



2010MY TRANSIT CONNECT

Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

Ford's first dedicated small commercial van is now available in the United States. The Transit Connect combines Award Winning design with proven Truck Tough reliability in a small vehicle.

- *Proven, award-winning, commercial-vehicle platform.*
- *Economical – excellent fuel economy!*
- *Serious Payload – 1,605 lbs*
- *Impressive cargo height with unlimited load-box flexibility*
- *Tall cargo doors with impressive cargo-area height*
- *Agile city-smart handling*
- *Dual-purpose functionality – available as a Cargo Van or 4 or 5 passenger Wagon!*

Transit Connect provides a low cost of ownership with 19/24 MPG (estimated) with an economical powertrain consisting of the Duratec 2.0L 4-cylinder engine and 4-speed automatic with overdrive transmission.

Rear doors swing open an impressive 180 degrees (optional 255 degrees on XLT), with a load width greater than 4 feet and a load length greater than 6 feet!

MAJOR PRODUCT FEATURES

MODEL/SERIES/AVAILABILITY

- New for 2010 MY
 - The Transit Connect line-up consists of 8 Body Code / Order Code combinations that enable custom ordering to accommodate your customer's needs.

AVAILABLE CONFIGURATIONS

- Van XL
 - No second row seating
 - No windows
 - Rear door privacy glass
 - Rear door and side door privacy glass
- Van XLT
 - No second row seating
 - No windows
 - Rear door privacy glass
 - Rear door and side door privacy glass
- Wagon
 - XL (front cloth bucket seats with rear two-passenger 2nd row cloth bench seat)
 - XLT (front cloth bucket seats with three-passenger 2nd row cloth bench seat)
 - Includes side door/rear door privacy glass

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.

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:

Van XL	Van XLT	Wagon XL	Wagon XLT
<p>Powertrain/Functional</p> <ul style="list-style-type: none"> • 100,000 mile tune-up interval • Alternator –150A • Battery – maintenance free • Brakes – Power front disc/rear drum • Engine – Duratec 2.0L DOHC I4 • Fuel Tank – 15.1 gal (57.0L) • Horn – single note • Steering – Rack & Pinion • Suspension – front MacPherson strut w/ stabilizer bar, rear multi-leaf w/ stabilizer bar • Transaxle <ul style="list-style-type: none"> – 4-speed automatic with overdrive – Final drive ratio: 4.20:1 <p>Exterior</p> <ul style="list-style-type: none"> • Bumpers – grey, molded-in-color w/ rear step • Doors – LH/RH sliding side – Rear 180 degree swing-open • Lighting <ul style="list-style-type: none"> – Head lamps – polycarbonate – Taillamps – wraparound w/ amber turn signal and integrated fog lamps • Mirrors – manual LH/RH, black • Moldings – Body side and wheel opening, grey, molded-in-color • Tires – P205/65R-15 BSW (4) and full-size spare • Wheels – 15" steel with 6-spoke wheel cover • Wipers – front variable speed; rear 2-speed. Not included w/ 100A and 110A <p>Interior</p> <ul style="list-style-type: none"> • Air conditioning – manual • Audio – AM/FM stereo, 2 speakers • Center console with 3 cup holders (1 in stowage bin), audio input jack, power point and 2 stowage bins • Lighting – front passenger area dome, 2nd row and rear cargo domes • Mirror – Day/night rearview mirror (N/A w/100A and 110A) • Seats – Driver and front passenger cloth buckets • Overhead stowage shelf • Power points – dual 12V front • Steering wheel – tilt/telescopic • Windows/locks – manual <p>Safety/Security</p> <ul style="list-style-type: none"> • Airbags – front and side • Brakes – 4-wheel antilock • Locking exterior hood release • Tire Pressure Monitoring System (TPMS) 	<p><i>Includes all XL content, plus:</i></p> <p>Exterior</p> <ul style="list-style-type: none"> • Bumpers – painted, body color • XLT badging • Defroster Package (rear defrost/heated mirrors. NA w/110A) <p>Interior</p> <ul style="list-style-type: none"> • Audio – AM/FM stereo w/ single CD player, audio input jack, 2-speakers • Map lights – dual front • Power Group – includes: power windows, locks, exterior mirrors, remote keyless entry w/ two key fobs • Power point – 12V (single, in cargo area) • Electronic Passive Anti-Theft System (EPATS) 	<p>Powertrain/Functional</p> <ul style="list-style-type: none"> • 100,000 mile tune-up interval • Alternator – 150A • Battery – maintenance free • Brakes – Power front disc/rear drum • Engine – Duratec 2.0L DOHC I4 • Fuel Tank – 15.1 gal (57.0L) • Horn – single note • Steering – Rack & Pinion • Suspension – front MacPherson strut w/ stabilizer bar, rear multi-leaf w/ stabilizer bar • Transaxle <ul style="list-style-type: none"> – 4-speed automatic with overdrive – Final drive ratio: 4.20:1 <p>Exterior</p> <ul style="list-style-type: none"> • Bumpers – grey, molded-in-color w/ rear step • Doors – LH/RH sliding side – Rear 180 degree swing-open • Lighting <ul style="list-style-type: none"> – Headlamps – polycarbonate – Taillamps – wraparound w/ amber turn signal and integrated fog lamps • Mirrors – manual LH/RH, black • Moldings – Body side and wheel opening, grey, molded-in-color • Tires – P205/65R-15 BSW (4) and full-size spare • Wheels – 15" steel with 6-spoke wheel cover • Wipers – front variable speed; rear 2-speed <p>Interior</p> <ul style="list-style-type: none"> • Air conditioning – manual • Audio – AM/FM stereo, 2 speakers • Center console with 3 cup holders (1 in stowage bin), audio input jack, power point and 2 stowage bins • Lighting – front passenger area dome, rear cargo dome • Mirror – Day/night rearview mirror (N/A w/100A and 110A) • Seats – Driver and front passenger cloth buckets, 2nd row 2-pass folding bench • Overhead stowage shelf with net • Power points – dual 12V front • Steering wheel – tilt/telescopic • Windows/locks – manual <p>Safety/Security</p> <ul style="list-style-type: none"> • Airbags – front and side • Brakes – 4-wheel antilock • Locking exterior hood release • Tire Pressure Monitoring System (TPMS) • Roll Stability Control® (RSC) 	<p><i>Includes all XL content, plus:</i></p> <p>Exterior</p> <ul style="list-style-type: none"> • Bumpers – painted, body color • XLT badging • Defroster Package (rear defrost/heated mirrors) <p>Interior</p> <ul style="list-style-type: none"> • Audio – AM/FM stereo w/ single CD player, audio input jack, 2-speakers • Map lights – dual front • Power Group – includes: power windows, locks, exterior mirrors, remote keyless entry w/ two key fobs • Power point – 12V (single, behind 2nd row seat) • Seats – 2nd row, 3-pass, split folding (60/40) cloth bench • Electronic Passive Anti-Theft System (EPATS)

