



Ford Escape delivers new look - will be launched as Kuga around the world

- **Ford Escape, America's best-selling small utility, retains versatile cargo space with design transformation inside and out**
- **Escape will be launched later wearing a Kuga badge in many markets around the world**
- **Exterior design incorporates traditional SUV cues with modern execution inspired by the sports world**
- **Upgraded materials and precise craftsmanship showcase available segment-first customer-friendly technologies inside**

LOS ANGELES, Nov. 16, 2011 – Ford's all-new Escape delivers the versatility and cargo capacity SUV customers expect with a sports-inspired design they desire. The new SUV will be sold as the Escape in North America and will be launched later wearing a Kuga badge in many markets around the world.

"Escape's athletic good looks are no accident," says Martin Smith, Design executive director of Europe, Asia Pacific and Africa. "We wanted to create the impression of an athlete like a runner or swimmer in the new body – right down to the defined muscles that convey movement and energy."

Function follows form as the sleeker design allows for cargo volume that surpasses the outgoing Escape – with 68.1 cubic feet of space behind the first row and 34.3 cubic feet behind the second row. The new Kuga will be slightly longer than the current model, adding luggage space.

In addition to more cargo volume behind the first and second rows than today's vehicle, the new Escape delivers:

- Eleven features no other small SUV offers
- Clever technologies that make Escape even more versatile, including an available hands-free power liftgate that allows quick and easy access to cargo with the kick of a foot
- Projected best fuel economy of any compact SUV, up to 5 mpg better than previous Escape
- Driving dynamics that make the drive experience more engaging on-road and a new Ford Intelligent 4WD System that provides even better traction off-road
- Sleek new design, with better interior materials and more finishing touches

Striking interior

The muscular, defined exterior shape is complemented by a dynamic, well-appointed interior featuring new levels of craftsmanship and technology.

"The interior design of the all-new Escape is modern and sophisticated," said Ruth Pauli, chief designer, Color and Materials. "It captures the expressive design and enhanced functionality of the vehicle."

Escape's seats, Ford's latest, lose weight while adding customer convenience. The seat structure has shed nearly 3 pounds while the seats themselves have added more functionality – two-way power recline and two-way power lumbar support. These are in addition to the familiar six-way adjustability.

A sport seat, with higher bolsters and a distinct sew style, also is available.

The front head restraint offers four-way adjustability for the first time. Both the head restraints and rear seats have been upgraded to allow for easier folding and are made from soy-based foam.

Versatility and capability come standard

Stowing and towing are even easier in the new five-passenger Escape, thanks to a low liftover height of 27 inches, more innovations and cargo volume that surpasses the outgoing Escape – with 68.1 cubic feet of space behind the first row and 34.3 cubic feet behind the second row.

The new Escape's rear seats have been designed to fold flat easily. With the touch of a button, the head restraint folds down and with the lift of a handle on the seat, the seatback folds and dives as the seat folds flat and clicks into position.

Escape also features an available two-position load floor, which can be configured to allow the customer to choose among maximum luggage volume or flat load floor.

When properly equipped, the all-new Escape maintains a trailer tow rating of 3,500 pounds.

Escape technology makes life better

An array of clever technologies adds to the new Escape's versatility, helping make life easier for its owners. Key features include:

- An available hands-free power liftgate brings new technology to the SUV market and is enabled by motion technology used in today's video game systems. A gentle kicking motion under the center of the rear bumper activates, unlocks and raises the liftgate when the driver has the Escape key fob. This allows quick and easy access to the cargo area without needing to set down packages or dig out keys. The same process closes the hatch
- SYNC® with [MyFord Touch®](#), offers multiple ways for customers to manage and control information through voice commands, menus accessed through controls on the steering wheel, touch screens, buttons or knobs. Upgraded system includes new look, making phone, navigation, entertainment and climate controls even easier to use
- Parallel parking the Escape is virtually stress-free with active park assist. With the press of a button, the system detects an available parallel parking space and automatically steers the vehicle into the space. Drivers control only the gas and brake pedals
- Maneuvering parking lots and traveling open roadways becomes even safer and less stressful with Escape's sensor-based BLIS® (Blind Spot Information System) with cross-traffic alert. BLIS displays an alert in the side mirror when a vehicle is detected entering a blind spot. Cross-traffic alert warns if traffic is detected approaching from the sides, such as when Escape is leaving a parking space in reverse
- The all-new Ford Escape is the first Ford SUV to combine class-exclusive technology to automatically slow the vehicle when it's cornering too fast (Curve Control) or help

accelerate through a turn (Torque Vectoring Control); a new Intelligent 4WD System helps deliver outstanding handling on pristine pavement and in adverse conditions as well, along with excellent traction off-road

Spirited performance with outstanding fuel economy

Escape offers Ford's EcoBoost® engine choice. Strong fuel economy comes from either the available 2.0-liter EcoBoost engine or 1.6-liter EcoBoost engine, which makes its American debut in the new Escape.

Both new engines combine EcoBoost's core technologies of direct fuel injection and turbocharging and add twin independent variable camshaft timing (Ti-VCT) to deliver even better miles per gallon and save customers money on fuel.

In Escape, EcoBoost engines are mated to specially calibrated, six-speed SelectShift Automatic™ transmissions, which are standard and allow drivers who want more hands-on experiences to manually control gear selection from a switch on the left-hand side of the shifter.

The gearbox features a new torque converter for improved driving feel, silky smooth shifts and even better fuel economy. Engineers also installed revised gear ratios for a balanced driving feel in all situations.

The standard engine in North America is an updated 2.5-liter, giving the new Escape a comprehensive lineup of four-cylinder offerings. It also is matched to a SelectShift Automatic six-speed.

Also aiding fuel economy is Escape's sleeker design. The new model is nearly 10 percent more aerodynamic than the outgoing model.

Plus, the new Escape's active grille shutter system, which is on all models with the 1.6-liter EcoBoost and 2.5-liter four-cylinder engines, reduces wind resistance. Grille slats stay open when extra engine cooling air is required, such as low-speed stop-and-go driving. When cruising on the highway at steady speeds, the grille slats automatically close to improve aerodynamics and fuel efficiency.

Engaging driving performance through seamless system

Using new advanced software and sensors, the new Intelligent 4WD System analyzes data from 25 external signals, including wheel speed, accelerator pedal position and steering wheel angle, assessing road conditions and driver input 20 times faster than the blink of an eye.

The system uses all the sensor inputs to turn the vehicle in the direction the driver wants it to go. Intelligent 4WD builds on the pre-emptive actions by adding and subtracting torque as needed through an electromagnetic clutch.

New SUV goes global

Following its world debut in Los Angeles, this new vehicle will head to Europe, where sales of compact sport utilities have grown 200 percent since 2000. It will be revealed at the Geneva Motor Show in March for European customers as the all-new version of the Ford Kuga and will have unique powertrains and features. Chinese customers also will see the all-new Kuga next spring.

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Visit the All-New Ford Escape Media Site: http://media.ford.com/mini_sites/10031/13Escape/

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Ford Genk is the lead plant for production of all large cars (Mondeo, S-MAX, Galaxy) for Ford in Europe.

Ford Lommel Proving Ground is the lead testing facility for validation of all Ford models in Europe.

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