



2008MY
Vehicle Line: EDGE
Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- The Ford Edge continues to infuse energy into the Ford brand through its bold design and flexibility, sporty handling and energetic performance.
- The Edge will appeal to customers seeking a capable vehicle with package flexibility that does not sacrifice style and performance.
- Great new features for 2008MY including a Limited series, SYNC™ hands-free communications & 20" wheels.

Key Selling Points:

- **Bold Design:** bold chrome grill, dual exhaust and sporty, confident stance
 - Standard 17" and available 18", 20" Wheels with eye-catching designs
 - Textured aluminum & chrome accents, contrast seat stitching on available leather-trimmed seats and two tone door panels
 - Class exclusive two panel Panoramic Vista Roof™ with dual power shades
- **Available luxury technology:** SYNC™ hands free communication, Voice Activated DVD Navigation System, SIRIUS® satellite radio, rear DVD entertainment system and MP3/Audio input jack (standard)
- **Flexibility:** available fold-flat passenger and standard 2nd row fold flat seats with an available EasyFold™ 2nd row release switch in cargo area
- **Sporty Handling:** Independent multilink suspension designed to deliver responsive, confident handling
- **Energetic Performance:** All-new 3.5L Duratec 35 V6 engine with 265hp and 250 lb-ft of torque
- **Standard Ford Safety:** AdvanceTrac® with RSC® (Roll Stability Control), Safety Canopy™, and Side Impact Airbags

Recommended Mix:

	<i>Retail Mix***</i>		
	SE	SEL	Limited
	25%	43%	32%
Drivetrain			
AWD	45%	50%	55%
FWD	55%	50%**	45%
Engine Type			
3.5L V6 Duratec 35 Engine	100%	100%	100%
6-Speed Auto Transmission	100%	100%	100%
Key Packages			
Convenience Group	55%	100%	100%
Premium Package	—	25%	100%
Seating Flexibility Package	—	29%	100%
Key Options			
18" Painted Aluminum Wheel	35%	—	—
18" Premium Painted Aluminum Wheel	—	30%	—
18" Premium Chrome Clad Wheel	—	62%	40%
20" Premium Chrome Clad Wheel	—	—	60%
Audiophile Sound System with CDX6 & 9 Speakers & Steering Wheel Controls	—	35%	100%
Panoramic Vista Roof™	—	40%	40%
Power Liftgate	—	20%	20%
Rear Entertainment System, DVD	—	10%	10%
Reverse Sensing System	15%	30%	100%
SIRIUS® Satellite Radio with 6 Month Sub.	15%	30%	30%
SYNC™ voice activated hands free system	25%	45%	100%
Tricoat Paint	—	11%	11%
Voice Activated DVD Navigation System	—	16%	16%

*** Rates above represent full model year projections.

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2008 EDGE MAJOR PRODUCT SUMMARY

The following equipment is standard as indicated. Each series includes the standard equipment of the previous series, except where additions/exceptions are noted:

