

**FOR IMMEDIATE DISTRIBUTION****New Ford C-MAX and Grand C-MAX Support Active Families with Better Fuel Efficiency, Technology and Comfort**

- Stylish new C-MAX and Grand C-MAX offer enhanced family appeal with improved fuel efficiency and CO₂, advanced driver assistance tech, and segment-first convenience features
- Ford's new family of multi-activity vehicles offer improved powertrains, including new 1.5-litre EcoBoost and TDCi engines, and a 99 g/km CO₂ ECONetic variant
- Parents carrying shopping, toddlers or luggage can access boot with a kicking motion using segment-first Hands-Free Liftgate; Active Park Assist supports parking in parallel and side-by-side spaces
- Automatic braking tech Active City Stop now operates at speeds of up to 50 km/h (30 km/h); Adaptive Front Lighting System optimises night-time visibility
- Both vehicles deliver bold new face of Ford, an intuitive, beautifully crafted interior, and higher levels of comfort, refinement and ride quality

COLOGNE, Germany, April 7, 2015 – Ford's new fuel-efficient, flexible and stylish C-MAX and Grand C-MAX offer modern and active families advanced driver assistance technologies, convenience features, and higher levels of comfort and safety.

The new five-seat C-MAX and seven-seat Grand C-MAX multi-activity vehicles (MAV) offer enhanced refinement and ride quality with revised chassis, body and interior designs. The C-MAX family also offers segment-first Hands-Free Tailgate that enables customers to access the boot with a simple kicking motion, and an enhanced version of the Active City Stop system designed to help avoid or mitigate incidents.

Both vehicles will be equipped for the first time with Ford's new 1.5-litre EcoBoost petrol engine, offering improved fuel efficiency compared with the 1.6-litre EcoBoost engine it replaces, and a 105 PS 1.5-litre TDCi ECONetic diesel engine, which in the five-seat C-MAX delivers 99 g/km CO₂.^{*} Class-leading driving dynamics also are enhanced with retuned suspension and steering.

"C-MAX has earned a reputation for providing a balance of great fuel economy, responsive, sporty handling and a flexible, roomy interior package," said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe. "The new Ford C-MAX family also delivers levels of refinement often found in larger, more upmarket vehicles, while all powertrains benefit from CO₂ improvements, without sacrificing the car's great driving dynamics."

Efficient and powerful engines

The new [C-MAX and Grand C-MAX](#) offer reduced running costs with significantly improved fuel efficiency and CO₂ emissions, while retaining high performance and responsiveness with downsized engines including:

- Ford's fuel-efficient new 1.5-litre EcoBoost petrol engines, offered with 150 PS and 182 PS, which achieves 139 g/km CO₂ emissions in the five-seat C-MAX – reduced from 144 g/km CO₂ compared to the outgoing 1.6-litre EcoBoost petrol engine
- Ford's new 1.5-litre TDCi diesel engine, offered with 95 PS and a 120 PS, both delivering 105 g/km CO₂ – a 12 per cent improvement in CO₂ compared to the 1.6-litre diesel it replaces, while delivering 5 PS more power
- 100 PS and 125 PS versions of Ford's [1.0-litre EcoBoost petrol engine](#), the first engine ever to be awarded the International Engine of the Year trophy three years in a row

Equipped with the 105 PS 1.5-litre TDCi, the C-MAX EConetic model will for the first time achieve less than 100 g/km CO₂. Auto-Start-Stop technology is offered on C-MAX as standard on EcoBoost petrol and 2.0-litre TDCi diesel engines for the first time, helping deliver up to 17 per cent reduction in CO₂ emissions, with power increased by 7 per cent.

“Ford's new 1.5-litre EcoBoost and TDCi engines are significant additions to a powertrain line-up that offers comprehensive power and fuel efficiency improvements,” said Jim Baumbick, Ford's global C-car vehicle line director. “These powertrains also will help ensure that from launch C-MAX is the first car in its segment to offer a complete range of EU Stage VI-compliant engines.”

