



RELEASE AT 10.00 CET ON SEPTEMBER 11, 2017

Sleeker, Faster and More Technologically-Advanced. Ford Reveals New Ford Mustang for Europe

- New Ford Mustang delivers sleeker style, enhanced engines, sharper driving dynamics and advanced driver assistance technologies for passionate fans of the iconic car across Europe
- More athletic styling is underscored by crisp, clear LED lighting, bold new exterior colours and alloy wheel options. Upscale interior offers soft-touch materials and aluminium finishes
- Enhanced Ford 5.0-litre V8 delivering an anticipated 450 PS combines with new 10-speed automatic gearbox to make Mustang faster, more responsive and more fuel efficient*
- MagneRide suspension and Drive Modes including customisable My Mode enhance fun-to-drive. New Active Valve Performance Exhaust delivers innovative Good Neighbour Mode
- Advanced driver assistance technologies include Pedestrian Detection, Lane Keeping Aid and customisable 12-inch digital cluster

COLOGNE, Germany, Sept. 11, 2017 – Ford today revealed the new Ford Mustang for Europe – delivering sleek new styling, sophisticated engine and suspension upgrades, advanced driver assistance technologies and more customisation options for the iconic sports car.

The instantly-recognisable, powerful Mustang profile now delivers a sleeker, more athletic appearance, enhanced with LED lighting technology, and a choice of 11 bold exterior colours and new alloy wheel options. The new Mustang is anticipated to be the fastest accelerating ever, with an enhanced 5.0-litre V8 engine that offers an anticipated 450 PS, combining with Ford's new 10-speed automatic transmission.

Tuned to match European driving expectations, Mustang's fun-to-drive character is optimised with sophisticated new MagneRide adjustable suspension and selectable Drive Modes, including a new customisable My Mode option. A new Active Valve Performance Exhaust even delivers an innovative Good Neighbour Mode for early-morning or late-night driving.

Mustang driver assistance technologies including [Pre-Collision Assist with Pedestrian Detection](#) and [Lane Keeping Aid](#) enhance the driving experience with greater peace-of-mind. A contemporary, upscale interior features soft-touch materials and a 12-inch all-digital instrument cluster for a superior occupant experience.

“Europe’s passion for Mustang has proven even greater than we imagined – almost 30,000 Mustangs are already bringing one of the most iconic sights in motoring to the continent’s streets,” said Steven Armstrong, group vice president and president, Europe Middle East and Africa, Ford Motor Company. “There are few cars on the road that can deliver such a

combination of heritage, style and performance to such a wide audience. The new Ford Mustang offers the most compelling package yet.”

Unmistakably Mustang

The exterior of the new Ford Mustang delivers a sleeker, more athletic appearance while retaining the instantly-recognisable character honed through more than 50 years of production. The bonnet profile is now lower with integrated air vents, combined with a revised lower grille design to give the Mustang a sharper, more aggressive face, while improving aerodynamics.

The Mustang’s dramatic rear-end design is further enhanced with a re-modelled bumper and diffuser element, accommodating standard quad-tailpipes for the 5.0-litre V8 model that testify to the power and performance available. In addition, Mustang is now offered with a new optional boot spoiler for an even sportier profile.

Crisp, clear and energy-efficient, Mustang’s headlights, daytime running lights, indicators and iconic three-dimensional tri-bar tail lights now all feature LED technology as standard for Mustang models in Europe, with LED foglights also available. The front headlight bezels also have been restyled to reflect the trapezoidal shape of the upper grille.

A wider range of customisation options will enable Mustang customers in Europe to make even more of a statement. Three bold, dynamic new metallic paint colours are available – Kona Blue, Orange Fury and Royal Crimson. New 19-inch forged alloy wheels are offered in multiple finishes each with a unique character, including Nickel, Ebony Black and Polished Aluminium.

The new Mustang interior delivers a more premium feel. Soft touch materials now feature for the door linings and the door handles are finished in aluminium. The centre console features a new hand-stitched, soft-touch wrap, finished with stitching in a contrast colour for a more dynamic and upscale feel. The instrument panel surround is available in four new aluminium finishes.

A Carbon Sport interior package is also available across the Mustang range, including Alcantara door and seat inserts, plus a carbon fibre instrument panel surround and gear knob. Leather-trimmed, heated and cooled seats, and a heated steering wheel are also offered across the line-up for the first time for ultimate comfort. Customers who opt for the leather Recaro racing seat option now have a choice of three colours; Show Stopper Red, Midnight Blue and Ebony.

Ultimate performance

Exhilarating performance and a fun-to-drive experience have been at the heart of the Mustang’s DNA since the first model was launched in 1964. New powertrain, chassis and technology enhancements enable the new Mustang to deliver the most rewarding driving experience yet.

Ford’s 5.0-litre V8 engine has been further developed to deliver more power and a higher rev-limit than ever before. Anticipated peak power of 450 PS is supported by the introduction of Ford’s new dual-fuel, high-pressure direct injection and low-pressure port fuel injection system, which also increases low-end torque.

