

2010 | EXPLORER



Drive one.

DELIVERING FREEDOM OF CHOICE.



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 they want, and do what they want. It's a proven off-roader with available Control Trac® 4-wheel drive (4WD). It's a powerful towing machine. And of course, Explorer is a very comfortable conveyance, with seating for up to 7. For 2010, even more style and energy join the lineup with the addition of the new XLT Sport Package (shown). 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.



Drive one.

IMPRESSIVE CAPABILITIES.



¹Maximum capability less vehicle occupants, cargo and other equipment. See your Owner's Guide, your Ford of Canada Dealer and the RV and Trailer Towing Guide for safety information and limitations. ²Truck-Based Midsize SUV class. ³Remember 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.

Explorer hugs the road and delivers a quiet, comfortable ride. Properly equipped, it can also tow up to a hefty 3234 kg (7130 lbs.)! Get maximum power with the available 4.6L 3-valve V8, plus a first-in-class² 6-speed automatic transmission. In short, one hugely talented transport indeed.



ADVANCED TOWING TECHNOLOGY

Trailer Sway Control³ uses our exclusive AdvanceTrac[®] with RSC[®] (Roll Stability Control™) to determine if the trailer may be swaying, then reduces engine torque or applies precise vehicle braking to help keep both vehicle and trailer under control.



4-WHEEL INDEPENDENT SUSPENSION

This flexible system helps Explorer hug the road no matter what kind of road you travel. Monotube shocks tame tough terrain and uneven surfaces.

STABLE RESPONSE STANDARD.



Explorer XLT in White Suede with available equipment.

Standard AdvanceTrac® with RSC® (Roll Stability Control™) is cutting-edge safety technology. Working with the Anti-lock Brake System (ABS), traction control and yaw control, it automatically determines how to apply braking and engine power to help keep all 4 wheels firmly planted! Just one more way Explorer can help you handle things beyond your control.



MORE SAFETY STANDARDS

The Safety Canopy® System deploys side-curtain airbags to enhance protection for outboard occupants in the 1st and 2nd rows in certain side-impact collisions.

Our Intelligent Safety System™ enhances 1st-row protection in the event of certain frontal collisions. It automatically adjusts the adaptive front airbags, safety belt retractors and steering column.

The SOS Post-Crash Alert System™² activates the hazard lights and horn to call attention to your vehicle in certain collisions.

¹Remember 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.

²SOS 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.

PLEASING AMENITIES, ADVANCED TECHNOLOGY.

SIRIUS
SATELLITE RADIO

SYNC
Powered by **Microsoft**

NAVIGATION SYSTEM

Find your way with the available Navigation System. It features voice activation, a 6.5-in. LCD touch screen, and nearly 10 gigabytes of storage for photos and music. It even plays DVDs when Explorer is in "Park."

FORD SYNC® WITH NEW 911 ASSIST™

You talk. SYNC listens.™ The available Ford SYNC voice-activated, in-vehicle communications and entertainment system integrates your Bluetooth®-enabled mobile phone and nearly any portable media player.¹ And now, this advanced system can directly contact a 911 operator if any airbag has deployed.² Visit SyncMyRide.ca for details.

SIRIUS® SATELLITE RADIO³

Surf up to 120 channels including 100% commercial-free music, plus the best sports, news, talk and entertainment, all across Canada.



AVAILABLE HEATED MIRRORS

Push a button for a clear rear view with fold-away, power-adjustable, sideview mirrors.

¹Driving 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. ²The 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. ³See your Ford of Canada Dealer or contact SIRIUS at 1-888-539-7474 for more information.

Explorer Eddie Bauer® leather-trimmed interior in Camel with Sand inserts and available equipment.

FLEXIBILITY, 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 from these available amenities and more to help ensure that all on board arrive relaxed and refreshed from every drive.



Explorer Limited leather-trimmed interior in Charcoal Black with available equipment.



CARGO COVER

A rear cargo cover is optional on Explorer 5-passenger models to keep items in the rear hidden from view. With the 2nd-row seat folded flat, up to 2398 litres (84.7 cu. ft.) of cargo space is available.



POWERFOLD®

An available PowerFold 3rd-row seat is conveniently controlled with buttons located in the rear cargo area.



FLEXIBLE SEATING

5-passenger seating is standard. To take 6, choose available Quad Bucket Seating and optional 3rd row. Seat 7 with the standard 2nd-row 60/40 split-folding seat and the available 3rd-row seat.

