

What's Important / 2 - 3

Model Lineup / 4 - 5

Fusion Hybrid / 35 - 62

Purchase Motivators	Reference
Design/Styling / 6 - 7	Audio/Navigation/Entertainment / 26 - 28
Performance/Handling / 8 - 13	Wheels / 29
Comfort/Convenience / 14 - 20	Color and Trim / 30 - 31
Safety/Security / 21 - 24	Instrument Cluster / 31
Quality/Reliability/Durability / 25	Key Product Specifications / 32
	Accessories / 33 - 34

AdvanceTrac® / 21, 22	Message Center / 17
Aggressive Deceleration Fuel Shut-off / 9	Mirrors, Heated with Security Approach Lamps / 16
Airbags	Navigation System, Voice-activated with SIRIUS Travel Link™ / 14, 18, 27
First- and Second-row Side Curtain / 21, 24	NVH (Noise, Vibration and Harshness) / 25
Front-seat Side / 21, 23	Packages
All-Wheel Drive (AWD) / 8, 12, 21, 22	Appearance Package / 6
Anti-theft Systems	Driver's Vision Package / 20
Perimeter / 21, 24	Electronics Package / 20
SecuriLock® Passive / 21, 24	Monochrome Appearance Package / 6
Audio Systems	Moon & Tune Package / 20
Single-disc CD/MP3 Capability / 18, 26	Sun & SYNC® Package / 20
Sony® Surround Sound 6-disc In-dash CD/MP3 Capability / 18, 26	Personal Safety System™ / 21, 23
SIRIUS® Satellite Radio / 14, 18, 28	Power Points, Auxiliary / 17
Auxiliary Audio Input Jack / 28	Ratings, Crash Test / 23
Belt-Minder® / 21	Reverse Sensing System / 14, 15
BLIS® (Blind Spot Information System) with Cross Traffic Alert / 14, 15	Roadside Assistance, 24-Hour / 21, 24, 25
Brakes	Seating
Anti-lock Braking System (ABS) / 13, 21, 22	60/40 Rear Split-fold-flat / 14, 20
Brake Assist / 21, 22	Heated Front / 20
Disc, Four-wheel / 13	Leather-trimmed Seating / 31
Electronic Brake Force Distribution (EBD) / 13, 21	Passenger Seatback, Fold-flat / 14, 20
Camera, Rearview / 14, 15	SOS Post Crash Alert System / 21, 24
Child Safety Locks, Rear Door / 21, 24	Steering
Climate Control	Electric Power-Assisted Steering (EPAS) / 8, 13
Cabin Particulate Air Filter / 17	Rack-and-pinion / 8, 13
Dual-zone Electronic Automatic Temperature Control / 14, 17	Steering Column, Tilt/Telescoping / 17
Colors, Exterior / 7, 30	Steering Wheel Controls, Audio/Cruise / 17
Colors, Interior / 7, 30	Styling, Exterior and Interior / 6, 7
Easy Fuel™ Capless Fuel Filler / 14, 16	Suspension
Engines	Independent Double-wishbone Front Suspension / 8, 13
2.5L Duratec® I-4 / 8, 10	Independent Multi-link Twist Blade Rear Suspension / 8, 13
3.0L Duratec Flex Fuel V6 / 8, 10	Sport-tuned / 8, 13
3.5L Duratec V6 / 8, 10	SYNC® Voice-activated Communications and Entertainment System / 14, 18, 19
Duratec Engine Technologies / 9	Tire Pressure Monitoring System (TPMS) / 21, 22
Electronic Throttle Control / 9	Towing, Flat/Neutral / 13
intake-Variable Cam Timing (i-VCT) / 9, 10	Traction Control / 21, 22
Fuel Economy / 8, 9, 11, 32	Transmission
Grille, Chrome Tri-bar / 6, 7	6-speed Manual / 8, 11
Keyless Entry Keypad, SecuriCode™ / 14, 16	6-speed Automatic / 8, 11
Keyless Entry with Integrated Keyhead Transmitter / 16	6-speed SelectShift Automatic™ / 8, 11
Lamps, Exterior	Trunk / 14, 16
Fog Lamps / 6	Trunk Release, Emergency / 21, 24
Headlamps / 6, 7, 17	Warranty
Taillamps / 6	Corrosion Perforation / 25
LATCH (Lower Anchors and Tethers for CHildren) System / 21, 24	New Vehicle Limited / 25
Lighting, Interior	Powertrain Limited / 25
Ambient / 6, 7	Wheels / 6, 7, 29
Ice Blue / 6	

WHAT'S IMPORTANT

This page is about:

- Model Lineup
- All-new Exterior Styling
- All-new Interior
- New Powertrains, Technology, Safety
- New SPORT Model
- New Packages

2010 Fusion

What's Important

Overview

Key Messages

FUSION



NOTE: This section is dedicated to Fusion information. See the Fusion Hybrid section (pgs. 35–62) for hybrid-specific features.

- New bold and aggressive exterior styling
- All-new interior with cutting-edge connectivity and the latest technology
- Excellent fuel economy with a 6-speed transmission on every model
- New SPORT model with 3.5L V6 engine and 6-speed SelectShift Automatic™ transmission
- Safety is standard, with AdvanceTrac®, six airbags and SOS Post Crash Alert System on every model

Model Lineup

- S
- SE
- SEL
- New SPORT

All-new Exterior Styling

- Bold, tri-bar chrome grille
- New projector-beam halogen headlamps
- New front fascia with revised fog lamp design
- Power dome hood
- New fenders
- New wheel lineup
- New taillamps
- Revised decklid with integrated Center High-Mount Stop Lamp (CHMSL)
- New rear fascia

All-new Interior

- New instrument panel with seamless passenger airbag
- New gauge cluster
- New center stack
- New seats and door trim materials
- New Ice Blue backlighting
- Cabin particulate air filter

New Powertrains

- New 2.5L Duratec® I-4 engine with 6-speed manual or 6-speed automatic transmission
- 3.0L Duratec Flex Fuel (E85) V6 engine with 6-speed SelectShift Automatic transmission
- All-new 3.5L Duratec V6 with 6-speed SelectShift Automatic transmission

New Technology

- Class-exclusive⁽¹⁾ BLIS® (Blind Spot Information System) with Cross Traffic Alert
- Class-exclusive⁽¹⁾ SYNC® voice-activated communications and entertainment system now with Traffic, Directions and Information
- Industry-exclusive Easy Fuel™ capless fuel filler
- Voice-activated Navigation System with SIRIUS Travel Link™
- Sony® 5.1 surround sound system with 12 speakers and 390 watts of power
- Dual-zone Electronic Automatic Temperature Control
- Rearview Camera
- One-touch up/down driver's window

New Safety

- Class-exclusive⁽¹⁾ SOS Post Crash Alert System
- AdvanceTrac now standard on all models

New SPORT Model

- All-new 3.5L Duratec V6 engine with quasi-dual exhaust
- 6-speed SelectShift Automatic transmission
- Modified sport-tuned suspension
- 18" Premium painted aluminum wheels
- Unique front and rear fascias
- Side rocker moldings
- Decklid spoiler
- Exhaust with dual chrome tips
- Unique center stack appliqué
- Unique leather-trimmed seats and door trim panels

New Packages

- Appearance Package
- Driver's Vision Package
- Electronics Package
- Monochrome Appearance Package⁽²⁾

Key Competitors

- **Toyota Camry** is a blandly styled sedan claiming to be uncommonly engineered
- **Chevrolet Malibu** is a roomy, safe and well-equipped sedan for the money
- **Nissan Altima** is positioned as a sedan that defies convention with its power and styling
- **Honda Accord** is marketed as having more style, more luxury and more sophistication than ever

(1) Class is midsize sedans.

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

(2) Available on vehicles built after 6/8/2009.

2010 Fusion

What's Important

WHAT'S IMPORTANT

This page is about:

Product Highlights

Fusion

Product Highlights

KEY FUSION FEATURES

Unmistakable styling
(pgs. 6, 7)

Fusion SPORT model
(pgs. 5, 6, 7, 8)

Available All-Wheel Drive
(pgs. 12, 21, 22)

**AdvanceTrac®
electronic stability
control**
(pgs. 21, 22)

**SYNC®
technology**
(pg. 19)

**Most fuel-efficient
midsize sedan⁽¹⁾**
(pgs. 8, 9, 11)



**Outstanding
driving dynamics**
(pg. 13)

Design/Styling

- New exterior styling:
 - Bold tri-bar chrome grille
 - Projector-beam halogen headlamps
 - Front fascia with revised fog lamp design
 - Power dome hood
 - Decklid with integrated Center High-Mount Stop Lamp (CHMSL)
 - New taillamps
- All-new interior
- New SPORT model
- Ice Blue interior lighting
- Ambient interior lighting
- New wheel lineup
- Monochrome Appearance Package

Performance/Handling

- New Duratec® engine lineup:
 - New 2.5L I-4 engine
 - 3.0L Flex Fuel (E85) V6 engine with increased horsepower and better fuel economy
 - All-new 3.5L V6 engine
- Three 6-speed transmission choices:
 - 6-speed manual
 - 6-speed automatic
 - 6-speed SelectShift Automatic™

- Balanced chassis, rack-and-pinion steering and excellent brakes provide outstanding driving dynamics
- Fully independent front and rear suspension with double-wishbone arrangement up front and multi-link independent rear suspension
- Class-exclusive⁽²⁾ available All-Wheel Drive (AWD)

Comfort/Convenience

- New class-exclusive⁽²⁾ BLIS® (Blind Spot Information System) with Cross Traffic Alert
- New Rearview Camera
- New class-exclusive⁽²⁾ SYNC with traffic, directions and information
- New Sony® 5.1 surround sound system with 12 speakers and 390 watts of power
- New industry-exclusive Easy Fuel™ capless fuel filler
- Voice-activated Navigation System with SIRIUS Travel Link™
- New cabin particulate air filter
- New Dual-zone Electronic Automatic Temperature Control
- One-touch fold-flat 60/40 spring-assisted rear seatbacks for added cargo flexibility
- Fold-flat front-passenger seatback with almost 9 feet of cargo length with rear seatbacks folded down⁽³⁾

- 16.5 cubic feet of trunk space
- Steering-wheel-mounted audio controls
- Heated exterior mirrors with security approach lamps
- SecuriCode™ Keyless Entry Keypad
- SIRIUS® Satellite Radio
- Class-exclusive⁽²⁾ Reverse Sensing System

Safety/Security

- AdvanceTrac®
- New class-exclusive⁽²⁾ SOS Post Crash Alert System
- Class-exclusive⁽²⁾ available All-Wheel Drive (AWD)
- Belt-Minder® System
- Four-wheel Anti-lock Braking System (ABS)
- Personal Safety System™
- Front-seat side airbags
- First- and second-row side curtain airbags
- SecuriLock® passive anti-theft system
- Tire Pressure Monitoring System (TPMS)

Quality/Reliability/Durability

- Extensive concentration on NVH (Noise, Vibration and Harshness)
- 90,000-mile spark plug maintenance intervals for all engines⁽⁴⁾
- 24-Hour Roadside Assistance
- 5-year/60,000-mile Powertrain Limited Warranty
- 5,000,000 miles of durability testing

(1) Fusion S with I-4 and 6-speed automatic transmission. Based on EPA-estimated 23 city/34 hwy. mpg. Actual mileage will vary. Midsize class per R. L. Polk.