Driving Dynamics

The Ford C-MAX family delivers class-leading driving dynamics. The new models feature enhancements including:

- Stiffer suspension bushes, which help deliver a more controlled and intuitive driving experience, and reduced body roll
- Retuned dampers, which help enhance the agile steering feel while maintaining ride comfort and feature a new valve design that reduces squeaks and rattles to improve interior refinement
- Electronic Power Assisted Steering tuned to deliver greater steering precision and stability

Sensor technologies

The C-MAX and Grand C-MAX are equipped with advanced Ford technologies and equipment designed to help avoid or mitigate incidents – from scrapes and bumps while parking to potentially more serious, higher speed collisions.

Ford's [Active City Stop](#) collision avoidance system pre-charges the brakes and – if the driver still does not respond – reduces engine torque and automatically applies the brakes to reduce the impact of collisions. The system has been enhanced to operate at speeds of up to 50 km/h (30 mph), compared to 30 km/h (19 mph) with the previous version.

Ford also is introducing to Europe the Pre-Collision Assist system. This works in a similar way to Active City Stop but with a much greater vehicle detection range of between 8 km/h (5 mph) and

180 km/h (112 mph). It supports drivers at higher speeds, for example on the motorway, by issuing warnings and applying braking as required.

Also new to the C-MAX family, Ford's Adaptive Cruise Control technology enables drivers to maintain a set distance from the vehicle ahead, even when that vehicle is travelling more slowly than the selected cruise speed. For occasions when Adaptive Cruise Control is not active, Distance Indication enables drivers to set a preferred distance they would like to maintain with the vehicle ahead. Should the driver get any closer, the system issues a three-stage dashboard display warning – from grey to yellow to red.

Ford's [Active Park Assist](#) system takes the stress out of parking by locating suitably-sized parking spaces and, at the push of a button, steering into the space – while the driver controls the accelerator and brake. Both new models add [Perpendicular Parking](#) capability that helps drivers reverse into spaces side-by-side with other cars.

The extra sensors also enable two additional technologies that help drivers as they manoeuvre out of parking spaces:

- [Cross Traffic Alert](#) gives peace of mind to drivers reversing out of parking spaces by warning of vehicles that may soon be crossing behind them. Operating with radar at a range of up to 40 metres (131 feet), the system will issue three warning signals if it detects a vehicle approaching from either side
- Park-Out Assist helps drivers as they exit a parallel parking space. After the driver has chosen either the left- or right-hand side the system operates the steering while the driver operates the accelerator and brake

Lighting the way

New lighting technologies offered for the C-MAX and Grand C-MAX help drivers see and be seen more clearly, at night or in poor visibility conditions.

Ford's [Adaptive Front Lighting](#) system adjusts the headlight beam angle to one of seven settings depending on traffic and road conditions. For example, when cornering at lower speeds the system will project a beam towards the side of the road to make cyclists and pedestrians more visible. The system also will support drivers cornering at higher speeds by directing light further into the bend.

Both models offer Bi-Xenon HID headlamps designed to optimise the driver's view of the road, while during the day LED Daytime Running Lights increase the visibility of the vehicles for other road users.

Safety, convenience and comfort

Ford's new C-MAX and Grand C-MAX interiors offer families more safety, convenience and comfort than ever before, and deliver flexibility for varied and active lifestyles.

Both models offer practical solutions to help keep occupants safely strapped in, including new "i-Size" child restraint mounting points that are compatible with the latest generation-ISOFIX child seats and offer improved protection for the head and neck during side and front impacts. A dashboard alert indicates whether any of the seatbelts are undone. A wide-angle rear view mirror offers a comprehensive view of the rear cabin area, and pets can now be restrained in the boot space with a dog guard.

Parents returning to their vehicle with hands filled with shopping pushchairs or toddlers can easily access the bootspace using Ford's [Hands-Free Liftgate](#) technology. The seven-seat Grand C MAX features Ford's innovative twin sliding doors and "walk-through" seat design offering easier access, greater convenience and more space.

The redesigned interior for both models offers more than 20 smart stowage solutions for items such as toys, books and snacks:

- The new centre storage console offers more space and features a sliding, integrated armrest for driver comfort
- The new adjustable console accommodates a variety of bottles and cups with the capacity to simultaneously hold a one-litre water bottle and a 0.4-litre cup
- A redesigned swing bin glovebox makes items stored inside easier to access
- A deeper upper storage area significantly improves capacity within the dashboard top for belongings, with two USB connection points for integrating and charging mobile devices

The overall interior design is cleaner and more intuitive, with fewer controls and switches, while the new black satin trim and chrome detailing contribute to a cleaner, more modern look. Functions are simpler to use, such as the air-conditioning controls, which now features buttons that are easier to recognise and distinguish.

