



GREENEST, GEEKIEST AND MOST MINDFUL CITIES



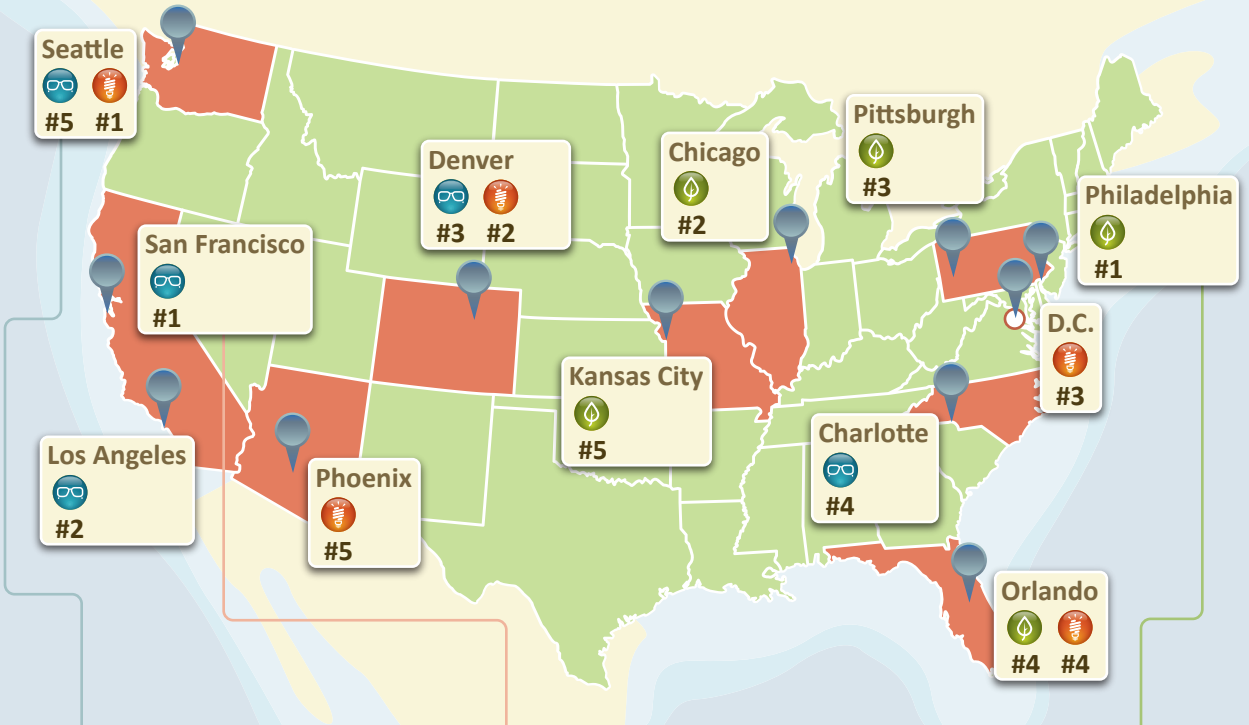
The greenest choose EcoBoost engines in their vehicles for fuel-efficient gains of up to 20 percent



The geekiest opt to accessorize their rides with award-winning SYNC with MyFord Touch connectivity technology



The most mindful drivers select technologies that help to check blind spots or avoid rear-end collisions



Seattle: 35 percent of buyers select driver-assist sensor technologies compared to 19 percent nationally

San Francisco: 85 percent choose SYNC with MyFord Touch, 16 points above the national average

Philadelphia: Buyers choose an EcoBoost engine at 20 percentage points above the national average of 25 percent