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The First SUV from the Ford Performance Team! Edge ST Documentary, Part I
Ford Will Have a Fully Autonomous Vehicle in Operation by 2021

No driver required. Thanks to Ford, that statement will be possible in 2021, the year that we will have a fully autonomous vehicle in commercial operation.

To make this possible, we have partnered or invested with four different technology companies, along with doubling our Silicon Valley presence.

The effort to build fully autonomous vehicles by 2021 is a main pillar of Ford Smart Mobility: our plan to be a leader in autonomy, connectivity, mobility, customer experience and analytics. The vehicle will operate without a steering wheel, gas pedal or brake pedal within geo-fenced areas as part of a ride sharing or ride hailing experience. By doing this, the vehicle will be classified as a SAE Level 4 capable-vehicle, or one of High Automation that can complete all aspects of driving without a human driver to intervene.

The SAE International six levels of automation rating system is used by the U.S. Department of Transportation to classify a vehicle’s automation capabilities. The system starts at Level 0 — No Automation — which is defined as a vehicle that requires a human driver for all aspects of the driving task, and goes up to Level 5—Full Automation — in which a vehicle can perform all driving tasks, no matter the environmental or roadway conditions. By mass producing a Level 4 capable vehicle, Ford will have achieved the highest level of automation by any automotive maker to date.

In order to reach this ambitious goal, Ford has committed to expanding its research in advanced algorithms, 3-D mapping, radar technology and camera sensors. To help accelerate the development of these new technologies, we have announced four key investments and collaborations with Velodyne, SAIPS, Nirenberg Neuroscience LLC and Civil Maps. These companies bring their own unique skill sets and experiences to the table, and have proven to be dedicated to making the world a better place through their technological endeavors.
Since becoming the first automaker to begin testing fully autonomous vehicles inside Mcity, the University of Michigan’s simulate urban environment, Ford has made enormous strides in researching how these vehicles operate in hazardous conditions, such as snow and complete darkness. Over the next two years, we will have tripled our autonomous vehicle test fleet to 30 Fusion Hybrid sedans in 2017 and will have 90 by 2018. These sedans will be taking the roads in California, Arizona, and Michigan for extensive development and testing.

In addition to the extensive testing of these vehicles and intensive collaboration with outside partners, Ford is focusing on expanding its Silicon Valley presence by creating a dedicated campus in Palo Alto to ensure that these innovations will be made. The Ford Research and Innovation Center that was initially created in 2015 will have two new buildings and 150,000 square feet of work and lab space added, and the current Palo Alto staff of 130 people will be doubled by the end of 2017.
NASCAR Driver Joey Logano Tests the Ford Edge ST Against the Focus ST & Fiesta ST

Edge ST travels 0-60 mph in under 6 seconds making it the quickest ST Ford has ever built.
These days when parents hand over the car keys to a teenager, they don't always relinquish total control. Some vehicles come equipped with systems that allow parents to monitor their child's driving or control things like top vehicle speed and sound system volume.

A new IIHS survey shows one such system, Ford's MyKey, is catching on. However, more than a third of respondents said they didn't know their vehicle was equipped with the system.

MyKey allows vehicle owners to program a key for their child. For example, the owner can set the top vehicle speed, program speed alerts at varying levels, limit audio volume and make it impossible to disable the do-not-disturb feature.

For the study, 1,500 adults who own or lease a Ford vehicle equipped with the technology were questioned. Each respondent had at least one teenager age 16-19 in their household.

Respondents were read a short description of the MyKey system and were asked if they were aware of it. Fifty-seven percent said they were aware, 39 percent said they were not, and 4 percent were unsure.

Of those who knew about the system, 61 percent said they used it with their teen driver, and 12 percent said they planned to use it in the future.

Among parents who said they don't plan to use MyKey, the most common reason cited was that their teenager wasn't a primary driver of the equipped vehicle. Many parents said they didn't need it because their child was trustworthy.

Of the parents who used MyKey, most said they had learned about it at the dealership. Previous research has shown that many salespeople have limited knowledge about safety features on the vehicles they sell. That may explain why such a large percentage of vehicle owners weren't aware of the system.

"Systems like MyKey have the potential to reduce the risks faced by teen drivers by limiting speeds and distractions," says Rebecca Weast, an IIHS research scientist and the paper's author. "To do the most good, more consumers need to be aware of it and to choose to activate it for their young driver."
The Stakes Are High: Inside the Team Developing Ford’s New Generation of Electric Vehicles

Ford’s all-new Mustang-inspired fully-electric performance utility arrives in 2020 with targeted range of 300 miles.

