

NEWS



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## IMMEDIATE RELEASE

# 24•7 COUPE: READY FOR THE OFFICE OR THE TOWN Š ON THE MOVE

DETROIT, Jan. 9, 2000 Š Ford Motor Company's 24•7 coupe concept is an urban transportation vehicle that designed to never misses a beat whether you're at work or at play.

Like the wagon, at the heart of the 24•7 coupe concept are customer-focused technologies that allow the user the ability to access e-mail, hands-free mobile phone, real-time route assistance, weather reports and custom features such as stock readings.

"24•7 connects you to your life, because your life doesn't stop when you step into your vehicle," says J Mays, Ford Motor Company vice president of design. "The 24•7 coupe is ideal transportation for people who are constantly moving Š whether they are rushing to the next job site or looking for the second or third party of the night."

The exterior design, like the wagon, features simple geometric shapes and machined surfaces that give the vehicle a technical look and feel that complement the advanced communications and telematics technologies that make up the essence of 24•7.

One of the more prominent features of the coupe is its roof, which is made of a dark green canvas that can be rolled back, giving it the look and feel of a convertible.

Like the wagon, the coupe has headlamps and taillamps made up of white and red Light Emitting Diode (LED) lamps that illuminate instantly, last the lifetime of the vehicle and consume only a fraction of the power that traditional halogen

lamps require.

The 24•7 badge mounted at the center of the composite grille area is lighted green to match the gang green exterior body color. When the key fob is pressed to unlock the vehicle, a light panel mounted in the interior headliner glows green § welcoming the driver into the vehicle.

The four-door, four passenger coupe features 17-inch, six-spoke matte aluminum finished wheels wrapped in specially cut 245/50R-17 Goodyear tires with digital patterned tread. The side mirrors have been replaced with “lipstick cameras” that give drivers a panoramic view of their surroundings projected on the surface of the instrument panel.

The doors feature elongated rectangular push-button handles. Once the front doors are open, the shorter rear doors can be opened from the center to the back providing unrestricted access to the rear seat area.

The interior features specially designed bench-like seats that resemble a clamshell in their construction. The exterior seat surfaces are covered in a light beige leather, while the inner parts of the shell are painted the bright green accent color seen throughout the interior. Exposed parts of the seat structure are finished in aluminum. Both the front and rear benches feature unique center consoles that when raised function as armrests and reveal cupholders.

The rear seat can be removed from the interior and used as a bench outside the vehicle. A large rear projection screen, mounted at the back of the cargo area, can be used to show movies or music videos. When not in use, the projection screen is stored under the floor of the rear cargo area.

Like the wagon, the coupe’s instrument panel is a high-definition projection screen. Once the vehicle has been powered up and the driver has been selected, the gauges appear on the instrument panel in the ideal configuration for the specific driver.

Using voice commands, the driver is able to choose which gauges are active when needed. The available choices include speedometer, oil, fuel, GPS/map, Internet, e-mail, mobile phone, compact disc/tape/radio and clock. All the operations are voice activated, allowing the driver to keep both hands on the wheel.

24•7’s one-spoke steering wheel includes the control for the auto/manual shift, which allows the driver to shift gears by pressing a button. In addition, the voice activation button is mounted on the opposite side of the steering wheel. A



camera mounted below the rearview mirror can be positioned to transmit images of the driver and passengers while in the vehicle and using the hands-free videophone.

The coupe floor is covered in rubber matting that has a unique pattern with randomly alternating circular shapes in the bright green accent color.

24•7 is built on the all-new Ford Focus platform that has been lengthened two-inches. It is powered by Focus' 2.0-liter Zetec I-4 engine.

The 24•7 coupe is sporty, stylish and extremely functional. It can keep up with the fast pace of a normal business day and keep you going into the wee hours of the night moving from one happening spot to another.

Like the wagon, the coupe concept features customer-focused technologies that allow the user the ability to access e-mail, hands-free mobile phone, real-time route assistance, weather reports and custom features such as stock readings.

"24•7 connects you to your life, because your life doesn't stop when you step into your vehicle," says J Mays, Ford Motor Company vice president of design. "The 24•7 coupe is ideal transportation for people who are constantly moving \$ whether they are rushing to the next job site or looking for the second or third party of the night."

The technology allows the driver of the vehicle to personalize the instrument panel to suit his or her personality and needs. Voice Technology couple with a reconfigurable projected image display \$ developed by Visteon Automotive Systems \$ gives each driver the ability to customize the instrument panel by changing the layout of the gauges and engaging additional functions such as e-mail, GPS and video phone.

The coupe exterior design, like the wagon, features simple geometric shapes and machined surfaces that give the vehicle a technical look and feel that compliments the advanced communications and telematics technologies that make up the essence of 24•7.

This four-door, four passenger coupe features 17-inch, six-spoke matte aluminum finished wheels wrapped in specially cut 245/50 R17 Goodyear tires set to the edges of the wheel wells, giving the coupe a sporty, performance like stance. The side mirrors have been replaced with lipstick cameras that give the driver a panoramic view of their surroundings projected on the surface of the instrument panel.

The doors feature elongated rectangular push button handles. Once the front doors are open, the shorter rear doors can be opened from the center to the back providing unrestricted access to the rear seat area.

The roof is made of a dark green canvas that can be rolled back giving the coupe the look and feel of a convertible.

Like the wagon, the coupe headlamps and taillamps are made up of white and red LED lamps that illuminate instantly, last the life of the vehicle and consume only a fraction of the power that traditional halogen lamps require. The 24•7 badging mounted at the center of the grille area is lit green to match the exterior body color.

When the key fob is clicked to unlock the vehicle, a light panel mounted in the interior headliner glows green Š welcoming the driver into the vehicle.

The interior features specially designed bench like seats that resemble a clam shell in their construction. The exterior seat surfaces are covered in a light beige leather while the inner parts of the shell are painted the bright green accent color seen through out the interior. The parts of the seat structure that are exposed are aluminum finished. Both the front and rear benches feature unique center consoles that when raised function as armrests and reveal cupholders.

The rear seats can be removed from the interior and used as a bench outside the vehicle. A large rear projection screen, mounted at the back of the cargo area can be used to show movies or music videos while unwinding at the beach after a hectic day at the office. When not in use the projection screen is stored under the floor of the rear cargo area.

Like the wagon, the coupe instrument panel is a high definition projection screen. Once the vehicle has been powered up and the driver has been selected, the gauges appear on the instrument panel Š in the ideal configuration for the specific driver.

Using voice commands, the driver is able to choose which gauges are active when needed. The available choices include: speedometer, oil, fuel, GPS/map, Internet, e-mail, mobile phone, compact disc/tape/radio and clock. All of the operations are voice activated, allowing the driver to keep both hands on the wheel.

24•7's one spoke steering wheel includes the controls for the auto/manual shift feature which allows the driver to shift gears by pressing a button. In addition, the voice activation button is mounted on the opposite side of the steering wheel.



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