SE	SEL	Limited *
<p>Powertrain/Functional</p> <ul style="list-style-type: none"> • Brakes – 4-wheel Anti-lock Braking System (ABS) • Engine – 3.5L V6 Duratec 35 engine with 6 speed auto transmission <p>Exterior</p> <ul style="list-style-type: none"> • Door handles – black • Dual steel exhaust tips • Grille – 3-bar Chrome • Headlamps – quad beam halogen • Power locks with autolock • Power mirrors – black exterior manual fold • Rear spoiler – black • Rear Wiper – dual speed • Remote keyless entry with integrated keyfob transmitter (2) • Rocker moldings – black • Roof mounted antenna • Tires – P235/65R17 BSW • Wheels – 17" painted aluminum wheel • Windshield Wipers – Intermittent speed sensitive <p>Interior</p> <ul style="list-style-type: none"> • 12V power points (4) – Front IP, front console, 2nd row & cargo area • Accessory delay • Air conditioning <ul style="list-style-type: none"> – 2nd row heat & AC vents – Single zone manual air conditioning • Audio – AM/FM stereo/clock/single CD/MP3 with 4 Speakers • Audio/MP3 input jack • Battery saver • Cargo area light • Center console gear shifter with urethane shift knob & chrome bezel • Coat hooks (2) • Cupholders/bottle holders (6) • Dome map lamps – 1st & 2nd rows • Door handles – chrome • Front console with deep bin, 2 cupholders, & 1 powerpoint • Front & rear floor mats • Glass <ul style="list-style-type: none"> – Privacy glass on rear door, quarter windows & back window – Solar tinted driver/passenger windows • Glove box – non-locking, damped • Grab handles – B-pillar (2) • Heated backlight • Horn – dual tone electric • Map pockets – front seat backs • One Touch integrated start • Overhead console with sunglass holder * • Power steering • Rear armrest with 2 cupholders • Rear seat manual recline • Seats <ul style="list-style-type: none"> – 1st row cloth bucket seats with driver manual lumbar – 2nd row cloth 60/40 fold-flat bench • Steering column – manual tilt & telescope • Steering wheel – Urethane wrapped with speed control • Sunvisors • Window – power with driver one-touch up/down & front/rear disable * <p>Safety/Security</p> <ul style="list-style-type: none"> • Adjustable head restraints • AdvanceTrac® with RSC® (Roll Stability Control) • Belt-Minder® (driver & passenger) • Child safety locks, rear door • Height adjustable safety belts (front row) • Illuminated entry • LATCH (Lower Anchors and Tethers for Children) System (2) in 2nd Row • Occupant Classification System • Personal Safety System® • Safety Canopy™ with roll over sensor (2 rows of protection) • Securilock® Encrypted Passive Anti-Theft System (EPATS) • Side Impact Airbags • Tire Pressure Monitoring System (TPMS) 	<p><i>All SE content, plus:</i></p> <p>Exterior</p> <ul style="list-style-type: none"> • Body color painted door handles • Dual chrome rolled exhaust tips • Fog lamps with chrome bezel • Power mirrors – body-colored exterior manual fold • Rear Spoiler – painted body color • SEL badge <p>Interior</p> <ul style="list-style-type: none"> • Audio – In dash CDX6/MP3 with 4 speakers • Convenience Group <ul style="list-style-type: none"> – Automatic headlamps with wiper activation – Electrochromic autodimming rearview mirror – Illuminated door entry keypad – Steering wheel audio controls • Leather steering wheel and shifter covers • Message Center/compass • Sunvisors, with Dual illuminated visor mirrors • Unique aluminum instrument panel finish • Unique chrome register treatments • Unique cloth interior – with manual driver lumbar & 6-way power driver seat 	<p><i>All SEL content, plus:</i></p> <p>Exterior</p> <ul style="list-style-type: none"> • 18" Premium Chrome-Clad (includes 18" P245/60R18 A/S BSW Tire) • Body colored illuminated door entry keypad • Beltline molding – Chrome • Limited badge • Reverse sensing system <p>Interior</p> <ul style="list-style-type: none"> • Audio – Audiophile Sound System with 9 speakers • Leather trimmed front row & 2nd row seats • Premium Package <ul style="list-style-type: none"> – Dual electronic climate control – Heated and Memory mirrors with exterior puddle lamps – Heated and Memory Seats – Particulate air filter • Seating Flexibility Package <ul style="list-style-type: none"> – 6-way power passenger seat – Front row passenger fold flat seat – Second row EasyFold™ remote seat release • SYNC™ • Unique brushed aluminum center stack finish panel & door sill plates • Unique gray metallic-faced gauges

Please see Standard Equipment pages for more details.

Product Features Availability

Features, options and package content subject to change. Please check www.fmcdealer.com or Dealer eStore for the most current information.