(2) Class is midsize sedans.

(3) Front seats fully forward.

(4) Under normal driving conditions. See the vehicle Owner's Guide.

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

MODEL LINEUP

This page is about:

- S
- SE

2010 Fusion 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 each model as well as the new Rapid Spec package content. As you move through the vehicle lineup, each model adds to or upgrades the equipment of the preceding model, except where additions/exemptions are noted. Fusion is available in four models:

- S
- SE
- SEL
- SPORT

S — Standard model



Design/Styling

- Badging — unique "S"
- Bodyside molding — body-color
- Bumpers — body-color
- Door handles — body-color
- Glass — solar-tinted
- Grille — chrome tri-bar
- Headlamps — projector-beam halogen
- Hood — power dome
- Mirrors caps, exterior, black
- Taillamps — honeycomb pattern
- Wheels — 16" painted aluminum

Performance/Handling

- Brakes — four-wheel disc Anti-lock Braking System (ABS)
- Engine — 2.5L Duratec® I-4
- Exhaust — single
- Powertrain — front-wheel drive
- Steering — electric variable assist rack-and-pinion

- Suspension — four-wheel independent
- Tires:
 - P205/60VR16 all-season
 - Compact spare
- Transmission — 6-speed manual

Comfort/Convenience

- Accessory delay
- Audio — single CD/MP3 capability with 4 speakers
- Auxiliary audio input jack
- Climate control — manual air conditioning with cabin particulate air filter
- Coat hooks (2)
- Console, center floor:
 - Cup holders (2)
 - Two-tiered storage with (2) removable bins
- Decklid release, remote
- Door locks — power
- Easy Fuel™ capless fuel filler
- Floor mats — front and rear
- Glove box
- Grab handles (4)
- Horn — dual-tone electric
- Instrument cluster with a Message Center that includes a compass and trip computer

- Interior illumination:
 - Dome lamp with map lights
- Mirror, interior — day/night
- Mirrors, exterior — power adjustable
- Power points — 12V (2)
- Rear window defroster
- Remote Keyless Entry with integrated keyhead transmitters (2)
- Seating — cloth
 - 5-passenger seating
 - Driver — 4-way manual
 - Rear — 60/40 spring-assisted split fold-flat with center armrest and 2 cup holders
- Shifter knob — urethane
- Steering wheel — urethane, tilt/telescopic with cruise control
- Storage, instrument panel
 - Top-of-dash bin
 - Left-side slide-out bin
- Sun visors, driver and front-passenger
- Trunk hooks (2)
- Windows — power, driver one-touch up/down
- Windshield wipers (front) — fixed-interval, speed sensitive

Safety/Security

- AdvanceTrac®
- Airbags:
 - Dual front
 - Front-seat side
 - Side curtain
- Anti-lock Braking System (ABS)
- Battery Saver
- Belt-Minder®
- Child safety locks — rear door
- Emergency trunk release — glow-in-the-dark
- Illuminated entry
- LATCH (Lower Anchors and Tethers for Children) System
- Perimeter anti-theft alarm system
- Personal Safety System™
- Safety belt pretensioners
- SecurILock® passive anti-theft system
- SOS Post Crash Alert System
- Tire Pressure Monitoring System (TPMS)

FUSION S RAPID SPEC OPTIONS

Rapid Spec

Option Group 100A

- Includes S standard equipment

Freestanding Options

Performance/Handling

- 6-speed automatic transmission

SE — Includes all S content, plus:



Design/Styling

- Exhaust — dual chrome tips
- Fog lamps
- Instrument panel — unique center stack appliqué
- Mirrors caps, exterior — body-color
- SE badge
- Wheels — 17" steel with silver-painted cover

Comfort/Convenience

- Floor mats — carpeted, color-keyed
- Seats
 - Driver — 6-way power, manual lumbar
 - Map pockets on front seatbacks
 - Passenger — fold-flat
- SIRIUS® Satellite Radio
 - 6-month complimentary prepaid subscription
- Steering wheel — cruise and redundant audio controls
- Sun visors — dual illuminated vanity mirrors

FUSION SE RAPID SPEC OPTIONS

Rapid Spec Packages

Option Group 200A

- Includes SE standard equipment

Option Group 201A

- SYNC® voice-activated communications and entertainment system
- Electrochromic auto-dimming inside rearview mirror

Option Group 202A

- Electrochromic auto-dimming inside rearview mirror
- Moonroof
- Sun & SYNC Package
- SYNC

Freestanding Options

Design/Styling

- Rear decklid spoiler
- White Platinum Metallic Tri-coat exterior paint
- Monochrome Appearance Package
 - Available with Sangria Red Metallic, Sport Blue Metallic, Sterling Grey Metallic and Tuxedo Black exterior colors
 - Body-color grille
 - Rear spoiler
 - 18" machined aluminum wheels with painted pockets
 - P225/45VR18 all-season performance tires
 - SportTuned suspension
 - Unique instrument panel and center stack appliqué
 - Unique inserts for the cloth seats and door trim
 - Leather-wrapped steering wheel and shifter
- Appearance Package
 - Includes the same content as the Monochrome Appearance Package with the exception of a chrome grille

Performance/Handling

- 6-speed automatic transmission (I-4 only)
- 3.0L Flex Fuel (E85) V6 engine with 6-speed SelectShift Automatic™ transmission

Comfort/Convenience

- Reverse Sensing System (requires automatic transmission)

NOTE: The above information is an excerpt to be used with pages 3–7 of the 6/15/09 Fusion Dealer Ordering Guide. For the latest Dealer Ordering Guide go to fmcdealer.com.

2010 Fusion

Model Lineup

MODEL LINEUP

This page is about:

SEL —
SPORT —

Fusion

SEL — Includes all SE content, plus:



Design/Styling

- Ambient interior lighting
- SEL badge
- Wheels — 17" machined 5-spoke aluminum

Performance/Handling

- Tires — P225/50RVR17 all-season performance
- Transmission — 6-speed automatic

Comfort/Convenience

- Autolamp automatic on/off headlamps
- Dual-zone Electronic Automatic Temperature Control
- Electrochromic auto-dimming rearview mirror
- Interior trim — unique
- Mirrors, exterior — heated with security approach lamps
- Seating, leather-trimmed
 - Driver — 8-way power
 - Front passenger — 6-way power
 - Heated driver and front passenger
- SecuriCode™ Keyless Entry Keypad
- Shifter handle — leather-wrapped
- Steering wheel — leather-wrapped with SYNC controls
- SYNC® voice-activated communications and entertainment system

FUSION SEL RAPID SPEC OPTIONS

Rapid Spec Packages	Freestanding Options
Option Group 300A <ul style="list-style-type: none"> • Includes SEL standard equipment 	Design/Styling <ul style="list-style-type: none"> • Rear decklid spoiler • White Platinum Metallic Tri-coat exterior paint • Monochrome Appearance Package <ul style="list-style-type: none"> – Available with Sangria Red Metallic, Sport Blue Metallic, Sterling Grey Metallic and Tuxedo Black exterior colors – Body-color grille – Rear spoiler – 18" machined aluminum wheels with painted pockets – P225/45VR18 all-season performance tires – Sport-tuned suspension – Unique instrument panel and center stack appliques • Appearance Package <ul style="list-style-type: none"> – Includes the same content as the Monochrome Appearance Package with the exception of a chrome grille Performance/Handling <ul style="list-style-type: none"> • 3.0L Flex Fuel (E85) V6 engine with 6-speed SelectShift Automatic™ transmission • All-Wheel Drive (AWD; includes 3.0L Flex Fuel V6 and SelectShift transmission) Comfort/Convenience <ul style="list-style-type: none"> • Voice-activated Navigation System with SIRIUS Travel Link™ (302A only) • Premium floor mats, front and rear • Reverse Sensing System (included with 302A)
Option Group 301A <ul style="list-style-type: none"> • Moon & Tune Package with Sony® surround sound audio system and moonroof 	
Option Group 302A <ul style="list-style-type: none"> • Driver's Vision Package <ul style="list-style-type: none"> – BLIS® (Blind Spot Information System) with Cross Traffic Alert – Rearview Camera • Moon & Tune Package with Sony surround sound audio system and moonroof • Reverse Sensing System 	

SPORT — Includes all SE content, plus:



Design/Styling

- Center stack appliqué — unique
- Chrome-accented exterior trim
- Decklid spoiler
- Exhaust tips — dual chrome
- Fascias — unique front and rear
- Rocker moldings — side
- SPORT decklid badging
- Wheels — 18" Premium painted aluminum

Performance/Handling

- Engine — 3.5L Duratec® V6
- Exhaust — quasi-dual
- Steering — hydraulic rack-and-pinion
- Suspension — sport-tuned
- Tires — P225/45VR18 all-season performance
- Transmission — 6-speed SelectShift Automatic

Comfort/Convenience

- Door trim inserts — unique
- Electrochromic auto-dimming rearview mirror
- Seating — unique leather-trimmed
 - Driver — 8-way power
- Steering wheel — leather-wrapped with audio and SYNC controls
- SYNC with voice-activated communications and entertainment system

FUSION SPORT RAPID SPEC OPTIONS

Rapid Spec
Option Group 400A <ul style="list-style-type: none"> • Includes SPORT standard equipment
Option Group 401A <ul style="list-style-type: none"> • Moon & Tune Package with Sony surround sound audio system and moonroof
Option Group 402A <ul style="list-style-type: none"> • Moon & Tune Package with Sony surround sound audio system and moonroof • Electronics Package <ul style="list-style-type: none"> – BLIS (Blind Spot Information System) with Cross Traffic Alert – Rearview Camera – Heated driver and front passenger seating – Dual-zone Electronic Automatic Temperature Control – 6-way power passenger seat – Ambient interior lighting – Autolamp automatic on/off headlamps – Mirrors, exterior — power, heated with security approach lamps – SecuriCode Keyless Entry Keypad • Reverse Sensing System
Freestanding Options
Performance/Handling <ul style="list-style-type: none"> • All-Wheel Drive (AWD)
Comfort/Convenience <ul style="list-style-type: none"> • Voice-activated Navigation System with SIRIUS Travel Link (402A only) • Premium floor mats, front and rear • Reverse Sensing System (included with 402A)

NOTE: The above information is an excerpt to be used with pages 8–12 of the 6/15/09 Fusion Dealer Ordering Guide. For the latest Dealer Ordering Guide go to fmcdealer.com.

