



Drive safe.

Ford is leading the industry in standardizing new safety technologies for millions of customers, including the industry's first three-point safety belts; multiple-deployment air bags and the most advanced stability control system on the market.

### Safety Canopy®

The Safety Canopy side-curtain air bag rollover protection system is a Ford-exclusive feature that helps protect front and rear outboard passengers in both rollovers and side-impact crashes. The side curtains use Ford's unique Roll Fold technology to help them slip between the occupant and the side window, unlike conventional curtains that deploy at a 45-degree angle. The Safety Canopy is designed to stay inflated for several seconds, as rollover crashes often last much longer than side-impact crashes.

The system not only helps cushion customers in impacts but helps prevent unbelted occupants from being ejected from the vehicle in rollovers.



### SPACE™ Architecture

Ford's Side Protection and Cabin Enhancement architecture (SPACE) was first introduced on the Ford Taurus and will be standard on the all-new Ford Flex. It is designed to help channel crash forces using strategically placed steel rails and square tubes under the car body, the vertical door posts ("B-pillars"), in between the front and rear seats, and in the front diagonal posts ("A-pillars"). The rails are designed to bend and the tubes compress in a severe crash. This creates 10 different crush zones in different parts of the car to help channel crash forces away from the occupants inside.

### AdvanceTrac® with RSC®

Ford's AdvanceTrac electronic stability control system helps vehicles maintain their intended path by measuring side-to-side yaw (or skidding), by the vehicle's speed, throttle position and steering wheel angle. When wheel slip is sensed AdvanceTrac reduces engine torque and applies selected brakes.

Ford's exclusive AdvanceTrac with RSC (Roll Stability Control), the industry's only electronic stability control system that uses two gyroscopic sensors to monitor both yaw and roll motion, helps the driver maintain control and keep the vehicle on the road during situations that may lead to rollover.

NHTSA and IIHS say this technology could save between 7,000-10,000 lives a year if equipped on every vehicle in the U.S.



## Personal Safety System®

Ford's Personal Safety System is made up of a suite of seven protection technologies, including dual-stage front air bags and occupant weight classification, working together to help protect occupants. The system processes information from several sophisticated sensors to adjust the performance of the safety belt retractors, front air bags and steering column to help enhance occupant protection in the event of frontal and side-impact collisions. Personal Safety System is standard on most Ford vehicles.



## Belt-Minder®

Ford's Belt-Minder is a safety belt reminder technology for the driver and front passenger that takes over after the initial safety belt reminder stops chiming. If the driver or front passenger remains unbuckled, the system chimes and flashes a warning lamp for six seconds every 30 seconds for five minutes or until the driver buckles up, whichever comes first. The federal government applauds Ford's system for increasing safety-belt usage by 5 percent.

## Advanced Crash Dummies

Ford is making its crash test dummies more lifelike to better understand how injuries occur. The company's new lifelike child dummy even has advanced technologies in the stomach to duplicate abdominal injuries – the most common for young occupants – especially those who don't wear safety belts properly.