SPECIFICATIONS

Standard Equipment

Mechanical

3.55 axle ratio
4-wheel Anti-lock Brake System (ABS)
130-amp alternator
Class II trailer tow hitch receiver with 4-pin connector
Control Trac® 4-wheel-drive system (4x4 models only)
Engine block heater
Independent front and rear suspension
Maintenance-free 72-amp battery
One-touch integrated start

Safety/Security

Ist-row height-adjustable safety belts with pretensioners and adaptive load-limiting retractors
Adaptive driver and front-passenger front airbags¹
Adaptive energy-absorbing steering column
AdvanceTrac® with RSC® (Roll Stability Control™)
Battery saver
Belt-Minder® front safety belt reminder
Front-Passenger Sensing System
Front-seat side airbags¹
Illuminated entry
LATCH — Lower anchors and tether anchors for child-safety seats in 2nd-row outboard seats
Remote keyless-entry system with 2 key fobs and driver-side SecuriCode™ keyless-entry keypad
Safety Canopy® System with side-curtain airbags¹ and rollover sensor
SecuriLock® passive anti-theft engine immobilizer system
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

Ist-row dome/map lights
2nd-row 60/40 split-folding bench seat with recline²
Auto-dimming rearview mirror
Auxiliary audio input jack
Cargo Management System
Coat hooks — 4
Cruise control
Floor console with floor shifter
Grab handles — 1 for front passenger, 2 in 2nd row
Illuminated glove compartment
Leather-wrapped steering wheel with cruise and secondary audio controls
Loadfloor tie-down hooks — 4
Power points — 2
Power windows with one-touch-down driver-window feature
SIRIUS Satellite Radio (includes 6-month prepaid subscription)
Visor vanity mirrors — Illuminated

Exterior

Easy Fuel™ capless fuel filler
Fog lamps
One-piece liftgate with flip-open rear window
Power, heated sideview mirrors with security approach lamps³
Privacy glass (rear doors, rear quarter windows and liftgate window)
Rear-window defroster
Step bars — Black on XLT, Pueblo Gold accents on Eddie Bauer, chrome accents on Limited
Windshield wipers — Intermittent front (speed-sensitive) and rear

¹Always wear your safety belt and secure children in the rear seat.

²5- and 7-passenger models only.

³Heated sideview mirrors not available with XLT Sport Package.

“SIRIUS,” the SIRIUS dog logo, channel names and logos are trademarks of SIRIUS XM Radio Inc. Subscriptions governed by SIRIUS Terms and Conditions at siriuscanada.ca.

Features & Options

	XLT 4x4 or AWD ⁴	Eddie Bauer® 4x4	Limited AWD
Mechanical			
<input type="radio"/> <input type="radio"/> —	4.0L SOHC V6 engine with 5-speed automatic transmission		
<input type="radio"/> <input type="radio"/> ●	4.6L 3-valve V8 engine with 6-speed automatic transmission		
● — —	17-in. machined-aluminum wheels		
— ● —	18-in. chrome-clad aluminum wheels		
— — ●	20-in. polished-aluminum wheels		
● — —	P245/65R17 all-season OWL tires		
<input type="radio"/> — —	P245/65R17 all-terrain BSW tires		
— ● —	P235/65R18 all-season OWL tires		
— — ●	P255/50R20 all-season BSW tires		
⓪ — ●	All-Wheel Drive (AWD)		
<input type="radio"/> <input type="radio"/> —	Non-limited-slip rear axle — 3.73 ratio ⁵		
<input type="radio"/> <input type="radio"/> <input type="radio"/>	Skid plates — Fuel tank and transfer case		
Seating			
● — —	Cloth trim — 1st-row bucket seats with 2-way adjustable head restraints and 6-way power driver seat with manual lumbar		
<input type="radio"/> — —	Leather trim — 1st-row heated bucket seats, including 10-way power driver seat with power lumbar and recline (vinyl 3rd row, if equipped)		
— ● ●	Leather trim — 1st-row heated bucket seats with 10-way power driver seat, including power lumbar, recline and memory, and 6-way power passenger seat with manual lumbar (vinyl 3rd row, if equipped)		
<input type="radio"/> <input type="radio"/> ●	PowerFold® 3rd-row 50/50 split fold-flat bench seat (requires auxiliary rear climate control)		
— <input type="radio"/> <input type="radio"/>	Quad Bucket Seating — Includes 2nd-row bucket seats and floor console (requires 3rd-row seat)		
Interior			
● — —	2-line message centre		
— ● ●	4-line message centre		
● — —	Air conditioning — Manual		
— ● ●	Air conditioning — Dual-zone Electronic Automatic Temperature Control		
<input type="radio"/> <input type="radio"/> <input type="radio"/>	All-weather front and rear floor mats		
● — —	AM/FM stereo/single-CD player with MP3 capability		
<input type="radio"/> ● ●	Premium Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability, subwoofer and 190 watts		
<input type="radio"/> <input type="radio"/> ●	Auxiliary rear climate control (requires 3rd-row seat)		
<input type="radio"/> <input type="radio"/> —	Cargo cover — Rear (not available with 3rd-row seat)		
<input type="radio"/> ● ●	Ford SYNC® voice-activated, in-vehicle communications and entertainment system		
— <input type="radio"/> <input type="radio"/>	Navigation System — Hard drive-based with single-CD/DVD/MP3 player		
<input type="radio"/> ● ●	Power-adjustable pedals (with memory feature on Eddie Bauer and Limited)		
<input type="radio"/> <input type="radio"/> ●	Power moonroof with sunshade and one-touch-open/-close feature		
<input type="radio"/> <input type="radio"/> <input type="radio"/>	Rear-Seat DVD Entertainment System		