July 2009

DESIGN/STYLING

This page is about:

- Exterior Styling
- Interior Styling
- Fusion SPORT

2010 Fusion

Design/Styling

Overview

Key Messages

Fusion



- New exterior styling
- All-new interior
- New wheel designs
- Fusion SPORT model is all-new with unique fascias, rocker panel extensions, distinctive 18" 5-spoke aluminum wheels and sport-tuned suspension

Key Features

Exterior Styling

New bold chrome tri-bar grille is more prominent, giving Fusion an unmistakable Ford face in the midsize crowd.

New front and rear fascia designs incorporate a revised fog lamp appearance for the front fascia.

New power dome hood signals a new, and more powerful, engine lineup.

New headlamp appearance is more refined and includes upscale projector-beam halogen headlamp design.

New fender design carries the bold design to the side of the vehicle and includes pronounced wheel arches to accentuate the new wheel lineup.

New wheel lineup provides distinction between models and includes 16", 17" and 18" cast aluminum designs.

New decklid design includes an integrated Center High-Mount Stop Lamp (CHMSL) and an available rear spoiler.

New taillamp design provides an upscale sport sedan appearance.

Three new metallic exterior colors include Sangria Red, Sterling Grey and Atlantis Green.

Appearance Packages are available on SE and SEL and include:

- Body-color grille (Monochrome Appearance Package)
- 18" machined aluminum wheels with painted pockets
- Rear spoiler
- P225/45VR18 all-season performance tires
- Sport-tuned suspension
- Charcoal Black interior
- Unique instrument panel and center stack appliqués
- Unique inserts for the cloth seats and door trim (SE)
- Leather-wrapped steering wheel and shifter (SE)

Interior Styling

All-new seats and seating materials give Fusion cutting-edge style. The seat contour is revised, with more side support down low and the seat was also made softer, with smoother bolsters and more highly textural inserts for more comfort.

New instrument panel includes a seamless passenger-side airbag appearance.

Interior Styling cont'd

New instrument gauge cluster with a centered speedometer and revised Message Center screen is crisp, clean and easy to read.

New center stack puts the audio, navigation and climate controls within ergonomic reach.

New Ice Blue interior lighting enhances the overall feel of the interior with illumination for all interior controls including the instrument cluster, center console, power door lock and window switches and steering-wheel-mounted controls.

Ambient interior lighting can be changed with your mood, offering a choice of seven colors illuminating the front and rear footwells and front cup holders.

New soft-touch composite-skinned door panels and instrument panel challenge the class in style and comfort.

Driver's cockpit style reinforces the athletic intentions with round, analog-style gauges sporting satin-finished bezels.

Fusion SPORT

- Unique chrome-accented exterior trim
- Unique front and rear fascias
- Rocker panel extensions
- 18" Premium painted aluminum wheels
- Rear decklid spoiler
- SPORT decklid badging
- Quasi-dual exhaust with chrome tips



2010 Fusion

Design/Styling

DESIGN/STYLING

This page is about:

- All-new Exterior Styling —
- Bold and Distinctive —
- New Wheel Lineup —
- Exterior Colors —
- Interior Themes —
- Interior Colors —

Exterior Styling

All-new Exterior Styling

2010 Fusion has an all-new look with these new features:

- Bold chrome tri-bar grille and front fascia
- Power dome hood
- Headlamp appearance
- Fender design
- Decklid design
- Taillamp design

Bold and Distinctive

- Long downward sweeping hood with a short, raised deck and a shear tail topped by a horizontal greenhouse work to emphasize Fusion's athletic, driver's-car character
- Chrome molding along the greenhouse emphasizes the beltline's front-to-rear sweep
- Subtle character line kicks up aggressively at the taillamps, giving a gradual lift to the bodyside and emphasizing the strong shoulders
- Strong athletic shape is created with bodyside that tucks in at the rockers, widest at the character line on top of the wheel arches — a trim waist with broad shoulders
- Wedge-shaped body and sharply sculpted angles accentuate its distinctive stance

New Wheel Lineup

- Includes stylish and distinctive 16", 17" and 18" wheels
- Each model has a unique wheel design
- Fusion SPORT offers aggressive 18" 5-spoke painted aluminum wheels

NOTE: See page 29 for the complete wheel lineup.

Exterior Colors

- New Atlantis Green Metallic
- New Sangria Red Metallic
- New Sterling Grey Metallic
- Brilliant Silver Metallic
- Smokestone Metallic
- Sport Blue Metallic
- Tuxedo Black Metallic
- White Platinum Metallic Tri-coat
- White Suede

NOTE: See page 30 for availability.

Interior Styling

Ambient Interior Lighting

- Choose from 1 of 7 colors (aqua, blue, green, purple, red, white and yellow) to match your mood
- Illuminates:
 - First- and second-row footwells
 - Front console cup holders
- Control switch is located on the center stack below the climate controls

Interior Themes

Many interior styling themes are available on Fusion: Matte Finish, Brushed Aluminum Look, Black Carbon Weave, Woodgrain, Polished Slate, Cherry Red and Blue Racer. SEL models feature Black Carbon Weave or Woodgrain, depending on interior color, while SPORT models feature three different appearances. See chart below for availability.

Interior Colors

- Camel
- Charcoal Black
- Medium Light Stone
- New SPORT Blue
- New SPORT Red

NOTE: See page 30 for availability.

Series	Interior Color/Center Stack Finish				
	Medium Light Stone	Camel	Charcoal Black	SPORT Red	SPORT Blue
S	Matte Finish	Matte Finish	Matte Finish	—	—
SE	Brushed Aluminum Look	Brushed Aluminum Look	Brushed Aluminum Look	—	—
SEL	Black Carbon Weave	Woodgrain	Black Carbon Weave	—	—
SPORT	—	—	Polished Slate	Cherry Red	Blue Racer

PERFORMANCE/HANDLING

This page is about:

- Duratec® Engines
- Transmissions
- Chassis
- Fusion SPORT

2010 Fusion

Performance/Handling

Overview

Key Messages

Fusion



- New 2.5L Duratec® I-4 engine with more power
- 3.0L Duratec Flex Fuel (E85) V6 engine with more power and excellent highway fuel economy
- All-new 3.5L Duratec V6 engine and 6-speed SelectShift Automatic™ transmission standard on Fusion SPORT
- Most fuel-efficient gasoline midsize sedan⁽¹⁾
- New 6-speed transmissions standard on all models
- Front-wheel drive or available All-Wheel Drive (AWD)

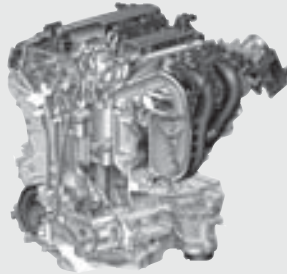
Key Features

Duratec Engines

New 2.5L I-4 engine with four valves per cylinder and new intake-Variable Cam Timing (i-VCT) delivers an impressive 175 horsepower and 172 lb.-ft. of torque with an EPA-estimated 34 highway mpg.⁽²⁾

3.0L Flex Fuel (E85) V6 engine offers substantial increases to horsepower and torque — 240 horsepower and 223 lb.-ft. of torque. In addition, this engine is Flex Fuel capable, allowing operation on E85 fuel, regular unleaded fuel or any combination of the two.

All-new 3.5L DOHC V6 engine is standard on the Fusion SPORT and combines durability and efficiency to deliver 263 horsepower and 249 lb.-ft. of torque.



Transmissions

All-new 6-speed manual transmission is standard with the 2.5L I-4 engine and includes fully synchronized operation for smooth and quiet shifts and offers improved highway fuel economy.

New 6-speed automatic transmission includes Grade Assist Mode, is available on the 2.5L Duratec I-4 engine and is standard with the 3.0L V6 engine.

All-new 6-speed SelectShift Automatic transmission is standard on Fusion SPORT and standard with the 3.0L V6, allowing the driver the choice of a clutchless manual shifting mode.

Chassis

Stiff chassis allows the four-wheel independent suspension to absorb road harshness and deliver precise response to steering inputs for outstanding driving dynamics.

Independent double-wishbone front suspension provides excellent ride and handling and utilizes an isolated subframe to help reduce vibration in the passenger compartment.

Independent multi-link twist blade rear suspension delivers an excellent balance of ride and handling and is built on an isolated subframe to reduce interior vibration and harshness.

Rack-and-pinion steering delivers linear steering effort and a responsive steering feel.

Electric Power-Assisted Steering (EPAS) with Drift Control helps contribute to increased fuel economy by eliminating the hydraulic power assist pump on the 2.5L and 3.0L engines, and provides increased steering assist at low speeds and less steering assist at high speeds. Drift Control, new for 2010, helps EPAS deliver even steering efforts and helps the driver keep the vehicle on a straight path on uneven or crowned roads.

Fusion SPORT

3.5L Duratec V6 engine and 6-speed SelectShift Automatic transmission deliver crisp, sport sedan performance.

Sport-tuned suspension with revised shock absorbers and springs and larger rear stabilizer bar provides a performance-oriented ride.



(1) Fusion S with I-4 and 6-speed automatic transmission. Based on EPA-estimated 23 city/34 hwy. mpg. Actual mileage will vary. Midsize class per R. L. Polk.

(2) Fusion S with automatic transmission.

2010 Fusion

Performance/Handling

PERFORMANCE/HANDLING

This page is about:

- Shared Duratec® Engine Technologies
- Four-valve Technology
- Fuel-saving Technology
- i-VCT
- Electronic Throttle Control

Powertrain

Shared Duratec® Engine Technologies

All Fusion Duratec engines offer the following technologies to help deliver smooth, spirited performance with good fuel economy and emissions:

- Aluminum construction helps reduce vehicle weight
- Dual Overhead Camshaft (DOHC) valvetrain with four valves per cylinder for improved engine breathing
- New intake-Variable Cam Timing (i-VCT)
- Electronic Throttle Control

Four-valve Technology

- All Fusion engines use two intake and two exhaust valves per cylinder
- Improves the air/fuel flow into and out of the engine cylinders for increased horsepower and torque compared to overhead valve engines

Fuel-saving Technology

- Aggressive Deceleration Fuel Shut-off (ADFSO)
 - Standard on all Fusion powertrains
- Electric Power-Assisted Steering (EPAS)
 - Standard on the 2.5L I-4 and 3.0L Flex Fuel V6 engines
 - Replaces the engine-belt-driven hydraulic assist with and electric-belt-driven system
 - EPAS uses less engine power than a hydraulic system to provide steering assist — helping improve fuel efficiency

NOTE: See page 13 for more EPAS information.

