



# 2015 Edge | Competitive Comparison



## An all-new version of the classic midsize utility.

- Stylish good looks
- New twin-scroll 2.0L EcoBoost® I-4
- New Titanium model featuring hands-free liftgate and more
- New enhanced active park assist\*
- New front 180 degree camera\*
- New Auto Start-Stop technology
- Panoramic Vista Roof® with power sunshade\*

As always, visit the 2015 Ford Edge section on **eSourceBook** for in-depth vehicle information.

*\*Denotes an available feature.*

*(1) 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.*



Enhanced Active Park Assist\*



Hands-free Liftgate\*



SYNC® with MyFord Touch®\*(1)



Sport Model

### Key National Competitors

- 2016 Kia Sorento
- 2015 Chevrolet Equinox
- 2015 Hyundai Santa Fe Sport

### You May Also Be Interested In:

- 2015 Jeep Grand Cherokee
- 2015 Nissan Murano



# Competitive Comparison

## Comparing 2015 Edge to the 2015 Nissan Murano

On its website, the 2015 Nissan Murano invites visitors to see how the ordinary compares to Murano. They highlight cargo space, available parking assist features and driver assist technologies.



### Competitive Chatter

#### Cargo Space

On its webpage, Murano boasts of having expansive cargo volume:

- Rear seat backs up: 39.6 cu. ft.
- Rear seat backs down: 69.9 cu. ft.
- Total interior volume: 147.7 cu. ft.

#### Parking Assist Features

On the Nissan website, Murano states that it offers valet parking built right in, featuring available:

- Around View Monitor for a 360° bird's-eye view of the vehicle, with split-screen close-ups of front, rear and curbside views
- Moving Object Detection system

#### Driver Assist Technologies

The Murano webpage highlights its many available driver assist technologies, including:

- Forward Collision Warning
- Blind Spot Warning
- Rear Cross Traffic Alert

### Ford Facts

Edge has the **advantage in cargo volume** with the rear seat backs folded down and in **total interior volume**:

- Rear seat backs up: 39.2 cu. ft.
- Rear seat backs down: **73.4 cu. ft.**
- Total interior volume: **153.1 cu. ft.**

**AND**, Edge offers an available **Hands-Free Liftgate\*** that opens and closes with just a kicking motion under the rear bumper. Murano's liftgate can only be opened by pushing a button on the remote, the dashboard or liftgate.

With available **enhanced active park assist**,<sup>(1)</sup> Edge requires less driver input than the parking assist technologies available on Murano. Enhanced active park assist in Edge handles all the steering, so the driver only has to control the gas, brake and shifter.

**AND**, Edge offers **park out assist**,<sup>\*(1)</sup> which aids in pulling out of a parallel parking space — a feature not available on Murano.

Edge offers driver assist technologies with similar capabilities as those listed for Murano.

**AND**, Edge offers additional driver assist features not available on Murano at all:

- Lane-keeping system<sup>\*(1)</sup>
- Driver Alert<sup>\*(1)</sup>

### Simply Stated

*It's Edge that has more room with the rear seat backs down — and more interior volume as well. AND, Edge also offers an easy way to get at that cargo, in the form of its available Hands-Free Liftgate.*

**Real-world example:** Edge has 3.5 cu. ft. more cargo space than Murano with the rear seat backs down. That's enough space for 4 additional grocery bags. Bag = 12"W x 7"D x 17"H

*Murano's park assist technology doesn't offer as much parallel parking assistance when compared to Edge. Edge does all the steering and watching for you. AND, Edge has park out assist to help you get out of a parallel parking spot. Murano doesn't.*

*Both Edge and Murano have available driver assist technologies like Forward Collision Warning and Blind Spot Warning. But of the two, only Edge offers an available lane-keeping system and Driver Alert.*

\*Denotes an available feature.

(1) Driver Assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. Lane-keeping system does not control steering.

# Competitive Comparison



## 2015 Edge vs. the Competition on Performance

Edge offers a choice of 3 capable engines, while most competitors limit the choice to just 2. In a side-by-side comparison, it's easy to see why Edge should be at the top of your customers' shopping list.

