



Ford Bolsters Front Row Storage in New Escape to Accommodate Electronic Devices, Power Ports and More

- With redesigned center console, new Ford Escape provides 25 percent increase in front row storage and 15 percent increase in overall storage compared with existing model
- New electronic parking brake allows for redesign that includes two new convenient storage areas, larger media bin with power ports, updated cupholders and new swing-bin glove box
- Main center console bin is nearly 50 percent larger; new design is more ergonomically efficient for a driver's right arm
- Already tied* for highest-ranked compact SUV for initial quality, according to J.D. Power and Associates, the new Ford Escape looks to improve on that standing with interior and technology upgrades designed to enhance the driving experience

DEARBORN, Mich., May 20, 2016 – Storing your wallet, plugging in your cellphone and enjoying that cold, oversized beverage just got a whole lot easier with the new 2017 Ford Escape, thanks to the compact SUV's redesigned interior.

Escape, the No. 2-selling Ford brand nameplate behind only F-Series, arrived in showrooms this month armed with the latest in advanced technologies – and more elbow room. The SUV has 25 percent more front row storage and 15 percent more overall storage compared with the existing Escape, thanks mostly to the redefinition of the space between the front seats.

“That whole center console area is what we call ‘Manhattan real estate’ because it’s valuable,” said Zulf Ali, Ford senior interior designer. “It isn’t a lot of space to work with, but as a designer, those constraints are exciting. It’s a challenge that forces you to be more creative – to ask yourself, ‘OK, how can we get clever with this?’”

The first hurdle was replacing the traditional handled parking brake with a smaller electronic parking brake button. With that, Ali was able to move the gear shifter rearward – opening up access to an area that now houses the media bin and power ports. Moving the gear shifter back also allowed designers to create a more comfortable position for a driver's right arm.

In front of and behind the gear shifter, Ali created two storage bins to place wallet, keys, sunglasses and other everyday items often left sliding around on the passenger seat.

“We found ways to utilize as much of the space as we possibly could,” said Ali. “Adding the electronic parking brake really opened up a whole new world of possibilities.”

Slightly wider, the console features improved cupholders designed to accommodate a greater variety of bottle sizes, a larger main bin, and a front storage area that features easy access to a lighted USB port and 12-volt power outlet. The main center console bin, which also houses a USB port, is nearly 50 percent larger than in the current Escape. Using that USB port, drivers

can keep their cellphone securely stored while remaining connected to the vehicle's SYNC® 3 driver connect system.

A passenger-side cargo net adds additional storage, and the glove box uses a new swing-bin design to make it easier to store and access items.

Already tied* for highest-ranked compact SUV for initial quality, according to J.D. Power and Associates, the new Ford Escape looks to improve on that standing with these interior upgrades and new technology offerings – all designed to enhance the driving experience.

[Click here](#) for details of the 2017 Ford Escape center console redesign.

Latest technologies

Available SYNC Connect for the new Ford Escape gives FordPass® members remote access to their vehicle from their mobile device. SYNC Connect enables drivers to use the FordPass platform to lock, unlock and locate their Escape, as well as schedule remote starts and check fuel level.

SYNC Connect is included in the Technology Package on Escape SE and is a standard offering on Escape Titanium.

Escape is also loaded with driver-assist technologies, including:

- Adaptive cruise control and forward collision warning with brake support: Sensors detect when Escape is approaching a slow-moving vehicle, and adjust cruise control accordingly
- Enhanced active park assist: Provides steering assistance to park the vehicle in a parallel or perpendicular parking spot, and pull out from tight parallel parking spots; driver controls brake, accelerator and shifter. Technology includes side park distance control
- Lane-keeping system: The system includes lane-keeping alert, which alerts drivers when they drift unintentionally from their lane, and lane-keeping aid, which provides steering assistance to guide an unintentionally drifting vehicle back into its lane
- Driver Alert System: Using data from the lane-keeping system, the Driver Alert System can detect signs of fatigued driving and provide a warning on the instrument cluster

Already available driver-assist features for the new Escape include:

- Blind Spot Information System with cross-traffic alert: BLIS® can alert drivers when a vehicle enters the defined blind spot in a neighboring lane. An indicator light provides a warning in the side mirror
- Hill-start assist: The feature holds the vehicle stationary on a hill long enough for the driver to transition from brake to gas pedal
- Auto high-beam control: System automatically switches from high to low beams, and vice versa, depending on ambient lighting
- Hands-free, foot-activated liftgate: Opens liftgate with the simple kick of a key fob-carrying customer's foot beneath rear bumper – perfect for those whose hands are loaded with gear

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[Ford Motor Company](#) is a global automotive and mobility company based in Dearborn, Michigan. With about 201,000 employees and 67 plants worldwide, the company's core business includes designing, manufacturing, marketing, financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, as well as Lincoln luxury vehicles. At the same time, Ford is aggressively pursuing emerging opportunities through Ford Smart Mobility, the company's plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide or Ford Motor Credit Company, visit www.corporate.ford.com.

**Ford Escape received the lowest number of problems per 100 vehicles among compact SUVs in a tie in the proprietary J.D. Power 2015 Initial Quality Study. Study based on responses from 84,367 new-vehicle owners, measuring 244 models, and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed from February to May 2015. Your experiences may vary. Visit jdpower.com.*

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