- Adaptive Spark Ignition
 - Found on Fusion's V6 engines
 - Senses the type of fuel being used and communicates this information to the powertrain control module (PCM)
 - PCM adjusts engine spark to maximize power and fuel efficiency
- These technologies all work together to help make Fusion the most fuel-efficient midsize sedan⁽¹⁾

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 powertrain operation
- System is automatic and requires no interaction from the driver

i-VCT

- Camshafts operate the intake valves at different times in the combustion cycle, based on speed and load
- Adjusts cam timing for maximum performance and efficiency
- 2.5L I-4 and 3.5L V6 engines utilize hydraulic actuation (oil pressurization) to phase camshaft timing
- New for 2010, the 3.0L Flex Fuel V6 engine utilizes an industry-first Cam Torque Actuated (CTA) technology to phase camshaft timing. Learn more about CTA i-VCT in the Engineering Insight on page 10
- Provides outstanding efficiency under low load conditions like idling or highway cruising
- Delivers remarkable power for acceleration

Electronic Throttle Control

- Also known as "drive-by-wire"
- Uses electronic sensors to operate the throttle
- Powertrain control module uses information from sensors that detect the pedal position and vehicle operating conditions, and determines the optimum throttle opening and fuel delivery for maximum engine performance
- Accelerator pedal controls the throttle by means of a computer-controlled step motor in lieu of a conventional linkage from pedal to throttle
- Enhances control, performance and driveability

PRESENTATION TIP: Flexible Fuel Vehicle (FFV) Capability

For 2010, Fusion equipped with the 3.0L V6 engine offers Flexible Fuel Vehicle (FFV) Capability. This allows the engine to operate on E85 fuel — a blend of 85 percent ethanol fuel and 15 percent unleaded gasoline. The 3.0L V6 engine can run on E85 fuel, regular unleaded gasoline or any combination of the two. It's important to note that when operating on E85, Fusion will achieve measurably less fuel economy. This is normal, since E85 has less energy as a fuel, it takes more E85 to make the same power as unleaded gasoline. The primary benefits of E85 fuel are that it's a fuel made from renewable resources and lowers the emissions of greenhouse gasses.

(1) Fusion S with I-4 and 6-speed automatic transmission. Based on EPA-estimated 23 city/34 hwy. mpg. Actual mileage will vary. Midsize class per R. L. Polk.

PERFORMANCE/HANDLING**This page is about:**

- 2.5L Duratec® I-4 Engine
- 3.0L Duratec FFV V6 Engine
- 3.5L Duratec V6 Engine
- Cam Torque Actuated (CTA) i-VCT

2010 Fusion

Performance/Handling

Powertrain cont'd**2.5L Duratec® I-4 Engine**

- Enhanced for 2010
- Horsepower output increased to 175 @ 6000 rpm
- Torque output increased to 172 lb.-ft. @ 4500 rpm
- EPA-estimated 34 highway mpg with 6-speed automatic
- Overall displacement increased from 2.3L to 2.5L with a larger bore and longer stroke
- New intake manifold has been optimized for the increased engine displacement
- 4 valves per cylinder
- New cylinder head port design improves intake airflow and fuel/air mixing for better combustion at light loads
- Revised exhaust ports with improved flow help contribute to lower smog-forming emissions performance
- New symmetric exhaust manifold has been designed for improved flow for better engine performance
- Balance shaft helps lessen engine vibration for V6-like smooth performance
- i-VCT provides performance and fuel economy
- Mated to a 6-speed manual or 6-speed automatic transmission

3.0L Duratec FFV V6 Engine

- Horsepower output increased to 240 @ 6550 rpm (gas)/ 250 @ 6550 (E85)
- Torque output increased to 223 @ 4300 rpm (gas)/ 228 @ 4300 (E85)
- Includes quasi-dual exhaust
- Flexible Fuel Vehicle (FFV) capability allows operation on E85 fuel, regular unleaded fuel or any combination of the two
- New industry-first Cam Torque Actuated (CTA) i-VCT helps deliver remarkable power while also helping to maximize fuel economy since this system does not require oil pressure — and the extra energy on the oil pump to generate the pressure — to adjust the camshaft for maximum horsepower or torque
- New composite intake manifold with improved flow runners provides better flow for increased power
- New cylinder head port design improves intake airflow and fuel/air mixing for better combustion at light loads
- Revised exhaust ports improve flow and help contribute to lower smog-forming emissions
- Mated to a 6-speed SelectShift Automatic™ transmission

3.5L Duratec V6 Engine

- All-new for 2010 and standard on SPORT
- 263 horsepower @ 6250 rpm
- 249 lb.-ft. of torque @ 4500 rpm
- Includes quasi-dual exhaust
- Requires only 87-octane regular grade fuel, to help keep operating costs low
- 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
- Mated to a 6-speed SelectShift Automatic transmission

ENGINEERING INSIGHT**Cam Torque Actuated (CTA) i-VCT**

Cam Torque Actuated i-VCT is an industry-first technology standard on Fusion's 3.0L Duratec FFV V6 engine. The secret to this technology is CTA uses available camshaft torsional energy — rather than pressurized oil — to phase (adjust) the camshaft timing. Not using pressurized engine oil to phase the camshaft helps improve fuel economy since a larger displacement oil pump is not required.

How it works

- Uses camshaft torsional energy to move the camshafts similar to the way a hydraulic ratchet works
- System takes oil from one side of the cam phaser and channels it to the other side, rather than draining one side and filling the other as with a traditional hydraulic system
- This design allows the CTA system to work more efficiently at all engine speeds and does not require a larger displacement oil pump to generate the addition oil pressurization
- Using a smaller oil pump equates to lower internal energy loss and lower energy loss can equate to fuel efficiency gains of up to 25 percent compared to similar hydraulic systems
- CTA also responds more quickly than hydraulic-based systems, helping deliver improved horsepower and throttle response



2010 Fusion

Performance/Handling

PERFORMANCE/HANDLING

This page is about:

- 6-speed Manual Transmission —
- 6-speed Automatic Transmission —
- 6-speed SelectShift Automatic™ Transmission —
- EPA-estimated Fuel Economy —

Powertrain cont'd

6-speed Manual Transmission

- All-new for 2010 and standard with the 2.5L I-4 engine
- Fully synchronized for smooth quiet shifts
- Overdrive fifth and sixth gears helps maximize fuel economy

6-speed Automatic Transmission

- New for 2010 and available with the 2.5L I-4
- Wide 6.04:1 gear ratio delivers good fuel economy and performance
- Includes Grade Assist Mode
- 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

- All-new for 2010
- Standard on SPORT and standard with the 3.0L V6
- Engineered for quiet and high quality
 - Hard-finish gears for precise fit and reduced gear whine
 - Die-cast aluminum housing helps reduce noise
 - Optimized pump porting helps reduce transmission fluid pressure "ripple" and noise
- SelectShift Manual Mode allows driver to change gears, up or down without using a clutch
 - Manual Mode is accessed by sliding the shifter to the Manual (M) position then moving the shifter to the right to engage Manual Mode
 - Message Center will display a "D" and illuminate the "SST" indicator
 - To downshift manually, move the shifter toward the (–) icon
 - Engine-speed matching helps provide fast and smooth downshifts
 - To upshift manually, move the shifter toward the (+) icon
 - Upshifts will be held, even at redline, until driver selects the next gear
 - Message Center will display the current gear selection
- Includes a Second Gear Start Mode
- Manual Mode disables Overdrive Cancel and Grade Assist Modes
- System automatically protects against damaging shift scenarios
- Transmission fluid is "filled for life" to help lower cost of ownership



EPA-estimated Fuel Economy

Vehicle	City mpg	Highway mpg
Fusion S 2.5L I-4 6-speed manual	22	31
Fusion S 2.5L I-4 6-speed automatic	23	34
Fusion SE 2.5L I-4 6-speed manual	22	29
Fusion SE & SEL 2.5L I-4 6-speed automatic	22	31
Fusion SE & SEL 3.0L FFV V6 6-speed automatic (FWD/fuel = gasoline)	18	27
Fusion SE & SEL 3.0L FFV V6 6-speed automatic (FWD/fuel = E85)	13	19
Fusion SEL 3.0L FFV V6 6-speed automatic (AWD/fuel = gasoline)	18	25
Fusion SEL 3.0L FFV V6 6-speed automatic (AWD/fuel = E85)	13	18
Fusion SPORT 3.5L V6 6-speed automatic (FWD)	18	27
Fusion SPORT 3.5L V6 6-speed automatic (AWD)	17	24

PRESENTATION TIP:

6-speed SelectShift Automatic Transmission

When conducting a test-drive with a Fusion SPORT, 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 V6 engine. Also take the time to show them how the Message Center indicates the gear selection. The Fusion SPORT customer is sure to appreciate these performance benefits.

PERFORMANCE/HANDLING

This page is about:

Available All-Wheel Drive (AWD)

2010 Fusion

Performance/Handling

Powertrain cont'd

Available All-Wheel Drive (AWD)

- Class-exclusive⁽¹⁾ AWD is seamless to the driver and provides performance and safety benefits
- 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 Fusion section of **eSourceBook** for an AWD animation



(1) Class is midsize sedans.