* = New for this model year

2008 EDGE STANDARD EQUIPMENT

The following items are standard on every all-new 2008MY Ford Edge:

POWERTRAIN/FUNCTIONAL

- Axle ratio – final drive ratio 3.16 FWD/AWD
- Brakes – 4-wheel Anti-lock Braking System (ABS)
- Engine/Transmission – 3.5L V6 Duratec 35 engine with 6 Speed Automatic Transmission
- Fuel tank – 19.0 gallon FWD (20 gallon AWD)

EXTERIOR

- Autolock
- Dual exhaust tips
- Grille – 3-bar Chrome
- Headlamps – quad beam halogen
- Mini spare tire
- Mirrors – folding exterior power side
- Power windows, locks & mirrors
- Rear Wiper, dual speed
- Remote keyless entry
- Rocker moldings – black
- Tires – P235/65R17 BSW
- Wheels – 17" painted aluminum wheel
- Windshield wipers – intermittent speed sensitive

INTERIOR

- 12V power points (4) – Front IP, front console, 2nd row & cargo area
- Accessory delay
- Audio/MP3 Input Jack
- Battery saver
- Cargo area light
- Coat hooks (2)
- Cupholders/bottle holders (6)
- Dome/Map lamps – 1st & 2nd row
- Front console with armrest, storage tray & divider, (1) powerpoint in deep bin, & (2) cupholders
- Front & rear floor mats
- Glass – privacy glass on rear door, quarter windows & back window and solar tinted front windows
- Glove box – non-locking, damped
- Grab handles – B-pillar grab handles (2)
- Heated back light (rear window defroster)
- Horn – dual tone electric
- Instrumentation (tachometer, lamp outage, low fuel warning, low washer fluid, low oil pressure, door ajar, liftgate ajar & coolant temperature indicator)

INTERIOR (Continued)

- Map pockets
 - Front seat back driver & passenger
 - Map pockets in four door panels with bottle holders in front door panels
 - One touch integrated start
 - Overhead console with sunglass holder
 - Power steering
 - Power windows – driver one-touch up/down & front/rear disable
 - Rear armrest with (2) cupholders
 - Seats
 - 2 rows of seats
 - 2nd row 60/40 split
 - 2nd row manual fold flat
 - 2nd row reclining seats
 - Driver seat – manual lumbar
 - Front row buckets seats
 - Speed control on steering wheel
 - Steering column – manual tilt & telescope
 - Sunvisors – sliding driver & passenger
- ### SAFETY/SECURITY
- Adjustable head restraints
 - AdvanceTrac® with RSC® (Roll Stability Control)
 - Belt-Minder® (driver & passenger)
 - Child safety locks – rear door
 - Height adjustable safety belts (front row)
 - Illuminated entry
 - LATCH (Lower Anchors & Tethers for CHildren) System (2) in 2nd row
 - Occupant Classification System
 - Personal Safety System® (seat belt pretensioners, load limiting retractors, dual stage front air bags, driver seat position sensing & crash severity sensing)
 - Safety Canopy™ with roll over sensor (2 rows of protection)
 - SecuriLock® Encryption Passive Anti-Theft System (EPATS)
 - Side Impact Airbags
 - Tire Pressure Monitoring System (TPMS)

The following features are standard on selected all-new 2008 Edge vehicles:

KEY EXTERIOR FEATURES	SE	SEL	Limited*
<u>Door handles, Mirror Caps, Rear Spoiler</u>			
Black – mold-in-color	•		
Painted – color keyed (body color)		•	•
<u>Dual Exhaust Tips</u>			
Steel	•		
Rolled, chrome		•	•
Fog lamps with chrome bezel		•	•
Illuminated door entry keypad		•	•
Reverse Sensing★			•
18" Premium Chrome-Clad Wheels			•
Beltline molding – Chrome			•
<u>Mirrors</u>			
Black – mold-in-color folding power exterior side mirrors	•		
Body color – folding power exterior side mirrors		•	•