Please see Standard Equipment pages for more details.

Product Features Availability

Features, options and package content subject to change.

2010 TRANSIT CONNECT STANDARD EQUIPMENT

The following features are standard on select 2010MY TRANSIT CONNECT vehicles:

POWERTRAIN/FUNCTIONAL	Van XL	Van XLT	Wagon XL	Wagon XLT
Alternator				
150 – Amp/hr	•	•	•	•
Battery				
50 Amp/hour, 500 Cold Cranking Amps (CCA)	•	•	•	•
Brakes				
Brakes – Power Front Disc, Rear Drum, 4-Wheel ABS	•	•	•	•
Drivetrain				
Front wheel drive	•	•	•	•
Suspension				
Front – Independent MacPherson strut w/stabilizer bar	•	•	•	•
Rear – multi-leaf beam axle w/ stabilizer bar	•	•	•	•
KEY EXTERIOR FEATURES				
Bumpers				
Molded-in-color, grey w/ rear step	•	—	•	—
Body color, painted w/ rear step	—	•	—	•
Defroster Package	—	•	—	•
Door Handles – black, molded-in-color	•	•	•	•
Fuel Capacity (approx) – 14.7 U.S. gallons / 55.8 liters	•	•	•	•
Grille – grey, 3-bar with locking hood latch (integrated into the Ford oval)	•	•	•	•
Mirrors				
Manual adjusting LH/RH side (manual flat-folding), black	•	—	•	—
Power heated adjusting LH/RH side (manual flat-folding), black	—	•	—	•
Inside rearview mirror – day/night (N/A w/100A & 110A)	•	•	•	•
Moldings				
Body side – grey, molded-in-color	•	•	•	•
Wheel lip – grey, molded-in-color	•	•	•	•
Wipers – Front variable speed; rear 2-speed. Not included w/ 100A and 110A	•	•	•	•
KEY INTERIOR FEATURES				
Air Conditioning – manual control	•	•	•	•
Audio/Entertainment				
AM/FM stereo receiver, 2-speakers	•	—	•	—
AM/FM stereo receiver, w/ single CD, audio input jack, 2-speakers	—	•	—	•
Cup holders – dual front	•	•	•	•
Door Trim Panels – Driver and front pass include map pocket	•	•	•	•
Center Console – Includes two large cupholders, two stowage bins (with 1 additional folding cupholder), audio input jack	•	•	•	•
Floor Covering				
Front – carpeted	•	•	•	•
Second row – vinyl	•	•	•	•
Rear cargo – vinyl	•	•	•	•
Headliner – Full-length molded cloth	•	•	•	•
Instrumentation – Speed, tachometer, fuel level, temperature, digital clock	•	•	•	•
Lighting				
Dome lamps (front, middle and rear)	•	•	•	•
Power Equipment Group – windows, locks, exterior mirrors, remote keyless entry with 2 keyfobs	—	•	—	•
Power Point				
Dual, 12V front	•	•	•	•
Single, 12V rear cargo area in van; behind 2nd row seat in wagon	—	•	—	•