2010 Fusion

Performance/Handling

PERFORMANCE/HANDLING

This page is about:

- Independent Double-wishbone Front Suspension
- Independent Multi-link Twist Blade Rear Suspension
- Sport-tuned Suspension
- Rack-and-pinion Steering
- Electric Power-Assisted Steering (EPAS) with Drift Control
- Four-wheel Disc Brakes with Anti-lock Braking System (ABS)

Chassis

Independent Double-wishbone Front Suspension

- Isolated subframe helps reduce vibration into the passenger cabin and delivers outstanding driving dynamics
- Features a stabilizer bar for reduced body roll
- Has a double lower ball joint on the control arms and coil-over-shock suspension
- Puts the effective kingpin axis further outboard
- Contributes to reduced scrub radius
- Helps isolate the steering system from undesirable feedback

Independent Multi-link Twist Blade Rear Suspension

- Isolated subframe helps reduce vibration into the passenger cabin and delivers outstanding driving dynamics
- Features a stabilizer bar for reduced body roll
- Limits lateral forces on the springs for more composure
- Keeps suspension movement on a lower plane relative to the trunk floor
- Eliminates the need for large shock towers that reduce trunk cargo space

Sport-tuned Suspension

- Larger rear stabilizer bar — 19mm vs. 16mm
- Retuned shocks and stiffer springs
- Tuned to provide more performance-oriented ride, steering and handling
- Standard on Fusion SPORT
- Included with Appearance Packages and optional 18" wheels on SEL

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
- 40-foot (curb-to-curb) turning diameter
- Quick steering ratio of 16:1 means drivers don't have to turn the wheel very far to go around a tight corner
- 2.5L I-4 and 3.0L FFV V6 engines include Electric Power-Assisted Steering (EPAS)
- Fusion SPORT with the 3.5L V6 engine features hydraulic power assist

Electric Power-Assisted Steering (EPAS) with Drift Control

- EPAS is a sophisticated electric speed-sensitive steering assist system
 - Offers light, responsive steering around town and for parking
 - At higher speeds, EPAS delivers less steering assist for more confident control
- EPAS replaces the hydraulic gear system that pulled power (and efficiency) from the engine via a belt
- Helps improve fuel economy and eliminate hydraulic noises common with hydraulic systems

Drift Control

- An automatic system that uses EPAS to help continuously correct for road irregularities and improve overall steering feel
- System is continually "learning" and adapting to steering conditions and compensates for changes that can cause the vehicle to pull left or right
 - Assists the steering effort to help the driver maintain a straighter path
 - Helps driver avoid unwanted lane changes (or drift)
- Reduces steering effort required when driving on crowned roads or in heavy side winds

Four-wheel Disc Brakes with Anti-lock Braking System (ABS)

- Large brake rotors 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 Anti-lock Braking System (ABS) activation and improved braking under heavy loads, and it allows all four wheels to give optimum braking

Flat/Neutral Towing

- Some owners may wish to flat-tow (four-wheel-down towing) their vehicle behind a motorhome or other vehicle
- All Fusion models can be flat-towed safely
 - Maximum speed limit while towing is 70 mph
 - Parking brake must be fully released
 - Transmission must be in Neutral
- See the vehicle Owner's Guide for more details on neutral towing

COMFORT/CONVENIENCE

This page is about:

- Driver Assistance
- Easy Fuel™ Capless Fuel Filler
- SecuriCode™ Keyless Entry Keypad
- SYNC®
- Voice-activated Navigation System with SIRIUS Travel Link™

2010 Fusion

Comfort/Convenience

Overview

Key Messages

Fusion



- Class-exclusive⁽¹⁾ BLIS® (Blind Spot Information System) with Cross Traffic Alert
- Industry-exclusive Easy Fuel™ capless fuel filler
- SYNC® connects audio and phone technology to the vehicle sound system⁽²⁾
- Voice-activated Navigation System with SIRIUS Travel Link™ and 10 GB Music Jukebox
- Rearview Camera and Reverse Sensing System

Key Features

Driver Assistance

Class-exclusive⁽¹⁾ Reverse Sensing System sounds warning tones through a dedicated speaker when an object is detected behind the vehicle while the vehicle is in Reverse.

Class-exclusive⁽¹⁾ BLIS (Blind Spot Information System) with Cross Traffic Alert functions while driving and warns the driver of vehicles entering their “blind zone” by illuminating an indicator located in the exterior mirrors. Cross Traffic Alert operates while the vehicle is in Reverse to warn the driver of an approaching vehicle, as when backing out of a parking space.

Rearview Camera provides added driver convenience when backing up and is especially useful when parallel parking. The decklid-mounted camera image is displayed in the interior rearview mirror or on the Navigation System screen if equipped.



Exterior

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.

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.

Spacious trunk offers 16.5 cubic feet for plenty of cargo-carrying capability.

Interior

Dual-zone Electronic Automatic Temperature Control is a “set-and-forget” system that automatically modulates heating and cooling to maintain the preset temperature and includes an outside temperature display.

SYNC voice-activated communications and entertainment system⁽²⁾ 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 18 and 19 for feature descriptions and restrictions.

Voice-activated Navigation System with SIRIUS Travel Link includes a 10 GB Music Jukebox and an easy-to-use 8" LCD touch screen. SIRIUS Travel Link provides access to traffic, weather and sports updates, fuel prices and movie listings.⁽³⁾

SIRIUS® Satellite Radio with over 130 channels, commercial-free music, digital sound quality and coast-to-coast coverage.

Seating

Fold-flat front passenger seatback when combined with the 60/40 split-fold-flat rear seatbacks allows items up to 9 feet long to be carried, adding to the flexibility of Fusion.

(1) Class is midsize sedans.

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

(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.

2010 Fusion

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

Class-exclusive BLIS® (Blind Spot Information System) with Cross Traffic Alert
Rearview Camera
Class-exclusive Reverse Sensing System

Fusion

Driver Assistance

Class-exclusive⁽¹⁾ BLIS® (Blind Spot Information System) with Cross Traffic Alert

BLIS

- Alerts the driver if another vehicle enters the "blind zone" by utilizing two radar sensors located behind each rear wheel and concealed by the rear fascia
- Blind zone extends from the rearview mirrors rearward to approximately 10 feet behind the rear bumper
- Each exterior rearview mirror is equipped with an amber indicator light
- Mirror indicator illuminates when a vehicle in an adjacent lane enters the blind zone from behind
- System will not be activated by an overtaken/passed vehicle unless that vehicle remains in the zone for more than 3 seconds
- System is automatically engaged when the vehicle is placed in Drive and is not designed to detect pedestrians or cyclists
- System can be turned off through the Message Center but defaults to "on" when the vehicle is restarted
- If either of the radar sensors are blocked (wet snow, mud, etc. on the bumper fascia), the blind spot alert indicators will illuminate and the Message Center will display:
 - CLEAN RADAR – SEE MANUAL



Cross Traffic Alert

- Warns the driver of approaching vehicles when slowly backing out of a parking spot
- Mirror indicator illuminates and sounds a series of tones if an oncoming vehicle is detected
- Depending on the direction in which an approaching vehicle is detected, the Message Center will display:
 - VEHICLE COMING FROM LEFT
 - VEHICLE COMING FROM RIGHT
 - Automatically engages when vehicle is placed in Reverse to detect moving objects within an approximate 65-foot range from either the left or right side of the vehicle. Not designed to detect pedestrians or cyclists
- If a radar sensor becomes blocked by mud, wet snow, etc., an alert indicator will illuminate and the Message Center will display:
 - CLEAN RADAR – SEE MANUAL

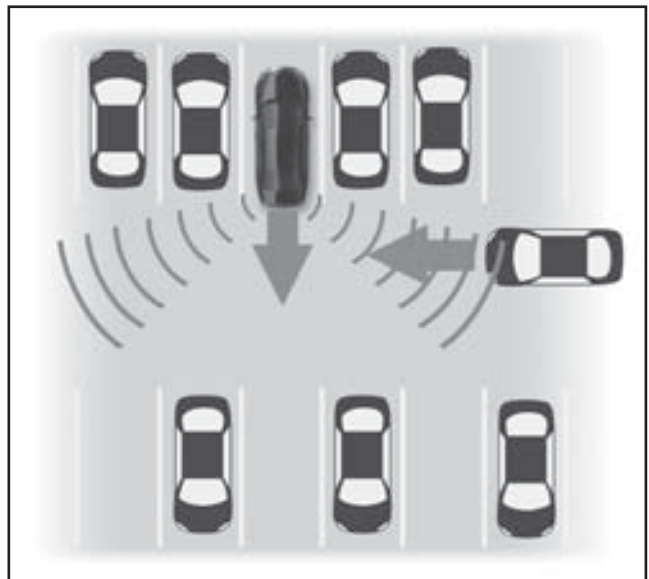
- Detects approaching vehicles up to 3 car widths from the rear of the vehicle
- Utilizes the same radar sensors as the Blind Spot Information System

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
- Includes a camera located in the decklid above the license plate
- Video is shown on the Navigation System screen (if equipped) 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
- Video is shown in the rearview mirror for models not equipped with the Navigation System

Class-exclusive⁽¹⁾ 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 slowly 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 or slowly backing up



(1) Class is midsize sedans.

COMFORT/CONVENIENCE**This page is about:**

- Industry-exclusive Easy Fuel™ Capless Fuel Filler
- Heated Mirrors with Security Approach Lamps
- Keyless Entry with Integrated Keyhead Transmitter
- SecuriCode™ Keyless Entry Keypad
- Spacious Trunk

2010 Fusion

Comfort/Convenience

Exterior**Industry-exclusive Easy Fuel™ Capless Fuel Filler**

- 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.

Heated Mirrors with Security Approach Lamps

- Automatically activated with the rear window defroster to help remove moisture
- Security approach lamps illuminate the ground, helping to avoid puddles and other hazards when approaching/entering the vehicle
- Can be adjusted from the inside of the vehicle with the touch of a button

Keyless Entry 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 locks and trunk and includes a panic button

Industry-exclusive SecuriCode™ Keyless Entry Keypad

- Unlock the doors and open the trunk by simply using the numbered keypad on the driver's door and a programmable 5-digit code
- Pressing the 7/8, 9/0 buttons at the same time locks the vehicle

Spacious Trunk

- 16.5 cubic feet of space with a flat loadfloor
- Compact 4-bar link hinge system that doesn't intrude into the trunk space
- Low liftover height prevents interference with cargo

ENGINEERING INSIGHT**Integrated Keyhead Transmitter**

The integrated keyhead transmitter is designed so customers won't accidentally open the trunk or 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:

- The 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 key fob, refer to the vehicle Owner's Guide.

2010 Fusion

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

- Cabin Particulate Air Filter
- Dual-zone Electronic Automatic Temperature Control
- Automatic Headlamps with Wiper Activation
- Steering Wheel
- Message Center

Interior

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

Dual-zone Electronic Automatic Temperature Control

- A "set-and-forget" 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 and 80 degrees Fahrenheit



Automatic Headlamps with Wiper Activation

- Automatically activate the headlamps within 3 seconds (must be in AUTO position) if the wipers are being used (except mist/wash)
- Automatically deactivate within 30 seconds of wiper deactivation

Steering Wheel

- Manual tilt can be adjusted up and down, improving driving comfort
- Telescopic, providing additional flexibility by allowing a fore-and-aft adjustment
- Mounted audio and cruise controls add convenience and safety by allowing both hands to stay on the wheel



Message Center

- Monitors various vehicle systems, such as fluid levels, improving driver-to-vehicle awareness
- Displays outside temperature

Auxiliary Power Points (2)

- One located in front of the floor shifter handle
- Additional outlet located within the floor console

Rear-Seat Armrest

- Two integrated cup holders
- Folds away for additional passenger room



COMFORT/CONVENIENCE

This page is about:

- Audio Systems
- SIRIUS® Satellite Radio
- SYNC®
- Voice-activated Navigation System with SIRIUS Travel Link™
- SIRIUS Travel Link

2010 Fusion

Comfort/Convenience

Audio/Navigation/Entertainment Systems

Audio Systems

- Single-disc CD/MP3 capability
- 6-disc CD/MP3 capability
- Sony® surround sound with 6-disc In-dash CD/MP3 capability and 12 speakers

NOTE: See pages 26 and 28 for more information.