★ = New for this model year
• = Available

2008 EDGE STANDARD EQUIPMENT

KEY EXTERIOR FEATURES (Continued)	SE	SEL	Limited*
SEL Badge		•	
Limited Badge			•
KEY INTERIOR FEATURES			
Audio/Entertainment			
AM/FM stereo/clock/single CD/MP3 with 4 Speakers	•		
Premium AM/FM stereo/clock/CDx6/MP3 with 4 Speakers		•	
Audiophile Sound System with 9 speakers & AM/FM stereo/clock/CDx6/MP3 SYNC™			•
Convenience			
Air conditioning – manual single zone with 2nd row heat & A/C vents	•	•	
Air conditioning – Dual electronic climate control with 2nd row heat & A/C vents			•
Automatic headlamps with wiper activation		•	•
Dual illuminated visor mirrors		•	•
Electrochromic autodimming rearview mirror with integrated compass		•	•
Message Center/trip computer with compass		•	•
Steering wheel audio controls		•	•
Dual electronic climate control & particulate air filter			•
EasyFold™ 2 nd row seat back release			•
Heated & memory seats & exterior mirrors with exterior puddle lamps			•
Materials			
4-Gauge cluster with basic Message Center and chrome gauge rings	•		
4-Gauge cluster with high line Message Center, chrome gauge rings and satin cream-faced appliqué		•	
4-Gauge cluster with high line Message Center, chrome gauge rings and gray metallic-faced appliqué			•
Shift knob			
Shift knob – urethane, chrome PRNDL bezel	•		
Shift knob – color coordinated leather-wrapped with chrome PRNDL bezel & stalk/shroud		•	•
Steering Wheel			
Steering Wheel – Urethane wrapped with speed controls	•		
Steering Wheel – Color coordinated leather-wrapped with speed & audio controls		•	•
Unique aluminum finish on instrument panel		•	
Unique brushed aluminum finish on instrument panel			•
Seats/Console			
Front Row Seats			
Front row bucket seats – cloth trim with manual driver lumbar & driver/passenger recline	•		
Front row bucket seats – unique cloth trim with 6-way power driver, manual driver lumbar & driver/passenger recline		•	
Leather-trimmed front row seats with 6-way power driver & passenger, manual driver lumbar & driver/passenger recline with fold flat passenger seat			•
2nd Row Seats			
2 nd row reclining 60/40 bench seats – cloth trim with center seat fold-down armrest with 2 cupholders	•		
2 nd row reclining 60/40 bench seats – unique cloth trim with center seat fold-down armrest with 2 cupholders		•	
Leather-trimmed 2 nd row 60/40 bench seats with center seat fold-down armrest with 2 cupholders			•

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2008 EDGE FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

****Final Drive Ratio: FWD 3.16***

****Final Drive Ratio: AWD 3.16***

WHEEL AVAILABILITY



17" Painted Aluminum
Wheels Standard on SE
and SEL (64F)



18" Painted Aluminum
Wheels Optional on SE
(64R)



18" Premium Painted
Aluminum Wheels
Optional on SEL (64P)★



18" Premium Aluminum
Chrome-Clad Wheels
Optional on SEL,
Standard on Limited (64G)



20" Premium Aluminum
Chrome-Clad Wheels
Optional on Limited
(647)★

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2008 EDGE OPTIONAL EQUIPMENT

