

FORD FLEX'S DESIGN HELPS CUT DRY CLEANING BILLS

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DEARBORN, Mich., May 28, 2008 – The 2009 Ford Flex adds another industry-first claim to growing list of why buys: It's the world's first trouser- and dress-friendly vehicle.

Good news for everyone but dry cleaners, the Flex team engineered into Ford's newest crossover a concealed rocker panel, the structural component at the bottom of the door aperture.

"The Flex design is so clean and efficient that we've been able to reduce the step-in area," said Rich Gresens, Flex chief designer. "The clever design minimizes your clothes' exposure to the elements. There's no sill area where dirt usually collects."

Ford designers stretched the width of the Flex to wrap around the sill, bringing the step-in area inboard for much easier access for passengers. In combination with the hidden rocker, the Flex door was designed to wrap under the sill, effectively sealing out the elements.

"Utilizing the hidden rocker to create a customer benefit is a great example of what Flex is all about," said Gresens. "We approached the Flex design with one idea in mind: create a vehicle that appeals to customers wanting an exciting alternative people mover. Hidden rockers, refrigerators and tailored leather interiors are just a few examples of how we deliver."

With some dry cleaners charging as much as \$10 to launder a pair of slacks, the practical Flex design has an immediate and tangible benefit.

Flex, which combines a unique "box-on-box" design with class-leading package, offers other "firsts" as well, including:

- The latest generation of Ford's hugely successful SYNC system, which allows for voice activation of in-car technology as well as allowing for hand-free operation of mobile phones and MP3 players.
- SIRIUS Travel Link™, which gives customers the opportunity to download real time information on items like fuel prices, theater listings, weather reports and even sports scores.
- A compressor-driven refrigerator/freezer, which works some 30 percent faster than home fridge/freezers.
- Multi-panel Vista Roof, which gives each individual in the vehicle their own panel of light.
- A reverse camera system that comes up with a rear-view image on the 8-inch screen when reverse gear is selected.
- Ford's new Easy Fuel™ capless refueling system, which allows for clean and simple refueling with no fuel cap.

Flex arrives in dealer showrooms this summer with a base MSRP of \$28,995, including destination and delivery.

About Ford Motor Company

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