity	6/7
Head Room (Front/Middle/Rear)	41.8/40.5/38.7
Shoulder Room (Front/Middle/Rear)	58.4/58.1/50.8
Hip Room (Front/Middle/Rear)	55.5/55.0/41.1
Leg Room (Front/Middle/Rear)	40.8/44.3/33.3

Passenger/Luggage/Fuel Capacity	All
Total Passenger Volume (cu. ft.)	155.8
Interior Volume, all seats folded (cu. ft.)	175.8
Cargo Capacity (cu. ft.)	
– behind 1st row	83.2
– behind 2nd row	43.2
– behind 3rd row	20.0 ⁽²⁾
Fuel Tank Capacity (gal.)	18.6

Engine	Flex	Flex EcoBoost™
Layout	Front-engine/ Front-wheel Drive	Front-engine/ All-Wheel Drive
Type	3.5L Duratec® DOHC V6	3.5L EcoBoost V6
Horsepower (@ rpm)	262 @ 6250	355 @ 5700 ⁽³⁾
Torque (lb.-ft. @ rpm)	248 @ 4500	350 @ 1500–5250 ⁽³⁾
Displacement (liters/cu. in.)	3.5/213	3.5/213
Bore and Stroke	3.6 x 3.4	3.6 x 3.4
Induction	Naturally aspirated	Twin-turbocharged
Compression Ratio	10.3:1	10.0:1
Fuel Injection System	Sequential multi-port	Direct Injection
Fuel Requirement Recommended (octane)	87	87 (min.), 91
Exhaust, Stainless-steel	Quasi-dual with catalytic converters	Dual with catalytic converters

EPA-estimated Fuel Economy	Flex	Flex EcoBoost
FWD (City/Highway mpg)	17/24	–
AWD (City/Highway mpg)	16/22	16/22

- (1) Dimensions are in inches unless otherwise specified.
 (2) Includes 5.0-cu.-ft. rear seat well.
 (3) Ratings achieved using 93-octane fuel. The use of 87-octane fuel may reduce performance.
 (4) See the RV & Trailer Towing Guide, available on eSourceBook as a printable PDF, or the vehicle Owner's Guide for more towing information.

May 2009

Transmissions	Flex	Flex EcoBoost
6-speed automatic	Standard	–
6-speed SelectShift Automatic™ with paddle-shift activation	–	Standard
Final Drive Ratios	3.16:1 (FWD) 3.39:1 (AWD)	3.16:1 Standard

Gear Ratios							
Gears	1st	2nd	3rd	4th	5th	6th	Rev.
6-Speed Automatic	4.48:1	2.87:1	1.84:1	1.41:1	1.00:1	0.74:1	2.88:1
6-Speed SelectShift Automatic	4.48:1	2.87:1	1.84:1	1.41:1	1.00:1	0.74:1	2.88:1

Front Suspension	All
Type	Independent MacPherson struts with rear-facing L-shaped lower control arm and stabilizer bar attached to an isolated subframe
Springs	Helical coil
Shock Absorbers	Integrated with strut, gas-pressurized hydraulic
Stabilizer Bar Diameter	32mm

Rear Suspension	All
Type	Independent multi-link with upper and lower control arms and isolated stabilizer bar
Springs	Helical coil with isolating upper and lower spring seats
Shock Absorbers	Gas-pressurized hydraulic
Stabilizer Bar Diameter	22mm

Steering	Flex	EcoBoost
Type	Rack-and-pinion	Rack-and-pinion
Assist	Power hydraulic	Electric
Overall Ratio	17.1:1	17.1:1
Turning Diameter, Curb-to-Curb (ft.)	40.7	40.7

Brakes	All
Standard	Four-wheel disc with Anti-lock Braking System (ABS), Panic Brake Assist and Electronic Brake Force Distribution (EBD)

Trailer Towing ⁽⁴⁾	All
Towing Class	Light-duty Class I (standard)/Class III (optional)
Gross Trailer Weight (lbs.)	2000/4500
Maximum Tongue Weight (lbs.)	200/450
Hitch Design	Load-carrying

Flat/Neutral Tow
 Also known as four-wheel-down towing, it refers to towing a vehicle with all four of its wheels on the ground — for example, when towing a vehicle behind a motorhome. All Flex models can be neutral towed. ONLY Flex FWD models can be dolly towed (front wheels OFF the ground). NEVER dolly tow a Flex with AWD. See the vehicle Owner's Guide for complete details.

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