The new Mustang 2.3-litre EcoBoost delivers 290 PS, and offers a more responsive and engaging driving experience thanks to a transient overboost function for the turbocharger – triggered under heavy acceleration to provide an extra burst of boost following each up-shift – and Ford’s new 10-speed transmission.

The advanced new 10-speed automatic transmission offers greater fuel efficiency, and improved acceleration. The gearbox's electronic control system enables settings that optimise performance for Drive Modes, and real-time adaptive shift-scheduling allows the transmission to adapt to changing conditions and select the right gear in any situation – from coast-road cruising to the drag-strip. Steering wheel-mounted paddles-shifters allow drivers maximum control.

“Typically, when you shift gears, you give up time,” said Matthias Tonn, Mustang chief programme engineer, Ford of Europe. “The Mustang’s new 10-speed transmission enables the engine to deliver peak power and torque while up-shifting, for faster acceleration and seamless performance. We expect the result to be our fastest accelerating Ford Mustang yet.”

Ford’s six-speed manual gearbox is enhanced to manage the power of the 5.0-litre V8 engine with a twin-disc clutch and dual-mass flywheel, for greater durability and quicker gear changes. The engine delivers Launch Control as standard for maximum traction and consistent standing starts. Electronic Line Lock that applies only the front brakes, allowing the driver to spin the rear wheels and warm the tyres while stationary, is now standard with the 2.3-litre EcoBoost engine, in addition to the 5.0-litre V8 – helping achieve optimised standing start performance.

Ford engineers have further optimised Mustang’s driving dynamics to deliver the most engaging driving experience yet. Recalibrated shock absorbers improve stability through corners, and rear suspension is stiffened with a cross-axis joint that reduces unwanted movement at each corner that can lead to body flex. Thicker anti-roll bars also better control body-roll for sharper handling.

A new optional MagneRide Damping System can deliver a lightning-quick response to changing road conditions. A unique fluid inside the damper can be electronically stimulated to offer higher or lower damping resistance, depending on the driving scenario. Sensors monitor conditions one thousand times per second to ensure optimum handling performance.

Two new Drive Modes are now offered to help drivers match electronic stability control, throttle response, automatic gear-shift patterns, steering and Active Valve Performance Exhaust settings to the driving scenario. In addition to Normal, Sport, Track and Snow/Wet Modes:

- Drag Strip Mode optimises performance for maximum acceleration standing starts and quarter-mile performance at dedicated drag racing strips
- My Mode enables drivers to select their own preferred settings for performance, dynamics and exhaust sound

New Active Valve Performance Exhaust technology means drivers can for the first time adjust the intensity of the Mustang’s exhaust note to suit their mood and the driving scenario. The innovative Good Neighbour Mode can be programmed to automatically limit the exhaust’s noise output at pre-programmed times of the day to avoid disturbing neighbours, not least when firing up the legendary 5.0-litre V8 early in the morning.

Smart tech for safety and convenience

The new Ford Mustang will be offered to customers in Europe with a comprehensive range of driver assistance technologies including Pre-Collision Assist with Pedestrian Detection – designed to reduce the severity of and, in some cases, even mitigate frontal collisions involving vehicles and pedestrians.

Mustang for the first time will also be offered with Adaptive Cruise Control and Distance Alert technologies that help drivers maintain an appropriate distance to the vehicle ahead, as well as

Lane Departure Warning that can warn when drivers unintentionally drift out of lane, and Lane Keeping Aid that can apply torque to the steering wheel to steer the vehicle back into lane. The sophisticated technologies will contribute to an improved Euro NCAP rating safety rating.

A customisable, all-digital, 12-inch LCD instrument cluster will deliver information displays optimised to match the selected Drive Mode – similar to the Ford GT supercar – helping drivers get the most from every driving experience. The cluster configuration will automatically change depending on Drive Mode, and can be programmed by the driver to display a range of gauges in one of seven colours. Drivers of Mustangs equipped with the 12-inch display will see an industry-first, video-game-style animation when the Electric Line Lock feature is activated.

The new Mustang also features Ford's SYNC 3 communications and entertainment system, which allows drivers to control their connected smartphones, audio, navigation, and climate functions with conversational voice commands, and by using pinch and swipe gestures on the central 8-inch touch screen. The system is compatible with Apple CarPlay and Android Auto™.

Deliveries of the new Ford Mustang for customers in Europe will begin in 2018.

#

*The declared Fuel/Energy Consumptions, CO₂ emissions and electric range 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/energy consumption, CO₂ emissions and electric range. CO₂ is the main greenhouse gas responsible for global warming.

Android and Android Auto are trademarks of Google Inc.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, 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 52,000 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 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and eight 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.*

Contact: Stephane Cesareo
Ford of Europe
+44 (0) 1268 401917
scsareo@ford.com