



2007MY

Vehicle Line: **FUSION**

Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- Fusion breathes a fresh new attitude into the mid-sized car segment with its bold styling, stylish interior and great driving dynamics

Key Messages:

Bold Confident Styling that Demands to be Noticed

- Muscular 3-bar chromed grille inspired by the acclaimed Ford 427 concept
- Fusion sides sport sleek lines and a high rear deck-lid promising stirring athleticism
- Available 16" and 17" aluminum wheels for sporty appearance

Stylish and Flexible Interior

- Premium interior materials with carbon graphite, wood or piano black accents
- Inviting interior with optional leather seating surfaces with contrast stitching
- Superior interior flexibility, including a pop-up storage bin on top of the instrument panel, clamshell armrest, six cup holders, rear seat armrest, and one-touch 60/40 fold-flat rear seats

A Real Drivers Car

- Fully independent front and rear suspension system that provides smooth, confident handling
- Standard 160 HP Duratec 2.3L I-4 teamed with a 5-speed manual or unexpected optional 5-speed automatic transmission*
- Optional 221 HP Duratec 3.0L V-6 teamed with a 6-speed automatic transmission usually found in more expensive vehicles
- Both engines feature intake Variable Cam Timing (iVCT) for powerful low-end torque and responsive mid-range passing speed

Important Note regarding Job 1 and Job 2:

The following items become available with Job 2

- Standard equipment: Audio input jack, Mast antenna, Flat fold passenger seat (SE, SEL)
- Optional equipment: All Wheel Drive, Rear Spoiler, Satellite Radio, DVD-based Navigation

2007 MY Recommended Mix:

NOTE: For Job 1 only, Retail Mix will be approximately 20% S, 40% SE and 40% SEL

	Retail Mix *				
	I-4 S	I-4 SE	V-6 SE	I-4 SEL	V-6 SEL
	10%	26%	30%	14%	20%
<i>Drivetrain/Engine Type</i>					
2.3L I4 Engine w/5-Spd. Manual Transmission	30%	16%	0%	6%	0%
3.0L Duratec Engine w/6-Spd. Automatic Transmission	0%	0%	100%	0%	100%
<i>Key Options</i>					
5-Spd. Automatic Transmission	70%	84%	0%	94%	0%
Anti-Lock Braking System (ABS)	11%	55%	75%	56%	75%
Heated Seats	0%	0%	0%	18%	21%
Leather Seating	0%	12%	29%	55%	65%
Power Moonroof	0%	10%	25%	40%	50%
Stereo – Audiophile CDX6/MP3 w/8-Speakers	0%	3%	6%	33%	41%
Stereo – Premium CDX6/MP3 w/6-Speakers	0%	97%	94%	67%	59%
Traction Assist (V6 only)	0%	0%	31%	0%	70%

2007 FUSION MAJOR PRODUCT CHANGES

OVERVIEW

The 2007MY Job 1 features the standardization of the Safety & Security, SE Sport and SEL Premium packages.

MODEL/SERIES/AVAILABILITY

- S, SE and SEL

EXTERIOR CHANGES & AUDIO CHANGES

- **Colors Deleted:**
 - Titanium Green Clearcoat Metallic
 - Charcoal Beige Metallic
 - Silver Frost

PACKAGES NOW STANDARD FOR 2007 MY

SAFETY & SECURITY PACKAGE CONTENTS

Now standard on all models

- Side impact air bags, driver and front passenger
- Side impact 1st and 2nd row air curtains
- Anti-theft perimeter alarm

SE SPORT PACKAGE CONTENTS

Now standard on SE

- 16" aluminum wheels
- Premium CDX6/MP3 w/6-speakers
- Fog Lamps

SEL PREMIUM PACKAGE CONTENTS

Now standard on SEL

- Heated mirrors with puddle lamps
- Electrochromic rearview mirror
- Compass
- Auto headlamps

Product Changes and Features Availability

Features, options and package content subject to change. Please check www.fmcdealer.com or Dealer eStore for the most current information.