### Spec Sets

	2015 Ford Edge	2016 Kia Sorento	2015 Chevrolet Equinox	2015 Hyundai Santa Fe Sport	2015 Jeep Grand Cherokee	2015 Nissan Murano
<b>Engine</b>  Horsepower Torque (lb.-ft.) EPA-estimated rating of (city/hwy/combined) mpg Actual mileage will vary.	2.0L EcoBoost® I-4, FWD, Auto <b>245 @ 5500<sup>(1)</sup></b> <b>275 @ 3000</b>  20/30/24	2.0L Turbo I-4, FWD, Auto 240 @ 6000 260 @ 1450  20/27/23	2.4L DOHC I-4, FWD, Auto 182 @ 6700 172 @ 4900  22/32/26	2.0L Turbo I-4, FWD, Auto 264 @ 6000 269 @ 1750-3000  19/27/22	3.6L DOHC V6, 2WD, Auto 290 @ 6400 260 @ 4800  17/25/20	—
<b>Engine</b>  Horsepower Torque (lb.-ft.) EPA-estimated rating of (city/hwy/combined) mpg Actual mileage will vary.	3.5L Ti-VCT V6, FWD, Auto <b>280 @ 6500</b> <b>250 @ 4000</b>  18/26/21	2.4L DOHC I-4, FWD, Auto 185 @ 6000 178 @ 4000  21/29/24	3.6L DOHC V6 FWD, Auto 301 @ 6500 272 @ 4800  17/24/20	2.4L DOHC I-4, FWD, Auto 190 @ 6300 181 @ 4250  20/27/23	5.7L OHV V8, 2WD, Auto 360 @ 5150 390 @ 4250  14/22/17	3.5L DOHC V6, FWD, CVT 260 @ 6000 240 @ 4400  21/28/24
<b>Engine</b>  Horsepower Torque (lb.-ft.) EPA-estimated rating of (city/hwy/combined) mpg Actual mileage will vary.	2.7L EcoBoost V6, FWD, Auto <b>315 @ 4750<sup>(1)</sup></b> <b>350 @ 2750</b>  <b>18/27/21</b>	3.3L DOHC V6 FWD, Auto 290 @ 6400 252 @ 5200  18/26/21	—	—	3.0L EcoDiesel V6, 2WD, Auto 240 @ 3600 420 @ 2000  22/30/25	—
<b>Max. Trailer Tow (lbs.)</b> (when properly equipped)	<b>3500</b> (with optional trailer tow package)	5000 (with V6 and AWD)	3500 (with V6)	3500 (with 2.0L I-4)	7400 (with V8 and EcoDiesel V6)	1500

Items in **blue** signify an advantage over one or more competitors.

(1) Using 93-octane fuel.



# Competitive Comparison

## 2015 Edge vs. the Competition on Comfort

When it comes to comfort and cargo volume, make sure to tell your customers how Edge stacks up to the competition. On trips of any duration, everyone is sure to appreciate the extra room.



### Spec Sets

	2015 Ford Edge	2016 Kia Sorento	2015 Chevrolet Equinox	2015 Hyundai Santa Fe Sport	2015 Jeep Grand Cherokee	2015 Nissan Murano
<b>Head Room</b> (F/R in inches)	<b>40.2/40.3</b>	39.5/39.3 36.3(3rd row)	40.9/39.2	39.6/39.1	39.9/39.2	39.9/39.8
<b>Shoulder Room</b> (F/R in inches)	<b>60.3/60.5</b>	59.1/58.0 52.8 (3rd row)	55.8/55.3	59.4/58.3	58.7/58.0	59.5/58.8
<b>Hip Room</b> (F/R in inches)	<b>55.9/57.5</b>	56.7/56.4 41.4 (3rd row)	54.6/51.1	56.7/55.4	57.0/56.2	55.4/55.2
<b>Leg Room</b> (F/R in inches)	<b>42.6/40.6</b>	44.1/39.4 31.7 (3rd row)	41.2/39.9	41.3/39.4	40.3/38.6	40.5/38.7
<b>Cargo Volume</b> (cu. ft.) Behind 1st row Behind 2nd row	<b>73.4</b> <b>39.2</b>	73.5 38.8 11.3 (3rd row)	63.7 31.5	71.5 35.4	68.3 36.3	69.9 39.6

Items in **blue** signify an advantage over one or more competitors.