SIRIUS® Satellite Radio

- Over 130 channels
- Commercial-free music
- Digital sound quality
- Seamless coverage anywhere in the 48 contiguous states and Washington, D.C.
- 6-month complimentary subscription subject to geographic location and availability

NOTE: See page 28 for more information.

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 available for 2010
 - Includes a complimentary prepaid 3-year 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 19 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 (if equipped)
- 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

NOTE: Includes a single-disc version of the Sony surround sound audio system. See page 27 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 27 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 is 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.

2010 Fusion

Comfort/Convenience

COMFORT/CONVENIENCE

This page is about:

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

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 is 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.

COMFORT/CONVENIENCE**This page is about:**

- Heated Front Seats
- Fold-flat Front Passenger Seatback
- Moon & Tune Package
- Sun & SYNC® Package
- Driver's Vision Package
- Electronics Package

2010 Fusion

Comfort/Convenience

Seating

Heated Front Seats

- Ensure a comfortable experience for the driver and front passenger
- Two level settings (High: two indicator lights, Low: one indicator light)

Adjustable Driver's Seat

- 4-way manual with manual lumbar
- 6-way power adjust with the touch of a button
- 8-way power adjustment standard in SPORT

Rear Seats

- 60/40 split-fold-flat function
- Spring-assisted release levers are located in the trunk for added convenience when loading larger objects

- Allows items as long as 7 feet to be carried inside the vehicle when utilized with the 60/40 split-fold-flat rear seatbacks and trunk pass-through



Fold-Flat Front Passenger Seatback

- Provides maximum cargo-carrying flexibility
- Allows items as long as 9 feet to be carried inside the vehicle when utilized with the 60/40 split-fold-flat rear seatbacks, the pass-through trunk and the fold-flat front passenger seatback

Convenience Packages

Moon & Tune Package

- Power moonroof
- Sony® surround sound with 390 watts, 6-disc in-dash CD/MP3 capability and 12 speakers

Sun & SYNC® Package

- Power moonroof
- SYNC voice-activated communications and entertainment system with Traffic, Directions and Information, 911 Assist™ and Vehicle Health Report (VHR)
- Electrochromic auto-dimming inside rearview mirror

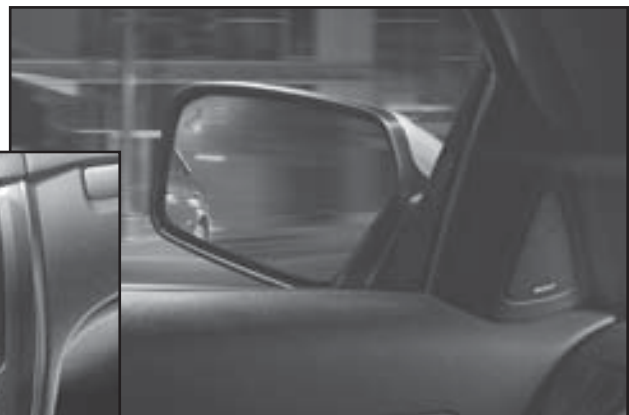


Driver's Vision Package

- BLIS® (Blind Spot Information System) with Cross Traffic Alert
- Rearview Camera

Electronics Package

- BLIS (Blind Spot Information System) with Cross Traffic Alert
- Rearview Camera
- Driver and front passenger heated seats
- 6-way power passenger seat
- Ambient interior lighting
- Autolamp on/off headlamps
- Dual-zone Electronic Automatic Temperature Control
- Heated exterior mirrors with security approach lamps
- SecuriCode™ Keyless Entry Keypad



2010 Fusion

Safety/Security

SAFETY/SECURITY

This page is about:

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

Overview

Key Messages

Fusion



- Fusion was named a “Top Safety Pick” from the Insurance Institute for Highway Safety (IIHS)
- AdvanceTrac®, an electronic stability control system, is standard on all Fusion models
- Front-wheel drive (FWD) or available class-exclusive⁽¹⁾ All-Wheel Drive (AWD) with V6 engines
- Six standard air bags
- Traction Control monitors and helps prevent wheel slippage

Key Features

Accident Avoidance

Class-exclusive⁽¹⁾ available All-Wheel Drive (AWD) helps maintain traction in a variety of driving conditions.

AdvanceTrac helps the driver maintain vehicle stability 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 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

Personal Safety System™ deploys front airbags based on crash severity, safety belt usage, driver's-seat position and front-passenger weight classification.

Side curtain airbags feature “roll-fold” technology and offer head protection in side impacts for front and rear outboard-seated passengers.

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

Collapsible steering column collapses in different ways depending on crash severity, driver size and seat position.

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

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

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

Emergency trunk release allows a person locked in the trunk to escape, using the glow-in-the-dark handle.

Personal Security

SOS Post Crash Alert System activates the hazard flashers and sounds the horn after a crash where the airbags deploy. Sounding the horn and flashing the hazards makes the vehicle easier to locate if the accident has happened off the roadway. System operates until deactivated or battery power is depleted.⁽²⁾

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

Perimeter anti-theft system helps prevent unauthorized entry when the vehicle is locked.

24-Hour Roadside Assistance provides roadside service for items such as running out of gas, a flat tire, jump-start, etc., for 5 years or 60,000 miles, whichever comes first.

(1) Class is midsize sedans.

(2) 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.

SAFETY/SECURITY**This page is about:**

- Available All-Wheel Drive (AWD)
- AdvanceTrac®
- Traction Control
- Four-wheel Anti-lock Braking System (ABS)
- Brake Assist
- Tire Pressure Monitoring System (TPMS)

2010 Fusion

Safety/Security

Accident Avoidance

Available 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®, 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**

AdvanceTrac

- An electronic stability control system that helps the driver maintain vehicle control 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 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
- Includes Brake Assist

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

Traction Control

- Uses a combination of brake and/or engine control to limit wheel spin and 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

Brake Assist

- Recognizes when the brake pedal is applied suddenly but without enough force to provide full deceleration
- With Brake Assist, the system engages the appropriate pressure to maximize vehicle deceleration and help reduce stopping distances
- Without the Brake Assist feature, the result could be a longer stopping distance than desired
- Once the driver releases the brake pedal, the vehicle returns to normal braking mode

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 instrument cluster when a tire is significantly underinflated

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

2010 Fusion

Safety/Security

SAFETY/SECURITY

This page is about:

- NHTSA Test Ratings
- IIHS Test Ratings
- Personal Safety System™
- Front-seat Side Airbags

Crash Test Ratings

NHTSA

Fusion received the highest possible ratings in frontal crash testing performed by the National Highway Traffic Safety Administration (NHTSA).

- 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.)
- For a complete list of NHTSA results, visit safercar.gov

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

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

★★★★ 4 stars = 6 to 10 percent chance of serious injury

IIHS

Fusion was named a “Top Safety Pick” from the Insurance Institute for Highway Safety (IIHS).

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.

Fusion Results	
IIHS Test	Test Evaluation Result
<i>Frontal Offset</i>	G Good
<i>Side Impact</i>	G Good
<i>Rear Impact</i>	G Good
<i>Stability Control</i>	Standard

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.

Front-seat Side Airbags

- Side airbags help protect front-seat occupants in certain side collisions
- Airbags deploy from the front seats to protect occupants’ chests
- 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

SAFETY/SECURITY**This page is about:**

- Side Curtain Airbags
- Built-In Structural Safety
- LATCH (Lower Anchors and Tethers for Children) System
- SOS Post Crash Alert System
- SecuriLock® Passive Anti-theft System
- Perimeter Anti-theft System

2010 Fusion

Safety/Security

Occupant Protection cont'd

Side Curtain Airbags

- System offers head protection in side impacts for front and rear outboard-seated passengers. In the event of a side impact, the side curtain airbags help protect the head of all outboard-seated passengers
- Located in the roof side rail behind the headliner and are triggered independently of the driver and front passenger airbags
- Will not interfere with a properly installed child safety seat or booster seat
- Combined with the front-seat side airbags, the side curtain airbags help provide protection for both head and chest in certain side-impact collisions
- Air curtains feature "roll fold" technology
 - Deploys the airbags from the headliners alongside the interior panels and windows
 - If an occupant's head is against a window, the airbag is designed to slide between the glass and the occupant as it fills

Built-In Structural Safety

- Side door intrusion beams extend across the two strongest areas of the door frame, helping to protect against passenger compartment intrusion in certain side-impact collisions
- Safety through strength and flexibility with B-pillars constructed to a thickness of a quarter-inch of steel for a stronger vehicle top and more flexible bottom. This allows more efficient energy absorption below occupant level, while increased steel strength at torso level and above helps prevent passenger compartment intrusion

Child Safety

LATCH (Lower Anchors and Tethers for Children) System

- Consists of a top tether anchor point and two rigid bars located where the seat cushion meets the seatback
- All rear seating positions are equipped with LATCH
- 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

Rear Door Child Safety Locks

- Prevent rear-seat occupants from opening the door from the inside

Emergency Trunk Release

- Allows a person locked in the trunk to escape by using the glow-in-the-dark handle

Personal Security

SOS Post Crash Alert System

- Activates the hazard flashers and sounds the horn after a crash in which the airbags deploy⁽¹⁾
- Sounding the horn and flashing the hazards makes the vehicle easier to locate if the accident has happened off the road
- System operates until deactivated or battery power is depleted

SecuriLock® Passive Anti-theft System

- Uses an electrically 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 unauthorized entry of the doors, hood or liftgate

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) 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.