		SE	SEL	Limited*
DRIVETYPE				
FWD (Front Wheel Drive)	Body Code	K36	K38	K39
	Order Code	100A	110A	120A
AWD (All Wheel Drive)	Body Code	K46	K48	K49
	Order Code	200A	210A	220A
GROUPS & PACKAGES (see Packaged Options/Emissions page for pkg. content)				
Class II Trailer Tow/Prep. Package	53G	O	O	O
Convenience Group	553	O	S	S
Interior Appearance Package (exterior color restrictions: Redfire, Black, & Vapor Silver)★	60E	—	—	O
Premium Package (To order with Seating Flexibility Package, order a Limited)	65L	—	O	S
Seating Flexibility Package (To order with Premium Package, order a Limited)	47F	—	O	S
		SE	SEL	Limited*
KEY OPTIONS				
All Weather Floor Mats (in addition to standard carpet floor mats)	16W	O	O	O
DVD Rear Entertainment Center with 2 Wireless Headphones (Not available with Vista Roof™)	90C	—	O	O
Panoramic Vista Roof™ – 2 panel glass with power tilt & open of front panel & dual power sun shades	43P	—	O	O
Power Liftgate★	61P	—	O	O
Radio – Audiophile Sound System with 9 speakers & steering wheel audio controls	916	—	O	S
Radio – Premium in Dash, CDX6/MP3 with 4 speakers	581	O	S	S
Reverse Sensing System	76R	O	O	S
Roof Rack Side Rails – Black (Not available with Vista Roof™)	68B	O	O	O
Rear Cargo Management System	63C	O	O	O
SIRIUS® Satellite Radio (with 6 month subscription; available in US mainland – 48 states only)	85B	O	O	O
SYNC™ Voice-Activated hands-free in-car communications and entertainment system (requires Convenience group)★	66B	O	O	S
Voice Activated DVD Navigation System (Requires Audiophile sound system)★	58Q	—	O	O
Wheels – 18" Painted Aluminum (includes 18" P245/60R18 A/S BSW Tire)	64R	O	—	—
Wheels – 18" Premium Chrome-Clad (includes 18" P245/60R18 A/S BSW Tire)	64G	—	O	S
Wheels – 18" Premium Painted Aluminum (includes 18" P245/60R18 A/S BSW Tire)	64P	—	O	—
Wheels – 20" Premium Chrome-Clad (includes 20" P245/50R20 A/S BSW tire)★	647	—	—	O
FLEET ONLY OPTIONS (w/valid FIN code)				
Daytime Running Lights	942	F	F	F
Engine Block Heater	41H	F	F	F

★ = New for this model year.

S = Standard, O = Optional, P = Packaged Option, F = Fleet Option
Ford Division

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2008 EDGE COLOR & TRIM AVAILABILITY

		Interior Color			
		Camel	Med Lt Stone	Charcoal Black	
SE	Cloth Seats	1H	1L	1W	
SEL	Unique Cloth Seats	2H	2L	2W	
SEL/Limited	Leather-Trimmed Seats	3H	3L	3W	
Limited	Leather-Trimmed Seats with Premium Red Seating Surfaces (Interior Appearance Package - Requires Black, Redfire, or Vapor Silver Exterior Color)★	—	—	4W	
EXTERIOR COLOR		CODE	Availability		
SE					
★Dark Ink Blue Metallic		DI	•	•	•
Redfire Metallic		G2	•	•	•
Blazing Copper Metallic		GW	•	—	•
★Light Ice Blue Metallic		LS	•	—	•
Creme Brulee Clearcoat		PH	•	—	•
Black Clearcoat		UA	•	•	•
★Vapor Silver Metallic		ZY	•	•	•
SEL/Limited					
★Dark Ink Blue Metallic		DI	•	•	•
Redfire Metallic		G2	•	•	•
Blazing Copper Metallic		GW	•	—	•
★Light Ice Blue Metallic		LS	•	—	•
Creme Brulee Clearcoat		PH	•	—	•
★White Sand Tri-coat		PV	•	•	•
Black Clearcoat		UA	•	•	•
★Vapor Silver Metallic		ZY	•	•	•

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• = Available

2008 EDGE PACKAGED OPTIONS/EMISSIONS

CLASS II TRAILER TOW/PREP PACKAGE

3500 lbs Max Towing Capacity (53G)

Availability:

- Optional on SE, SEL & Limited.

Includes:

- Class II receiver hitch
- Engine oil cooler
- Larger radiator
- Upgraded cooling fans
- Upgraded battery (68 Amp)
- Wiring harness with 4-pin connector

CONVENIENCE GROUP (553)

Availability:

- Optional on SE and Standard on SEL & Limited.

Includes:

- Automatic headlamps
- Electrochromic autodimming rearview mirror
- Illuminated driver's door entry keypad
- Steering wheel audio controls

INTERIOR APPEARANCE PACKAGE (60E)★

Availability:

- Optional on Limited (Color restrictions: Redfire, Black, or Vapor Silver).

Includes:

- Premium red leather seating surfaces
- Contrast red stitching on steering wheel and shifter knob

PREMIUM PACKAGE (65L)

Availability:

- Optional on SEL¹. Standard on Limited.

