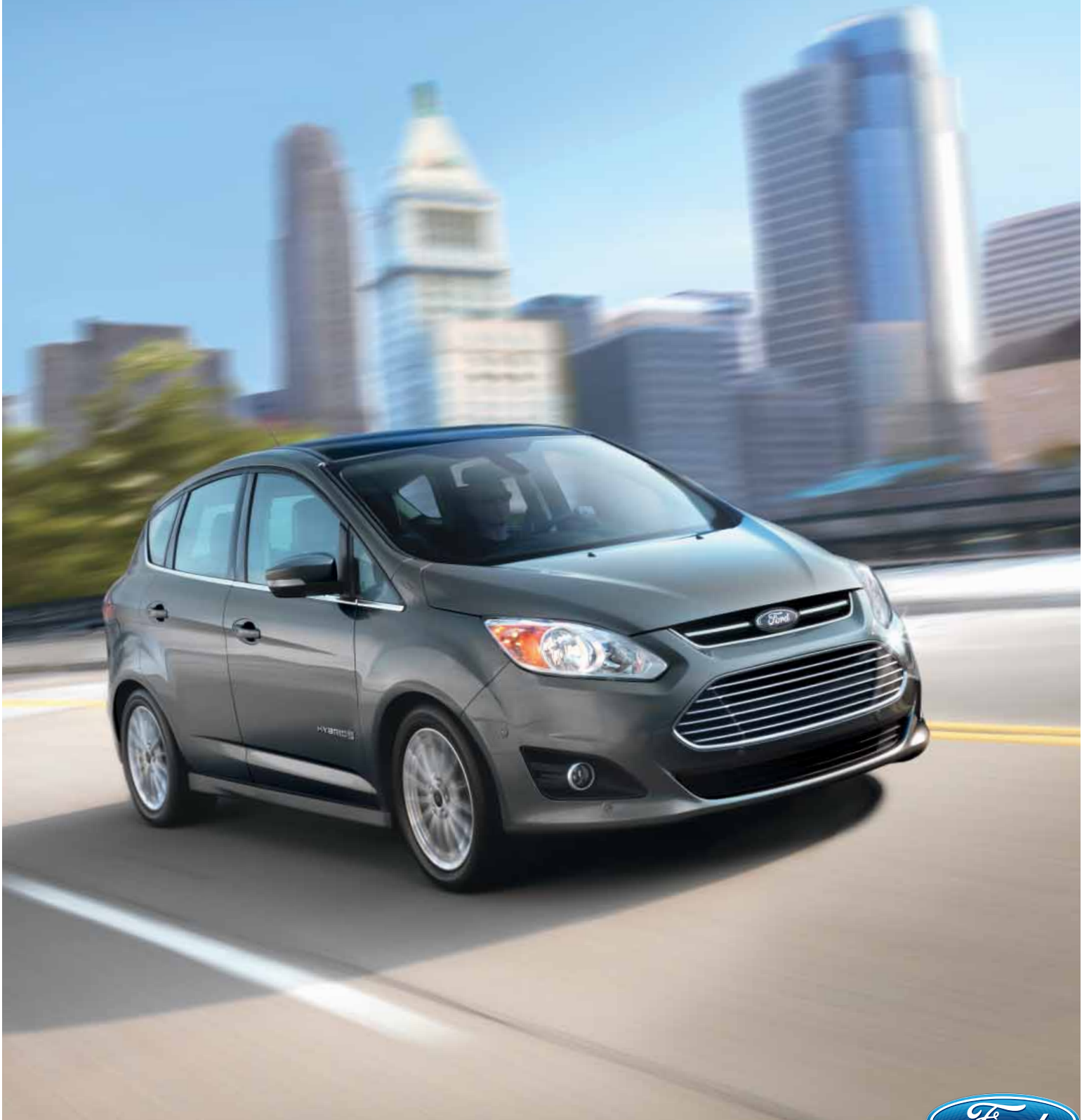


ALL-NEW
2013 **C-MAX HYBRID**



Go Further



The all-new C-MAX Hybrid: Reduced carbon footprint. Real-car performance.