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2007 FUSION MAJOR PRODUCT SUMMARY

The following equipment is standard as indicated. Each series includes the standard equipment of the previous series, except where additions/exceptions are noted:

I4 S	I4 SE	V6 SE	I4 SEL	V6 SEL
<p>Powertrain/Functional</p> <ul style="list-style-type: none"> Brakes – power assisted 4-wheel disc Engine – 2.3L Duratec I4 Transmission – 5-speed manual <p>Exterior</p> <ul style="list-style-type: none"> Body side molding – color keyed Grille – bright chrome Headlamps – quad halogen w/integrated amber turn, separate front side marker, front side reflector on fascia Integrated Keyfob Transmitter (2) Mirrors – power black caps Tires – P205/60R16 Continental ContiProContact Wheels – 16" steel w/premium covers Windshield wipers – speed sensitive <p>Interior</p> <ul style="list-style-type: none"> Accessory delay Air conditioning – single-zone climate control Armrest – rear seat w/dual cupholders Audio – AM/FM stereo single CD/MP3 w/4-speakers Battery saver Center console – two-tier Coat hooks (2) Cupholders/bottle holders (6) Dash-top storage compartment Dome lamp – center-mounted w/map lights (NA w/moonroof) Floor mats – carpeted front & rear Glass – solar tinted Glove box – non-locking, non-damped Grab handles – front & rear (4) Horn – dual tone electric Mirror – day/night interior rearview Power points (2) Seat <ul style="list-style-type: none"> Driver 4-way manual adjust Rear 60/40 spring-assisted fold down 5-passenger seating Shift knob – leather (manual transmission only) Steering – power variable assist Steering wheel – urethane w/speed control switches, tilt/telescopic Sunvisors w/dual vanity mirrors Window – one touch down driver Windows/locks – power <p>Safety/Security</p> <ul style="list-style-type: none"> Belt-Minder® (driver & passenger) Child safety locks – rear door Emergency trunk release – glow-in-the-dark Enhanced Side Intrusion Protection System Illuminated entry LATCH System Occupant Classification System Personal Safety System™ Perimeter Anti-theft System SecuriLock® Passive Anti-Theft System (PATS) Side impact airbags, driver and front passenger Side impact 1st and 2nd row air curtains 	<p><i>All I4 S Series content, plus:</i></p> <p>Exterior</p> <ul style="list-style-type: none"> 16" aluminum wheels Fog lamps Mirrors – body color, power side mirrors SE badge <p>Interior</p> <ul style="list-style-type: none"> Audio – Premium CDX6/MP3 w/6 speakers Instrument panel – unique center stack appliqué Map pockets – driver & front passenger seat back Message Center w/trip computer Seat – driver 6-way power, manual lumbar on driver seat Steering wheel w/redundant speed/audio controls Sunvisors w/dual illuminated vanity mirrors 	<p><i>All I4 SE Series content, plus:</i></p> <p>Powertrain/Functional</p> <ul style="list-style-type: none"> Engine – 3.0L Duratec V6 Exhaust – Quazi dual (bright chrome tips on SEL only) Transmission – automatic, 6-speed 	<p><i>All I4 SE Series content, plus</i></p> <p>Exterior</p> <ul style="list-style-type: none"> Auto headlamps Bright Beltline Molding Heated mirrors with puddle lamps SEL badge Tires – P225/50R17 Michelin Pilot HIX MXM4 Wheels – 17" aluminum <p>Interior</p> <ul style="list-style-type: none"> Air conditioning – Electronic Automatic Temperature Control (EATC) climate control Clock – analog Cloth interior – upgraded Compass Electrochromic rearview mirror Instrument panel – unique interior I/P & center stack appliqué Steering wheel – leather-wrapped w/redundant speed/audio/climate controls 	<p><i>All I4 SEL Series content, plus</i></p> <p>Powertrain/Functional</p> <ul style="list-style-type: none"> Engine – 3.0L Duratec V6 Exhaust – Quazi dual w/bright chrome tips Transmission – automatic, 6-speed

Please see Standard Equipment pages for more details.

Product Changes and Features Availability

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★ = New for this model year

2007 FUSION STANDARD EQUIPMENT

The following items are standard on every Job 1 2007MY FUSION vehicle:

POWERTRAIN/FUNCTIONAL

- Engine – 2.3L I4
- Fuel tank – 17.5 gallons
- Transmission – 5-speed manual

EXTERIOR

- Body side molding – color keyed
- Grille – chrome front
- Headlamp – quad halogen
- Integrated Keyfob Transmitter (2)
- Mirrors – power side view
- Power windows, locks & mirrors
- Tires – P205/60R16 Continental ContiProContact
- Windshield wipers – fixed interval speed-sensitive