You’d think after 28 years of working for the same company that nothing would surprise me. I’ve been fortunate enough to work for Ford across many amazing teams on many exciting assignments, most recently leading development of the next-generation Mustang.

But earlier this year I received a call that would challenge everything I thought I knew about Ford and our future. I was asked to lead product development for a brand-new team, Ford Team Edison, focusing exclusively on electrified vehicles for both Ford and Lincoln. And to be successful, this new team had to be willing to challenge every truth and every process we had developed over the course of our careers.

Having just taken delivery of a Shelby GT350R, those in the dark about electric vehicles might think that they chose the wrong guy in that I’m a Mustang enthusiast. But as my team and I have quickly found out, the new generation of electric vehicles is just as exciting—only different. Different can be good. Very good. And it’s opened our eyes to a whole new Ford. The stakes are high. The challenge higher. We are being tasked to set the future trajectory of the company, and Team Edison is up for that challenge.
With Ford, I've had the opportunity to work around the globe—in Germany, India, China, South America and my home in the U.K.—and this new role with Ford Team Edison has allowed me to fully leverage my global experience.

The electric vehicle market overall is accelerating at an exponential rate, with each individual market presenting its own unique challenges. It’s an exciting time to be bringing forward a winning portfolio of electrified vehicles. My team and I are both proud of and energized by the company’s $11 billion investment to bring 16 fully electric vehicles within a global portfolio of 40 electrified vehicles through 2022. All of us here have unknowingly prepared for this our entire careers.

We’re a dedicated team who has been lucky enough to be chosen to pilot the future of Ford from an old factory in the heart of Corktown, Detroit’s oldest neighborhood. It’s open, airy and encourages collaboration. But don’t be fooled that new desks and an open office floor plan alone creates change. It’s the shift in mindset that is truly creating change at Ford, and giving license to the team to operate in a completely different way.

Change doesn’t happen overnight, but for our team, things are moving quickly. The team is cross-functional, and on any given day you can find yourself sitting next to someone working to market our electric vehicles, someone looking at the profit potential of our electric vehicles, or be on a coffee break with someone involved in our charging strategy.

We’ve been tasked to move fast and come together quickly to solve common problems—what we like to call “cross-functional sprints,” and we’ve embraced a “no stripes mentality” to encourage that ideas come from different viewpoints.

The other big change is the human-centric approach in everything we do. There isn’t a ton of historical data to look at for electric vehicles—meaning you can’t just look back at what happened before and use that as inspiration for what to do next. The world is fundamentally shifting, and we have to listen more than ever to really understand our customers and how they are evolving.

For example, on a recent trip to Shanghai, we looked at how extended families use their vehicles. We all wondered what on earth we were doing watching families get in and out of a three-row vehicle. I, of course, assumed that kids would go right back in the third row—but I was wrong. In China, children usually go straight to the second row, as it’s deemed the best place since the child represents the future. The grandmother generally rides up front and the grandfather climbs into the back. Goes to show you can—and should—always be learning something new that can be applied to improve the customer experience. We can take these insights and ensure we’re really designing vehicles in a way that is human-centered and right for each unique market.

Prototypes also play a big part in what we’re doing, allowing us to pivot along the way to deliver the best products and services possible. Having the flexibility to learn and iterate is a huge enabler. What I’ve come to learn is that design has to be intuitive. I only have to watch my 6-year-old twins play with my iPhone to know what intuitive design looks like. Gone are the days of shiny, expensive prototypes. Customers don’t care about that—a low-fidelity cardboard prototype is enough to get feedback.

This way of thinking is all part of our new, fast-moving team mantra. In fact, as a reminder of this, I’ve kept one of our first prototypes of the infotainment system for one of our new electric vehicles. It’s literally cardboard, with a piece of a plastic cup stuck to it with tape. What I’m trying to demonstrate is that innovation does not have to be expensive. It has to be smart. And I’m surrounded by some of the smartest people I’ve ever worked with.

Electric vehicle customers are buying into the future and our team is 100 percent focused on not only delivering vehicles they will love, but providing an entire electric vehicle ecosystem that works flawlessly. It’s exciting to know that my stint leading development of the next-generation Mustang actually comes full circle as we get ready to launch our electric Mustang-inspired utility. I, for one, can’t wait to have one—side-by-side—with my Shelby GT350R.
Vehicle Profile: 2019 Ford Flex

This distinctive SUV is eye-catching and practical for families

The 2019 Ford Flex offers a unique approach to the SUV segment, with a structured frame and squared body pillars. In addition to its eye-catching design, the Ford Flex offers ample interior space for your family and your gear, plus fun technology and safety features to help you on the go.

