Thank you for your interest in the **2010 Ford Explorer**. Included in this brochure you’ll find information about:

**SAFETY**: Explorer helps protect you with its standard Intelligent Safety System™, standard front-seat side air bags and Safety Canopy® System.

**FLEXIBILITY**: Explorer provides plenty of cargo space – up to 45.1 cu. ft. behind the second-row seats and up to 85.8 cu. ft. behind the first-row seats (with all rear seat backs lowered).

**POWER**: A properly equipped Explorer can tow a big boat or trailer, and with great control – standard electronic trailer sway control helps keep the trailer directly behind you where it belongs.

**TECHNOLOGY**: Explorer has a lot of high-tech intelligence to make your life on the road a whole lot easier with the available SYNC® In-car Connectivity System, and the available Navigation System with integrated SIRIUS Travel Link™.

We're sorry. There are no Ford dealers in your immediate area. If you would like to enter a new zip code and re-create your PDF, please go to the Custom Brochure page at: www.fordvehicles.com/brochures.

EXPERIENCED MY FORD YET? Get an inside look at the benefits of Ford ownership at the My Ford owner Web site. It’s a one-stop spot for managing important vehicle information – 24/7, whenever you need it. It’s free to register for personalized maintenance schedules, incentives and offers, and much more. You can even access your Ford Credit information and online bill payment services. Log on to www.myford.fordvehicles.com to get started.
When you take the wheel of Explorer, you’re driving one of the most popular, versatile, capable vehicles of its kind. For millions of owners, Explorer means the freedom to go where you want, and do what you want. It’s a proven off-roader with the guts to take on the backcountry. It’s a powerful towing machine.

And of course, Explorer is very comfortable and accommodating, with room for all your stuff. If you’re looking for one vehicle to keep up with your active life, it’s right here. Do as you choose. Explorer is ready.
EXPLORER

You’ve got a lot of capabilities to call on.

Explorer hugs the road and delivers a quiet, comfortable ride. Yet it’s also off-road ready with optional Control Trac® 4-wheel drive. Properly equipped, Explorer tows up to 7115 lbs. And every Explorer is equipped for extra confidence with standard Trailer Sway Control. Get maximum power with the available 4.6L 3-valve V8, first-in-class 6-speed automatic transmission and fuel efficiency of up to 20 mpg. In short, one hugely talented transport indeed.

1 Based on 2009 model year ratings. Maximum capability less vehicle occupants, cargo and other equipment. See your Owner’s Guide, your Ford Dealer and the RV and Trailer Towing Guide for safety information and limitations. 2 Remember that even advanced technology cannot overcome the laws of physics. It’s always possible to lose control of a vehicle due to inappropriate driver input for the conditions. For more information on Trailer Sway Control, visit fordvehicles.com. 3 Truck-based Midsize SUV class, excluding other Ford Motor Company vehicles. 4 2009 EPA-estimated 14 mpg city/20 hwy. with 4.0L engine on 4x2; 14 mpg city/19 hwy. with 4.6L engine on 4x4.

fordvehicles.com
Technology keeps you **connected.**

**NAVIGATION WITH SIRIUS TRAVEL LINK.**

Displayed on a generous 6.5" LCD touch screen, the optional GPS-linked Navigation System offers voice activation for everything from driving directions to accessing music. It also provides nearly 10 gigs of storage space for photos (on your home page) and music (up to 2400 songs). SIRIUS Travel Link is the source for up-to-the-minute local traffic, weather, fuel prices, sports scores and movie listings. So you’re always in the know.

**SIRIUS® SATELLITE RADIO.**

Available SIRIUS Satellite Radio comes with a 6-month trial subscription: Surf more than 130 channels – including 100% commercial-free music, plus the best of sports, news, talk and entertainment, coast-to-coast.

1The vehicle’s electrical system (including the battery), the wireless service provider’s signal, and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed. Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. 2SYNC with Traffic, Directions and Information available Summer 2009. These SYNC services not available with SIRIUS Travel Link or Navigation System. See your dealer for details. 3Drivers are responsible for maintaining full attention to the road while operating the vehicle. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed. 4Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Subscription required after introductory 6 months expire. Service only available in the 48 contiguous United States and the District of Columbia.
Seat 7 in **comfort and style.**

Supple leather trim sets a sophisticated tone. Cozy heated 1st-row seats fit like a glove, while Dual-zone Electronic Automatic Temperature Control ensures the climate is always just right. Choose amenities to help ensure that you and your passengers arrive relaxed and refreshed from every drive.

fordvehicles.com
One flexible cargo carrier.