INTERIOR

- Accessory delay
- Coat hooks (2)
- Cupholders/bottle holders (6)
- Dash-top storage bin
- Floor mats – carpeted front & rear
- Front row center console w/2-tier armrest storage & (2) cupholders
- Glass – solar tinted
- Glove box
- Grab handles – front & rear (4)
- Grocery bag hooks in trunk
- Horn – dual-tone electric
- Instrumentation – tachometer, lamp outage, low washer fluid, low oil pressure, fuel cap, oil change, door ajar & low coolant indicators
- Overhead console w/dome light map lights (NA w/moonroof)
- Power points – 12V (2)
- Rear window defroster

INTERIOR (Continued)

- Shift knob
 - Leather-wrapped (manual transmission)
 - Urethane (automatic transmission)
 - Speed control on steering wheel
 - Storage – instrument panel storage bin
 - Sunvisors – driver & passenger w/illuminated mirrors (visors are dual & illuminated on SE & SEL only)
 - Truck release – power remote (inside vehicle)
 - Seats
 - 5-Passenger seating
 - Driver, 4-way manual adjust
 - Rear seat 60/40 spring-assisted split fold-flat seat back
 - Steering wheel – manual tilt/telescopic
 - Window – one-touch down driver
- ### SAFETY/SECURITY
- Battery saver
 - Belt-Minder® – driver & passenger
 - Child safety locks – rear door
 - Emergency trunk release – glow-in-the-dark
 - Enhanced Side Intrusion Protection System
 - Illuminated entry
 - LATCH System (Lower Anchors & Tethers for CHildren) – 2nd row (3)
 - Occupant Classification System
 - Personal Safety System™ - seat belt pretensioners, load-limiting retractors, dual-stage front air bags, driver seat position sensing, crash severity sensing
 - Perimeter anti-theft system
 - SecuriLock® Passive Anti-Theft System (PATS)
 - Side impact air bags, driver and front passenger
 - Side impact 1st and 2nd row air curtains

The following features are standard on select 2007MY FUSION vehicles:

POWERTRAIN/FUNCTIONAL	I4 S	I4 SE	V6 SE	I4 SEL	V6 SEL
Engine					
2.3L I4	•	•		•	
3.0L V6			•		•
Transmission					
5-speed manual	•	•		•	
6-speed automatic			•		•
Exhaust					
Dual exhaust w/o chrome tip			•		
Dual exhaust with chrome tips					•
KEY EXTERIOR FEATURES					
Chrome					
Front grill	•	•	•	•	•
Fog lamps		•	•	•	•
Window surrounds				•	•
Mirrors					
Black power side mirrors	•				
Body color power side mirrors		•	•	•	•
Heated mirrors with puddle lamps				•	•
Tires					
P205/60R16 Continental	•	•	•		
P225/50R17 Michelin Pilot HX				•	•
Wheels					
16" steel w/deluxe wheel cover	•				
16" aluminum wheels		•	•		
17" aluminum wheel w/exposed lug nuts				•	•
KEY INTERIOR FEATURES					
Air conditioning					
Single zone manual	•	•	•		
Single zone Electronic Automatic Temperature Control (EATC) (incl. outside temperature display)				•	•
Audio					
AM/FM stereo single CD radio w/MP3 capability and 4-speaker sound system	•				
AM/FM stereo in-dash CDX6 radio w/MP3 capability and premium 6-speaker sound system		•	•	•	•

★ = New for this model year • = Available

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2007 FUSION STANDARD EQUIPMENT

KEY INTERIOR FEATURES (Continued)	I4 S	I4 SE	V6 SE	I4 SEL	V6 SEL
Convenience					
Dome lamp w/maplights (NA w/13B Power Moonroof)	•	•	•	•	•
Rear armrest w/cupholders (2)	•	•	•	•	•
Map pockets – driver & passenger seat back		•	•	•	•
Message Center/trip computer		•	•	•	•
Additional steering wheel-mounted controls (audio/climate)				•	•
Auto Headlamps				•	•
Compass				•	•
Outside temperature display				•	•
Materials					
Steering wheel – urethane	•	•	•		
Shift knob – leather-wrapped (manual transmission)	•	•		•	
Carbon fiber on instrument panel appliqué, center stack & center console		•	•		
Shift knob – urethane (automatic transmission)			•		•
Instrument panel – unique interior I/P & center stack appliqué (Note: Camel interior receives Wood appliqué, Dark Charcoal and Medium Light Stone receive Piano Black)				•	•
Steering wheel – leather-wrapped				•	•
Mirrors					
Day/night interior rearview	•	•	•	•	•
Electrochromic mirror				•	•
Seats					
Driver seat – 4-way manual w/height adjustment	•				
Front row bucket seats/rear seat w/60/40 split fold-flat seat back, cloth trim	•	•	•	•	•
Passenger seat – 2-way manual (fore/aft)	•	•	•	•	•
Driver seat – 6-way power w/manual lumbar		•	•	•	•

