

NEW FORD ECOSPORT



Go Further

The new Ford EcoSport delivers even more comfort and confidence for compact SUV customers in Europe, with enhanced quality, smart technology and sharp design



WHAT'S NEW?

New engine: The new Ford EcoSport debuts a powerful, fuel-efficient all-new 1.5-litre Ford EcoBlue diesel engine using sophisticated technology for better fuel efficiency and reduced emissions

New AWD: Ford's Intelligent All Wheel Drive technology is offered on the new EcoSport for the first time – sending power to the front or rear wheels 20-times quicker than it takes to blink for enhanced grip and more driving confidence

New exterior: The rugged, stylish new EcoSport is offered with fashionable personalisation options such as a contrasting roof, window pillar and door mirror colours, and eye-catching alloy wheel finishes

New sporty model: New EcoSport is available as sporty, Ford Performance-inspired EcoSport ST-Line version for the first time, with unique styling, badging and interior equipment

New interior: EcoSport's refined and ergonomic interior features floating central touchscreens up to 8-inches, heated steering wheel and premium B&O PLAY sound system

New technology: Sophisticated technologies include SYNC 3 connectivity, Cruise Control with Adjustable Speed Limiter, and Rear View Camera for more confident reversing

ENGINES

- 1.0-litre EcoBoost petrol – 100 PS, 125 PS, 140 PS
- 1.5-litre EcoBlue diesel – 125 PS
- 1.5-litre TDCi diesel – 100 PS

TRANSMISSIONS

- 6-speed manual FWD
- 6-speed automatic FWD
- 6-speed manual Intelligent AWD

GROWING SUV DEMAND

Ford has sold 150,000 EcoSport compact SUVs in Europe since first introducing the model in 2014. The SUV segment is the fastest growing in Europe; registrations of SUV models grew by more than 21 per cent in 2016 to account for more than one quarter of all new passenger car registrations. In 2016, Ford's SUV sales in Europe grew by more than 30 per cent.



GLOBAL COMPACT SUV

New EcoSport is produced in five factories around the world and sold in 149 countries. The new Ford EcoSport for Europe will be built at Ford's manufacturing facility in Craiova, Romania, following a €200 million investment, and features driving dynamics and refinement tuned specially for European customers.

- Camacari, Brazil
- Chongqing, China
- Chennai, India
- Craiova, Romania
- Naberezhnye Chelny, Russia