

2013 FORD PRODUCT SHEETS



2013 Ford product sheets are now interactive so that we can provide you with more information about our cars and trucks in an easy-to-use and share format complete with links to additional information, photos, infographics and video.

Go Further



Mouse over images to enlarge

VITAL STATS

Specifications: The most important technical specifications of the car, truck or SUV including power, fuel efficiency and manufacturing location are readily at hand along with a live link directly to the full spec sheet at media.Ford.com

Pricing: Shows base sticker prices for the highlighted models

PRODUCTS

NEW AND NOTABLE

- The product sheet is an easy-to-use one-page document that gives journalists a quick overview of what has changed for the new model year
- Users now get more views of the product right within the product sheet PDF file by simply hovering the mouse cursor over the thumbnail images
- Find out about the most important new features of the latest model at a glance in one convenient location

FEATURE CALLOUTS

The callout boxes are a place to get more detailed information about the most significant elements of the new model year vehicles and provide other relevant background content. Hovering a mouse cursor over thumbnail images will open up pop-up a larger, more detailed graphic.

PHOTOS AND VIDEO

Photography: Greater selection of photos on the product sheet (more are available in photo section of website)

Video: Links to videos of running footage of products, features and technology



HYPERLINKS

Feature callout boxes bundle content related to our core technology areas including Smart, Safe, Green and Quality. Hyperlinks anywhere in the text will take readers directly to the page within media.ford.com with the additional information they need to flesh out a story.

- [Active Park Assist](#)
- [Hands-Free Liftgate](#)
- [SYNC® Overview](#)
- [Adaptive Cruise Control and Collision warning](#)
- [EcoBoost](#)
- [Ford's Sustainable Materials Strategy](#)
- [Improving Fuel Economy Step by Step](#)