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2007 FUSION FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Final Drive Ratio = 4.39 (5 speed Manual)

Final Drive Ratio = 3.86 (5 speed Automatic)

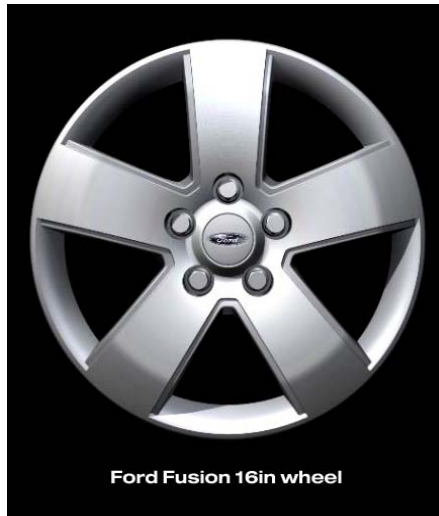
Final Drive Ratio = 3.46 (6 speed Automatic)

WHEEL AVAILABILITY



Ford Fusion 16in wheel cover

16" Steel Wheel w/Deluxe Wheel Cover
Standard on S



Ford Fusion 16in wheel

16" Aluminum Wheel
Standard SE (643)



Ford Fusion 17in machined wheel

17" Aluminum Wheel
Standard on SEL

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2007 FUSION OPTIONAL EQUIPMENT

BODY STYLE		I4 S	I4 SE	V6 SE	I4 SEL	V6 SEL
FWD (Front Wheel Drive)	Body Code	P06	P07	P07	P08	P08
	Order Code	100A	110A	130A	120A	140A
ENGINE						
2.3L I4 5-Spd. w/Manual Transmission		S	S	—	S	—
3.0L Duratec V6 w/Automatic Transmission		—	—	S	—	S
OPTIONAL TRANSMISSION						
5-Speed Automatic (I4 models)	44C	O	O	—	O	—
WHEELS						
16" Deluxe Steel Wheel Covers		S	S	S	—	—
16" Machined Aluminum Wheels	643	—	S	S	—	—
17" Machined Aluminum Wheels		—	—	—	S	S
TIRES						
P205/60R16 All-Season		S	S	S	—	—
P225/50VR17 All-Season		—	—	—	S	S
KEY INTERIOR OPTIONS						
Audio						
AM/FM In-Dash Single CD/MP3 & 4-Speakers		S	—	—	—	—
Audiophile CDx6/MP3 w/8-Speakers	916	—	O	O	O	O
Premium AM/FM In-Dash CDX6/MP3 & 6-Speakers	58B	—	S	S	S	S
Seats:						
Front Row Bucket Seats/Rear Seat w/60/40 Spring-Assisted Fold-Flat Seat Back – Cloth Trim		S	S	S	S	S
Front Row Bucket Seats/Rear Seat w/60/40 Spring-Assisted Fold-Flat Seat Back – Leather Trim	Y	—	O	O	O	O
Heated Front Seats ¹	46A	—	—	—	O	O
GROUPS & PACKAGES (See Packaged Options/Emissions Page for pkg. content)						
Safety & Security Package		S	S	S	S	S
SE Sport Package		—	S	S	—	—
SEL Premium Package		—	—	—	S	S
OTHER OPTIONS						
Brakes, Anti-Lock Braking System (ABS)	552	O	O	O	O	O
Front License Plate Bracket	153	O	O	O	O	O
Moonroof – Power	13B	—	O	O	O	O
Traction Control ²	613	—	—	O	—	O
FLEET ONLY OPTIONS (req. valid FIN code)						
Daytime Running Lamps	942	O	O	O	O	O
Engine Block Heater	41H	O	O	O	O	O
Heated Mirrors	54P	—	O	O	—	—

¹ Requires Y Leather Seating Surfaces.

² Requires Anti-lock Braking System (ABS).

