



2013 FORD FUSION AT 2012 BUFFALO AUTO SHOW *Fusion Voted by AutoWeek as “Best in Show” at Detroit Auto Show*

ALSO FEATURING:

Newly Redesigned 2013 Escape, 2012 Taurus, 2013 Mustang

Buffalo, NY - February 8-12, 2012 * Buffalo Niagara Convention Center

BUFFALO, NY | FEBRUARY 1, 2012 – Ford motor company presents a chance to experience all that Ford has to offer with several vehicles from its fleet of category leaders at this year’s Buffalo Auto Show, February 8-12, 2012, at the Buffalo Niagara Convention Center, 153 Franklin Street in Buffalo, NY.

Headlining the Ford display is the newly redesigned and acclaimed **2013 Ford Fusion**.

- **2013 Ford Fusion:** Just days after being revealed to the world, the new Ford Fusion is already bringing home awards. The *AutoWeek* editorial staff voted Ford Fusion “**Best in Show**” at the **North American International Auto Show in Detroit**.
 - Smart, sleek, and fresh, the new Fusion is set to change how people think about midsize sedans, elevating the game with jaw-dropping fuel economy and the smart technology and refinement typically found in cars costing thousands more. From its groundbreaking design to its enhanced craftsmanship, Fusion is setting a higher standard.
 - The new Fusion is the first midsize sedan to offer gasoline, hybrid, and plug-in hybrid powertrains, all targeting best-in-class fuel economy.
 - Fusion offers seven unique technologies, including Lane Keeping Aid, Adaptive Cruise Control, Active Park Assist, and MyFord Touch.

- **2013 Ford Escape:** Escape is the best-selling small utility vehicle in the market today – and we intend to keep it there. Some of the most important elements of our new Escape include:
 - Its “**hands-off**” **technologies** to make customers lives easier, including the new hands-free liftgate, our upgraded MyFord Touch system and active park assist.

 - Its significantly **better fuel economy** with two EcoBoost engines to choose from. Escape is expected to deliver up to 5 mpg better than the outgoing model and better fuel economy than key competitors from Honda and Toyota.

- Its outstanding **versatility and capability**, with a new Intelligent All-Wheel Drive System, and cargo and towing capability customers are asking for.
- **Download – News release:**
<http://media.ford.com/news/enews/allnewfordescapesmarterutilityvehicletomakeowne rsliveseasier.htm>

In keeping with Ford's leadership in **green technology**, the 2013 Escape features several eco-friendly components, including door bolsters (the material inside the door) made of kenaf, a tropical plant similar to bamboo. The use of kenaf is anticipated to offset 300,000 pounds of oil-based resin per year in North America. This eco-friendly material reduces the weight of the door bolsters by 25 percent. Weight savings translate into fuel savings for drivers.

- **Download – News release:** [2013 Escape](#)
- **2012 Ford Taurus:** For 2012, the standard Taurus 3.5-liter V6 provides as much as 28 mpg on the highway, which is class-leading. The Taurus offers front-wheel-drive and all-wheel-drive models across SE, SEL and Limited series. No other full-size sedan offers segment-exclusive multicontour seats with Active Motion™, to help keep drivers alert yet relaxed, over the long haul.
- **2013 Ford Mustang:** Ford Mustang – the icon of American performance and style – gets even more street swagger with a new design and a list of smart features that signal even more technology in the popular pony car.
 - New exterior design with more prominent grille, new hood and new LED signature lighting give the latest Mustang a high-tech look.
 - Drivers of automatic-equipped Mustangs will be able to shift their own gears with new SelectShift Automatic™ transmission, now a standard feature.
 - Industry-first technology allows drivers to monitor their own acceleration, g force and braking on the track with new 4.2-inch LCD screen showing Track Apps.
 - **Download – News release:** [New Design, More Technology for Ford Mustang](#)
 - **Download – News release:** [Read, Set, Go: Track Apps Give Drivers Instant Performance Info](#)

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 166,000 employees and about 70 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com.