2010 Fusion

Quality/Reliability/Durability

QUALITY/RELIABILITY/DURABILITY

This page is about:

- Noise, Vibration and Harshness Improvements —
- Durability —
- Testing —
- Warranty —
- Environmental —

Fusion

Overview

Key Messages

Fusion



- New 3.0L V6 engine offers Flexible Fuel Vehicle (FFV) capability and can run on E85 fuel, unleaded gasoline or any combination of the two
- 90,000-mile spark plug maintenance interval⁽¹⁾
- 5-year/60,000-mile Powertrain Limited Warranty
- 24-Hour Roadside Assistance

Key Features

Quality

NVH (Noise, Vibration and Harshness) Improvements

- Engineers installed a sound barrier between the fuel tank and floor
- Stiffening beads on rear floor pan for a solid structure
- Dampers on front lower control arms to reduce interior road noise
- Tires optimized for less road noise
- Door seals offer better sealing, reduced wind noise
- Mirror design deflects wind downward to further help reduce wind noise

Durability

Body-color 5-mph front and rear bumpers

- Impact-absorbing, front and rear
- Rated at twice the federal requirement to help resist major sheet metal damage from minor front or rear impacts
- Help keep repair cost lower if your customer is involved in a minor fender bender

Testing

2010 Fusion endured the equivalent of 5,000,000 customer miles in tough durability tests that included:

- 3,000 cycles through salt and mud baths to help deliver excellent corrosion performance and protection
- 50,000 cycles over chuckholes (potholes) and cobblestones and 30,000 cycles over railroad crossings to help ensure suspension integrity and performance
- 20,000 evasive braking maneuvers and ABS brake stops (panic stops) to help ensure excellent emergency maneuvering capability

⁽¹⁾ Under normal driving conditions.

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 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

Environmental

- Fusion S models equipped with the 2.5L I-4 and 6-speed automatic transmission deliver an estimated 34 mpg on the highway
- Fusions equipped with the 2.5L I-4 and 3.5L Duratec® V6 engines meet California ULEV II (Ultra Low Emissions Vehicle) standard in California Emissions States or the Federal Tier 2 Bin 5 standard
- 3.0L Duratec V6 engine is Flexible Fuel Vehicle (FFV) Capable and can run on E85 fuel, unleaded gasoline or any combination of the two. It meets the Federal Tier 2 Bin 4 standard and qualifies for the California ULEV II tailpipe emission standard
- Fusion is approximately 85 percent recyclable by weight
- It is estimated that over 20 percent of Fusion's vehicle weight is from recycled content

AUDIO/NAVIGATION/ENTERTAINMENT

2010 Fusion

Audio/Navigation/Entertainment

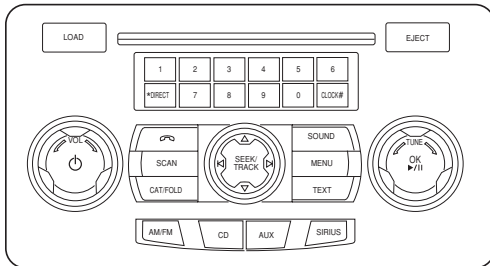
This page is about:

- Single-disc CD/MP3 Capability
- Sony® Surround Sound 6-disc In-dash CD/MP3 Capability

All Fusion Audio Systems Include

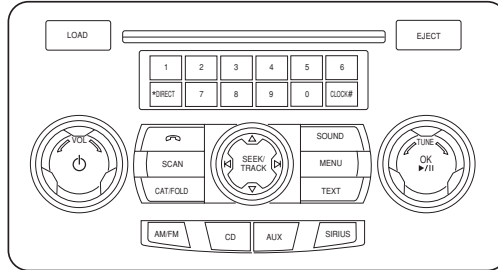
- Station Memory Presets — 12 FM, 6 AM
- Autoset (AST) automatically locates the 6 strongest AM or FM station signals
- Auxiliary audio input jack
- Digital clock
- MP3 capability

Single-disc CD/MP3 Capability



- 80 watts
- 4 speakers (Fusion S)
- 6-speakers (Fusion SE)
- 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
- 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
- Repeat** will play the selected track continuously until Repeat is deactivated when enabled during CD mode
- Shuffle** plays CD 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)

Sony® Surround Sound 6-disc In-dash CD/MP3 Capability



- 390 watts
- 12 speakers, including 2 subwoofers, in 10 locations
- 5.1 Sony matrix surround sound
- Occupancy setting** allows one of three vehicle acoustic settings to be chosen
- 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
 - Traffic information broadcasts
 - Only for FM radio stations supporting RBDS capability

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:

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

Voice-activated Navigation System with SIRIUS Travel Link™



- Includes a single-disc version of the Sony® surround sound 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 include voice activation for temperature and fan speed
- Includes **Rearview Camera** display (if equipped)
 - Automatically displays image from the Rearview Camera on the Navigation System screen when vehicle is placed in Reverse
- **Traffic and weather information, fuel pricing, sports updates and movie listings** provided by SIRIUS Travel Link. Learn more about the capabilities 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:**

- Auxiliary Audio Input Jack
- SIRIUS® Satellite Radio
- MP3 Capable Audio Systems

2010 Fusion

Audio/Navigation/Entertainment

Auxiliary Audio Input Jack

- Standard with all audio systems
- Allows the use of portable MP3 players
- Vehicle audio system will not control the functions of the MP3 player



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)

ENGINEERING INSIGHT

MP3 Capable Audio Systems

When a vehicle is MP3 capable, its CD player can play CDs or MP3-format CDs.

- MP3 is digital audio that's encoded (recorded) in a compressed format
- Just as people can burn CDs, MP3-format CDs can be burned on a computer, but they hold more tunes (CDs can hold approximately 15–20 songs while MP3s can hold 100-plus)
- MP3 format CDs allow people to create their own playlists and include only their favorite songs
- **Be sure your customers know not to apply labels to their MP3 discs or the discs will jam in the player!**

For More Audio Information






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

2010 Fusion Wheels

WHEELS

This page is about:

- 16" Painted Aluminum
- 17" Design Steel with Silver Painted Cover
- 17" Machined 10-Spoke Aluminum
- 18" Machined Aluminum with Painted Pockets
- 18" Premium Painted Aluminum

Wheel		S	SE	SEL	SPORT
16" Painted Aluminum Wheel		Standard	—	—	—
17" Design Steel Wheel with Silver Painted Cover		—	Standard	—	—
17" Machined 10-Spoke Aluminum Wheel		—	—	Standard	—
18" Machined Aluminum Wheel with Painted Pockets		—	Optional; included in Appearance Packages (14X and 14C)	Optional; included in Appearance Packages (14X and 14C)	—
18" Premium Painted Aluminum Wheel		—	—	—	Standard

— = Not available

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

COLOR AND TRIM

This page is about:

Color and Trim Availability

2010 Fusion

Color and Trim

Color and Trim Availability

Paint Name	Order Code	S	SE			SEL			SPORT			Appear- ance Packages
		Cloth	Cloth			Leather			Leather			Cloth/ Leather
		Med. Lt. Stone	Med. Lt. Stone	Camel	Charcoal Black	Med. Lt. Stone	Camel	Charcoal Black	Charcoal Black	SPORT Red	SPORT Blue	Charcoal Black
		DL	DL	DC	DW	FL	FC	FW	VW	VR	VB	CW/FW
New Atlantis Green Metallic	UL			■	■		■	■	■			
New Sangria Red Metallic	JV	■	■		■	■	■	■	■	■		■
New Sterling Grey Metallic	UJ		■		■	■		■				■
Brilliant Silver Metallic	UI	■	■		■	■		■	■		■	
Smokestone Metallic	HG	■	■	■		■	■					
Sport Blue Metallic	U1				■			■	■		■	■
Tuxedo Black Metallic	UH	■	■		■	■	■	■	■	■		■
White Platinum Metallic Tri-coat ⁽¹⁾	UG		■	■	■	■	■	■				
White Suede	WS	■	■			■						

(1) Extra-cost option.

2010 Fusion

Color and Trim/Instrument Cluster

COLOR AND TRIM/INSTRUMENT CLUSTER

This page is about:

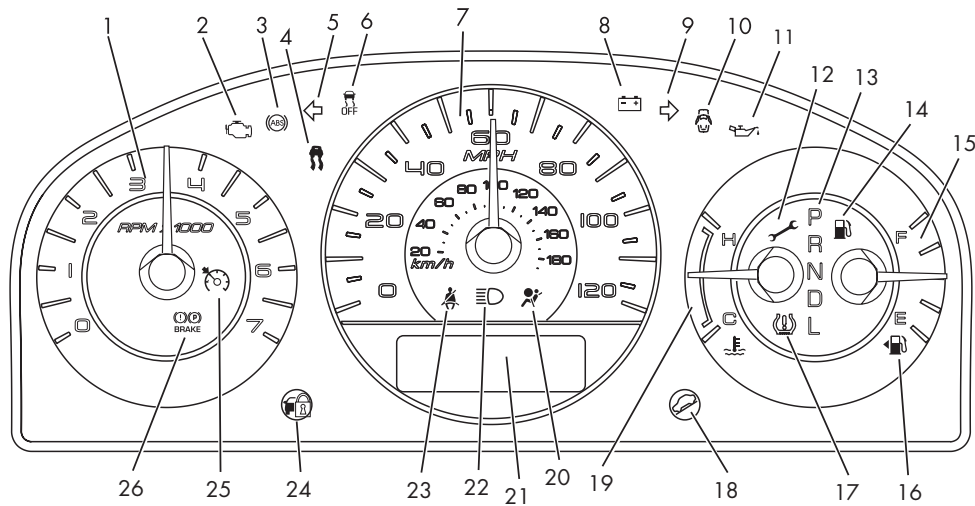
- Interior Trim —
- Instrument Cluster —

Interior Trim

Model	Style/Material	Interior Description
S/SE	Cloth	Cloth Front Bucket Seats with 60/40 Split Rear Seat (5-Passenger)
SEL	Leather	Leather-trimmed Front Heated Bucket Seats and 60/40 Split Rear Seat with Accent Seat Stitching (5-Passenger)
SPORT	Leather	Leather-trimmed Front Bucket Seats with 60/40 Split Rear Seat (5-Passenger). Red, Blue or Black Seat Inserts; Charcoal Black Facing, Headrest and Side Bolsters with Accent Seat Stitching
SE with Appearance Package	Cloth	Unique Cloth Front Bucket Seats with 60/40 Split Rear Seat (5-passenger)
SEL with Appearance Package	Leather	Leather-trimmed front Heated Bucket Seats with 60/40 Split Rear Seat (5-passenger)

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

Instrument Cluster



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

KEY PRODUCT SPECIFICATIONS

2010 Fusion

Key Product Specifications⁽¹⁾

Model	4-Door
Wheelbase	107.4
Length	190.6
Height	56.9
Width	80.1
Track (Front/Rear)	61.7/61.3
Curb Weight (approx. lbs.)	
2.5L I-4 (Manual/Automatic)	3285/3342
3.0L FFV V6 Automatic (FWD/AWD)	3446/3638
3.5L V6 Automatic (FWD/AWD)	3591/3803