S = Standard, O = Optional, P = Packaged Option

★ = New for this model year

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2007 FUSION COLOR & TRIM AVAILABILITY

		Interior Color		
		Medium Lt. Stone	Camel	Charcoal Black
S	Cloth Front Bucket Seats with 60/40 Split Rear Seat (5-Passenger)	AL	AC	
SE	Cloth Front Bucket Seats with 60/40 Split Rear Seat (5-Passenger)	AL	AC	AW
	Leather Front Bucket Seats with 60/40 Split Rear Seat (5-Passenger)	YL	YC	YW
SEL	Cloth Front Bucket Seats with 60/40 Split Rear Seat (5-Passenger)	BL	BC	BW
	Leather Front Bucket Seats with 60/40 Split Rear Seat (5-Passenger)	YL	YC	YW
EXTERIOR COLOR		Availability		
Dark Blue Pearl Clearcoat Metallic	DX	•	•	•
Merlot Clearcoat Metallic	FX	•	•	•
Redfire Clearcoat Metallic	G2	•	•	•
Dune Pearl Clearcoat Metallic	ND		•	•
Tungsten Silver Clearcoat Metallic	T8	•		•
Black Clearcoat	UA	•	•	•
Oxford White Clearcoat	YZ	•	•	•

• = Available ★ = New for this model year

**2007 FUSION
PACKAGED OPTIONS/EMISSIONS**

MISCELLANEOUS

COV Required..... **79V**
 Priced DORA **C09**

CALIFORNIA EMISSIONS STATES/CROSS-BORDER STATES**

CALIFORNIA EMISSIONS SYSTEM 422
 Required on units for California, Maine, Massachusetts, New York, and Vermont registration. Optional for Cross-Border States.**

CALIFORNIA EMISSIONS SYSTEM NOT REQUIRED 423

Control code for units either shipped to California Emissions States dealers or ordered by California Emissions States dealers for registration in non-California States locations. **Note:** In Maine and Vermont, dealers cannot order vehicles for customers in non-California Emission State locations (except Public Service/Emergency Vehicles – 936)

CALIFORNIA PUBLIC SERVICE/EMERGENCY VEHICLE EXCEPTION 936

Only available on units sold to authorized governmental units and privately-owned ambulance companies. Must also use Code 423 when ordering.

NON-CALIFORNIA/NON-CROSS-BORDER STATES DEALER ORDER FOR CALIFORNIA STATES REGISTRATION 93N

Required on all units ordered by dealers for California Emissions States registrations when the vehicles are being delivered to non-California Emissions, non-Cross-Border States locations. Also requires 422 California Emissions System.

***** CROSS-BORDER STATES**

Cross-Border States are Arizona, Connecticut, Nevada, New Hampshire, New Jersey, Oregon, Pennsylvania, and Rhode Island

ENGINE BLOCK HEATER

Standard and only available in AK, MN, ND, SD, MT, WI and WY states. Other states available via FCSD.. **41H**

NOTE: Fleet Only – Engine block heater optional in all states with valid FIN code.

★ = New for this model year

2007 FUSION POWERTRAIN/DIMENSIONS

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
4-Cylinder					
2.3 I4 16V Engine	5-Speed Manual	23	31	\$1270	30.7843
2.3 I4 24V Engine	5-Speed Automatic	TBD	TBD	TBD	TBD
6-Cylinder					
3.0L 4V V6 Duratec	6-Speed Automatic	TBD	TBD	TBD	TBD

ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LB. @ RPM
4-Cylinder				
2.3 I4 Engine	5-Speed Manual	9.7:1	160 @ 6250	156 @ 4250
	5-Speed Automatic	9.7:1	160 @ 6250	156 @ 4250
6-Cylinder				
3.0L 4V V6 Duratec	6-Speed Automatic	9.8:1	221 @ 6250	205 @ 4800

DIMENSIONS*

EXTERIOR DIMENSIONS (inches)	Measurements
Wheelbase	107.4
Overall Length	190.2
Overall Height	57.2
Overall Width	72.2
Front Tread	61.6
Rear Tread	61.3
FRONT/REAR SEATING	
Seating Capacity	5
Head Room (front/rear) (inches)	38.7 / 37.8
Shoulder Room (front/rear) (inches)	57.4 / 56.5
Hip Room (front/rear) (inches)	54.0 / 53.4
Leg Room (front max/rear min) (inches)	42.3 / 37.0
PASSENGER/LUGGAGE/FUEL CAPACITY	
Passenger Volume (cu. ft.)	100
Luggage Capacity (cu. ft.)	15.8
Fuel Capacity (gal.)	17.5
Liftover Height	28.3
Total Interior Volume	115.8

*All dimensions are preliminary figures