Not only does Explorer offer you everyday transportation, off-road capability and towing – when you need it to carry lots of cargo, you’ll find Explorer is more than up to the task. And look at all the flexibility you get in the bargain. From seats that fold in lots of convenient configurations, to handy Ford Custom Accessories to help keep you organized, Explorer is ready for just about anything, anytime, anywhere.

a. Behind the 1st row, 7-passenger models hold up to 83.7 cu. ft. of gear and 5-passenger models hold up to 85.8 cu. ft.¹

b. Our class-exclusive POWERFOLD® 3RD-ROW SEAT is standard on Limited and conveniently controlled with buttons located in the rear cargo area.

c. A RETRACTABLE CARGO SHADE is standard on XLT.

d. The INTERIOR CARGO ORGANIZER is a removable and adjustable divider system. Available from Ford Custom Accessories.

e. Available seating configurations: Take 7 with the standard 2ND-ROW 60/40 SPLIT-FOLDING SEAT and the available 3RD-ROW 50/50 SPLIT FOLD-FLAT SEAT. For 6, choose available QUAD BUCKET SEATING and the optional 3rd row. To seat 5, all you need is the standard 2nd row.

¹Cargo and load capacity limited by weight and weight distribution.
**Athletic lifestyle required.**

Experience a bolder Explorer with the XLT Sport Package. Rolling on 20" polished-aluminum wheels, you'll find Black exterior accents and a stylized exhaust tip outside, plus the drama of a Charcoal Black interior, unique trim appliqués and a striking white instrument cluster inside. And for seriously athletic handling, choose optional All-Wheel Drive. It's time to get your game on with Explorer Sport.

fordvehicles.com
Ready with a controlled response.

Standard AdvanceTrac® with class-exclusive RSC® (Roll Stability Control™) is the only automotive electronic stability control system that can measure roll rate 100 times per second. Working with the Anti-lock Brake System (ABS), traction control and yaw control, it automatically determines when and how to apply the brakes and modify engine power to help keep all 4 wheels firmly planted. It really proves its worth when you have to make an emergency maneuver, drive on slippery terrain or just travel on uneven surfaces. Just one more way Explorer can help you handle things beyond your control.

Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. For more information on AdvanceTrac with RSC, visit fordvehicles.com.

fordvehicles.com
Our cutting-edge safety and security features are designed to help protect you and your loved ones. A standard SOS Post-Crash Alert System™ automatically activates in the event of airbag deployment or safety belt pretensioner activation in certain collisions. The system attracts attention to your vehicle by flashing the hazard lights and sounding the horn. A suite of class-exclusive systems is standard on every model. Explorer is always working to help keep you safe and sound.
**Specs.**

**Dimensions & Capacities**

**Exterior**
- Wheelbase: 113.7"
- Length: 193.4" (with options)
- Height (with mirrors): 72.8" (with options)
- Width – excluding mirrors: 75.7" (with options)
- Width – including mirrors: 84.8" (with options)
- Width – Mirrors folded: 77.5" (with options)
- Minimum running ground clearance: 8.3"
- Liftover height: 31.4"
- Overhang – front: 35.4"
- Overhang – rear: 44.3"
- Ramp breakover angle: 18.4"
- Angle of approach: 28.2"
- Angle of departure: 23.8"

**Interior**
1st Row
- Head room: 39.8"
- Shoulder room: 59.0"
- Hip room: 55.4"
- Leg room: 42.4"

2nd Row
- Head room: 38.7"
- Shoulder room: 58.9"
- Hip room: 55.5"
- Leg room: 36.9"

3rd Row (if equipped)
- Head room: 37.4"
- Shoulder room: 52.1"
- Hip room: 45.3"
- Leg room: 34.9"

