



Safety for All Ages

Consumers today have an unprecedented amount of information at their fingertips, making them increasingly aware of safety issues and products. Ford offers leading automotive safety education and technologies to help address drivers' concerns for themselves and their families on the road today.

A leader today and tomorrow



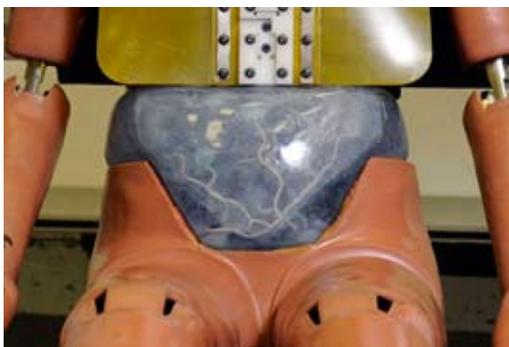
Blind Spot Information System



Intelligent vehicles

Ford offers a number of safety and driver-assist technologies, such as Blind Spot Information System (BLIS®), adaptive cruise control and collision warning with brake support that alert drivers and help them avoid crashes. For the future, Ford is leading development of intelligent vehicles that could one day wirelessly talk to each other, warning of potential dangers to significantly reduce crashes and helping save billions of gallons of gas wasted in related congestion.

Not your average dummy



Ford is making its crash test dummies more lifelike. The company has developed a child dummy with "smart abs," an advanced technology that helps simulate abdominal injuries. Digital child and pregnant woman models also are being developed with precisely replicated human body parts.

Smashing success



Ford has the most top U.S. safety ratings of any automaker ever. Safety engineers crash-tested the new Ford Focus more than 12,000 times in real and virtual situations to prove out new technologies designed to protect occupants in crashes.

Every step of the way



- The rise of young Millennial families with women as the primary buying force has combined with other demographic shifts – like more teen and elderly drivers – to create new trends in customer demands concerning safety
- Ford has the auto industry's first-ever production rear inflatable safety belts, designed to provide additional protection for rear outboard seat occupants and older passengers
- Ford's MyKey® teen safety feature helps parents encourage their teens to drive safer with a programmable key that can limit the vehicle's top speed and audio volume. A "No belt, no tunes" feature can mute the audio system if front occupants don't buckle up

Better vision



People ask for help seeing around their vehicles. That's why Ford has developed blind-spot mirrors and other technologies.

DID YOU KNOW?

- Buckle up! Statistics show that seat belt usage is lowest among teenagers, even though seat belts continue to be proven as the No. 1 life-saving device in accidents
- According to the National Highway Traffic Safety Administration, the period between Memorial Day and Labor Day is the deadliest for drivers age 15 to 20
- The traditional summer baby boom is an important time to remind pregnant women to properly buckle up and for families to keep their kids away from unattended vehicles
- Parents are important role models for new drivers, but a recent Ford study shows many admit their kids have caught them driving in a risky manner