Introducing the versatile new 5-passenger multi-activity vehicle from Ford: C-MAX Hybrid. With up to 47 city and 47 hwy mpg,¹ it's more fuel efficient than Toyota Prius v. And that's only the beginning. When you step on the accelerator, C-MAX Hybrid delivers a truly engaging driving experience. The advanced eCVT (electronically controlled continuously variable transmission) smoothly transfers 129 lb.-ft. of torque and best-in-class² 188 system net horsepower to the pavement. As you accelerate through corners, Torque Vectoring Control enhances your hold on the road. Electric power-assisted steering helps correct for road irregularities and smooths out minor vibrations. C-MAX Hybrid can even adjust its Active Grille Shutters to make itself more aerodynamic and fuel efficient. Go further in a 2013 C-MAX Hybrid.

Thrive in stop-and-go. Welcome the open road.

Powered by an advanced lithium-ion battery, C-MAX Hybrid uses our state-of-the-art powersplit hybrid architecture to switch seamlessly between its 88-kW electric traction motor and its 2.0L Atkinson-cycle I-4 gasoline engine. Regenerative braking captures over 90% of brake energy and uses it to help recharge the battery. You can travel at speeds of up to 62 mph in electric mode without using any gas. The 2.0L engine kicks in only as needed to power the battery and to enhance performance, such as when you're accelerating or passing.

SEL. Blue Candy Metallic Tinted Clearcoat. Available equipment.

¹EPA-estimated 47 city/47 hwy/47 combined mpg. ²Class is Small Hybrid Vehicles vs. 2012 competitors.

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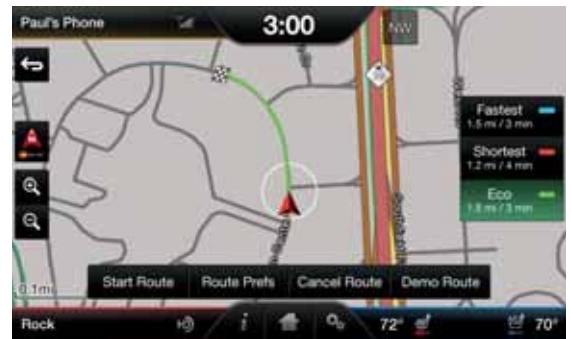




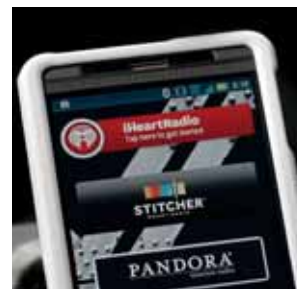
Maximum technology. Engages to take you further.

Our next-generation SmartGauge® with EcoGuide, standard on every C-MAX Hybrid, innovatively coaches you to get the most from every ride. Vibrant green leaves growing on a virtual vine provide visual feedback on your fuel efficiency. The higher your mpg, the more lush your vine will be. A brake coach screen helps you maximize your range through optimal use of regenerative braking. Intuitive controls and a built-in tutorial make it easy to set the language, units of measurement and more.

Voice-activated SYNC® with MyFord Touch®¹ gives you ultimate control over your phone, entertainment, navigation² and climate. The system includes an 8" LCD touch screen, 5-way controls on the steering wheel, and class-exclusive dual USB ports and Wi-Fi® capability. Once paired, SYNC recognizes your phone and transfers your contacts to support voice calling. It also plays music from your phone, MP3, USB or iPod®.



Refine your route. Upgrade to the Navigation System² and choose the Eco Route turn-by-turn directions for maximum efficiency on every trip.



Command your apps. SYNC AppLink™³ lets smartphone users control Pandora®, iHeartRadio® and select other apps by voice too.

