

**FOR IMMEDIATE DISTRIBUTION****Ford's Tough New Ranger Pickup Delivers Improved Fuel Efficiency, Bold Design and Advanced Technologies**

- New Ford Ranger pickup offers a bold new look, cutting-edge technologies and enhanced diesel engines that deliver outstanding fuel efficiency
- Ranger fuel efficiency improved up to 17 per cent supported by Auto-Start-Stop, new final drive ratios and Electric Power Assisted Steering, with CO₂ emissions from 171 g/km*
- Advanced features include SYNC 2 connectivity, Lane Keeping Aid, Adaptive Cruise Control and Traffic Sign Recognition, making Ranger one of the most advanced trucks on the road
- Flagship Wildtrak model offers exclusive exterior design features, unique interior with orange accents, and striking new Pride Orange signature colour
- Ford Ranger was Europe's No.1 selling pickup in 2015, with sales up 27 per cent **;
remains the only pickup with 5-star rating from independent crash test authority Euro NCAP

COLOGNE, Germany, Feb. 3, 2016 – Ford's tough new Ford Ranger pickup offers customers improved fuel efficiency, a bold new design and cutting-edge technologies as it arrives in European showrooms in early 2016.

Led by the flagship Wildtrak model, the Ford Ranger overtook its rivals to become Europe's No. 1 selling pickup in 2015 with 27,300 vehicles sold, a year-over-year increase of 27 per cent.

"With the stunning new Wildtrak at the pinnacle of the line-up, the new Ford Ranger provides customers with an unbeatable combination of four-wheel drive capability, stand-out styling and premium features like SYNC 2 connectivity," said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe. "Ranger is ready for any challenge – offering optimised fuel efficiency, towing and payload capacity, and class-leading wading capability."

The current Ford Ranger has generated rapid sales growth in Europe since it was first introduced in late 2011. Ranger's market share in Ford's 20 traditional European markets* has risen from 11.7 per cent in 2012 to 23.6 per cent in the first eleven months of 2015, placing Ranger in a market-leading position ahead of competitors including the Toyota Hilux, according to the latest Ford-sourced data.

Enhanced diesel powertrains for outstanding fuel efficiency

New Ranger offers outstanding fuel economy, with a more efficient powertrain range – enhanced by Auto-Start-Stop technology, new final drive ratio options and the introduction of

Electric Power Assisted Steering – delivering reductions in fuel consumption of up to 17 per cent.

The improved diesel line-up features 130 PS and 160 PS variants of Ford's latest 2.2-litre TDCi engine – delivering increased output compared to the 125 PS and 150 PS engines in the outgoing model – and the powerful 200 PS five-cylinder 3.2-litre TDCi unit. Both six-speed manual and automatic transmissions are available, and customers can select four-wheel drive and two-wheel drive variants. Wildtrak models feature four-wheel drive as standard.

All new Ranger variants achieve significantly improved fuel efficiency, with the 160 PS model offering exceptional figures of 6.5 l/100 km (43.5 mpg) and 171 g/km CO₂ emissions for reduced running costs – down from 7.8 l/100 km (36.2 mpg) and 206 g/km CO₂ in the outgoing model.

Advanced connectivity and driver assistance technologies

A host of cutting edge technology is available on the new Ranger to help drivers stay connected and in control, including Ford's voice-activated [SYNC 2](#) connectivity system, which features an 8-inch touchscreen with colour-coded corners for easy menu navigation.

An array of driver assistance technologies deliver greater comfort and convenience, including Lane Keeping Alert and [Lane Keeping Aid](#), Adaptive Cruise Control with Forward Alert, [Traffic Sign Recognition](#), Front and Rear Park Assist, Rear View Camera, and a standard Electronic Stability Control system with rollover mitigation and trailer sway control.

Other advanced technologies include:

- Hill Launch Assist, which helps drivers confidently start off from a slope, whether in first gear or reverse
- Hill Descent Control, which uses the traction control system to help when descending steep slopes at a constant speed
- Adaptive Load Control, which adjusts the Electronic Stability Control system based on vehicle load
- Emergency Brake Assistance, which provides additional pressure to the brake system to increase braking force when you apply the brakes quickly in an emergency situation

Tough and modern design

An updated exterior design with a bold, more modern look lends the new Ranger a powerful presence on the road, and immediately conveys a sense of capability. A more muscular hood flows into a strong new trapezoidal grille, while imposing projector headlamps make the truck instantly recognisable.

