**For immediate release**

# **All-New Ford Edge ST: Ford’s First Ever Performance Tuned SUV Sets Pulses Racing in the UAE**

* Edge ST becomes the first SUV to wear the ST logo
* Ford’s Sport Technologies badge was first introduced more than 20 years ago
* The all-new Edge ST is available in showrooms around the UAE now

# **DUBAI, UAE. October 23, 2019**– Ford has ushered in a new era of performance SUV with the arrival of the all-new Edge ST – the very first SUV to wear the coveted red and silver ST logo.

Ford has spent more than 20 years refining its ‘Sports Technologies’ DNA, first with the Mondeo ST24 in the late 1990s. Since then, the ST badge has been applied to just three nameplates in Ford’s stable since. The Edge is the fourth, and the very first SUV to wear the coveted badge.

The ST badge has come to represent Ford’s commitment to understated performance. The ST isn’t about showy external appearances – it’s about delivering the best driving dynamics, best driver experience, and a healthy dose of power and torque to help make you, as a driver, stand out.

Developed by Ford Performance, the same team behind every high performance Ford on the market today, the all-new Edge ST comes with a 2.7-litre twin-turbo EcoBoost V6 which produces 335 horsepower and 515Nm torque, making it the most potent ST model ever. It’s also the first ST to come with all-wheel-drive capability.

It’s also outfitted for dynamic handling with a quick-shifting eight-speed automatic transmission, standard all-wheel drive with selectable traction control, an available performance brake package, and ST-tuned sport suspension. Equipped with 21-inch alloys and Pirelli P-Zero tyres, the ST’s handling is sharp and responsive.

A new Sport Mode allows Edge ST drivers to experience more aggressive throttle response and shifting patterns that hold gears near redline through cornering manoeuvres, sharper engine braking, and a more resonant exhaust tone. Drivers can also manually shift using the steering wheel-mounted SelectShift® paddle shifters while firmly positioned in unique Edge ST seating with additional bolstering.

The all-wheel drive system has been tuned to deliver the best traction in any given situation. It also monitors road conditions and seamlessly switches between two-and four-wheel-drive to deliver the best blend of power, traction and fuel economy for the driver to exploit.

To complement its performance abilities, Edge ST features new front and rear styling, a wide mesh grille for optimal cooling, deep side skirts and dual-exhaust outlets.

Inside, the Edge ST’s heated and cooled bucket seats are trimmed in black leather with inserts made from Miko – a sueded cloth with unique sport perforation patterns. The seats are also embossed with the ST logo, and both the driver’s seat and front passenger seat are 10-way power adjustable. There are other unique touches too: The sill plates front and rear carry the Ford Performance logo, and the infotainment display has a special ST welcome screen, and there’s an ST badge embossed on the steering wheel. The instrument cluster is also unique to the Edge ST.

For 2019, Edge introduces Ford Co-Pilot360™, which bundles popular, advanced driver-assist features previously available only as separate options, as standard. Technologies like Blind Spot Information System (BLIS®), which uses radar to alert drivers of approaching vehicles entering their blind spot by flashing an indicator light, and cross-traffic alert, warning drivers of approaching traffic when backing out of a parking spot or driveway, are included. Other technologies include pre collision assist with automatic emergency braking, auto high beams, a lane-keeping system and a rearview camera.

Ford Co-Pilot360 also offers evasive steer assist, providing drivers with steering support to help avoid collisions with a slow or stopped vehicle if a potential accident can’t be mitigated by braking alone. Lane centring technology, which detects lane markings on the road to help keep the vehicle centred, is also available. Lane centring helps keep drivers in their lane while adaptive cruise control with stop and go capability is enabled, which allows them to set a desired speed and distance between themselves and the vehicle ahead.

Dual-stage airbags, side-curtain airbags, rain-sensing wipers, rear view camera and an innovative active glove box knee airbag, front and rear ultrasonic sensors, 180-degree front camera and Enhanced Active Park Assist are also fitted as standard.

Inside, drivers will find a standard wireless charging pad nestled in the forward media bin, and a standard 12-speaker B&O PLAY™ Premium Audio System by HARMAN specially tuned for Edge.

SYNC® with AppLink™, an enhanced voice-activated communications and entertainment system, is also standard. This system gives users access to their favourite media content, daily appointments, and the ability to search for nearby points of interest, all from the road. SYNC 3, with an eight-inch touchscreen, is standard on ST models for enhanced in-vehicle experience.

The new Ford Edge ST is available in UAE [showrooms](https://www.me.ford.com/) now.

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***About Ford Motor Company***

*Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 196,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit* [*www.corporate.ford.com*](http://www.corporate.ford.com)*.*

*Ford’s history in the Middle East goes back more than 60 years. The company’s local importer-dealers operate more than 155 facilities in the region and directly employ more than 7,000 people, the majority of whom are Arab Nationals. For more information on Ford Middle East, please visit* [*www.me.ford.com*](http://www.me.ford.com).

*Ford Middle East is also a responsible corporate citizen with currently various CSR initiatives running in the region including the Ford Motor Company Conservation & Environmental Grants, Ford Warriors in Pink® breast cancer awareness campaign, Ford Driving Skills for Life for young drivers and the Henry Ford Entrepreneurship Academy education initiative for young entrepreneurs*.

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