SEL. Charcoal Black interior. Available equipment.

¹Available feature. Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. ²Available feature. ³SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software.

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Maximum spaciousness. Smartly designed.

Step inside. This is where C-MAX Hybrid delivers the flexibility you expect from a multi-activity vehicle. Best-in-class passenger volume of 99.7 cu. ft. offers versatile seating for 5 covered in comfortable cloth or trimmed in class-exclusive leather.¹ Heated front seats¹ help ward off a chill on cold mornings, and soothe sore muscles after a hard day at play. For the driver, there's a 10-way power-adjustable seat including power lumbar support.¹ Plus, you'll breathe easy thanks to a standard cabin air filter that helps prevent pollen from entering the vehicle through the class-exclusive dual-zone electronic automatic temperature control. From convenient front-seat side cargo trays to discreetly hidden in-floor compartments in the back row and rear cargo area, C-MAX Hybrid offers you and your passengers plenty of storage versatility too.

Innovative storage solutions.

Lift the floor mat behind either front seat to reveal hidden compartments perfect for storing your iPad® and other small items cleverly out of view. Fold the 60/40 split rear seat down to create a flat load floor.



SEL. Medium Light Stone leather trim. Available equipment.

¹Available feature.

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Maximum versatility. Empowers your active life.

With its class-exclusive, foot-activated liftgate¹, C-MAX Hybrid offers you cargo-loading ease the competition simply can't touch. Just move your foot under the rear bumper in a gentle kicking motion while the Intelligent Access key fob¹ stays tucked away in your pocket or purse. Sensors in the bumper can detect your leg and the motion, triggering the liftgate to open. The same action triggers it to close. You can even program the opening height to work inside your garage. The roomy rear cargo area offers up to 52.6 cu. ft. of flexible space and a flat load floor to meet your ongoing cargo needs. Carrying passengers and gear? C-MAX Hybrid makes it easy to split the difference. You can fold down either side of the 60/40 split rear seat with a single motion. This multi-activity vehicle is ready for whatever your life demands.



SEL. Ingot Silver Metallic. Available equipment.

¹Available feature.

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Maximum peace of mind. Engineered with proven expertise.

C-MAX Hybrid joins an award-winning family of Ford electrified vehicles that have been delighting eco-conscious drivers for more than 10 years. You'll find a lengthy list of smart standards on every C-MAX Hybrid, including Curve Control, the latest enhancement to our AdvanceTrac® with class-exclusive RSC® (Roll Stability Control™). If it senses you're taking a curve too quickly, Curve Control can help slow the vehicle by as much as 10 mph in approximately one second.¹ C-MAX Hybrid also comes with 7 standard airbags including a driver's knee airbag, front-seat side airbags, the dual-stage front airbags in our advanced Personal Safety System,TM and the side-curtain airbags in our Safety Canopy® System. In the event of airbag deployment or fuel pump shutoff, Ford SYNC® with 911 Assist® can use your phone to call 911, and even give the operator an urgent message on your behalf.²



Get help with backing up, parallel parking and more.

C-MAX Hybrid offers technology designed to ease your drive and your mind. Whenever you shift into Reverse, the rear view camera³ shows you what's behind the vehicle. Adults can use our class-exclusive MyKey® to help block calls and text messages, and encourage other smart habits while young drivers are behind the wheel. Active park assist³ even enables the vehicle to steer itself into parallel spots. You just follow system prompts to shift gears and control the brake and accelerator pedals. So simple.

SEL. Ruby Red Metallic Tinted Clearcoat. Available equipment.

Driver-assist features are supplemental and do not replace the driver's judgment.

¹Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. ²The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated. ³Available feature.

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Maximum individuality. The choice is yours.