Interior
This three-row SUV can accommodate up to seven passengers as well as their cargo. You can adjust the seating configurations on every trip thanks to 60/40-split second-row seats and 50/50-split fold-flat third-row seats. With the rear seats folded down, you can utilize up to 83.2 cubic feet of cargo space. The 2019 Ford Flex also comes with a handful of fun technology features, including an available 12-speaker Sony® audio system, SiriusXM® Satellite Radio and built-in navigation.

Performance
The 2019 Ford Flex has two engine options. The Flex comes standard with a 3.5-liter V6 engine, mustering 287 horsepower and 254 lb-ft of torque. The engine is paired to a six-speed SelectShift® automatic transmission and earns 16 mpg in the city and 23 mpg on the highway. If you decide to opt for the range-topping Limited trim, you can choose a 3.5-liter EcoBoost® V6 engine, which will improve performance without sacrificing efficiency. The EcoBoost® engine puts out 365 horsepower, 350 lb-ft of torque and an estimated fuel economy of 16 mpg in the city and 22 mpg on the highway. *

Safety
The Ford Flex has your safety and convenience in mind from the moment you approach. The Flex utilizes remote keyless, so instead of digging through your pockets or your bag to find the keys, you can simply grab the door handle and the Flex will unlock automatically — as long as the key is on your person somewhere. You'll also find navigating into tight parking spaces to be a lot easier behind the wheel of the Flex thanks to its rear view camera with backup assist lines.

Experience everything the 2019 Ford Flex has to offer firsthand with a test drive.

*EPA-estimated city/hwy mpg for the model indicated. See fueleconomy.gov for fuel economy of other engine/transmission combinations. Actual mileage will vary. On plug-in hybrid models and electric models, fuel economy is stated in MPGe. MPGe is the EPA equivalent measure of gasoline fuel efficiency for electric mode.

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Vehicle Profile: 2019 Ford Mustang

The Mustang is back, this time with a special BULLITT trim

Four years into its latest generation, the 2019 Ford Mustang is even more refined and customizable than its predecessors, and now available with an all-new, special BULLITT trim. With trim level prices ranging from $25,845 to $45,595, building the muscle car you’ve always wanted, and within the confines of your budget, is easier than ever.*

Performance

The underside of the 2019 Ford Mustang’s hood is a complex place. You get your pick between three engines and two transmissions, and as if to complicate matters further, you can choose between five driving modes — including Track and Drag Strip — from the cockpit. The base 2.3-liter EcoBoost® produces 310 horsepower and 350 lb-ft of torque, which is respectable until compared with the 5.0-liter V8 that makes 460 horsepower and 420 lb-ft of torque. In the track-focused GT350, the V8 gets 0.2 liters of additional displacement and a whopping 526 horsepower and 429 lb-ft of torque. Pair that with a ten-speed automatic with paddle shifters and a 3.55 TORSEN® limited-slip differential and the Ford Mustang becomes a veritable force to be reckoned with.

Technology

Technology is front and center in the 2019 Ford Mustang. The large, 12-inch LCD digital instrument cluster displays everything you need to know, and you can use it to set your driving preferences down to the very last detail, even including exhaust and steering settings. But while there’s plenty of technology designed to enhance the performance driving experience, there’s just as much devoted to improving your ride. From the B&O PLAY™ Premium Audio System with 12 speakers to the Ford Safe and Smart™ Package, there’s little the Mustang doesn’t do with regards to convenience, entertainment and safety.

Design

Some sports cars are happy to get by with an understated look, but it’s important for the one-and-only American muscle car to really look the part. It’s not just the muscular lines or the menacing LED headlights but also the stripes, scoops, striking colors, various unique grilles and the 14 different wheel designs that really make it stand out. For 2019 it brings back what is arguably the most famous Mustang ever with a BULLITT edition complete with green accent hand stitching, white cue ball shift knob and wheels with high gloss black-painted pockets. You don’t have to be a fan of the classic 1968 film to appreciate the beauty that is that car.

It would be easy for the Mustang to rest on its laurels as the reigning king of muscle cars, but Ford seems to have no interest in letting the car rest. It gets something new every year, and 2019 may be its best year yet.

*MSRP for base vehicle shown excluding destination/delivery fee plus government fees and taxes, any finance charges, any dealer processing charge, any electronic filing charge, and any emission testing charge. Optional equipment not included.  Starting A, Z and X Plan price is for qualified, eligible customers and excludes document fee, destination/delivery charge, taxes, title and registration. Not all vehicles qualify for A, Z or X Plan. All Mustang Shelby GT350 and Shelby GT350R prices exclude gas guzzler tax.