“When you look at how our customers use their vehicles, it's important that a Ranger looks and functions as a tough, dependable tool,” said Dave Dewitt, exterior design manager, Ford Asia Pacific. “We saw an opportunity to give the design extra tension, and to emphasise ‘Built Ford Tough’ design elements like the outboard nostrils – all while maintaining the Ranger's excellent aerodynamic characteristics.”

The updated exterior has been combined with a stylish new interior that creates an even more comfortable, contemporary and car-like environment for the driver and passengers. Strong horizontal lines run across the width of the cab, giving a sense of openness and framing the central 8-inch touchscreen. Behind the steering wheel, a new instrument cluster design with

dual colour digital displays provides drivers with information about the vehicle, as well as entertainment, navigation and climate control details at a glance.

“The interior of the new Ranger is sleek and modern, with a strong technical aspect to it,” Dewitt said. “Accentuating the design, we’ve chosen materials that are stylish and attractive while being durable enough to handle the harsh life of a work truck. The interior may look more car-like, but it’s as practical as ever.”

Capability and refinement

The Ford Ranger remains one of the most capable and versatile trucks in its class. Customers can choose from three bodystyles: two-door Regular Cab, Super Cab with additional rear-hinged doors accessing second-row seating, and four-door Double Cab. Each bodystyle provides a rugged load box with a generous load volume.

With a class-leading ability to wade through water up to 800 mm deep, and with 230 mm of ground clearance, Ranger is designed and engineered to handle the most extreme terrains with ease. A 28-degree approach angle and 25-degree departure angle enables drivers to feel confident when taking on steep obstacles.

A robust electronically controlled transfer case allows drivers in 4x4 models to shift on the fly from 4x2 to 4x4 High using a knob on the centre console. For low-speed torque or additional downhill braking, drivers also can engage low-range 4x4 gearing, while an electronic locking rear differential helps to improve traction in difficult conditions. These off-road strengths are matched by towing capability of up to 3,500 kg and exceptional payload capacity of up to 1,260 kg.

The Ranger achieves all this with a level of refinement not usually seen in the pickup truck segment. While the current Ranger already sets the standard for ride and handling, Ford engineers fine-tuned the new model’s suspension for additional comfort and even better handling.

The driving experience is further enhanced by an Electric Power Assisted Steering (EPAS) system, which provides precise steering with a natural and confident feel. With EPAS, steering is light and manageable for low-speed maneuvering, such as parking, and precise at higher speeds – with assistance varying as necessary based on speed, steering wheel angle, cornering forces and acceleration or deceleration. By eliminating the power steering pump used in a traditional power steering system, EPAS also results in a quieter vehicle and improves fuel efficiency by about 3 per cent.

The new Ford Ranger Double Cab retains the maximum 5-star rating awarded in 2012 by Euro NCAP. Ranger is the only vehicle in its segment to receive the highest award from the independent crash test authority.

Wildtrak – the ultimate Ranger

The Ranger Wildtrak marks its status as the ultimate Ranger through a unique dark, liquid metallic grey finish for the new trapezoidal grille with its distinctive outboard nostrils. The same accent colour continues to the side mirrors, door handles, side air vents, load-bed rails and tail lamps, for a bold and sporty appearance.

Other exclusive design elements on the new Wildtrak include rectangular fog lamps, a unique sports hoop, machined 18-inch alloy wheels and bold Wildtrak graphics, together helping to communicate a fearless sense of adventure. Even the Wildtrak's signature exterior colour has been tweaked to help it stand out from the crowd, with the new metallic Pride Orange finish.

Inside, orange is used as an accent colour to add a sense of sportiness to the strikingly modern, car-like interior. A strong horizontal beam spanning from driver to passenger door emphasises the cabin's width and houses an instrument cluster with dual colour digital displays, and an 8-inch touchscreen. A soft-touch instrument panel top with an orange accent stitch imparts a premium feel to the cockpit, while the rings around the air registers feature a distinctive shadow chrome finish.

The new Wildtrak also features unique seats – including an eight-way power adjustable driver's seat – with bold graphical elements and orange stitching, combining toughness, durability and sportiness.

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* 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.

** Ford of Europe reports its sales for the 20 European main markets where it is represented through National Sales Companies. The Euro 20 markets are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden and Switzerland.

About Ford Motor Company

Ford Motor Company is a global automotive and mobility company based in Dearborn, Mich. With about 199,000 employees and 67 plants worldwide, the company's core business includes designing, manufacturing, marketing, financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, as well as Lincoln luxury vehicles. At the same time, Ford is aggressively pursuing emerging opportunities through Ford Smart Mobility, the company's plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience and data and analytics. For more information regarding Ford, its products worldwide or Ford Motor Credit Company, 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 53,000 employees at its wholly owned facilities and approximately 68,000 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 8 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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