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.
Explorer Limited in Brilliant Silver Metallic with available equipment

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.

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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.

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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.

"You talk. SYNC listens."™
Ford SYNC® with 911 Assist™1 Plus New Traffic, Directions and Information.
Our available Ford SYNC system works with your Bluetooth®-enabled mobile phone to make calls, and your digital media player or thumb drive to play music — all with the touch of a button or a voice command.2 This latest version of Ford SYNC includes these convenient Driver Services:
• 911 Assist • Turn-by-turn directions3 • Business searches3
• Vehicle Health Reports • Real-time weather and traffic3
• Personalized business, sports and entertainment news, and more3

With 911 Assist, the system can make an emergency call from your phone if any airbag has deployed. And, unlike other systems that send you to a call center first, SYNC connects you directly to a 911 operator.

For more information on all these features, visit SyncMyRide.com.

1 The 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. If you are involved in an accident, SYNC 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. 2Real-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.
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.

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.

1 Cargo and load capacity limited by weight and weight distribution.

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**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.
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.*

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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.

1 Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov). 2 SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner.
**Specs.**

**Dimensions & Capacities**

**Exterior**
- Wheelbase: 113.7" 
- Length: 193.4" 
- Height (w/ options): 72.8" 
- Width - excluding mirrors: 75.7" 
- Width - including mirrors: 84.8" 
- Width - Mirrors folded: 77.5" 
- Minimum running ground clearance: 8.3" 
- Liftoff 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
  - Headroom: 39.8" 
  - Shoulder room: 59.0" 
  - Hip room: 55.4" 
  - Leg room: 42.4" 
- 2nd Row
  - Headroom: 36.7" 
  - Shoulder room: 58.9" 
  - Hip room: 55.5" 
  - Leg room: 36.9" 
- 3rd Row (if equipped)
  - Headroom: 37.4" 
  - Shoulder room: 53.1" 
  - Hip room: 45.3" 
  - Leg room: 34.9" 

**Cargo Volume (cu. ft.)**
- 5-passenger: 85.8/3.7 
- 7-passenger: 83.7/3.7 
- Behind 1st row: 45.1/14.9 
- Behind 2nd row: 24.9/14.9 
- Behind 3rd row (if equipped): 13.6/13.6 

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

**Maximum Loaded Trailer Weight**
1. 4.0L SOHC V6 Engine: 2600 lbs. 
2. 4.0L SOHC V6 Engine: 3500 lbs. 
3. 4.0L DOHC V6 Engine: 3505 lbs. 
4. 4.6L 3V V8 Engine: 3500 lbs. 
5. 4.6L 3V V8 Engine: 7115 lbs. 
6. AWD (Class III/IV): 7115 lbs. 

Dimensions may vary by trim level. Cargo and load capacity limited by weight and weight distribution.

**Standard**

**Mechanical**
- 4.0L SOHC V6 engine with 5-speed automatic transmission 
- 3.53 axle ratio 
- Class II trailer tow hitch receiver with 4-pin wiring harness 
- Independent front and rear suspension 
- Maintenance-free 72-amp battery 

**Safety & Security**
- Active Park Assist® for front and rear sensing 
- Roll Stability Control® (RSC®) with ESC® 
- Intelligent Cruise Control™ with Stop & Go 
- AdvanceTrac® with RSC® (Roll Stability Control®) 
- Safety Canopy® System with side-curtain airbags 
- 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) 

**Interior**
- 2nd-row 60/40 split-folding bench seat with recline 
- Cruise control 
- Rear-window defroster 
- Roof side rails and crossbars 
- Windshield wipers – intermittent front and rear (speed-sensitive) 

**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 
- Security Canopy® System with side-curtain airbags 
- Privacy glass (rear doors, rear quarter windows and liftgate window) 
- Adaptive venting and airbag inflators, safety belt pretensioners, adaptive load-limiting safety belt retractors, safety belt usage sensors, front/rear seat position sensor, crash severity sensor, restraint control module, Front-Passenger Sensing System and adaptive stroking energy-absorbing steering column

**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 1-877-367-3847, or visit us at ford.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 Midsize 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.

*Based on 2009 model year ratings. Maximum weights shown are for properly equipped vehicles with required equipment and a 150-lb. driver. Weight of additional options, equipment, passengers and cargo must be deducted from this weight. For additional information, see your Ford Dealer. 3Deduct 500 lbs. when equipped with auxiliary rear climate control. Always wear your safety belt and secure children in the rear seat.

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Available Option Groups

Available Option Group

Available Option Group

Available Options & Packages:

HORSEPOWER, TORQUE & FUEL ECONOMY

1. Requires Rapid Spec 201A.
2. Requires Rapid Spec 302A.
3. Requires Rapid Spec 301A.
4. Requires Rapid Spec 102A or 103A.
5. Requires Rapid Spec 102A or 103A.
6. Requires Rapid Spec 102A or 103A.

1. Requires Rapid Spec 101A or 102A.
2. Requires Rapid Spec 301A or 302A.
Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/trim options.
**Interior colors.**

- **Leather - Charcoal Black with Camel inserts**
  - Standard on Eddie Bauer
- **Leather - Charcoal Black**
  - Optional on XLT
- **Leather - Camel with Sand inserts**
  - Standard on Eddie Bauer, Optional on XLT
- **Leather - Charcoal Black with perforated inserts**
  - Standard on Limited
- **Leather - Camel with Sand inserts**
  - Standard on Eddie Bauer, Optional on XLT
- **Cloth - Charcoal Black**
  - Standard on XLT
- **Cloth - Camel with Sand inserts**
  - Standard on XLT

**Wheels.**

- **20" Polished-Aluminum**
  - Available on Limited, Included in XLT Sport Package
- **18" Chrome-Clad Aluminum**
  - Standard on Limited, Optional on Eddie Bauer
- **17" Machined-Aluminum**
  - Included in XLT Appearance Package
- **17" Painted-Aluminum**
  - Standard on Eddie Bauer®
- **16" Painted-Aluminum**
  - Standard on XLT
- **16” Polished-Aluminum**
  - Standard on XLT
- **17” Machined-Aluminum**
  - Included in XLT Appearance Package
- **17” Painted-Aluminum**
  - Standard on Eddie Bauer®
- **18” Chrome-Clad Aluminum**
  - Standard on Limited, Optional on Eddie Bauer
- **20” Polished-Aluminum**
  - Available on Limited, Included in XLT Sport Package

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EXPLORER

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

1 Ford Licensed Accessories. Garmin is a registered trademark of Garmin Ltd.

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/24 hwy. for Escape Hybrid FWD. Excluding vehicles built for Mazda. 3Based 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).