C-MAX Hybrid offers many ways to personalize your ride. For chilly starts: Class-exclusive heated sideview mirrors with integrated blind spot mirrors and security approach lamps. To set the mood: Ambient lighting in 7 colors. For local and national weather, fuel prices and more: A 6-month trial subscription to SiriusXM Satellite Radio, Traffic and Travel Link on the voice-activated Navigation System¹. To entertain: A 9-speaker Audio System from Sony[®] with HD Radio™ Technology and iTunes[®] tagging. And for expansive views: a panoramic fixed glass roof with power sunshade.

Heated sideview mirrors¹
Ambient lighting¹
SiriusXM Satellite Radio, Traffic and Travel Link¹
Audio System from Sony[®]
Panoramic fixed glass roof¹



¹Available feature.

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C-MAX Hybrid SEL in White Platinum Metallic Tri-coat customized with keyless entry keypad,¹ roof-mounted crossbars and bike carriers by THULE,² smoked side window deflectors and molded splash guards

Remote start systems

Rear bumper and cargo area protectors

All-weather floor mats

Roof-mounted cargo box by THULE²

Exterior

- Custom graphics²
- Racks and carriers²
- Hood protector²
- Full vehicle cover
- Wheel lock kit
- Flat splash guards

Interior

- Ash cup/coin holder
- Cargo organizers and protectors
- Interior light kit

Electronics

- Vehicle security systems
- Warning sensor systems²
- Portable DVD rear-seat entertainment systems²

¹Not available with Intelligent Access with push-button start. ²Ford Licensed Accessory.

C-MAX HYBRID Standard Features

Mechanical

2.0L iVCT Atkinson-cycle I-4 hybrid electric vehicle (HEV) engine with permanent-magnet AC-synchronous electric motor
Active Grille Shutters
Electric power-assisted steering
Electronically controlled continuously variable transmission (eCVT)
Front-wheel drive (FWD)
Independent front and rear suspension with stabilizer bars
Intelligent Oil-Life Monitor [®]
Regenerative Braking System with 4-wheel disc
Anti-Lock Brake System (ABS)
Tire mobility kit
Torque Vectoring Control

Seating

5-passenger seating
Front bucket seats with 4-way adjustable head restraints
Rear 60/40 split forward-folding bench seat with adjustable head restraints for all 3 seating positions

Interior

12-volt powerpoints (3)
110-volt power outlet
Active noise cancellation
Acoustic-laminate windshield
Adjustable driver and front-passenger sun visors with illuminated vanity mirrors
Cabin air filter
Cargo area tie-down hooks
Center console with armrest, storage, 2 cupholders and 12-volt powerpoint
Compass
Cruise control
Dual-zone electronic automatic temperature control
Front and rear carpeted floor mats
Front and rear dome lights with theater dimming
Front-door storage bins
Front seat back map pockets
Illuminated glove compartment
Instrument panel and door trim in simulated metal finish
Leather-wrapped shifter
Leather-wrapped steering wheel with cruise, audio and 5-way MyFord [®] controls
Manual tilt/telescoping steering column
Next-generation SmartGauge [®] with EcoGuide
Outside temperature display
Overhead storage console
Power door locks with illuminated switches
Power windows with one-touch-up/-down for all windows and illuminated switches
Rear grab handles with integrated coat hooks
Rear in-floor storage compartments
Rear-seat heat ducts
Remote liftgate release
Trip computer

Exterior

17" machined aluminum wheels with P225/50R17 tires
Black rocker panel moldings
Body-color door handles
Body-color front and rear bumpers
Easy Fuel [®] capless fuel filler
Halogen headlamps
Rear spoiler
Rear-window defroster with timer
Windshield wipers – Front: variable-intermittent (speed-sensitive) with washer; rear: fixed 2-speed with washer