	XLT 4x4 or AWD ⁴	Eddie Bauer® 4x4	Limited AWD
Exterior			
● — ●	Bumpers and wheel-lip mouldings — Body-colour-painted		
— ● —	Bumpers and wheel-lip mouldings — Pueblo Gold-painted		
<input type="radio"/> <input type="radio"/> ●	Class III/IV Trailer Tow Package ⁵ — Includes Trailer Sway Control, 7-pin trailer wiring harness and connector, 7- to 4-pin adapter and frame-mounted hitch receiver		
● — ●	Grille — Chrome, 4-bar design		
— ● —	Grille — Chrome, 3-bar design		
<input type="radio"/> ● ●	Reverse Sensing System		
● ● —	Roof side rails — Black		
— — ●	Roof side rails — Chrome with Black end caps		
— — <input type="radio"/>	Running boards — Power-deployable with chrome accents		
Package			
<input type="radio"/> — —	XLT Sport Package — Includes AWD; 20-in. polished-aluminum wheels with P255/50R20 all-season BSW tires; 3-bar Black grille with nostrils; Black wheel-lip mouldings, fascia and step bar accents; body-colour sideview mirrors (non-heated); Sport badge; blackout treatment for headlamps; unique exhaust tip; Circle Check appliques on centre finish panel and door switch bezels; White instrument cluster; all-weather floor mats (available only with Charcoal Black interior)		

● Standard ● Select Availability Optional — Not Available

⁴AWD required and only available with XLT Sport Package on XLT.

⁵3.73 non-limited-slip axle required and only available with Class III/IV Trailer Tow Package with 4.0L V6.

Microsoft is a registered trademark of Microsoft Corporation.

The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

SPECIFICATIONS

Model-Specific Features

XLT

Select standard content:

17-in. machined-aluminum wheels • Body-colour bumpers and wheel-lip mouldings • 4-bar chrome grille • Black step bars • Power, heated sideview mirrors with security approach lamps • Black roof side rails and crossbars • Cloth 1st-row bucket seats with 2-way adjustable head restraints and 6-way power driver seat with manual lumbar • Air conditioning • AM/FM stereo/single-CD player with MP3 capability • SIRIUS Satellite Radio • 2-line message centre with outside temperature display and compass • Carpeted floor mats in 1st and 2nd rows • SecuriCode™ keyless-entry keypad

Eddie Bauer®

Includes XLT content, plus:

18-in. chrome-clad aluminum wheels • Pueblo Gold lower front bumper, rear bumper, wheel-lip mouldings and step bar accents • 3-bar chrome grille • Leather-trimmed, heated 1st-row bucket seats with 10-way power driver seat, including power lumbar and recline with memory feature, and 6-way power passenger seat • Power-adjustable pedals with memory • Woodgrain interior accents • 4-line message centre • Dual-zone Electronic Automatic Temperature Control • Premium Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability, subwoofer and 190 watts • Ford SYNC® • Reverse Sensing System • Universal Garage Door Opener

Limited

Includes Eddie Bauer content, plus:

20-in. polished-aluminum wheels • Monochromatic appearance • 4-bar chrome grille • Power, heated sideview mirrors with security approach lamps and chrome accents • Chrome roof side rails with Black crossbars and end caps • Chrome step bar accents • PowerFold® 3rd-row seat • Unique woodgrain interior inserts • Centre floor console with unique appearance for centre finish and wrapped armrest • Auxiliary rear climate control • Power moonroof

Trailer Towing Applications¹

Axle Ratio	Maximum Loaded Trailer Weight kg (lbs.)	
	4.0L V6	
3.55	4x4 Class II	1588 (3500)
3.73	4x4 Class III/IV	2359 (5200)
Axle Ratio	4.6L V8	
	3.55	4x4 Class II
3.55	4x4/AWD Class III/IV	3234 (7130)

Maximum weights shown are for properly equipped vehicles with required equipment and a 68-kg (150-lb.) driver. Weight of additional options, equipment, passengers and cargo must be deducted from this weight. For additional information, see your Ford of Canada Dealer.

