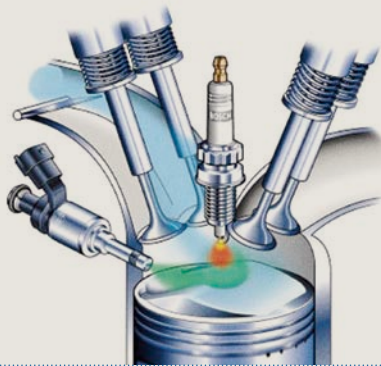


OUR FUTURE IS BASED ON POWERFUL FACTS.

FACT:

In a few weeks, we're introducing **the all-new 2010 Ford Fusion Hybrid. At 41 city mpg, it's the most fuel-efficient midsize sedan in America.*** It joins the Ford Escape Hybrid, the most fuel-efficient SUV on the planet.** And we're bringing to market by 2012, a family of hybrids, plug-in hybrids and battery electric vehicles.



FACT:

We're also launching **the all-new EcoBoost™ engine** that combines two technologies – turbocharging and direct injection. The exhilarating result is V8 performance with V6 fuel economy – and an important extra: a lower CO2 imprint.†

FACT:

We're proud to say that **no other automaker has as many Insurance Institute for Highway Safety (IIHS) Top Safety Pick awards** as Ford Motor Company, which tops the industry with 15 for 2009.



FACT:

We've achieved levels of vehicle **quality unsurpassed by Honda or Toyota††** that are consistently being recognized by the automotive press and by important third parties.



Drive quality.



Drive green.



Drive safe.



Drive smart.



Drive one.

To find out more, click on 'Our Progress' at thefordstory.com

*EPA-estimated 41 city/36 hwy mpg. Actual mileage will vary. Midsize class per R. L. Polk. **Based on unadjusted city fuel economy from EPA (10/08) and VCA (5/08). EPA-estimated 34 city/31 hwy mpg, front-wheel drive. Actual mileage will vary. Excluding vehicles built for Mazda. †Based on Ford preliminary 16 city/25 hwy mpg Lincoln MKS and Ford Taurus with V6 EcoBoost™ engine. ††Based on cumulative survey data of 2008 MY Ford and competitive owners at three months of service in three surveys conducted 9/07 – 5/08.

FORD QUALITY. WE'RE NOT JUST MAKING PROGRESS, WE'RE MAKING NEWS.

FACT:

The **quality of Ford brand vehicles is unsurpassed by Toyota and Honda**, according to 2008 U.S. GQRS studies.* It's a level of quality customers can see and feel in every vehicle we make.



Drive quality.



FACT:

We've achieved great strides in quality. Right now, Ford Fusion V6 has **better quality than Toyota Camry V6.****

FACT:

We conduct as many as **30,000 virtual quality tests** before manufacturing a single vehicle. **And real-world tests are just as tough**, including shutting our vehicle doors 84,000 times.



FACT:

We were honored with a long list of awards and accolades from the automotive press and independent third parties in 2008. This year, the trend continues with **the all-new '09 F-150 being honored as 2009 North American Truck of the Year** along with many other awards.



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*Based on cumulative survey data of 2008 MY Ford and competitive owners at three months of service in three surveys conducted 9/07-5/08.

**Based on cumulative survey data of 2008 MY Ford and competitive owners at three months of service among vehicles registered between 9/07-5/08.