2010 TRANSIT CONNECT STANDARD EQUIPMENT

KEY INTERIOR FEATURES (Continued)	Van XL	Van XLT	Wagon XL	Wagon XLT
Seats				
Front driver cloth bucket – manual 6-way adjustment (fore/aft/up/down/recline), w/ armrest, manual lumbar adjustment, map pocket behind seat.	•	•	•	•
Front passenger cloth bucket – manual 4-way adjustment (fore/aft/recline)	•	•	•	•
Second row – manual forward-folding 2-pass cloth	—	—	•	—
Second row – manual split-fold (60/40) 3-pass cloth	—	—	—	•
Smoker's Package – Includes ash tray and lighter	•	•	•	•
Steering Wheel – dark grey urethane with tilt/telescopic feature	•	•	•	•
Speed control	—	•	—	•
Sun Visors – Driver w/ note strap, passenger w/ non-lighted mirror	•	•	•	•
Windows				
Privacy glass – (N/A Van order code 100A/110A)	•	•	•	•
Safety/Security				
Air-bags – driver and front passenger – front and side	•	•	•	•
Anti-lock braking system (4-wheel)	•	•	•	•
Collapsible steering column	•	•	•	•
Locking exterior hood release	•	•	•	•
Tire Pressure Monitoring System (TPMS)	•	•	•	•

WHEEL AVAILABILITY



Full wheel cover standard on all
Transit Connect models

2010 TRANSIT CONNECT OPTIONAL EQUIPMENT

	Order Code	Van XL	Van XLT	Wagon XL	Wagon XLT
BODY STYLE					
Cargo Van – No side door or rear door glass	100A	S7A	—	—	—
Cargo Van – No side door or rear door glass	110A	—	S7B	—	—
Cargo Van – Includes rear door privacy glass (no side door glass)	200A	S7C	—	—	—
Cargo Van – Includes rear door privacy glass (no side door glass)	210A	—	S7D	—	—
Cargo Van – Includes side door and rear door privacy glass	300A	S6A	—	—	—
Cargo Van – Includes side door and rear door privacy glass	310A	—	S6B	—	—
Wagon – Includes side door / rear door privacy glass	500A	—	—	S9A	—
Wagon – Includes side door / rear door privacy glass	510A	—	—	—	S9B
KEY OPTIONS					
Doors – rear cargo 255-degree hinged opening	66B	—	O	—	O
Reverse Sensing System (non disabling)	76R	—	O	—	O
Roll Stability Control® (RSC)	67R	O	O	S	S
Nokia Bluetooth System	91C	—	O	—	O
Engine Block Heater	41H	O	O	O	O
Daytime running lights	942	O	O	O	O
VEHICLE PERSONALIZATION OPTIONS					
All Weather Floor Mats – Front	16V	O	O	O	O
All Weather Floor Mats – Front & Rear	164	—	—	O	O
Premium Carpeted Floor Mats – Front row	16C	O	O	O	O
Premium Carpeted Floor Mats – Front & Rear (center)	163	—	—	O	O
Remote start	603	—	O	—	O
Splash guards	96F	O	O	O	O
FORD WORK SOLUTIONS (see Packaged Options pages for content & restrictions):					
In-Dash computer by Magneti Marelli – N/A with (47C) Crew Chief Telematics	47D	O	O	O	O
Crew Chief (Telematics) by Microlise™ N/A with (47D) In-Dash Computer	47C	O	O	O	O
Tool Link by Dewalt™ (requires in-dash computer 47D) N/A with 300A or 310A	47T	O	O	—	—