Includes:

- Dual electronic climate control
- Exterior puddle lamps
- Heated seats and exterior mirrors
- Leather-trimmed front row & 2nd row seats
- Memory seats & exterior mirrors
- Particulate air filter
- Universal garage door opener

SEATING FLEXIBILITY PACKAGE (47F)

Availability:

- Optional on SEL¹. Standard on Limited.

Includes:

- 6-Way power passenger seat
- Front row passenger fold flat seat
- Leather-trimmed front row & 2nd row seats
- Second row EasyFold™ remote seat release

¹ Premium Package & Seating Flexibility Package are not available together on SEL. For both packages order a Limited.

MISCELLANEOUS

COV Required.....	79V
Priced DORA.....	C09

CALIFORNIA EMISSIONS STATES/CROSS-BORDER STATES***

CALIFORNIA EMISSIONS SYSTEM..... 422

Required on units for California, Maine, Massachusetts, New York, and Vermont registration. Optional for Cross-Border States.***

CALIFORNIA EMISSIONS SYSTEM NOT REQUIRED..... 423

Control code for units either shipped to California Emissions States dealers or ordered by California Emissions States dealers for registration in non-California States locations. **Note:** In Maine and Vermont, dealers cannot order vehicles for customers in non-California Emission State locations (except Public Service/Emergency Vehicles – 936)

CALIFORNIA PUBLIC SERVICE/EMERGENCY VEHICLE EXCEPTION..... 936

Only available on units sold to authorized governmental units and privately-owned ambulance companies. Must also use Code 423 when ordering.

NON-CALIFORNIA/NON-CROSS-BORDER STATES DEALER ORDER FOR CALIFORNIA STATES REGISTRATION..... 93N

Required on all units ordered by dealers for California Emissions States registrations when the vehicles are being delivered to non-California Emissions, non-Cross-Border States locations. Also requires 422 California Emissions System.

***CROSS-BORDER STATES

Cross-Border States are Arizona, Connecticut, Nevada, New Hampshire, New Jersey, Oregon, Pennsylvania, and Rhode Island.

ENGINE BLOCK HEATER

Standard and only available in states of AK, MN, ND, SD, MT, WI and WY. Other states available via FCSD.

NOTE: Fleet Only – Engine block heater optional in all states with valid FIN code.

★ = New for this model year

2008 EDGE POWERTRAIN/DIMENSIONS

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES		ESTIMATED ANNUAL FUEL COST
		F.E. LABEL	F.E. LABEL	
		ADJUSTED		
		CITY	HIGHWAY	
FWD				
3.5L V6 Duratec	6-Speed Auto	16	24	\$2,091
AWD				
3.5L V6 Duratec	6-Speed Auto	15	22	\$2,210

ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LB. @ RPM
FWD				
3.5L V6 Duratec	6-Speed Auto	TBD	265 @ 6250	250 @ 4500
AWD				
3.5L V6 Duratec	6-Speed Auto	TBD	265 @ 6250	250 @ 4500

DIMENSIONS*

MODEL (inches)	Measurements
	Base Vehicle
Front Tread	65.2
Overall Length	185.7
Overall Height	67.0
Overall Width	75.8
Rear Tread	64.9
Wheelbase	111.2
FRONT/REAR SEATING	
Hip Room (inches) (front/2 nd row)	54.8/56.3
Head Room (inches) (w/o Vista Roof™) (front/2 nd row)	40.0/39.3
Leg Room (inches) (front/2 nd row)	40.7/39.6
Shoulder Room (inches) (front/2 nd row)	58.9/58.8
Seating Capacity	5
PASSENGER/LUGGAGE/FUEL CAPACITY	
Cargo Capacity (cu. ft.) (behind 1 st row)	69.6
Cargo Capacity (cu. ft.) (behind 2 nd row)	32.1
Fuel Capacity (gal.) (FWD/AWD)	19/20
Passenger Volume (cu. ft.) (front/2 nd row)	55.5/52.8
Total Interior Volume (w/o Vista Roof™)	140.5

★ = New for this model year

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