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Now on DriveLiveTV: The 2019 Ford F-150
Ford Vans Help Female Entrepreneurs Pursue Their Dreams

Ford models broaden the horizons for ambitious women

Living in a van may have once been thought of as a lifestyle choice for fringe demographics, but now this trend is gradually becoming more mainstream. Ford’s reliable, spacious vehicles are playing a central role in this development. The brand’s vans — such as the Transit and Transit Connect — are empowering female entrepreneurs across the nation to adopt more portable lifestyles and flexible careers.

Financially affordable
Surfer and graphic designer Tasha Rivard points to the low cost of housing that living out of her 2010 Transit Connect gives her. Though based in Carbondale, Colorado, she now has the freedom to live in a variety of locations that she might not have been able to afford via traditional housing. She spoke on the independence that not paying housing rent has brought to her life: “It has allowed me to go after new job opportunities and live basically anywhere while keeping life simple.” Rivard’s van even includes a portable electric shower rigged to a freshwater tank.

Freedom and flexibility as a lifestyle
Another female entrepreneur, Rebecca Gross, testifies to the freedom and versatility she has from living out of her 2017 Transit cargo van. A former Air Force captain and champion cyclist, Gross drives around the country to attend mountain biking and cyclocross events. She explained how the Ford van enhances her sport: “I can coach and work on the road — anywhere I choose — then stop when I want and go for a ride.” The fact that the Transit was significantly less than rival vans was an additional factor that helped Gross decide on a Transit for her home-on-wheels.

If you’re ready to embark on a new adventure of frugality and flexibility in your life, converting a van into a tiny home is a great option. The Ford Transit embodies three of the top draws of this “road warrior” lifestyle: affordability, mobility and utmost freedom.

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Ford Assembles the Eagle Squadron Mustang GT to Celebrate the History of the Royal Air Force

Ford’s latest custom vehicle is inspired by a century of aviation

When it comes to mass transportation, Ford is quite familiar with vehicles that utilize roadways. But that hasn’t prevented the automaker from celebrating the history of aviation. Ford Performance recently teamed up with drifting champ Vaughn Gittin Jr. and created a special-edition Eagle Squadron Mustang GT to commemorate the 100th anniversary of the Royal Air Force.

The Eagle Squadron Mustang GT served as Ford’s custom model for this year’s Experimental Aircraft Association’s The Gathering fundraiser, which was held in Oshkosh, Wisconsin. During the event in years past, Ford has unveiled designs like the 2011 Blue Angels model. As previously done, Ford auctioned off the Eagle Squadron Mustang GT during the fundraiser, with all proceeds going directly to the Experimental Aircraft Association’s youth education programs. These programs encourage young aviators and pilots to explore the world around them through fascinating curriculums. During its 20 years of supporting the Experimental Aircraft Association, Ford has raised more than $3 million for these youth initiatives.

Ford’s Eagle Squadron Mustang GT comes with a 5.0-liter V8 engine under the hood. With this powerful engine, the custom Mustang can generate 700 horsepower and 610 lb-ft of torque. The Eagle Squadron Mustang GT also includes the RTR Tactical Performance Suspension Package, with features like adjustable MagneRide dampers and Ford Performance lowering springs.

The powertrain isn’t the only aspect of the Mustang GT to receive a custom makeover. Inside, Ford has added Recaro racing seats, embroidered with the Eagle Squadron logo. “Beyond its menacing looks, this powerful and hungry beast mimics the brute force and maneuverability of an original Royal Air Force fighter jet,” explains Gittin.

The Ford Eagle Squadron Mustang GT draws inspiration from the Eagle Squadron Spitfire aircraft. The Eagle Squadron was a group of U.S. volunteer pilots who accompanied Royal Air Force personnel during missions prior to the U.S. entering World War II. Paul Miller, a Royal Air Force veteran and son of an Eagle Squadron pilot, attended the Experimental Aircraft Association’s fundraiser.

“The Eagle Squadron Mustang GT build with Vaughn and the Ford design team is a great way to honor our heroes and keep the spirit of aviation alive for the next generation of American pilots,” said Darrell Behmer, the design chief for the Ford Mustang.

Following the Experimental Aircraft Association, the Ford Eagle Squadron Mustang GT will be transported to the 2018 Ford Woodward Dream Cruise, where it will be formally presented to the winner of the auction.

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