**Cargo Volume (cu. ft.)**
- 5-passenger: 85.8/83.7
- 7-passenger: 45.1/43.9

**Capacities**
- Fuel capacity: 22.5 gal.

**Maximum Loaded Trailer Weight**
- 4.0L SOHC V6 Engine: 5,000 lbs.
- 4.6L 3V V8 Engine: 7,200 lbs.

**Interior Comfort and Convenience**
- Easy FuelTM capless fuel filler
- Fog lamps
- One-piece liftgate with flip-open rear window
- Power sideview mirrors with security approach lamps
- Privacy glass (rear doors, rear quarter windows and liftgate window)
- Rear-window defroster
- Roof side rails and crossbars
- Windshield wipers – intermittent front and rear (speed-sensitive)

**New Vehicle Limited Warranty.** We want your Ford Explorer ownership experience to be the best it can be. So under this warranty, your new vehicle comes with 3-year/36,000-mile Bumper-to-Bumper Coverage, 5-year/60,000-mile Powertrain Warranty Coverage, 5-year/50,000-mile Safety Restraint Coverage, and 5-year/unlimited-mile Corrosion (Perforation) Coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

**Roadside Assistance.** Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle, or need towing. Your Ford Dealer can provide complete details on all of these advantages.

**Ford Credit.** Get the ride you want. Whether you plan to lease or finance, you’ll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.

**Ford Extended Service Plan.** For a purchase or lease, the Ford Extended Service Plan (ESP) gives you “Peace-of-Mind” protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.

**Insurance Services.** Get Ford Motor Company-quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3841, or visit us at fordcare.com for a no- obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

**Comparisons based on 2009 competitive models (truck-based Medium SUV class), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

**Vehicle Safety**
- Intelligent Safety System™ for driver and front passenger includes front airbags with adaptive venting and airbag inflators, safety belt pretensioners, adaptive load-limiting safety belt retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module, Front-Passenger Sensory System and adaptive stroking energy-absorbing steering column
- AdvanceTrac® with RSC® (Roll Stability Control™)
- Battery saver
- Belt-Minder® front safety belt reminder
- Front-seat side airbags
- Illuminated entry
- LATCH – Lower anchors and tether anchors for child-safety seats in 2nd-row outboard positions
- Remote keyless-entry system with 2 integrated keyhead transmitter remotes
- Safety Canopy® System with side-curtain airbags and rollover sensor
- SecuriLock® passive anti-theft ignition system
- SOS Post-Crash Alert System™ flashes hazard lights and sounds horn after airbag deployment or safety belt pretensioner activation in certain collisions
- Tire Pressure Monitoring System (excludes spare)
- Trailer Sway Control

**Interior Standard Mechanical**
- 4.0L SOHC V6 engine with 5-speed automatic transmission
- 4-wheel Anti-lock Brake System (ABS)
- 120-amp alternator
- 3.55 axle ratio
- Class II trailer tow hitch receiver with 4-pin wiring harness
- Independent front and rear suspension
- Maintenance-free 72-amp battery

**Exterior**
- Body-color door handles
- Easy Fuel™ capless fuel filler
- Fog lamps
- One-piece liftgate with flip-open rear window
- Power sideview mirrors with security approach lamps
- Privacy glass (rear doors, rear quarter windows and liftgate window)
- Rear-window defroster
- Roof side rails and crossbars
- Windshield wipers – intermittent front and rear (speed-sensitive)

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1. Based on 2009 model year ratings. Maximum weights shown are for properly equipped vehicles with required equipment and a 130-lb. driver. Weight of additional options, equipment, passengers, and cargo must be deducted from this weight. For additional information, see your Ford Dealer. Deduct 500 lbs. when equipped with auxiliary rear climate control. Always wear your safety belt and secure children in the rear seat.

2. SIRIUS is a registered trademark of SIRIUS XM Radio Inc. Subscriptions governed by SIRIUS Terms and Conditions at sirius.com/serviceterms. Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.
EXPLORER XLT
Equipped with all standard features, plus:
- Rapid Spec 100A:
  - 18" painted-aluminum wheels with P235/65R17 all-season OWL tires
  - Body-color bumpers and wheel-lip moldings
  - 4-bar chrome grille
  - Black roof side rails and crossbars
  - Black power sideview mirrors with security approach lamps
- Premium cloth 1st-row bucket seats with 6-way power driver seat, driver manual lumbar and 2-way adjustable head restraints
- AM/FM stereo single-CD player
- 2-line message center with outside temperature display