COLOR & TRIM AVAILABILITY

Interior Color		Availability			
		Van XL	Van XLT	Wagon XL	Wagon XLT
Dark grey – cloth		8K	8K	8K	8K
EXTERIOR COLOR	CODE	Availability			
XL					
Red Clearcoat	D3	•	•	•	•
Silver Clearcoat Metallic ¹	TY	•	•	•	•
Panther Black Clearcoat Metallic ¹	UE	•	•	•	•
Dark Blue Clearcoat	UV	•	•	•	•
Frozen White Clearcoat	Z2	•	•	•	•

¹ n/a van w/ order codes: 100A/110A/200A/210A

PACKAGED OPTIONS/EMISSIONS

FORD WORK SOLUTIONS – IN-DASH COMPUTER BY MAGNETI MARELLI (47D)

Availability:

- Optional on all vans and wagons (N/A w/Crew Chief (47C))

Includes:

- In-dash computer with Microsoft Auto Operating System
- Touch Screen
- Radio and internet functionality – requires Sprint Broadband service available at Ford Corporate rate (first 6 months are included at no charge)
- Wireless keyboard and mouse
- Garmin navigation system

FORD WORK SOLUTIONS – CREW CHIEF™ (TELEMATICS) BY MICROLISE™ (47C)

Availability:

- Optional on all vans and wagons (N.A w/In-Dash Computer (47D))

Includes:

- Onboard device that tracks vehicle location, speed and idle time with optional vehicle diagnostics and maintenance reports
- Requires additional subscription service

FORD WORK SOLUTIONS – TOOL LINK™ BY DEWALT™ (47T)

Availability:

- Optional on vans only (N/A with 300A and 310A)

Requires:

- In-dash Computer (47D)

Includes:

- Works with the In-Dash Computer. Includes 50 radio frequency ID (RFID) tags to inventory your most expensive or important tools or items.

SPECIAL ORDERS

(Fleet Only. See www.fmcdealer.com for ordering guidelines/restrictions.)

MISCELLANEOUS

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

CALIFORNIA EMISSIONS STATES/CROSS-BORDER STATES***

50-STATE EMISSIONS SYSTEM 425

Required on units for California, Connecticut, Massachusetts, Maine, New Jersey, New York, Oregon, Pennsylvania**, Rhode Island, Vermont, and Washington, registration. For orders submitted by dealers in Cross Border States *** 50 States Emissions is optional.

Available as a Fleet only option.

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, Rhode Island 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 425 50 States Emissions System

**** NOTE: EPA's Cross-Border Policy specifies that Virginia does not qualify as a cross-border state to Pennsylvania as it is not a contiguous state.**

*****CROSS-BORDER STATES**

Cross Border States are Arizona, Delaware, Idaho, Maryland, Nevada, New Hampshire, Ohio and West Virginia.

FRONT LICENSE PLATE BRACKETS

Standard in States requiring two license plates and optional to all others. **153**

POWERTRAIN/DIMENSIONS**FUEL ECONOMY**

ENGINE DISPL.	TRANSAXLE	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
Order code (99N)	Order Code (442)	CITY	HIGHWAY		
2.0L I-4	4-Speed Auto Overdrive	19	24	TBD	TBD

ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSAXLE	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LB. @ RPM
2.0L I-4	4-Speed Auto Overdrive	10.0:1	138@6,000	132@4,250

DIMENSIONS

Dimensions (in.)	
Overall length	180.6
Overall width (with/without mirrors)	70.7/83.2
Overall Height (loaded/unloaded)	75.0/78.0
Front overhang	31.2
Wheelbase	114.6
Rear overhang	29.5
Rear door opening width (below belt)	50.9
Rear door opening height	51.8
Load width between wheel arches	48.3
Load width	56.7
Sliding side door opening height	49.5
Load-floor to ceiling height	53.7
Load length	74.0
Load length (rear door to front seatbacks)	72.0
Loading height (loaded/unloaded)	19.5/23.7
Front track	59.3
Rear track	61.1
Ground clearance (min.)	6.5
Additional Dimensions (in inches unless otherwise noted)	
Front head room	51.3
Front shoulder room	54.4
Front hip room	50.6
Front leg room	39.7
Cargo Volume (cu. ft.)	
with 2nd row seat operational	75.3
with 2nd row seat folded flat	114
with 2nd row seat removed	143
Other	
Turning circle (curb-to-curb) (ft.)	39.0
GVWR (lbs.) Cargo Van	4,950
Payload (lbs.)	1,605

* Dimensions are preliminary figures