



# 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 Chevrolet Equinox

Described as being “designed for possibilities” on the Chevrolet website, the 2015 Equinox promotes its mobile Wi-Fi® capabilities, aerodynamic design and expansive passenger volume.



### Competitive Chatter

#### Mobile Wi-Fi

Its webpage boasts that the 2015 Equinox is the first car in its class to offer available 4G LTE Wi-Fi technology, with the ability to connect up to 7 devices to the internet via OnStar and an AT&T® account.

#### Aerodynamic Design

According to the Equinox webpage, the vehicle’s designers used flowing lines and sleek contours to help reduce wind drag and boost efficiency.

#### Passenger Volume

The Equinox website claims that by sliding the Multi-Flex rear seat back, almost 8 inches of rear leg room are added, bringing the total to:

- 39.9 inches rear leg room

### Ford Facts

Edge, when equipped with SYNC® with MyFord Touch,®\*<sup>(1)</sup> also has the ability to provide Wi-Fi in the vehicle.

**AND, Edge drivers don’t need to pay an extra fee for OnStar** or be limited to AT&T, which is required in the Equinox. In fact, SYNC with MyFord Touch Wi-Fi<sup>(2)</sup> works with several providers.

Edge is also aerodynamic and **adds 2 methods to help counter wind resistance** that are not found on Equinox:

- Active Grille Shutters\*
- Aero Curtains

**Edge has more rear leg room than Equinox**, whether or not their Multi-Flex rear seat is pushed back:

- 40.6 inches rear leg room

**AND**, Edge has 9.7 cu. ft. more cargo volume with the rear seat backs folded down.

### Simply Stated

*Unlike Equinox, Edge drivers who want mobile Wi-Fi don’t need to subscribe to OnStar or use AT&T. SYNC with MyFord Touch in Edge provides similar capabilities and works with several providers.*

*While Equinox relies upon its contours to improve aerodynamics, Edge offers 2 additional methods designed to help reduce wind drag: Active Grille Shutters and Aero Curtains. Equinox doesn’t offer either of these.*

*Not only does Edge have more rear leg room than Equinox (which relies upon a sliding rear seat just to get close to Edge), but Edge also has 9.7 cu. ft. more cargo volume with the rear seat backs folded down.*

**Real-world example:** 9.7 cu. ft. is enough room to carry 11 extra paper bags full of groceries.

Bag = 12"W x 7"D x 17"H

\*Denotes an available feature.

<sup>(1)</sup> 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.

<sup>(2)</sup> Wi-Fi is a registered trademark of the Wi-Fi Alliance.®



# 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.