Available Options & Packages
- Rapid Spec 103A: SYNC & SIRIUS Package + XLT Convenience Package + XLT Sport Package: 20" polished-aluminum wheels with P255/50R20 all-season BSW tires; 3-bar Black grille with nostrils; Black wheel-lip moldings; fascia and step bar accents; body-color sideview mirrors; Sport badge; blackout treatment for headlamps; unique exhaust tip; White instrument cluster; and all-weather floor mats (Available only with Charcoal Black interior on XLT 4x2 and AWD only) + manual 3rd-row 50/50 split-flat bench seat + power moonroof

Available Options & Packages
- Class III/IV Trailer Tow Package: 1-pin trailer wiring harness and connector, 7- to 4-pin adapter, engine oil cooler (V6 only) and frame-mounted hitch receiver (3.73 non-limited-slip rear axle required and only available with Class III/IV Trailer Tow Package and 4.0L V6)
- Control Trac® 4-wheel-drive (4WD) system
- Front and rear all-weather rubber floor mats
- Manual 3rd-row 50/50 split fold-flat bench seat
- Leather-trimmed seats with 1st-row heated bucket seats including 10-way power driver seat with power lumbar and recline (vinyl 3rd row, if equipped)

EXPLORER EDDIE BAUER®
Equipped with select standard XLT features, plus:
- Rapid Spec 200A:
  - 17" painted-aluminum wheels with P245/65R17 all-season OWL tires
  - Pueblo gold power front bumper, rear bumper and wheel-lip moldings
  - 3-bar chrome grille with nostrils
  - Automatic headlamps
  - Body-color power sideview mirrors with security approach lamps
  - S- VulcanCode keyless-entry keypad
  - Step bars with Pueblo gold accents
  - Leather-trimmed, heated 1st-row bucket seats with 10-way power driver seat, including power lumbar and recline
  - Manual 3rd-row 50/50 split fold-flat bench seat
  - SIRIUS Satellite Radio
  - Ford SYNC
  - Woodgrain interior accents
  - 4-line message center with outside temperature display and compass
  - Auto-dimming rearview mirror

Available Option Group
- Rapid Spec 201A: Eddie Bauer Convenience Package: 6-speed automatic transmission (Available only with Control Trac 4WD)
  - Power-deployable running boards with chrome accents
  - Power-foldable 3rd-row seat
  - Power-adjustable pedals with memory
  - Premium Sound System with AM/FM stereo/6-disc in-dash CD changer, subwoofer and 190 watts
  - Unique woodgrain interior inserts
  - Center floor console with unique appearance for center finish and wrapped armrest
  - Dual-zone Electronic Automatic Temperature Control
  - Auxiliary rear climate control
  - Universal Garage Door Opener

Available Options & Packages
- Rapid Spec 201A: Navigation & Moon Package: Navigation System with SIRIUS Travel Link and power moonroof
- Rapid Spec 302A: Navigation & Moon Package + All-Wheel Drive (AWD) + 20" polished-aluminum wheels with P255/50R20 all-season BSW tires

Available Options & Packages
- Rapid Spec 300A:
  - 3.73 non-limited-slip rear axle required and only available with Control Trac 4WD or AWD

EXPLORER LIMITED
Equipped with select standard Eddie Bauer features, plus:
- Rapid Spec 300A:
  - 18" chrome-clad aluminum wheels with P235/65R18 all-season OWL tires
  - Body-color bumpers and wheel-lip moldings
  - 6-speed automatic transmission (Available only with Control Trac 4WD or AWD)

HORSEPOWER, TORQUE & FUEL ECONOMY

4.0L SOHC V6 Engine
- Horserower: 210 @ 5100 rpm
- Torque (lb.-ft.): 254 @ 3700 rpm
- 5-speed automatic
  - 2WD: 14 mpg city/20 hwy.
  - 4WD: 13 mpg city/19 hwy.

4.6L 3V V8 Engine
- Horserower: 292 @ 5700 rpm
- Torque (lb.-ft.): 315 @ 4000 rpm
- 6-speed automatic
  - 4WD: 14 mpg city/19 hwy.

1 Requires Rapid Spec 102A or 103A.
2 Requires Rapid Spec 101A.
3 Requires Rapid Spec 102A.
4 Requires Rapid Spec 301A or 302A.
5 Requires Rapid Spec 301A or 302A.
6 Requires Rapid Spec 301A or 302A.
7 Requires Rapid Spec 301A or 302A.
8 Requires Rapid Spec 301A or 302A.
9 Requires Rapid Spec 301A or 302A.
10 Requires Rapid Spec 301A or 302A.
11 Requires Rapid Spec 301A or 302A.
12 Requires Rapid Spec 301A or 302A.
13 Requires Rapid Spec 301A or 302A.