Passengers young and old will find it easier to relax in interiors offering greater comfort and refinement. Ford engineers have reduced noise, vibration and harshness through the use of thicker side glass and more absorbent seals around the tailgate and rear view mirror. The engine bay heat shield has been filled with acoustic damping material to reduce powertrain noise, and diesel cars are equipped with extra acoustic seals to further reduce noise intrusion.

Under the bonnet, a specially balanced flywheel helps to reduce shaking forces when accelerating, while new engine mounts deliver smoother operation of the Auto-Start-Stop system. On the outside, stiffer, noise- and vibration-optimised alloy wheels have been designed to reduce resonant vibrations.

In addition, both vehicles will be offered with higher quality trims across the entire range, a heated steering wheel, door-sill scuff plates and load-net fitting points behind both the first and second row seats.

A light, spacious and airy interior feel is enhanced by an optional panoramic glass roof that uses solar reflective glass to keep the cabin cool and protect occupants from harmful ultra-violet rays, while an electrically operated blind can provide shade where required.

Better connected with SYNC 2

The new C-MAX family is equipped with Ford's [SYNC 2](#) voice-activated connectivity system that helps keep driver's eyes on the road and hands on the wheel. The advanced system features a high-resolution, 8-inch colour touch screen and advanced voice control for hands-free operation of audio, navigation, climate control and connected mobile phone functions.

Supported by map services provider HERE, SYNC 2's navigation system offers a split-screen display with detailed intersections, spoken street names, 3D highway junction and landmark views alongside the MICHELIN guide. The system also enables drivers to issue simpler "one-

shot” navigation destinations, and to ask SYNC 2 to “play” a desired artist. Drivers can bring up a list of local restaurants by saying: “I’m hungry”.

The new C-MAX also will be offered with a premium sound system that incorporates 10 Sony speakers, including a subwoofer that is dedicated to the reproduction of low-pitched audio frequencies, or bass, and delivers a more rounded and deeper sound.

Offered for the first time, Ford’s [MyKey](#) technology enables customers with older children to restrict reduce the maximum volume of the audio system when they borrow the family car. MyKey also can disable the audio system altogether if driver and passengers are not using safety belts, limit the top speed, and prevent the driver from deactivating safety technologies such as Traction Control.

Modern and dynamic styling

Restyled to reflect the One Ford global design language with the distinctive trapezoidal grille, the new C-MAX family has a stronger, sleeker front end. Washer jets are concealed beneath the windscreen, complementing the cleaner look of the restyled bonnet, and sleeker, more chiselled front headlamps and more rectangular, elongated fog-lamps add to the bolder front end

The liftgate has been given a smoother and more sophisticated one-piece appearance using the latest laser-brazing technique, which applies cleaner and exceptionally strong welds to thin sheets of metal. A compact tail lamp design completes the contemporary look.

The range of exterior colours now includes Red Rush and Caribou.

“C-MAX and Grand C-MAX deliver a more relaxing experience with chassis and interior enhancements, but also with sophisticated driver assistance technologies,” Baumbick said. “The ability to see more clearly in challenging conditions, to detect potential accidents and to keep less experienced drivers safe provide additional assurance and reduce stress for drivers whether at the wheel or not.”

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* The declared fuel consumption and CO₂ emissions are measured according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EC) 692/2008 as last amended. Fuel consumption and CO₂ emissions are specified for a vehicle variant and not for a single car. The applied standard test procedure enables comparison between different vehicle types and different manufacturers. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car’s fuel consumption and CO₂ emissions. CO₂ is the main greenhouse gas responsible for global warming. Results in MPG also correspond to this European drive cycle and are stated in imperial gallons. The results may differ from fuel economy figures in other regions of the world due to the different drive cycles and regulations used in those markets.

Ford Motor Company, a global automotive industry leader based in Dearborn, Michigan manufactures or distributes automobiles across six continents. With about 187,000 employees and 62 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit www.corporate.ford.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 47,000 employees at its wholly owned facilities and approximately

66,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 23 manufacturing facilities (12 wholly owned or consolidated joint venture facilities and 11 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

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