Safety & Security

Personal Safety System [™] for driver and front passenger includes dual-stage front airbags ¹ , safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
3-point safety belts for all seating positions
AdvanceTrac [®] with RSC [®] (Roll Stability Control [™]), all-speed traction control and Curve Control
Battery saver with headlamps-off delay
Child-safety rear door locks
Driver's knee airbag ¹
Front-seat side airbags ¹
Integrated keypad transmitter remotes (2)
LATCH – Lower Anchors and Tether Anchors for Children
MyKey [®]
Safety Canopy [®] System with side-curtain airbags ¹ and rollover sensor
SecuriLock [®] Passive Anti-Theft System
SOS Post-Crash Alert System ^{™2} unlocks doors, flashes hazard lights and sounds horn after airbag deployment or safety belt pretensioner activation in certain collisions
Tire Pressure Monitoring System



Horsepower, Torque & EPA-Estimated Fuel Economy

2.0L iVCT Atkinson-cycle I-4 Hybrid Electric Vehicle (HEV) Engine	Total system net horsepower: 188	Gas engine torque (lb.-ft.): 129
Electronically controlled continuously variable transmission (eCVT)	47 city/47 hwy/47 combined mpg	

¹Always wear your safety belt and secure children in the rear seat. ²SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner.

Comparisons based on 2012/2013 competitive models (class is Small Hybrid Vehicles), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

C-MAX HYBRID Standard Features



C-MAX Hybrid SE

Equipment Group 200A
Includes all standard features, plus:

Mechanical

2.0L iVCT Atkinson-cycle I-4 hybrid electric vehicle (HEV) engine with permanent-magnet AC-synchronous electric motor

Advanced Lithium-Ion Battery Pack System

Seating

6-way manual driver and 4-way manual front-passenger seats
Cloth seating

Interior

AM/FM stereo/single-CD player with MP3 capability and 6 speakers with speed-compensated volume

Ford SYNC® voice-activated, in-vehicle connectivity system

MyFord® with 4.2" color LCD displays in instrument cluster and center stack, and media hub with auxiliary audio input jack and unique hybrid screens

Exterior

Body-color, power, manually folding sideview mirrors with turn signal indicators and integrated blind spot mirrors

Satin-chrome grille with Piano Black accents



C-MAX Hybrid SEL

Equipment Group 300A
Includes all SE features, plus:

Seating

Heated front bucket seats, including 10-way power driver's seat with power lumbar

Leather-trimmed seating with rear-seat center fold-down armrest

Interior

Ambient lighting

Auto-dimming rearview mirror

Intelligent Access with push-button start and 2 key fob transmitters

MyFord Touch® with two 4.2" configurable LCD displays in instrument cluster; 8" LCD touch screen in center stack; unique hybrid driving screens; and media hub with 2 USB ports, SD card reader and audio/video input jacks

SiriusXM Satellite Radio with 6-month trial subscription

SYNC voice-activated, in-vehicle connectivity system with SYNC Services¹ for Traffic, Directions and Information

Universal garage door opener

Exterior

Body-color, power, heated, manually folding sideview mirrors with turn signal indicators, security approach lamps and integrated blind spot mirrors

Chrome beltline moldings

Fog lamps

Perimeter alarm

Rain-sensing windshield wipers

Reverse Sensing System

Exterior Dimensions

Wheelbase	104.3"
Length	173.6"
Height	63.9"
Width – Including mirrors	82.1"
Width – Mirrors folded	75.6"

Interior Dimensions

Head room (front/rear)	41.0"/39.4"
Shoulder room (front/rear)	55.9"/55.2"
Hip room (front/rear)	54.3"/51.9"
Leg room (front/rear)	40.4"/36.5"
Cargo length with rear seats folded	66.0"
Cargo length with rear seats up	32.4"

Capacities (cu. ft.)

Passenger volume	99.7
Cargo volume behind front seats	52.6
Cargo volume behind rear seats	24.5
Fuel tank (gal.)	13.5

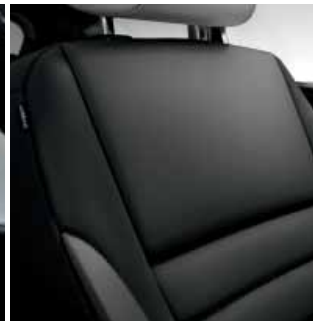
¹Complimentary 3-year subscription for owners of new vehicles. Subscription fees apply after 3 years.

