Ford Adds Soy Foam Seat Cushions to Ford Explorer; Expands Use of Eco-Friendly Material Across Lineup

DEARBORN, Mich., /PRNewswire-FirstCall/ -- The new 2011 Ford Explorer will offer more eco-friendly features including soy foam in seat cushions and seatbacks as well as at least a 25 percent increase in fuel economy over the current model.

Ford is expanding its use of bio-based soy foam through nearly all of its vehicle lineup this year as part of an ongoing effort to use more renewable and recyclable materials.

There are more than 2 million Ford Motor Company vehicles on the road today with bio foam content; Ford's use of bio foam has helped the company reduce its petroleum oil usage by more than 3 million pounds annually and carbon dioxide emissions by 11 million pounds.

The 2011 Ford Explorer will feature soy foam in seat cushions and seatbacks. The bio-based polyurethane foam will be one of the new, eco-friendly features in the Ford Explorer which goes in to production later this year.

"The new Explorer will deliver fuel economy at least 25 percent better than the current model as well as include sustainable materials like soy foam seat cushions and other eco-friendly features we will detail soon," said Amy Marentic, group marketing manager, Ford cars and CUVs. "Consumers will be pleasantly surprised they can get all these new features without having to sacrifice the capability, utility and safety they want for their families and adventures."

The addition of soy foam in the Explorer expands Ford Motor Company's commitment to using more sustainable materials in all its vehicles. By year's end, nearly 100 percent of Ford's North American vehicle lineup will feature the eco-friendly material.

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