2009 EPA-estimated fuel economy.
Exterior colors.

Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options.

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Interior colors.

- Leather - Charcoal Black with Camel inserts
  Standard on Eddie Bauer

- Leather - Charcoal Black
  Standard on XLT

- Leather - Camel with Sand inserts
  Standard on Eddie Bauer, Optional on XLT

- Leather - Charcoal Black with perforated inserts
  Standard on Limited

- Cloth - Camel with Sand inserts
  Standard on XLT

- Cloth - Charcoal Black
  Standard on XLT

Wheels.

- 16” Polished-Aluminum
  Available on Limited, Included in XLT Sport Package

- 18” Chrome-Clad Aluminum
  Standard on Limited, Optional on Eddie Bauer

- 20” Polished-Aluminum
  Available on Limited, Included in XLT Sport Package

- 17” Machined-Aluminum
  Included in XLT Appearance Package

- 17” Painted-Aluminum
  Standard on Eddie Bauer

- 16” Painted-Aluminum
  Standard on XLT
Interior Soft Cargo Organizers (Large and Standard Sizes) and Interior Soft Cargo Cooler Bag

Dual INViSiON™ DVD Headrests

Remote Start Systems

THULE® Racks, Carriers and Cargo Holders

Accessories.

Also available:
- Ambient Lighting Kit
- Katzkin® Leather Seat Covers
- Electrochromic Mirrors
- Keyless Entry Keypad
- Vehicle Security System
- SmartAlert™ GPS Tracking and Recovery
- Moonroof Deflector
- Side Window Deflectors
- Hood Deflector (Mini and Wrap-Around)
- Splash Guards
- Interior Cargo Net
- Running Boards
- Wiper Shaker De-Icer and Debris Cleaner
- Wheel Locks
- EchoMaster® HitchScan™ Rear Park Assist Sensor and Hitch Step
- Sportz® SUV Tent
- Electric Safety Tow
- Exterior Fuel Door
- Hitch and Hitch Balls
- Hitch Bar
- All-Weather Floor Mats
- Ashcup/Coin Holder/Smoker’s Pack

Ford Licensed Accessories.

Garmin® Portable Navigation Systems

Cargo-Logic® System

Exhaust Tip

To learn more about Ford Custom Accessories and to buy them online, visit fordaccessories.com.

Genuine Ford Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Contact your local Ford Dealer for details and a copy of the limited warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer’s warranty. Contact your Ford Dealer for details regarding the manufacturer’s limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.
THE FACTS ABOUT FORD.

Drive quality.

FACT: On top of earning 8 Consumers Digest “Best Buy” awards for 2009 models, Ford Motor Company is unsurpassed by Toyota and Honda when it comes to quality.¹

Drive green.

FACT: Ford builds the most fuel-efficient midsize sedan in America (Fusion Hybrid: 41 mpg city)² and the most fuel-efficient SUV on the planet (Escape Hybrid: 34 mpg city).³

Drive safe.

FACT: No other car company offers you more vehicles that have received both 2009 IIHS “Top Safety Pick” and NHTSA 5-Star crash test ratings.⁴

Drive smart.

FACT: The voice-activated Ford SYNC® customizable media system and EcoBoost™ V6 engines are just a few of the innovative technologies you can only find in a Ford.

Visit fordvehicles.com to learn more.

¹Based on RDA Group’s GQRS cumulative survey at 3 months of service in 3 surveys of 2008 MY Ford and competitive owners conducted 9/07–5/08. EPA-estimated 23 mpg city/34 hwy., 27 mpg combined, Fusion S I-4 automatic; 41 mpg city/36 hwy., Fusion Hybrid. Actual mileage will vary. Midsize class per R. L. Polk. ²Based on unadjusted city fuel economy from EPA (10/08) and VCA (5/08). 2009 EPA-estimated 34 mpg city/30 hwy. ³Based on consumersdigest.com survey of 2009 models. ⁴Based on NHTSA 5-Star ratings for all 4 crash test categories. Star ratings are part of the U.S. Department of Transportation’s Safercar.gov program (www.safercar.gov).