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C-MAX Hybrid SE+SEL



SEL. Charcoal Black leather trim. Available equipment. | Intelligent Access with push-button start! | 110-volt power outlet. | Heated front seats! 12-volt powerpoint. | SE. Charcoal Black cloth seat with Warm Steel accents.



¹Available feature.

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C-MAX Hybrid SE+SEL



Exteriors	Interiors			
A White Platinum Metallic Tri-coat ¹	1	2	3	4
B Oxford White	1	2	3	4
C Ingot Silver Metallic	1	2	3	4
D Sterling Gray Metallic	1	2	3	4
E Ruby Red Metallic Tinted Clearcoat ¹	1	2	3	4
F Ice Storm Metallic	1	2	3	4
G Blue Candy Metallic Tinted Clearcoat ¹	1	2	3	4
H Tuxedo Black Metallic	1	2	3	4

- 1 Medium Light Stone Cloth with Medium Dark Stone Accents – Standard on SE
- 2 Charcoal Black Cloth with Warm Steel Accents – Standard on SE
- 3 Medium Light Stone Leather – Standard on SEL
- 4 Charcoal Black Leather – Standard on SEL



17" Machined Aluminum Standard

Electric Component Warranty

Your vehicle's unique electric components are covered during the Hybrid Unique Component Coverage, which lasts for 8 years or 100,000 miles, whichever occurs first. Please refer to your Warranty Guide for coverage details.



SEL. Sterling Gray Metallic. Available equipment.

¹Additional charge. Colors are representative only. See your dealer for actual paint/trim options.

SE

Available Equipment Groups

Equipment Group 201A – Power liftgate + Reverse Sensing System + ambient lighting

Equipment Group 202A – MyFord Touch® with two 4.2" configurable LCD displays in instrument cluster; 8" LCD touch screen in center stack; and media hub with 2 USB ports, SD card reader and audio/video input jacks + Ford SYNC® voice-activated, in-vehicle connectivity system with SYNC Services for Traffic, Directions and Information + SiriusXM Satellite Radio with 6-month trial subscription

Equipment Group 203A – Includes all content of 201A and 202A + voice-activated Navigation System

Available Packages

Cargo Management Package includes foldable, soft cargo organizer, and cargo net

Exterior Protection Package includes rear bumper protector and front and rear splash guards

Interior Protection Package includes front and rear all-weather floor mats and cargo area protector

Winter Package includes heated front cloth seats and heated sideview mirrors with security approach lamps

Available Options

Full-vehicle cover

Panoramic fixed glass roof

Remote Start System

SEL

Available Equipment Groups

Equipment Group 301A – Voice-activated Navigation System + Audio System from Sony® with 9 speakers + HD Radio™ Technology

Equipment Group 302A – Includes all content of 301A + power liftgate with foot-activated feature + rear view camera

Equipment Group 303A – Includes all content of 301A and 302A + active park assist + Forward Sensing System (Parking Technology Package)

Available Packages

Cargo Management Package

Exterior Protection Package

Interior Protection Package

Available Options

Full-vehicle cover

Panoramic fixed glass roof

Remote Start System



QUALITY, GREEN, SAFE AND SMART.

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New Vehicle Limited Warranty. We want your Ford C-MAX Hybrid ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/60,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. C-MAX Hybrid unique electric components are covered during the Hybrid Unique Component Coverage, which lasts for 8 years or 100,000 miles, whichever occurs first. Please ask your Ford Dealer for a copy of these limited warranties. □ **Roadside Assistance.** Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Ford Dealer can provide complete details on all of these advantages. □ **Ford Credit.** Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com. □ **Ford Extended Service Plan.** For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln dealerships. □ **Insurance Services.** Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company. □ **Genuine Ford Accessories** will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

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