



## MEDIA ADVISORY



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# All-New Ford Expedition Makes First Public Appearance at Chicago Auto Show Joined By New Mustang and New F-150

**WHAT:** Ford's newest cars, trucks and SUVs, plus electrified vehicles, technologies and activities at the 2017 Chicago Auto Show

**WHEN:** Concept and technology garage, **Wednesday, Feb. 8**  
Vehicles on display will include the **all-new Expedition**, **Fusion Energi**, **Transit Connect Hybrid Taxi** and the **all-new EcoSport**

- Broadcast media – 8:30 a.m.-noon, McCormick Place West F2 Hall
- Print and digital media – 1:30-4 p.m., McCormick Place West F2 Hall

**Thursday, Feb. 9, 11:30 a.m., interview the all-new Expedition team on the Ford Stand**

Media preview, **Thursday, Feb. 9 and Friday, Feb. 10**, 8 a.m.-5 p.m.; Ford spokespeople available at Ford stand for interviews.

Social media preview, **Friday, Feb. 10**

**WHERE:** McCormick Place  
2301 South Martin Luther King Junior Drive  
(Lake Shore Drive at 23rd Street)  
Chicago, Illinois 60616

### **NEWS AND DISPLAYS:**

#### **Ford 'Be Unstoppable' SUV Family and All-New Expedition Auto Show Debut**

Ford's strongest SUV lineup ever offers a wide range of vehicles for any family and all kinds of adventure. See every SUV offering – including the all-new EcoSport, Escape, Edge, Explorer and the first public appearance of the all-new Expedition – the smartest, most capable and most adaptable Expedition ever.

#### **All-New Ford EcoSport**

Ford's all-new compact SUV is fun, capable and connected, giving drivers the freedom and versatility to go small and live big. EcoSport boasts a breadth of technology – including SYNC® 3 with a high-resolution 8-inch floating touch screen. Apple CarPlay™ and Android Auto™ capability easily integrate into your smartphone to keep you connected to friends and family, while available premium B&O PLAY audio system perfects the in-vehicle music experience.

#### **Ford Escape**

Ford Escape gives customers even more of what they want in a small SUV – innovative features to make their daily drive safer and easier, with greater connectivity so they don't miss out and technology that saves fuel in heavy traffic. EcoBoost®-equipped Escape features standard Auto Start-Stop technology that senses when the vehicle is sitting idle and shuts off

the engine to conserve fuel – starting again automatically when the driver releases the brake pedal. FordPass helps drivers stay connected, schedule future starts, and lock and unlock their Escape using their smartphones. The app provides vehicle location, as well as key vehicle information, like fuel levels.

### **Ford Edge**

Ford Edge defines the midsize crossover utility vehicle segment with dynamic design and available features such as SYNC 3 and adaptive steering. A host of available driver-assist technologies includes enhanced active park assist with perpendicular parking, adaptive cruise control, collision warning with brake support and a 180-degree front camera with lens washer. An available Cold Weather Package brings heated front seats and all-weather floor mats for both front and rear.

### **Ford Explorer**

Over the past 26 years as the best-selling SUV in the United States, Ford Explorer packs even more smart technology and comfort features in the 2017 model. Explorer boasts front and rear cameras, each with wide-angle lenses and washer – a class-exclusive, segment-first feature, as well as smart-charging USB ports that can charge devices up to two times faster than conventional ports to keep you connected along the way.

### **Ride-and-Drives**

Chicago Auto Show visitors can do more than just look at new vehicles – they can go outside and get behind the wheel of the most exciting Ford models on the market, including F-150, Mustang, Edge, Explorer, Escape, Focus and Fusion. Drive courses are open 10 a.m.-6 p.m. throughout public days. Registration is available in the west lobby of McCormick Place, with drives taking place at gate two.

### **MUST-SEES:**

#### **“Hank” the Robot**

Have you ever had a conversation with a robot, played a game with one, taken a selfie together? Hank, Ford’s technology robot, will be at the Ford booth interacting with visitors throughout media preview and public days of the show.

### **Driving Simulators**

Visitors to the Ford stand can drive in two dynamic race simulators. A Ford Performance three-passenger “SimZilla” allows visitors to challenge their race skills and go for best time, while another Ford Performance simulator invites them to beat the clock.

### **2017 Ford Mustang on the Dyno**

Feel the power and performance of the iconic Ford Mustang while suspended midair and connected to a dynamometer. Pony car enthusiasts can experience every aggressive wide-open throttle movement as if they were out on the open road or flying around a racetrack.

### **New Ford F-150**

America’s best-selling truck for more than 40 consecutive years is now even tougher, even smarter and even more capable. Featuring bolder Built Ford Tough style and segment-first high-strength, military-grade, aluminum-alloy body, the new F-150 keeps what customers love about the truck while offering significant updates where it matters most. A bolder grille more closely resembles F-Series Super Duty, plus there are new headlamps and LED running lamps, along with new wheels. An all-new standard 3.3-liter V6 engine brings direct injection for improved efficiency, an updated 5.0-liter V8 offers increased power and torque, and an all-new 3.0-liter

Power Stroke® turbo diesel will be offered in spring 2018. All engines will include standard auto start-stop plus expanded availability of the segment-first 10-speed automatic transmission to help F-150 customers continue to own work.

### **Ford Fusion Energi**

For 2017, Fusion Energi – Ford’s plug-in hybrid midsize sedan – returns an EPA-estimated rating of 104 MPGe city, 91 MPGe highway and 97 MPGe combined. The car’s plug-in capability means the lithium-ion battery can be fully charged overnight in approximately seven hours using the standard 120-volt convenience charge cord; an available 240-volt option reduces charge time to about 2.5 hours. The combination of lithium-ion battery, electric motor and gasoline engine offers impressive efficiency and the best of both worlds; for short trips, Fusion Energi can be driven as an electric vehicle, while on longer trips it can function as a hybrid.

### **Ford Transit Hybrid Taxi Prototype**

Soon to hit the streets of New York and other major U.S. cities, Ford is testing a fleet of 20 Transit Connect hybrid taxi and van prototypes in some of the world’s most demanding traffic conditions. These Transit Connect vehicles build on the success of the world’s first hybrid taxi – Ford Escape Hybrid, also the world’s first hybrid SUV and first North American-built hybrid. Many Escape Hybrid taxis still on the road have moved passengers more than 350,000 miles each on their original batteries.

### **FORD REPRESENTATIVES AVAILABLE FOR INTERVIEWS:**

Carl Widmann, Mustang chief engineer  
Mark Schaller, Mustang marketing manager  
Rob Rosenbach, F-150 consumer marketing manager  
Todd Hoevener, commercial vehicle chief engineer  
Michael O'Brien, SUV marketing manager  
Matt McDonnell, SUV marketing  
Craig Patterson, utility vehicle marketing manager  
Ryan Gillenwater, SUV product marketing manager  
Karen Sullivan, CUV consumer brand manager  
Alan Dona, electric powertrain systems manager

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To schedule interviews please contact:

William A. Mattiace  
313.390.4958  
[wmattiac@ford.com](mailto:wmattiac@ford.com)

Sam Schembari  
313.323.8199  
[sschemba@ford.com](mailto:sschemba@ford.com)