Cargo and load capacity limited by weight and weight distribution.

¹Deduct 227 kg (500 lbs.) when equipped with auxiliary rear climate control.

Engines

	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)
4.0L SOHC V6	210 @ 5100	254 @ 3700
4.6L 3-valve V8	292 @ 5750	300 @ 3950

Estimated Fuel Consumption Ratings²

L/100 km (mpg)

	Transmission	City	Hwy.
4.0L SOHC V6	5-speed automatic	15.9 (18)	10.7 (26)
4.6L 3-valve V8	6-speed automatic	15.5 (18)	10.4 (27)

²Fuel consumption ratings based on Transport Canada approved test methods.

Dimensions & Ratings

Exterior mm (in.)	
Overall length	4912 (193.4)
Wheelbase	2888 (113.7)
Overhang — Front	899 (35.4)
— Rear	1125 (44.3)
Width — Excluding mirrors	1872 (73.7)
— Including mirrors	2154 (84.8)
— Mirrors folded	1969 (77.5)
Height (with options)	1849 (72.8)
Minimum running ground clearance	208 (8.2)
Liftover height (curb)	798 (31.4)
Ramp breakover angle	18.4°
Angle of approach	28.2°
Angle of departure	23.8°
Interior mm (in.)	
1st Row	
Head room	1011 (39.8)
Shoulder room	1499 (59.0)
Hip room	1407 (55.4)
Leg room	1077 (42.4)
2nd Row	
Head room	983 (38.7)
Shoulder room	1499 (59.0)
Hip room	1410 (55.5)
Leg room	937 (36.9)
3rd Row (if equipped)	
Head room	950 (37.4)
Shoulder room	1349 (53.1)
Hip room	1151 (45.3)
Leg room	886 (34.9)
Cargo Volume L (cu. ft.)	
5 pass./7 pass.	
Behind 1st row	2398 (84.7)/2345 (82.8)
Behind 2nd row	1271 (44.9)/1243 (43.9)
Behind 3rd row (if equipped)	—/385 (13.6)

WHEELS



17-in. Machined-Aluminum
Standard on XLT



18-in. Chrome-Clad Aluminum
Standard on Eddie Bauer



20-in. Polished-Aluminum
Standard on Limited;
Included in XLT Sport Package

ACCESSORIES

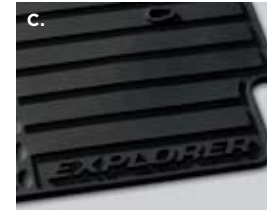
- A.** Trailer Hitch Balls/Draw Bars
- B.** Remote Start Systems
- C.** All-Weather Floor Mats
- D.** Splash Guards
- E.** THULE® Racks, Carriers and Cargo Holders¹
- F.** Dual INVISION™ DVD Headrests¹
- G.** Interior Cargo Net

Also available:

- Ambient Lighting Kit
- Ashcup/Coin Holder/Smoker's Pack
- Cargo-Logic® System
- Electric Safety Tow
- Electrochromic Mirrors
- Exhaust Tip
- Exterior Fuel Door
- Garmin® Portable Navigation Systems¹
- Hood Deflector (Mini and Wrap-Around)
- Interior Cargo Area Protector
- Interior Cargo Organizers (2nd Row)
- Interior Soft Cargo Organizers (Large and Standard)
- Interior Soft Cooler Bag
- Keyless Entry Keypad
- Moonroof Deflector
- Running Boards
- Side Window Deflectors
- Step Bars
- Vehicle Security System
- Wheel Locks
- Wiper Shaker De-Icer and Debris Cleaner¹

¹Ford Licensed Accessories.

Garmin is a registered trademark of Garmin Ltd.



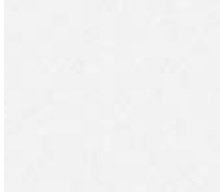
Ford of Canada warrants that its authorized Dealers will repair or replace any Genuine Ford Accessory that is properly installed by the authorized Dealer that sold the accessory and found to be defective in factory-supplied materials or workmanship. The accessory will be warranted for whichever provides you the greatest benefit: 12 months/20,000 km (whichever occurs first), or the remainder of your 36-month/60,000-km (whichever occurs first) Basic Coverage in the New Vehicle Limited Warranty. Contact your local Ford of Canada Dealer for details.

Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's limited warranty. The warranty coverage will vary by accessory manufacturer. Contact your local Ford of Canada Dealer for details regarding the accessory manufacturer's limited warranty and/or for a copy of the FLA product limited warranty offered by the accessory manufacturer.

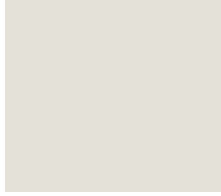
Ford ESP PremiumCare Plan. Depending on the Ford ESP Plan you select, some Dealer-installed Genuine Ford Accessories can be covered up to 7 years or 150,000 km. See your Ford of Canada Dealer for details.

COLOURS

Exterior



White Platinum
Metallic Tri-Coat¹



White Suede



Colorado Red



Sangria Red Metallic



Dark Copper Metallic



Blue Flame Metallic



Brilliant Silver Metallic



Black Pearl Slate Metallic



Black

Colours shown are representative only. Not all colours are available on all models. See your Ford of Canada Dealer for actual paint/trim options.

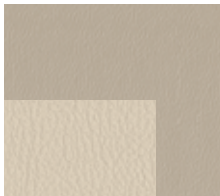
Interior



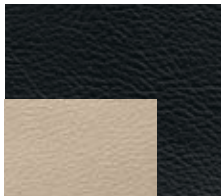
Camel Cloth with
Sand Inserts
Standard on XLT



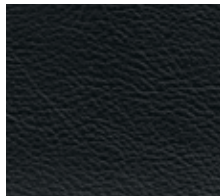
Charcoal Black Cloth
Standard on XLT



Camel Leather with
Sand Inserts
Standard on Eddie Bauer
and Limited; Optional on XLT



Charcoal Black Leather with
Camel Inserts
Standard on Eddie Bauer



Charcoal Black Leather
Standard on Limited;
Optional on XLT

Camel Charcoal Black

XLT

- ● White Suede
- ● Sangria Red Metallic
- ● Dark Copper Metallic
- ● Blue Flame Metallic
- ● Brilliant Silver Metallic
- ● Black Pearl Slate Metallic
- ● Black

XLT Sport Package

- Colorado Red
- Blue Flame Metallic
- Brilliant Silver Metallic
- Black

Eddie Bauer®

- ● White Suede
- ● Sangria Red Metallic
- ● Dark Copper Metallic
- ● Blue Flame Metallic
- ● Black Pearl Slate Metallic
- ● Black

Limited

- ● White Platinum Metallic Tri-Coat¹
- ● Sangria Red Metallic
- ● Dark Copper Metallic
- ● Blue Flame Metallic
- ● Brilliant Silver Metallic
- ● Black Pearl Slate Metallic
- ● Black

¹Extra-cost option.

For more information on
Ford of Canada products and services,
please visit our website:



Our commitment to you... Peace-of-Mind Protection

- Basic Coverage:
3 years/60,000 km
- Powertrain Warranty:
5 years/100,000 km
- Corrosion Warranty:
5 years/unlimited distance
- Roadside Assistance:
5 years/100,000 km

Certain conditions apply. For more information on these warranties and coverages, ask your local Ford of Canada Dealer or visit ford.ca.

For prompt, courteous answers to your questions:

Ford Customer Relationship Centre
1-800-565-3673
Ford Credit Customer Service Centre
1-877-636-7346

Please note: The electronic version of the Ford of Canada vehicle brochure is a condensed version of the original printed version.

Competitive comparisons are based on 2009 competitive models, publicly available information and Ford data at the time of printing of the 2010 original printed version. 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 publication of the 2010 original printed brochure, 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 of Canada Dealer is your best source for up-to-date information. Ford Motor Company of Canada, Limited, reserves the right to change product specifications at any time without incurring obligations. Colours may not be exactly as illustrated. Please see your sales consultant for specific colour and model availability. Please visit your local dealer or ford.ca for complete vehicle details.

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 help protect you from the cost of unexpected repairs. To add to your peace of mind and help protect your investment beyond your New Vehicle Basic Warranty, complement your ESP with a prepaid maintenance plan that covers all required scheduled maintenance items for your vehicle and 8 wear items. Ask your Dealer for a Ford ESP, the only service contract backed exclusively by Ford Motor Company of Canada, Limited, and honoured at all Ford and Ford Lincoln Dealerships across North America. Certain limitations and exclusions apply, see your Dealer for details.

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 local Ford of Canada Dealer for details or check us out at fordcredit.ca.



Escape & Escape Hybrid



Explorer



Sport Trac



Expedition & Expedition MAX