Front/Rear Seating

Seating Capacity	5
Head Room (Front/Rear)	38.7/37.8
Shoulder Room (Front/Rear)	57.4/56.5
Hip Room (Front/Rear)	54.0/53.3
Leg Room (Front/Rear)	42.3/37.1

Passenger/Luggage/Fuel Capacity

Passenger Volume (cu. ft.)	100.3
Luggage Capacity (cu. ft.)	16.5
Total Interior Volume (cu. ft.)	116.8
Fuel Tank Capacity (gal.)	17.5/16.5 (AWD)

Engine

Layout	Front engine, front drive
Engine Type	2.5L DOHC (I-4); 3.0L DOHC FFV (V6); 3.5L DOHC (V6)
Displacement (liters/cu. in.)	2.5/152 (I-4); 3.0/181 (V6); 3.5/213 (V6)
Horsepower @ rpm	175 @ 6000 (I-4) 240 @ 6550 (3.0L V6 gas) 250 @ 6550 (3.0L V6 E85) 263 @ 6250 (3.5L V6)
Torque (lb.-ft.) @ rpm	172 @ 4500 (I-4) 223 @ 4300 (3.0L V6 gas) 228 @ 4300 (3.0L V6 E85) 249 @ 4500 (3.5L V6)
Compression Ratio	9.7:1 (I-4) 10.3:1 (3.0L and 3.5L V6)
Bore & Stroke	3.5 x 3.9 (I-4) 3.5 x 3.1 (3.0L FFV V6) 3.6 x 3.4 (3.5L V6)
Fuel System	Sequential multi-port fuel injection
Fuel Requirement	87 octane (minimum)
Exhaust System	I-4 – Single with catalytic converter V6 – Quasi-dual with catalytic converters

EPA-estimated Fuel Economy

City/Highway mpg	Fusion S 2.5L I-4 6-speed manual	22	31
	Fusion S 2.5L I-4 6-speed automatic	23	34
	Fusion SE 2.5L I-4 6-speed manual	22	29
	Fusion SE & SEL 2.5L I-4 6-speed automatic	22	31
	Fusion SE & SEL 3.0L V6 6-speed automatic (gas) (FWD)	18	27
	Fusion SE & SEL 3.0L V6 6-speed automatic (E85) (FWD)	13	19
	Fusion SEL 3.0L V6 6-speed automatic (gas) (AWD)	18	25
	Fusion SEL 3.0L V6 6-speed automatic (E85) (AWD)	13	18
	Fusion SPORT 3.5L V6 6-speed automatic (FWD)	18	27
	Fusion SPORT 3.5L V6 6-speed automatic (AWD)	17	24

Transmissions	
Type	6-speed manual 6-speed automatic 6-speed SelectShift Automatic™
Final Drive Ratios	4.38:1 (I-4/6-speed manual) 3.06:1 (I-4/6-speed automatic) 3.20:1 (3.0L FFV V6/6-speed SelectShift Automatic) 3.31:1 (3.5L V6/6-speed SelectShift Automatic)

Gear Ratios

Gears	1st	2nd	3rd	4th	5th	6th	Rev.
6-Speed Manual	3.45:1	1.84:1	1.31:1	1.03:1	0.84:1	0.68:1	3.19:1
6-Speed Automatic	4.58:1	2.96:1	1.91:1	1.44:1	1.00:1	0.74:1	2.94:1
6-Speed SelectShift Automatic	4.58:1	2.96:1	1.91:1	1.44:1	1.00:1	0.74:1	2.94:1 (3.0L/ 3.39:1 (3.5L)

Front Suspension

Type	Independent Short- and Long-Arm (SLA) with double lower ball joints
Springs	Helical coil
Shock Absorbers	Gas-pressurized hydraulic
Stabilizer Bar Diameter	24mm

Rear Suspension

Type	Independent multi-link
Shock Absorbers	Gas-pressurized hydraulic
Stabilizer Bar Diameter	16mm/19mm (SPORT)

Steering

Type	Rack-and-pinion with electric variable assist (2.5L I-4 and 3.0L FFV V6) Hydraulic variable-assist with 3.5L V6
Overall Ratio	16.0:1 on center
Turning Diameter	39.0
Curb-to-Curb (ft.)	

Brakes

Standard	Four-wheel disc with Anti-lock Braking System (ABS)
----------	---

Trailer Towing

Fusion is not recommended for trailer towing

Flat/Neutral Towing

Emergency Towing	It is recommended that Fusion be towed with a front-wheel lift or with flatbed equipment.
Recreational Towing	Fusion may be flat-towed (four-wheel-down towing) behind another vehicle, such as an RV. The maximum speed limit while towing Fusion is 70 mph. Be sure to remind your customers that the vehicle must be placed in Neutral with the parking brake released before flat-towing. Front-wheel dollies or a flatbed trailer may also be used for recreational towing.

(1) Dimensions are in inches unless otherwise specified.

2010 Fusion

Custom Accessories

From the "Wow Factory"

FORD CUSTOM ACCESSORIES

This page is about:

Available Custom Accessories
Selling Ford Custom Accessories



Fusion

The Following Ford Custom Accessories Are Available for the 2010 Fusion:

Appearance

- Body Kits
- Chrome Door Handles
- Vinyl Stripe Kits

Wheels

- 18" Chrome Wheel Kit
- Wheel Locks

Electronics

- Dual DVD Headrests
- Garmin® nüvi® Portable Navigation Systems
- Keyless Entry Keypad
- Remote Start Systems
- Smart Alert™ GPS Tracking & Recovery Systems
- Vehicle Security System
- Wiper Shaker

Exterior

- Moonroof Deflectors
- Side Window Deflectors
- Splash Guards – Flat (2 pieces)
- Styled Hood Deflector

Interior

- Ash Cup/Coin Holder
- Cargo Area Protector
- Cargo Net
- Cargo Organizer
- Electrochromic Rearview Mirrors
- Floor Mats – All-Weather Vinyl
- Illuminated Door Sill Plates
- Interior Lighting Kit
- Katzkin® Leather-Trimmed Seating
- Soft-Sided Cargo Organizers – Folding
- Soft-Sided Cooler Bag

Selling Ford Custom Accessories

- Offer Custom Accessories to every customer
- Most new vehicle owners want to personalize their ride
- Add Custom Accessories into the deal for just a few dollars more
- Use the online "Accessorizer" to show customers how their vehicle will look
- Use your dealership's Accessories Storefront to boost awareness and sales
- Only you can offer Custom Accessories covered by the Ford New Vehicle Limited Warranty

custom
accessories



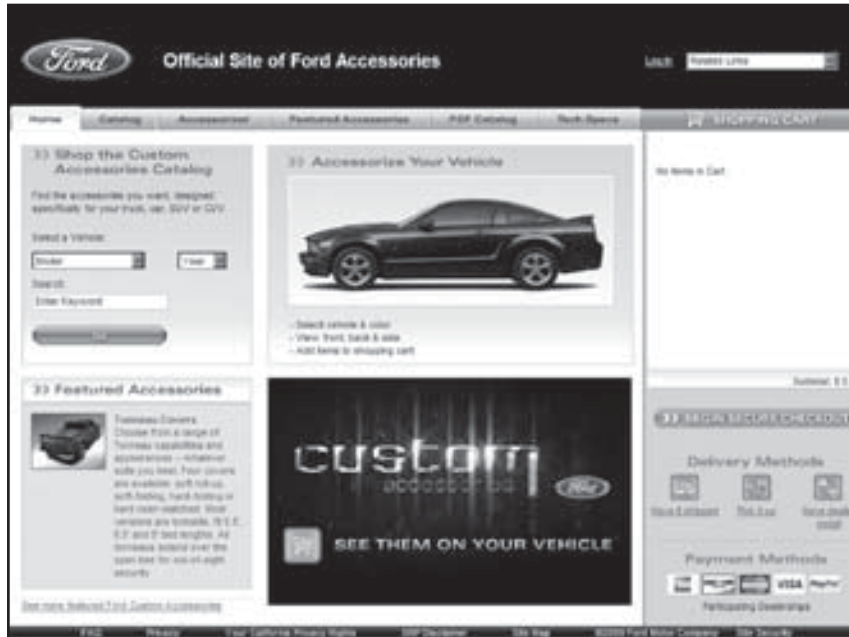
fordaccessories.com



- Custom Accessories e-Commerce Program Enrollment
- Selling Ford Custom Accessories Online

2010 Fusion

Custom Accessories e-Commerce



Sell Custom Accessories 24/7 – Day and Night!

Once enrolled, the Accessories e-Commerce Web site allows dealers to accept and process customer orders via the Internet.

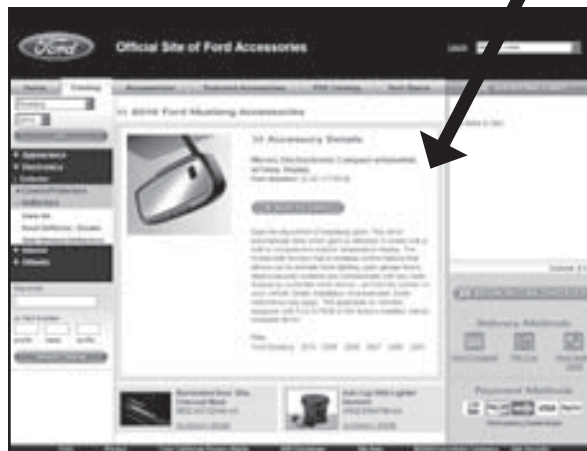
CREATE CUSTOM PRICING, EVEN INCLUDE INSTALLATION!

e-Commerce Web Site Features






- Accepts customer accessory orders via the Internet
- Offers customers full range of payment options including PayPal™, Visa®, MasterCard®, AMEX®, Discover® and Genuine Credit Card
- Allows dealers to set their own pricing for parts and labor or use Suggested Retail Pricing
- Allows customers to schedule an accessory installation at dealer via Genuine eService
- FedEx® shipping options to the customer's home or business, automatically billed to your FedEx account

Enroll Today

- Complete enrollment details are posted at the Accessories B2B Web site accessed from FMCDealer.com
- <http://accessories.dealerconnection.com/GfaWeb/contentMgmt.do>
- Go to: Reference Library/eCommerce Website Tools



Great Site, Great Features

-  A fully functional site allowing customers to shop, select and purchase online.
-  Allows enrolled dealers the ability to customize their accessory pricing, including installation.
-  Allows customers the ability to schedule an accessory installation at the dealership via Genuine eService.
-  Offers customers a full range of payment options including PayPal, credit card, Genuine Credit Card.
-  Allows customers to select delivery options.

